

## Quality Policy

In its Quality Manual, TPB’s top management “ensures the establishment of corporate and functional quality objectives based in the functions of the units of the organization. These quality objectives are measurable and consistent with the quality policy.” This is in line with the initiative of the national government to come up with a performance monitoring system for the bureaucracy, which subscribes to the management philosophy that “anything than can be measured can be improved.” Consistent with such commitment to be an institution with a skilled and competent workforce, whose output can be measured, TPB received its ISO 9001:2008 certification for quality management in January, 2016. Certification International Philippines (CIP), an affiliate of Swindon-based Certification International U.K. Ltd., conducted the requisite certification audits. The agency passed the CIP’s Stage 1 audit on Dec. 8 and the Stage 2 audit on Dec. 23. This certification indicates that the TPB’s quality standards are now at par with international management systems. The ISO 9000 certification also means that the agency’s capability to meet the needs of its stakeholders has been boosted, and it is now better able to comply with the requirements of regulatory agencies concerning its products and services.

## MARKETING AND PROMOTIONS

### INTERNATIONAL PROMOTION

#### *Visitor Arrival Performance*

The country registered 5.36 million tourist arrivals in 2015, compared to 4.83 million in 2014. Driven by its vision to make the Philippines one of the top global tourist destinations by 2020, the TPB has been successful in raising awareness on the many attractions of the Philippines in the rapidly growing global tourism market.

	2012	2013	2014	2015
<b>Total Visitor Arrivals to the Philippines</b>	4,272,811	4,681,307	4,833,368	5,360,682
<b>TPB Markets Arrivals</b>	3,730,848	4,067,654	4,190,456	4,658,679
<b>Share of TPB Markets</b>	87.32%	86.89%	86.70%	86.90%
<b>Growth Rate of TPB Markets</b>	9.29%	9.03%	3.02%	11.17%

A total 407 marketing promotions-related events such as trade fairs, missions, and invitational programs, and other special invitational events assisted by the TPB for this year resulted to 4.6 million international visitors from TPB's key markets.

The TPB continued to send delegation to annual international travel fairs such as the ASEAN Tourism Forum (ATF), Asia Dive Expo, Korea World Travel Fair, World Travel Mart, Pacific Asia Travel Association (PATA) Travel Mart and the Internationale Tourismus Borse (ITB). TPB, likewise, provided financial assistance, through US visa application fees, registration, travel and accommodations to the 64 Filipino delegates and officials to WCOPA Team Philippines as they competed in World Travel Olympics held from 10-19 July 2015 in Hollywood, USA. Participation in these marketing events provides an opportunity for joint promotions, business development, networking, and negotiations among key players in the industry, all of which aim to generate favorable and lasting business relations with counterparts in the international market.

This year's Philippine Travel Exchange held in September 2015, which was participated by a total of 185 buyers from 30 countries, featured a tour of the city of Manila. This activity allowed guests to acquaint themselves with Manila's past historical and cultural life and present phase of modern city life. A Serenity Wellness Program courtesy of LeSpa of the Sofitel Philippine Plaza was given as compliments to the foreign buyers and Philippine sellers who participated in the PHITEX.

Media campaign promotions for 2015 had also been extensive. Activities along this line include promotional tours among professional writers, bloggers, travel agents, and photographers within the Asia Pacific region, and from North America and Europe to feature the Philippine tourist destinations, sounds, events, culture and cuisine. Among the significant media promotions which provided a broader base of mileage exposure include the one-on-one interview of United States Tour Operators Association (USTOA) USTOA President Terry Dale with DOT Secretary Ramon R. Jimenez, Jr. in an episode of "Terry Talks" before more than 800 travel professionals held in April, the MTV Music Evolution international concert held in Manila on 17 May 2015 that is recorded live for global telecast to an international audience of over 300 million in 160 countries, and the familiarization trip of Miss Universe New Zealand finalists in Manila, Cebu, and Bohol on 02-11 September 2015 where they conducted their promotional photoshoot. These media promotions come in print, television and social media platforms where the top selling point is tourist destinations, the Filipino culture and the Filipino people.

