

**ACCOMPLISHMENT REPORT
2ND QUARTER 2015**

<p align="center">PROGRAM / ACTIVITY / PROJECT</p> <p align="center"><i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p>	<p align="center">OBJECTIVES</p> <p align="center"><i>Objectives of the Program/Activity/Project</i></p>	<p align="center">STATUS</p> <p align="center"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
<p>I. TRI-MEDIA TACTICAL ADVERTISING – NATIONAL GEOGRAPHIC MAGAZINE</p>		
<p>Inclusive Dates: July 2015 Venue: Nature of Activity: Joint Promotion</p> <p>Short Description: As part of the efforts to promote and raise awareness for the Philippines in the UK, PDOT London is engaged in strategic tri-media tactical advertising in selected consumer and travel trade platforms.</p> <p>The strategy involved highly targeted placements that cover key consumer markets of luxury, adventure, destination weddings, which are increasing in importance for the Philippines in the UK. It also included placements in travel trade publications to cover the travel representatives who are able to sell these markets.</p> <p>National Geographic was a 6-month campaign of logo placements in all issues leading to the Reader Awards, which culminated with a full-page advert in November.</p>	<p align="center">Logo placement (1st of 6 placements, 1 full-page advertisement for the issue to be released in November)</p>	<p align="center">Completed</p>

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II. BETO PEREZ – LIVE IN CIRCUIT MANILA		
<p>Inclusive Dates: 10 May 2015 Venue: Globe Circuit Events Ground, Makati City Nature of Activity: Special Project (VPY 2015)</p> <p>Short Description: Zumba is a dance fitness created by Columbian dance and choreographer Alberto “Beto” Perez during the 1990s. In the Philippines, Zumba is becoming more and more popular among Filipinos. The events is the first outdoor Zumba fitness concert that promotes passion for dance, fitness and healthy lifestyle.</p>	2000 participants	Completed
III. BICOL REGION PRODUCT UPDATE		
<p>Inclusive Dates: 27 May to 2 June 2015 Venue: Virac; Caramoan; Naga; Camarines Sur; Legazpi; Albay; Sorsogon; Ticao Island Nature of Activity: Site Inspection</p> <p>Short Description: The Philippines played host to the 3rd SEABA Under 16 Championship for Men. Contingents from Singapore, Malaysia, Indonesia, Myanmar, Brunei and the Philippines participated in the event, which was organized by the Samahang Basketbol ng Pilipinas (SBP).</p>	180 participants	Completed

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<p>IV. YELLOW CAB CHALLENGE CAMSUR</p>		
<p>Inclusive Dates: 14 June 2015 Venue: CamSur Watersports Complex, Cadlan, Pili, Camarines Sur Nature of Activity: Special Project (VPY 2015)</p> <p>Short Description: Leverage Sports Asia (LSA) is a globally recognized, Asia base, boutique agency that integrates and synergizes sports and lifestyle with corporate brands through innovative and customized sponsorship and media strategies. In 2013, LSA was appointed exclusive rights holder in the Philippines for global triathlon series, Challenge Family Triathlon. Challenge is the fastest tri brand in the world. LSA is the official holder of Challenge Subic/Bataan held every February and Challenge CamSur in June.</p>	<p align="center">1500 participants</p>	<p align="center">Completed</p>

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<p>V. SOUTHEAST ASIA BASKETBALL ASSOCIATION UNDER 16 CHAMPIONSHIP FOR MEN</p>		
<p>Inclusive Dates: 14 April to 19 April 2015 Venue: Xavier University, Cagayan de Oro City Nature of Activity: Special Project (VPY 2015)</p> <p>Short Description: The Philippines played host to the 3rd SEABA Under 16 Championship for Men. Contingents from Singapore, Malaysia, Indonesia, Myanmar, Brunei, and the Philippines participated in the event, which was organized by the Samahang Basketbol ng Pilipinas (SBP).</p>	<p align="center">180 participants</p>	<p align="center">Completed</p>

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VI. UPROAR CAMSUR		
<p>Inclusive Dates: 28 May to 30 May 2015 Venue: CamSur Watersports Complex, Cadlan, Pili, Camarines Sur Nature of Activity: Special Project (VPY 2015)</p> <p>Short Description: This was a 3-day Music, Arts and Sports event held in connection with the traditional annual Kaogma Celebration, a cultural festival of the Province of Camarines Sur. UPROAR CAMSUR likewise staged an independent Music Festival with Sports and Global Expo during the festival. The event had 6 international DJ acts from London and Ibiza deep house scene. 12 national Headliner Bands and 40 hiphop DJs performing regularly around Hong Kong, Singapore, Ibiza, Kuala Lumpur, and Manila. The event coincided with the 9th Philippine Wakeboarding Championships where local and international wakeboarding champs entertained CamSur guests with their electrifying stunts.</p>	10,000 participants	Completed

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<p>VII. MTV MUSIC EVOLUTION MANILA 2015</p>		
<p>Inclusive Dates: 17 May 2015 Venue: Quirino Grandstand, Rizal Park, Manila Nature of Activity: Special Project (VPY 2015)</p> <p>Short Description: MTV Music Evolution was a first-of-its kind international musical concert that was recorded live for global telecast to an international audience of over 300 million in 160 countries. It brought to life the evolution of a music genre and enables young people to experience and discover how music genre sounds have evolved over the years. The show marked its inaugural 2015 edition with a feature on hip-hop; showcasing iconic and contemporary hip hop acts from both international and local music scenes on a single stage. Sponsored by DOT and TPB, the event was one of the banner activities under the Visit the Philippines Year 2015 campaign.</p>	<p align="center">22,000 participants</p>	<p align="center">Completed</p>

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IX. PHILIPPINE VISIT OF LIBERTY TIMES MEDIA		
<p>Inclusive Dates: 18 June to 24 June 2015 Venue: Manila; Coron; Bohol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Tourism Promotions Board (TPB) and the Department of Tourism-Taiwan coordinated the Philippine visit of Liberty Times Media Coverage on 18 – 24 June 2015 held at Metro Manila and Bohol. The said company did a special feature on the “Island Paradise”, and they are looking for new islands that they can introduce in Taiwan. This will provide better information and may create interest to Taiwan travelers to come and visit Coron and Bohol including Manila as the main gateway to these island destinations. The focal point of this trip was to feature the country’s attractions, beaches, wellness, restaurants, churches, ancestral houses, resorts and hotels in Metro Manila and Bohol for the travel section of the said newspaper.</p>	<p>3 participants joining the familiarization trip</p>	<p>Completed</p>