On a separate note, an interesting development for the Philippine and Hongkong bilateral relations is the participation of the Bacolod Masskara Dancers in the 20<sup>th</sup> Hong Kong Chinese New Year Night Parade whose performance became the highlight of the celebration.

## DOMESTIC PROMOTIONS

TPB expanded its domestic tourism promotions through creative and fun mediums as it continues to be a staple in local and international tourism platform events held in the country. Partnerships, festival hosting and outdoor sporting events were explored to amplify the growth and development of the Philippine tourism industry.

The TPB likewise sustained its support for and participation in travel trade events like the Travel Tour Expo, the Asia Premium Travel Mart, the NAITAS Travel and Trade Show Directors Tour 2015, the 26th Philippine Travel Mart, and the Travel Sale Expo attended by travel and trade agents, exhibitors and enthusiasts. The following trade fairs were multipronged in terms of boosting Philippine tourism promotions by providing venues for establishing networks and connections among those in the field while at the same time promoting awareness on available inbound and outbound popular and emerging destinations, diverse tourism products, and services at discounted and modest packages to local and international markets.

In line with the DOT's tourism branding campaign, the TPB partnered with Jollibee Philippines, Inc., for events marketing, advertising and promotions, and exploring discount schemes for OFWs and foreign tourists. Likewise, it has also assisted the PWU School of Tourism Management on activities for its month long Founding Anniversary in February 2015. A symposium with the theme- The Filipino Youth and their Education: Role of Culture and the Arts towards Global Excellence and Sustainable Tourism was organized aiming to widen the horizon of knowledge and enlighten the youth about their roles and responsibilities in supporting and contributing towards the country's fulfillment of the UN Millennium Development Goals.

For the homecoming program, close to 245 retirees and their spouses from the Philippine-American Military Retirees Association (PAMRA) celebrated their 11th homecoming with a 10-day tour around Metro Manila, Batangas and Bicol from 11-19 February. A welcome dinner with entertainment was held on February 12 at Intramuros, Manila.

Fun activities and other exciting attractions were featured in alternative outdoor events and entertainment co-hosting gigs of TPB. This year, the Philippines' first ever outdoor Electronic Dance and Music party was held in Cebu and by far, one of the most exhilarating and amusing international outdoor event in the country. On the other hand, the Beto Perez – Live Circuit Manila was the biggest outdoor fitness party of the year. It was attended by celebrity Zumba instructors, artists and enthusiasts all over the country as well as from the Southeast Asian region. An estimated 2,000 participants was present on the event. Silly People's Improv Theater (SPIT), the premier improv group in the Philippines composed of thespians, teachers, commercial models and professionals from varied fields, on 02-12 July, has organized the International Improv Festival attending 9 performing groups from 9 countries with about 70 individual performers.

Similar events like the Visit Bohol 2015, Guinsayaman Music Festival, Wanderland Music and Art Festival, and the Malasimbo Music and Art Festival held in Puerto Galera, Oriental Mindoro offer glimpses of the local entertainment scene as part of tourism promotions.

The Visit Bohol and the Guinsayaman Music Festival, in particular, were initiatives to revive the tourism in Bohol, Tacloban, and Leyte and re-launch the region as a top-notch travel destination. The Wanderland, an outdoor music and art event featuring local and foreign acts, was founded in 2013 and has since been an annual gathering of audiophiles, art and fashion enthusiasts, and plain festival goers. The Malasimbo Festival was celebrated as part of the Philippines' participation in the series of programs arranged by the D'Aboville Foundation following the United Nations' declaration of the year 2015 as the International Year of Light. Light-shows, and contemporary and futuristic entertainment were featured in an effort to raise global awareness on the importance of light in promoting sustainable development. This festival launched the Philippines as a world-class destination for lights and dance. It was well-received by both local and international media for its innovative music, arts, lights and community program.