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<p>X. MALAYSIA INTERNATIONAL DIVE EXPO (MIDE) 2015</p>		
<p>Inclusive Dates: 12 June to 14 June 2015 Venue: Putra World Trade Centre, Kuala Lumpur, Malaysia Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: For 2015, the Tourism Promotions Board, together with twelve dive operators representing various dive destinations in the Philippines, participated in the Malaysia International Dive Expo (MIDE) 2015 with a 54 sq. meter booth. The expo was held last 12 to 14 June 2015 at Putra World Trade Centre, Kuala Lumpur. MIDE was the premier show that is designed to build a high-end exhibition platform to expand the dive market. The show was also the meeting place for dive businesses where decision makers met for trade networking with industry players.</p>		<p align="center">Completed</p>

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<p>XI. STYLEXSTYLE & 8DAYS MAGAZINE MEDIA FAMILIARIZATION TOUR WITH FELICIA CHIN</p>		
<p>Inclusive Dates: 26 May to 31 May 2015 Venue: El Nido and Puerto Princesa, Palawan Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Tourism Promotions Board, in coordination with the Department of Tourism Overseas office in Singapore and Media Corp Lte. (Singapore) organized the StyleXStyle TV and 8 Days Magazine Media Familiarization Tour with Singaporean celebrity, Ms. Felicia Chin in El Nido and Puerto Princesa, Palawan last 26-31 May 2015. StyleXStyle TV aired two (2) five-minute episodes of the travelogue in Singapore’s free to air TV Channels such as Channel 5, Channel 8 and U as well as on their online lifestyle and fashion community. 8Days Magazine also published (4) Double Page Spreads (DPS) on their weekly showbiz magazine. Both episodes and the magazine editorials were aired and published in July, 2015, respectively.</p>	<p align="center">12 participants joining the familiarization trip</p>	<p align="center">Completed</p>

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<p>XII. BACK TO BACK PHILIPPINE BUSINESS MISSION TO SINGAPORE AND MALAYSIA</p>		
<p>Inclusive Dates: 7 May to 8 May 2015 Venue: Singapore and Malaysia Nature of Activity: Sales / Business Mission</p> <p>Short Description: In cooperation with the private sector, the tourism business mission or roadshow was a promotional undertaking aimed to present the latest developments in the Philippine tourism industry and feature new destinations, products and services, as well as positions the Philippines as an attractive and competitive tourist destination for the Malaysia market. The business mission included seminars, travel mart and cocktail reception that provided opportunities for the Philippine delegates to transact business with their Malaysian counterparts.</p>	<p align="center">15 Seller Companies joining the Philippine Delegation</p>	<p align="center">Completed</p>

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XIII. ASIA DIVE EXPO (ADEX) 2015		
<p>Inclusive Dates: 9 April to 12 April 2015 Venue: Suntec Singapore International Convention and Exhibition Centre Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The Asia Dive Expo (ADEX) is the largest dive show in Asia Pacific, running for 20 years now. Occupying 2 halls in Marina Bay Sands Expo. ADEX 2015 attracted a total of 41,053 visitors in over three days. This figure is a 3.45 percent rise from last year's 39,687 visitorship. The Tourism Promotions Board, in partnership with the Philippine Market Representative Office in Singapore, participated in this year's ADEX with 12 dive operators as partner exhibitors. The Philippine booth measured 54 square meters.</p>	<p>12 Dive Operators</p>	<p>Completed</p>

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XIV. PHILIPPINE AIRLINES UNITED KINGDOM FAMILIARIZATION TRIP		
<p>Inclusive Dates: 16 May to 24 May 2015 Venue: Manila; Boracay; El Nido Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: In an effort to promote the country to the UK market, the Philippine Department of Tourism – London through the Tourism Promotions Board organized the first United Kingdom Tour Operators Familiarization Trip in partnership with Philippine Airlines UK.</p> <p>The familiarization trip was part of the joint marketing campaign with Key Tour Operators in the UK. It aimed to feature the country in their portfolios to further increase awareness and interest in the Philippines across the leisure and dive markets.</p> <p>PDOT-London and PAL-UK selected the top UK producing tour operators to the Philippines for a product update on the new developments in the country since they started selling the destination. Six UK tour operators namely: James Noyes - Cox & Kings, Alexandra Killeen - Kuoni, Katherine Dicks - Audley, Andrew Sproule - Flight Centre, My Anh Ton - Visit Asia, Elizabeth Ellis - Blue Marble Private.</p>	<p>10 Tour Operators</p>	<p>Completed</p>

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<p>XV. JOINT PRESENTATIONS AND TRAVEL TRADE SHOWS – TRAVEL WEEKLY</p>		
<p>Inclusive Dates: 15 June to 17 June 2015 Venue: Glasgow; Norwich; Liverpool Nature of Activity: Sales Presentation / Roadshow / Launch</p> <p>Short Description: PDOT London is participated in the Travel Weekly organized roadshows across the UK. The strategy aimed to introduce the Philippines’ products and offerings to travel agents in regional cities in the UK who otherwise have minimal knowledge on marketing and selling the destination.</p> <p>By taking part in these fully organized events with the travel trade publications, PDOT London was able to utilize the network, reach and logistics afforded by the publication such as Travel Weekly.</p>	<p>74 buyers attending the event</p>	<p align="center">Completed</p>

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<p>XVI. JOINT PROMOTIONS WITH TOUR OPERATORS – PREMIERE HOLIDAYS</p>		
<p>Inclusive Dates: June to October 2015 Venue: Nature of Activity: Joint Promotion</p> <p>Short Description: PDOT London implemented a joint-promotional campaign with selected tour operator partners throughout UK to further increase awareness and interest in the Philippines across leisure and dive markets.</p> <p>The campaign aimed to showcase the expanding range of hotels, resorts, products and services in the Philippines that are increasingly being included in partner operator portfolios. It supported the efforts and investment embarked by tour operator partners in featuring the Philippines on their programs by bringing in needed joint-exposure and encouraging motivation to effectively sell the destination.</p>	<p>Local advertising on Cambridge News Group, one week dedication to the Philippines on local publication platforms in Cambridge including call to action messages</p> <p>Window design printed A2 glossy poster sent to all key travel agents</p> <p>Guaranteed window space in Premiere and Travel Centre branches</p> <p>In-store flyers for agents to promote Philippine packages to clients</p>	<p align="center">Completed</p>

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<p>XVII. JOINT PROMOTIONS WITH TOUR OPERATORS – REGAL DIVE</p>		
<p>Inclusive Dates: June to October 2015 Venue: Nature of Activity: Joint Promotion</p> <p>Short Description: PDOT London implemented a joint-promotional campaign with selected tour operator partners throughout the UK to further increase awareness and interest in the Philippines across leisure and dive markets.</p> <p>The campaign aimed to showcase the expanding range of hotels, resorts, products and services in the Philippines that are increasingly being included in partner operator portfolios. It also supported the efforts and investment embarked by tour operator partners in featuring the Philippines on their programs by bringing in needed joint-exposure and encouraging motivation to effectively sell the destination.</p>	<p align="center">Quarter page ad in Diver to coincide with Philippines feature</p>	<p align="center">Completed</p>

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<p>XVIII. ST. GALLEN PHILIPPINES NIGHT DINNER</p>		
<p>Inclusive Dates: 7 May 2015 Venue: St. Gallen, Switzerland Nature of Activity: Special Project (Country Commitment)</p> <p>Short Description: The St. Gallen Symposium is the world’s leading platform for dialogue on key issues in management, the entrepreneurial environment between business, politics and civil society. The 45th St. Gallen Symposium was attended by a balanced selection of the symposium’s high-level participants, business leaders (“Leaders of Today”), 80 Speakers and Topic Leaders, and 200 excellent students and young professionals (“Leaders of Tomorrow”) from all over the world.</p>	<p>400 guests attending the dinner</p>	<p align="center">Completed</p>

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<p>XIX. TRI-MEDIA TACTICAL ADVERTISING – DESTINATION WEDDINGS AND HONEYMOONS</p>		
<p>Inclusive Dates: July to August 2015 Venue: Nature of Activity: Joint Promotion</p> <p>Short Description: As part of the efforts to promote and raise awareness for the Philippines in the UK, PDOT London engaged in strategic tri-media tactical advertising in selected consumer and travel trade platforms.</p> <p>The strategy involved highly targeted placements that covered key consumer markets of luxury, adventure, destination weddings, which are increasing in importance for the Philippines in the UK. It also included placements in travel trade publications to cover the travel representatives who are able to sell these markets.</p>	<p align="center">1 A4 Advertisement</p>	<p align="center">Completed</p>

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<p>XX. TRI-MEDIA TACTICAL ADVERTISING – GOOD THINGS MAGAZINE</p>		
<p>Inclusive Dates: July 2015 Venue: Nature of Activity: Joint Promotion</p> <p>Short Description: As part of the efforts to promote and raise awareness for the Philippines in the UK, PDOT London engaged in strategic tri-media tactical advertising in selected consumer and travel trade platforms.</p> <p>The strategy involved highly targeted placements that covered key consumer markets of luxury, adventure, destination weddings, which are increasing in importance for the Philippines in the UK. It also included placements in travel trade publications to cover the travel representatives who are able to sell these markets.</p> <p>For Good Things Magazine, the advert was to support a 6-page Philippines exclusive photo feature.</p>	<p align="center">1 A4 Advertisement</p>	<p align="center">Completed</p>

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XXI. GLOBAL PROCUREMENT EVENT		
<p>Inclusive Dates: 20 to 21 April 2015 Venue: SM Convention Center, Pasay City Nature of Activity: Booked Event</p> <p>Short Description: The Global Procurement Event is a joint project of the Dept. of Budget & Management and World Bank.</p> <p>TPB assistance: (1) Brochures - Primer on the Philippines, Destination Maps of Manila, Davao & Cebu/Bohol, Lonely Planet and "Best of the Best of the Philippines" coffee table books for speakers (2) Giveaways - ball pens and destination bags (3) AVP of "It's More Fun in The Philippines" and "Visit the Philippines Year".</p>	200 Participants	Completed

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<p>XXII. COFACE CREDIT NETWORK (CCNET) REGIONAL CONFERENCE</p>		
<p>Inclusive Dates: 27 to 28 April 2015 Venue: Shangri-La Mactan Resort and Spa Nature of Activity: Booked Event</p> <p>Short Description: Primetrade Asia, the event organizer of the CCNET Regional Conference requested assistance for the event that was attended by corporate executives from various countries. The Conference in Cebu is CCNET's first regional event.</p> <p>CCNET is a leading global provider of e-credit insurance, e-credit information and e-credit management services. It is active in developing economies and has set-up branches and subsidiaries in 58 countries in Europe, the Americas, Asia and Africa.</p> <p>TPB assistance: (1) Thru DOTReg7, coordination with Mactan airport management for set-up of welcome banners. (2) Thru DOTReg7 Office, airport reception and facilitation with welcome leis (3) Sourcing of Sinulog performers and suppliers of giveaways (4) TPB provided omnibus primer on the Philippines, Destination maps of Cebu/Bohol and IMFITP Notebook</p>	<p align="center">50 Participants</p>	<p align="center">Completed</p>