Various triathlons and extreme sports hosting indicate that the Philippine terrain is now being recognized as an outdoor event hotspot. The XTRERRA Albay Off-road Triathlon, for one, provided athletes a challenging playground to some of the most diverse, spectacular, and challenging environments. Sporting events like the Challenge Philippines Subic and Camsur, the Century Tuna 5150 triathlon, the Color Manila Run 2015, and the Yellow Cab Challenge Philippines 2015 are gaining footing in the expanding triathlon scene in the Philippines.

Other sporting events, competitions, and activities were attended by a wide base of adventure seekers, athletes, tour operators, and even environmental organizations in support of promoting the Philippines as a new to-go place for sports and recreation. The Uproar Camsur 2015 is a 3-day music, arts, and wakeboard competition and motor show. The Get Outside Campaign encourages people intimidated by the outdoors and its activities to try the adventurous lifestyle. The R.O.X (Recreational Outdoor eXchange) Outdoor Festival 2015 is the final leg of this campaign. This 2-day event has the outdoors converted to a gateway to adventure which featured sporting competitions, activities, and booths.

Following the success of the 1st International Paragliding Accuracy Competition held last August 2014, DOT Region 12 co-presented the Category 1 of the Paragliding Accuracy World Cup 2015 which was participated by 64 pilots from Philippines, Indonesia, Malaysia, Singapore, Taiwan, China, South Korea, Japan, Pakistan, Canada, USA, Spain, Serbia, United Kingdom, Germany and Australia.

## MICE EVENTS

Carrying out a traditional and rotational obligation of the Philippines as an APEC member economy, the country hosted the 23rd Asia Pacific Economic Cooperation (APEC) meetings in 2015. Delegates from all over the Asia-Pacific Region and countries from other parts of the world, including the economic leaders and policy makers in the region and even heads-of-states, attended these meetings and discussions, which were held in several locations in the Philippines. Famous Philippine destinations like Bohol, Cebu, Boracay, Tagaytay, and Metro Manila, as well as relatively unexplored tourist attractions and MICE venues in places like Bagac, Bataan and Iloilo City, Panay hosted the various APEC events.

The TPB played a key role in the APEC National Organizing Council (NOC), as a member of the APEC Committee on Receptions and Related Events (CRRE) and as Chair of the Sub-Committee on Arts in partnership with the Cultural Center of the Philippines. The APEC NOC hosted dinner receptions with gala performances including the APEC Ministerial Meeting (AMM) dinner. Aside from its involvement in the year-long APEC events, the TPB also continued in its drive to promote the country as a premier MICE destination, which was no doubt facilitated by the country's successful hosting of the APEC meetings. In the year in review, the TPB won 6 or 7 bids and assisted in more than 173 MICE events.

Among the events booked in 2015 was the Congress of the Southeast Asian Directors of Music (SEASOM), a Southeast Asian Educational Network representing the interests of institutions that are concerned with training music professionals. 12 countries were represented in the congress. Another MICE event was the Lausanne Global Diaspora Forum, with 500 invited participants from all over the world. TPB also provided assistance to the Birla Sun Life Insurance Co. Ltd. Incentive group from India composed of 300 participants. TPB also facilitated the holding in the Philippines of the Harvard Project for Asian and International Relations (HPAIR) Asia Conference V, as well as the International Council of Museums – Asia Pacific Organization meeting.

These are just a few of the TPB MICE activities on sundry themes like sports, religion, culture, medicine and health, law, finance, history, comedy, science, and politics, which attracted thousands of participants and generated hundreds of millions of pesos in revenues for the country, last year.

TPB also spearheaded, together with the Department of Tourism-Frankfurt, the Philippine participation in the Worldwide Incentive travel, Meetings and Events Exhibition (IMEX) that was held on May 19-21, 2015 in Frankfurt, Germany. Our presence in IMEX Frankfurt 2015 helped increase awareness and promotion of the VPY 2015, the "It's More Fun in the Philippines" and "Fun Works" MICE campaigns.

## **MARKETING COMMUNICATIONS**

### *Global Branding Campaign*

The TPB intensified the promotion of the Philippines as a primary tourism destination in 2015. The advertising firm, Dentsu Philippines was engaged to promote and broadcast through a multi-media blitz the country's tourism slogan "It's More Fun in the Philippines." The year also saw the launching of the Visit Philippines year 2015 (VPY 2015) and Visit Philippines Again 2016 (VPY 2016). VPY 2015 featured the year-round festivals and events in the country, while VPA 2016 is intended to be a follow through campaign that entices international and local visitors to return and continue exploring the Philippines.

To achieve these objectives, the TPB embarked on an inclusive mixed-media campaign utilizing TV, Print, Out of Home, Digital, Cinema and Activation/Event. Traditional tri-media platforms were also employed. Spots in CNN, BBC, Asian Food Channel, Food Network, and MTV were purchased. The campaign also extensively used the internet as a medium, with commercials posted in YouTube, Google, CNN.com, CNNMoney.com, Glam, Yahoo, and Facebook, to name a few web and mobile networks and portals. The Philippines' tourism slogan and images of the country's natural and cultural attractions were conspicuously displayed in strategic areas, including airports, railway and subway stations, and busses.

TPB also sponsored and organized, in cooperation with MTV and other media partners, the Music Evolution Manila, Hip-Hop 2015. This event was intended to "establish a world class annual music activation, which brings the best of music talents to Philippines – international tourism destination event; profile Philippine's vast musical heritage, genuine warmth, good sense of humor and awesome fun destinations to the world; giving audiences an insider's look at the uniquely rich cultural heritage, varied attractions and multitude of activities that the Philippines can offer the world; create an event that is a celebration of life and musical history, showcasing one musical genre per concert – be it pop, rock, hip-hop, dance music."

These strategic campaigns as well as specifically targeted projects ensured that our tourism message reached a wider audience in the global market. The investments on these ad campaigns and events provided good returns as they engendered heightened recognition of the Philippines' tourism brand.

### **VISIT THE PHILIPPINES YEAR 2015**

The TPB, together with the DOT, implemented the Visit the Philippines Year (VPY) Campaign in 2015. TPB Chief Operating Officer Domingo Ramon C. Enerio III revealed that the campaign emphasized five main themes:

**Business meetings:** The Philippine hosted the Asia-Pacific Economic Cooperation (APEC) Ministerial Meetings and Leaders' Summit. The APEC meetings were not just confined in Metro Manila. Boracay and Iloilo City in the Western Visayas; Tagaytay City in Southern Tagalog; Metro Cebu in the Central Visayas; Bagac, Bataan and Clark, Pampanga in Central Luzon; and Legazpi City, Albay in Bicol also hosted APEC events. This allowed more foreign visitors from participating countries in APEC to see more of the country.

**History and culture:** The biggest event involving history and culture in 2015 was arguably the visit of Pope Francis in January. Aside from this, the Philippines also commemorated the 70th anniversary of the final battles of World War II, alongside the countries involved in the war, to honor the fallen soldiers.

**Lifestyle and entertainment:** Aside from the traditional fiestas, the Philippines was the first country to host the international gastronomic summit Madrid Fusión outside Spain, last year.

**Music and arts:** True to its reputation of being a favorite tour stop of some of the most popular international performers, One Direction and Justin Timberlake were among the big acts that that performed in the country. Intramuros, Nayong Pilipino, and Rizal Park were also redeveloped to be event venues.

**Sports, adventure, and eco-tourism:** In 2015, international sporting and adventure events were held in the Philippines. Among these are the Diving Resort Travel Expo in Manila and the Siargao International Surfing Competition.

## **CORPORATE AFFAIRS**

### **MANAGEMENT INFORMATION SYSTEM (MIS)**

2015 is noteworthy for focusing on physical expansion, technical innovation and continued personnel improvement in the area of Management Information System.

As TPB offices and data centers are being constructed, the MIS department continues to be responsive to the technical requirements of the departments by securing and ensuring strong and reliable network connectivity. Subsequently, the 3-year Information System Strategic Plan (ISSP) of the TPB was submitted and approved by the Information and Communications Technology Office (ICTO), which is now the Department of Information and Communications Technology.