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XXIII. INTERNATIONAL FOOD EXHIBITION (IFEX) PHILIPPINES		
<p>Inclusive Dates: 21 to 24 May 2015 Venue: Nature of Activity: Booked Event</p> <p>Short Description: The 10th International Food Exhibition (IFEX) Philippines is a biennial signature event of CITEM that highlights Asia's ethnic and specialty food, tropical fruits, vegetables, fresh seafood, Halal-certified products, as well as natural, organic, and exotic food products;</p> <p>As an integral part of IFEX Philippines' activities, seminars on Food Export and Investments were conducted from 21-23 May 2015 at SMX meeting rooms. Respected food industry experts were invited to impart the latest developments, insights, and trends on the global food industry. TPB requested from DOT 26 pieces of "Kulinarya" Coffee Table Book for the seminar's speakers of IFEX Phils.</p> <p>CITEM provided a 42 sqm space for the DOT/TPB booth located beside Hall 4 and in front of Café Bene. The cut-out letters of PHILIPPINES were utilized as divider. In addition, the Philippines with panel background was also displayed. These displays were used for photo ops of visitors. VPY items i.e. t-shirt, luggage tags, ball pens, commemorative stamps, pins were given as raffle prizes.</p>	<p>874 Number of Exhibitors (754 Philippines & 120 International)</p> <p>147 Number of Buyers</p> <p>DOT/TPB Assistance: Financial assistance of P800,000.00 to cover the expenses for:</p> <p>* 10th IFEX Philippines: Culinary Tour and Food Trail</p> <p>* 62nd Manila FAME: Packaged Tour as prize for the top foreign buyer of FAME and Design Tour TPB, thru DOT-Airport Reception Unit, provided airport reception and welcome leis to arriving foreign delegates</p>	<p>Completed</p>

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<p>XXIV. ASIA PREMIUM TRAVEL MART (APTМ) 2015</p>		
<p>Inclusive Dates: 25 to 28 May 2015 Venue: SMX Convention Center, Pasay City Nature of Activity: Domestic Trade and Consumer Fair</p> <p>Short Description: The Asia Premium Travel Mart was the very first high-end 3-day business-to-business tourism event in the country, where the world’s luxury travel consultants and premium properties and services in 30 countries gathered to establish networks and long-term relationships. It aimed to boost Philippine Tourism.</p>	<p align="center">30 countries present 55 exhibitors 62 buyers 6 ASEAN Countries present 55 booths</p>	<p align="center">Completed</p>

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<p>XXV. 2ND SIAL ASEAN FOOD MARKET EXHIBITION</p>		
<p>Inclusive Dates: 17 to 19 June 2015 Venue: World Trade Center Metro Manila Nature of Activity: Booked Event</p> <p>Short Description: Jointly organized by COMEXPOSIUM, a leading European event organizer and MAFBEX Events Management, a subsidiary of Worldbex Services International, a duly registered event management company in the Philippines.</p> <p>The SIAL-ASEAN Food Market Exhibition is recognized as the first and only business-to-business (B2B) platform of the Philippine food industry.</p> <p>For 2015, SIAL-ASEAN adopted the theme "Best-Kept Secret for Food Business in Asia" which focused on the advancing food and beverage industry of the ASEAN nations.</p>	<p align="center">7000 Participants</p> <p align="center">TPB ASSISTANCE: 1) Airport reception and facilitation with welcome leis, 2) Coordination with NAIA Public Affairs Office and Bureau of Immigration, 3) Provision of entertainment during the Gala night on 17 June 2015 at WTC, 4) Provision brochures on the Philippines</p> <p>As TPB was provided with space in the exhibition area (from 9sqm to 36 sqm area), the new TPB display module and the Philippine colorful stand with cut-out letters were set up.</p>	<p align="center">Completed</p>

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XXVI. YELLOW BALLOON TOUR INCENTIVE GROUP – KOREA		
<p>Inclusive Dates: 2 to 6 April 2015 Venue: Crimson Hotel Manila Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: YELLOW BALLOON TOUR is one of the top 10 travel agencies in Korea. The group visited the Philippines last 2-6 April 2015 for an incentive tour. The group is composed of 120 participants who stayed at the Crimson Hotel Manila.</p>	120 participants	Completed
XXVII. INCENTIVE TOUR OF ACE AMERICAN FIRE AND MARINE INSURANCE COMPANY (C/O NO. 1 TOUR) – KOREA		
<p>Inclusive Dates: 8 to 12 April 2015 Venue: J Park Island Resort & Waterpark Cebu Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: ACE AMERICAN FIRE AND MARINE INSURANCE COMPANY KOREA is a member of the ACE Group of Companies, one of the world's largest multiline property and casualty insurers. The visit of the incentive group to the Philippines was last 8-12 April 2015 in Cebu. The group was composed of 263 participants who stayed at the J Park Island Resort and Waterpark Cebu. The local handler of this group was No.1 Tour.</p>	263 participants	Completed

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XXVIII. ICICI LOMBARD GIC LTD. INCENTIVE TRAVEL – INDIA		
<p>Inclusive Dates: 6 to 11 May 2015 Venue: Manila; Tagaytay Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Thru the endorsement of DOT Market Representative in India and DOT Market Development Group for India, TPB provided assistance to the ICICI Lombard GIC Ltd incentive group from India composed of 127 pax. Select Travel Services in the Philippines handled their tour in Manila.</p> <p>TPB assistance: (1) Thru DOT-ARIU, provided airport reception and facilitation with welcome leis (2) Giveaways - Destination Bag and VPY Luggage Tag (3) Brochures - Primer on the Philippines and Lonely Planet</p> <p>ICICI Lombard GIC is joint venture of ICICI Bank Ltd, India's second largest bank, and Fairfax Holdings, a Canada-based financial company engaged in insurance business and investment management.</p>	127 participants	Completed

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<p>XXIX. BIRLA SUN LIFE INSURANCE COMPANY LIMITED INCENTIVE TRAVEL TO MANILA</p>		
<p>Inclusive Dates: 7 to 10 April 2015 Venue: Manila; Tagaytay Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Thru the endorsement of DOT Market Representative in India and DOT Market Development Group for India, TPB provided assistance to the Birla Sun Life Insurance Co Ltd incentive group from India composed of 300 pax. Their incentive travel was handled by Riya in India and Select Travel Services in the Philippines.</p> <p>TPB assistance: (1) Thru DOT-ARIU, provided airport reception and facilitation with welcome leis (2) Giveaways - Destination Bag and VPY Luggage Tag.</p> <p>Per request of DOT-MDG, TPB likewise sourced a cultural entertainment (Bayanihan) for the group's dinner on 09 May at the Fiesta Pavilion of Manila Hotel.</p>	<p align="center">300 participants</p>	<p align="center">Completed</p>