The TPB Events Guide Mobile Application was launched in August and can be accessed and downloaded both in the Android and IOS platform. Enhancement of the mobile app is in progress to enable posting of event information, images and live feeds. Parallel updates are also ongoing

in the TPB website to include calendar of promotions and marketing activities and uploading bidding requirements.

Internal systems-wise, MIS interface with the HRD for the Time Management Systems is being maintained and strengthened to ensure that the system is updated and continues to be operational. The Payroll system is also slated to be integrated into the interface.

As part of its organizational efficiency strengthening initiatives, the TPB continues to undergo seminars, trainings, and workshops in ISO 9001:2008, RA 9184: the Government Procurement Law and Corporate Governance, among others.

### **PERSONNEL AND HUMAN RESOURCES DEVELOPMENT DIVISION (PHRDD)**

The PHRDD undertook programs and conducted activities in several major HR areas namely Personnel Placement and Retirement; Hiring Recruitment and Selection; Learning and Development; Health and Wellness; Employee Engagement; and Gender and Development. These activities and programs ensured that adequate planning for personnel quantity; as well as evaluation of the employees' performance, competence checking, matching of qualification requirements for new hires were done. The documentary requirements of the agency's retirees are also being processed.

Trainings, workshops, and conferences intended to further capacitate and enhance the knowledge and skills of the TPB personnel were conducted. Recognizing that a healthy workforce is a productive workforce, the PHRDD held activities meant to promote physical fitness, and even spiritual wellness among TPB employees.

Personnel morale was likewise boosted through activities designed to stimulate self-confidence and fellowship among the TPB employees. Several gender and development activities were also held throughout the year.

### **PROCUREMENT AND GENERAL SERVICES DIVISION (PGSD)**

The PGSD performed numerous tasks in support of the various undertakings of TPB in 2015, here and abroad. Among these tasks was purchasing international and domestic air tickets line throughout the year. Billboards were installed and promotional and marketing collaterals like banners, brochures, notebooks, hats, and office supplies were bought or produced. PGSD also engaged the services of IT practitioners and experts to supply, deliver, and install a Fiber Optic Internet Connection. PGSD took charge of rental of IML, supply of photo services, ESET endpoint advance protection, and the installation of MIS office 2<sup>nd</sup> Adobe Creative Cloud.

A major project of the PGSD was the repair and rehabilitation of the offices of the Chairman, the Chief Operating Officer, the boardroom, and executive staff office. Furniture and fixtures, as well



as vehicles were also repaired and rehabilitated, or otherwise acquired. PGSD also processed contract renewals and monthly billings for various utilities and other essential office services, like PLDT, Smart, Association dues, unit rentals, parking spaces, water cooler, pest control, security and janitorial service, as well as General Insurance. Penalties were avoided because these payments were made before their respective due dates.

Records that were no longer of value were disposed by the PGSD, including Administrative Records Financial and Accounting Records that have already been audited by COA, Human Resource/Personnel Management Records, Legal, and Procurement and Supply Records. Some of these documents dated back to 1982. The disposal of such records was approved by the National Archives of the Philippines (NAP) and the TPB even earned a nominal amount of P8,814.29 out of the sale of these records to D’Lacoste Enterprise, the official buyer of the NAP.

In the final quarter of 2015, TPB had 35 major projects that required the logistical support of the PGSD. Among these were international events like the APEC meetings and dinner shows, Korean Diplomatic Community Tour, DEMA and TBEX, USA, IMEX America, World Travel Mart London, 28<sup>th</sup> World Safety Organization (WSO) Annual International, Travel Expo 2015, DRT Hongkong, and ISO 9001:2008 Certification. In support of these projects, PGSD took charge of the engagement of Mandarin language interpreters, purchase of shirts, flag lapel pins, office supplies, and other paraphernalia, organizing of banquets and parties, and even rental of laptops and copiers.