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<p>XXX. MEET THE BUYER (MTB), MARINE ASIA</p>		
<p>Inclusive Dates: 8 to 11 April 2015 Venue: Dusit Thani Manila, Makati City Nature of Activity: Won Bid</p> <p>Short Description: The Department of Tourism – London and the Tourism Promotions Board have been working on bringing the Meet the Buyer (MTB) Marine-Asia event in Manila since 2013. In June of the same year, Manila’s hosting of MTB Marine-Asia was confirmed following the TPB’s commitment to support the event. Established in 2007, Copland Events Ltd is a UK-based specialist events company that organizes and manages Hosted Buyer meetings between Buyers and Suppliers from various branches of the Marine and Oil & Gas Markets. “MTB” (Meet The Buyer) is a well-established event that is continuously growing and expanding with a reputable history.</p>	<p align="center">200 buyers from Asia</p>	<p align="center">Completed</p>

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XXXI. 14TH SELECT TRAVEL GROUP CONFERENCE 2015		
<p>Inclusive Dates: 13 to 16 May 2015 Venue: Makati Shangri-La Manila Nature of Activity: Won Bid</p> <p>Short Description: Through the efforts of the TPB and our Philippine Department of Tourism (DOT) office in Australia, the Philippines won the bid to host the 2015 Select Travel Group Conference. The STG is one of the leading buying groups in Australia with a membership base exceeding 350. STG Agents are a reputable, professional group of experienced travel consultants which provides its customers with competitive traveling prices, and assists clients with other travel needs such as insurance, arranging visas, and other services. The conference provided an excellent opportunity for the Philippines to showcase its culture, products and facilities to the one hundred forty one (141) travel consultants, sponsors and partners who can promote the Philippines in the Australian market.</p>	<p>150 participants</p>	<p>Completed</p>

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<p>XXXII. THE R.O.X. OUTDOOR FESTIVAL</p>		
<p>Inclusive Dates: 18 to 19 April 2015 Venue: Bonifacio High Street Nature of Activity: Special Project (VPY 2015)</p> <p>Short Description: R.O.X (Recreational Outdoor Exchange) Outdoor Festival 2015 is the final stage of the Get Outside campaign. The Get Outside campaign aims to encourage people intimidated by the outdoors to try the adventurous lifestyle. This two-day event was intended to be the outdoor convert’s gateway to the adventuring life, which featured sporting competitions, activities, and booths. Adventure groups, tour operators, and environmental organizations were available that bridged the gap between customer and experience provider. The objective was to introduce the outdoors to a broader market and encourage them to enjoy an adventurous lifestyle, and to give customers access to groups, organizations, and services that offer the best outdoor experiences.</p>		<p align="center">Completed</p>

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<p>XXXIII. WANDERLAND MUSIC & ARTS FESTIVAL</p>		
<p>Inclusive Dates: 25 April 2015 Venue: Globe Circuit Events Ground, Makati City Nature of Activity: Special Project (VPY 2015)</p> <p>Short Description: Wanderland is an annual outdoor music and arts festival featuring foreign and local performers. It is a gathering of audiophiles, arts enthusiasts, fashionistas and festival goers. The whole day event provided the ultimate music and arts satisfaction anyone can imagine, with fun activities and exciting attractions.</p>	<p align="center">8,000 participants</p>	<p align="center">Completed</p>

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<p>XXXIV. FOBISIA GAMES 2015</p>		
<p>Inclusive Dates: 14 to 16 May 2015 Venue: 36th Street, University Park, Bonifacio Global City, Taguig City Nature of Activity: Special Project</p> <p>Short Description: The British School Manila (BSM) is an international school in the Philippines delivering the highest standard of British education and providing outstanding facilities for sports, music and the arts. The school prides itself on excellent results; the school's results in the National Curriculum tests and GCSE as well as its IB results far exceed UK averages. BSM Philippines regularly celebrates the wonders the Philippines as a host nation. It takes pride in being a strong community school that mirrors the warmth and hospitality of the Philippines.</p> <p>At present 900+ students aged 3-18 are on BSM's roll and 33 nationalities are represented. British children make up 34%, Filipino 23%, Americans 9% and Australians 7% of the total population.</p>	<p align="center">300 participants</p>	<p align="center">Completed</p>

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XXXV. NAITAS TRAVEL AND TRADE SHOW		
<p>Inclusive Dates: 29 to 31 May 2015 Venue: SMX Convention Center Nature of Activity: Domestic Trade and Consumer Fair</p> <p>Short Description: The National Association of Independent Travel Agencies Inc. (NAITAS), an association with more than 500 members and 13 chapters nationwide organized the first “NAITAS Travel & Trade Show”. It was the country’s newest and liveliest travel, tourism, technology and trade fair promoting outbound and inbound destinations, products and services. This event provided the best deals for the travelers and great opportunities for trade exhibitors. In this event, travelers could get great ideas on travel itineraries and good deals on travel packages. There were exhibitors from airlines, travel agencies, and other travel related products such as photography equipment, and travel accessories. Some of the highlights of the event aside from the bargain travel deals were the “Kalesa” art contest and a travel photography contest.</p> <p>To contribute to the thrusts of our Department of Tourism and Department of Trade & Industry towards a more vibrant tourism & business outlook for the country, NAITAS organized this big travel event. As part of NAITAS’ advocacy, a portion of the event’s proceeds went to the improvement and promotion of “KALESA” plying around historic Manila as another world-class tourist attraction.</p>	176 participants	Completed

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XXXVI. KOREA WORLD TRAVEL FAIR		
<p>Inclusive Dates: 11 to 14 June 2015 Venue: COEX in Seoul, Korea Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: Korea World Travel Fair (KOTFA) is Korea’s largest and only international travel fair with approximately 500 annual exhibitors from 60 countries participating to promote their tourism resources and culture. In recent years, average visitors turn out is 120,000 visitors with KOTFA targeting 10% visitors in 2015.</p> <p>The Philippine participation aimed to create awareness of Visit the Philippines Year (VPY) 2015 activities and would be a great opportunity to further the campaign with the creation of new tour packages to experience new cultures.</p>	500 exhibitors	Completed

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<p>XXXVII. HANA INTERNATIONAL TRAVEL SHOW</p>		
<p>Inclusive Dates: 5 to 7 June 2015 Venue: Hall 7 & 8 KINTEX Exhibition Center 2, Goyang Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: Hana Tour has been the national leader in travel industry working with 44 networks nationally and internationally with 1,216 offices and 2,188 employees. For 15 consecutive years, it also ranked as the best travel company in international travel and air ticket sales.</p> <p>As Korea's largest travel show with 860 exhibition booths, it receives 80,000 visitors annually, targeting an additional 10% increase in visitors for 2015, generating KRW 12.7 billion on-site sales.</p>	<p align="center">80,000 participants</p>	<p align="center">Completed</p>

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<p>XXXVIII. TOUR EXPO DAEGU GYEONGBUK</p>		
<p>Inclusive Dates: 23 to 26 April 2015 Venue: The Gyeongju Hwa Baek Convention Center, HICO (Gyeongbuk) Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: Daegu, the venue of the fair is the third largest metropolitan area in Korea. It is the regional center of the south eastern Korean Peninsula with a population of 2.54 Million. The city is the capital and principal city of the surrounding Gyeongsangbuk-do province, with a total population of over 5 million, more than a million of which represent outbound travelers.</p> <p>Organized by KOTFA Co. Ltd., Tour Expo Daegu was attended by NTOs from over 30 countries to promote their tourism resources and products to the Korean travelers. Approximately 65,000 visitors attend annually but the organization expected about 75,000 visitors for 2015 due to the cherry blossom season.</p>	<p align="center">75,000 participants</p>	<p align="center">Completed</p>

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<p>XXXIX. MADRID FUSION FAMILIARIZATION TRIP WITH KOREAN MEDIA</p>		
<p>Inclusive Dates: 22 to 29 April 2015 Venue: Manila and Bicol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Tourism Promotions Board (TPB) supported PDOT Korea’s proposal to conduct a Familiarization Trip for Korean Media in time for Madrid Fusion Manila. The project was held last 22-29 April 2015 covering Manila and Bicol to promote the Philippines as culinary hub of Asia.</p> <p>There were six (6) media representatives from culinary and life style magazines from Essen, Living Sense, Lonely Planet, Lemon Tree, The Traveler, and Cook, and one (1) professional photographer.</p>	<p>food enthusiasts, young travelers</p>	<p align="center">Completed</p>

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<p>XL. LEI RECEPTION AND HOSTED DINNER FOR BAEK Z YOUNG</p>		
<p>Inclusive Dates: 16 April 2015 Venue: Manila Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: TPB supported the Philippine Airlines, RAKSO, Onfill Agent and DOT Korea’s proposal to host a 30-pax dinner reception for the entourage of famous Korean singer Baek Z Young after her successful first concert in Manila. The concert was held last 15 April 2015 at Newport Performing Arts Theater.</p> <p>Baek Z Young is a famous singer in Asia with numerous hit songs from Korean dramas Original Sound Track. She is also one of the judges/coaches in The Voice of Korea, the local version of reality singing competition The Voice.</p> <p>RAKSO’s affiliated company, Onfill Travel Agent, introduced Airtel package with concert tickets through Onfill website from 24 March 2015 and also Philippine Airlines website. Total sales reached Php 5,294,300.00 based on the estimated 1,300 tickets sold.</p>		<p align="center">Completed</p>

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<p>XLI. GUANGZHOU INTERNATIONAL TRADE FAIR</p>		
<p>Inclusive Dates: 13 to 15 April 2015 Venue: China Import and Export Fair Complex, Guangzhou, China Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: Considered the top international and pioneering travel event with the longest history in China, GITF is also the only business to business (B2B) travel fair in Southern China recognized as the best venue to penetrate the vast market. DOT Shanghai reserved a 54 square meters of booth space for the annual show and 6 private sector companies joined to engage with the travel trade and consumers.</p>	<p align="center">25,000 participants</p>	<p align="center">Completed</p>

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<p>XLVI. EARTH DAY JAM</p>		
<p>Inclusive Dates: 24 April 2015 Venue: Global City Nature of Activity: Logo/ Photo/ Video Support and Collateral support</p> <p>Short Description: Earth Day Jam, the country's biggest and longest running concert event, celebrated its 15th year anniversary with yet another street party held last 24 April 2015 at open ground of Bonifacio Global City which was participated by some of the hottest bands and artists in the country. The event has been recognized as the longest running free environmental music tribute in the world. This unique relentless campaign, supported by concerned artists, government and private sector agencies, aims not only to educate people about the state of health of planet earth, but to get everyone to do his fair share in the global fight to save the planet for the next generation. Earth Day Jam Foundation gave citations to several Filipino environmental gurus and artists who have been instrumental in the success of the project. TPB supported by providing VPY t-shirts and Promotional AVPs.</p>		<p align="center">Completed</p>

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XLVII. FEDERATION OF BRITISH INTERNATIONAL SCHOOLS IN ASIA (FOBISIA) 2015

<p>Inclusive Dates: 14 May 2015 to 16 May 2015 Venue: 36th Street, University Park, Bonifacio Global City, Taguig City Nature of Activity: Others</p> <p>Short Description: The British School Manila (BSM) is an international school in the Philippines delivering the highest standard of British education and providing outstanding facilities for sports, music and the arts. The school prides itself on excellent results; the school's National Curriculum tests and GCSE results as well as IB results far exceed UK averages. BSM Philippines regularly celebrates the wonders of its host nation. It takes pride in being a strong community school that mirrors the warmth and hospitality of the Philippines.</p> <p>At present 900+ students aged 3-18 are on BSM's roll and 33 nationalities are represented. British children make-up 34%, Filipino 23%, American 9% and Australians 7% of the total population.</p>	<p>300 participants</p>	<p>Completed</p>
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XLVIII. HARVARD RADCLIFFE ORCHESTRA VISIT TO THE PHILIPPINES		
<p>Inclusive Dates: 01 June 2015 to 06 June 2015 Venue: Manila/ Puerto Galera Nature of Activity: Provision of welcome leis</p> <p>Short Description: The Harvard Radcliffe orchestra (HRO), the premier Harvard University orchestra based in Cambridge, Massachusetts, did in a concert and cultural exchange tour to the Philippines (specifically in Manila and Puerto Galera) on 01-06 June 2015 and also performed in Batangas. The group is composed of 50 students with their musical professor Federico Cortese. HRO collaborated with stairway Foundation in Mindoro and Manila Symphony Orchestra for their concert and cultural exchange program.</p>	50 participants	Completed

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<p>XLIX. NCH ASIA PACIFIC CONFERENCE & RECOGNITION GALA</p>		
<p>Inclusive Dates: 5 June 2015 to 10 June 2015 Venue: Shangri-la Mactan Resort Cebu Nature of Activity: Incentive Trip</p> <p>Short Description: NCH Corporation, a U.S based multi-national company which manufactures and supplies specialty maintenance products sold to industrial, commercial and institutional customers, held its annual NCH Asia Pacific Conference and Recognition Gala at Shangri-la Mactan, Cebu on June 5-10 2015 to recognize the contributions of their associates and award their company's cream of the crop. Request for airport reception, souvenirs, and Cebu city maps/brochures was coordinated/provided by MICE Department.</p>	<p align="center">191 foreign are participants joining the Incentive Trip</p>	<p align="center">Completed</p>

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PROGRAM / ACTIVITY / PROJECT <i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i>	OBJECTIVES <i>Objectives of the Program/Activity/Project</i>	STATUS <i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i>
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L. 2ND BOHOL INTERNATIONAL CHOIR FESTIVAL AND COMPETITION (BICFC2)		
<p>Inclusive Dates: 16 June 2015 to 19 June 2015 Venue: Tagbilaran City, Bohol Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The 2015 event brought in at least 700 foreign participants who are members of the competing international choirs, and their guests, from Korea, Indonesia, Taiwan and other Asian countries.</p> <p>TPB granted a financial assistance of P280,000.00 for this event specially to partially sponsor the Welcome Dinner Reception for the competing participants and guests</p>	<p>700 foreign and local competing participants</p>	<p>Completed</p>

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<p>LI. PHILIPPINE BUSINESS MISSION (PBM) TO JAPAN</p>		
<p>Inclusive Dates: 22 June 2015 to 24 June 2015 Venue: Hilton Osaka and Imperial Hotel Tokyo Nature of Activity: Sales/ Business Mission</p> <p>Short Description: An annual travel trade event organized by the Tourism Promotions Board and Department of Tourism (DOT), the Philippine Business Mission (PBM) provides a platform for suppliers of Philippine tourism products to conduct business with their Japanese counterparts. In each city, the mission includes a Tourism Seminar to update the captive Japanese audience on Philippine tourism developments, a Travel Mart for the one-on one business discussions with the Japanese travel trade, and a Cocktail Reception for further networking under a more relaxed atmosphere.</p> <p>In addition to the above traditional business mission components, DOT Tokyo made arrangements for a sales call with 3 top wholesalers plus a consumer event in Yurakucho, a popular shopping district, for extended mileage.</p> <p>With the continued growth of Japanese arrivals, Japan remains the Philippines' third largest tourist source country. Following consultations the previous year, PBM 2015 was held in Osaka and Tokyo but remained the best venue for the Philippine travel trade to engage the Japanese travel executives.</p>		<p align="center">Completed</p>

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<p>LII. KANSAI TRAVEL FAIR</p>		
<p>Inclusive Dates: 22 May 2015 to 24 May 2015 Venue: Kansai International Airport and Nikko Hotel Kanai Airport Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The annual consumer fair is organized by the Japan Association of Travel agents (JATA), the prime mover of outbound travel in Japan. DOT attendance in the fair not only augmented the lack of mainstream advertising in the area but also ensured a steady presence of the Philippines in the Kansai region among the travel, trade and direct consumers numbering about 40,000 based on the attendance in 2014.</p> <p>Furthermore, it provided the much needed promotional support to our airline partners- PAL and Cebu pacific to maximize sales in their current load factor and local trade partners.</p>	<p align="center">Consumer and travel agents</p>	<p align="center">Completed</p>

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LIII. LEGAZPI FAMILIARIZATION TRIP OF SHIHO KUDO		
<p>Inclusive Dates: 27 April 2015 to 30 April 2015 Venue: Manila and Legazpi Nature of Activity: Invitational/ familiarization Trip</p> <p>Short Description: As an extension to the TPB/DOT Tokyo Gourmet Media familiarization Tour scheduled with Madrid Fusion, Ms. Shiho Kudo visited Legazpi city and its environs to cover the food festival in Penaranda Park, the whale shark interaction program and other sights and attractions that are new to the Japanese market.</p> <p>Ms. Kudo is among the most prolific columnists who participate in our media invitational programs. She represented Asahi digital and Dancyu on this fam trip but regularly contributes to various luxury publications and websites. One of her articles from Sept. 2014 educational tour alone had a media value of JPY12M in Koko Ryoko (airline and travel agents' magazine) while her full page spread about Filipino food was in the April 2015 Circulation of Via magazine, Japan's airport Limousine publication.</p>	<p>Consumer and travel agents</p>	<p>Completed</p>

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<p>LIV. TPB/DOT OSAKA MEDIA FAMILIARIZATION TOUR IN CONJUCTION WITH MADRID FUSION</p>		
<p>Inclusive Dates: 23 April 2015 to 27 April 2015 Venue: Manila and Batangas Nature of Activity: Invitational/ familiarization Trip</p> <p>Short Description: In line with the Secretary's directive for all foreign offices to send a delegation to Madrid Fusion, DOT Osaka organized a familiarization tour for media practitioners to cover the event.</p> <p>Madrid Fusion, being one of the world's most prestigious gastronomic summits, will create awareness about the Philippines as a premier destination for gastronomy and leisure with world tourism facilities</p> <p>In order to showcase the health and wellness program of the Department, DOT Osaka included an overnight visit to the farm at San Benito in Lipa, Batangas.</p>		<p align="center">Completed</p>

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<p>LV. TPB/DOT TOKYO PHILIPPINE GOURMET MEDIA FAMILIARIZATION TOUR</p>		
<p>Inclusive Dates: 23 April 2015 to 27 April 2015 Venue: Manila and Batangas Nature of Activity: Invitational/ familiarization Trip</p> <p>Short Description: In conjunction with Madrid Fusion Manila, TPB encouraged and supported the DOT Tokyo proposal for an invitational program involving influential media from Japan's food industry. The group covered Madrid Fusion Manila's Malacanang Reception and 1st day activities (Luzon Highlight) followed by meal hosting and cooking demos of renowned Filipino chefs, plus visits to wellness and popular food sites in Batangas and Tagaytay.</p>		<p>Completed</p>

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<p>LVI. MARINE DIVING FAIR (MDF)</p>		
<p>Inclusive Dates: 03 April 2015 to 05 April 2015 Venue: Sunshine City, Ikebukuro, Tokyo, Japan Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: Considered among the largest diving and resort consumer fairs, marine diving fair is an annual dive show organized in collaboration with the Marine arts center, publisher of four major dive magazines. The Fair is supported and participated by more than 200 exhibitors worldwide to include national tourist offices, airlines, travel agencies, dive operators, resorts and suppliers of dive equipment. For the last seven years, the Philippines has been voted among the top five dive destinations of the annual show. Providing more value for the Philippine participants, a networking reception was organized for the first time with over 20 dive-related travel outfitters in the general Tokyo area invited. The successful function was held at the 60th floor function room, an impressive venue with terrific views with catering to match.</p>	<p align="center">Dive enthusiast</p>	<p align="center">Completed</p>

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<p>LVII. SOLAR ONE BORACAY</p>		
<p>Inclusive Dates: 30 April 2015 to 03 May 2015 Venue: Boracay Island, Kalibo, Aklan Nature of Activity: Others - Coordination with LGU in Boracay</p> <p>Short Description: Solar One Boracay was a 4-day event. It was a mix of daytime and night activities with diverse events. One of the activities was a clean-up drive as the participants' of giving back to the island.</p>		<p align="center">Completed</p>

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<p>LVIII. NAIA PANELS</p>		
<p>Inclusive Dates: 14 June 2015 Venue: NAIA Terminal 1 Nature of Activity: Others (NAIA PANELS)</p> <p>Short Description: In coordination with NAIA, this project aimed to beautify the airport's departure and arrival areas while it was under renovation by installing colorful panels featuring different Philippine Tourism landmarks. Designed by BBDO Guerrero, the MarCom Department supervised the printing production and installation of the panels in NAIA Terminal 1.</p>		<p align="center">Completed</p>

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<p>LIX. 117TH INDEPENDENCE DAY AND WIN D' HONNEUR</p>		
<p>Inclusive Dates: 12 June 2015 Venue: Iloilo Nature of Activity: Magazine and Newspaper Ad Material & Billboard</p> <p>Short Description: TPB provided assistance to TIEZA in providing billboard print materials in line with the 117th Independence Day and Vin D' Honneur Celebration in Iloilo. The Tourism Promotions Board also had ad placements in Mabuhay Magazine and Halfpage Dailies (Manila Bulletin, Philippine Star and Philippine Daily Inquirer) from June 9 to 12. These materials featured the following: Visit the Philippines Year 2015 June to July Event Calendar, Iloilo City and Iloilo Province Ad.</p>		<p align="center">Completed</p>

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<p>LX. NATURE WALKS AND DAY HIKES</p>		
<p>Inclusive Dates: June 2015 to February 2016 Venue: Core Group Nature of Activity: Sponsorship</p> <p>Short Description: The CORE Athletic Expedition will be releasing another book, Day Hikes and Nature Walks Around Manila by Dr. Gideon Lasco.</p> <p>CORE, Corporate Social Responsibility of Primer Group, has already published four (4) books namely Birdwatching volumes 1 & 2, Kayak Philippines (international award-winning guide book) and Across the Philippines in a Kayak.</p> <p>The author, Dr. Gideon Lasco has a blog site (www.pinoymountaineer.com) that won an award for Best Travel Blog in the Philippines and received commendation by Lonely Planet. The author has a very strong presence online which can capture international market.</p>	<p align="center">n/a</p>	<p align="center">Completed</p>

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<p>LXI. GLOBAL TOURISM INTERFACE BLOGGERS TRIP</p>		
<p>Inclusive Dates: 13 June 2015 to 23 June 2015 Venue: Manila/Banaue/El Nido/Cebu/Bohol/Siquijor/Negros Oriental/Siargao Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Partnership with Global Tourism Interface (GTI) for the implementation of digital and social media campaign for UK, France, Italy, and Spain. Both agencies collaborated to come up with the most viable and resource optimized action plan to promote the Philippines on digital and social media.</p> <p>As part of the first phase of the campaign, three (3) groups were scheduled to visit the Philippines throughout the month of June. The destinations that were visited included: Manila, Bohol, Siargao, Negros, Banaue, and Palawan.</p>		<p align="center">Completed</p>

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<p>LXII. MOTORISMO 2015 (MOTORBIKE TOURISM)</p>		
<p>Inclusive Dates: 17 April 2015 to 19 April 2015 Venue: Province of Quirino Nature of Activity: Sponsorship</p> <p>Short Description: The Province of Quirino wishes to be known as the "Motorbike Tourism Capital of the Philippines" as well as to promote its "Discover the Undiscovered" tourism campaign.</p>		<p align="center">Completed</p>

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<p>LXIII. MARSMAN DRYSDALE PROJECT</p>		
<p>Inclusive Dates: May 2015 Venue: Australian Embassy in Manila Nature of Activity: Collateral Support & to promote the Philippines</p> <p>Short Description: Marsman Drysdale requested TPB for promotional materials to introduce and sell more of the Philippines' top destinations in the country and for marketing purposes in their in-plant office, Australian Embassy in Manila. TPB assisted and released 300 pcs each promo mats such as Omnibus Primer, VPY 2016 Calendar of Events (April-May) and VPY 2016 stickers.</p>		<p align="center">Completed</p>

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LXIV. DBM SALES MISSION IN DUBAI		
<p>Inclusive Dates: May 2015 Venue: Dubai Nature of Activity: Collateral Support & to promote VPY 2015 & IMFITP campaign</p> <p>Short Description: DBM requested promotional destination posters to be decorated in the Booth in Dubai for their Sales Mission last May 2015. For the purpose of promotions for the top destinations in the Philippines TPB supported DBM's request by giving 5 destinations posters, 5 pcs VPY 2015 posters and 2 sets of 2015 Wall calendar for additional posters on the back page of the wall calendars.</p>		<p>Completed</p>

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LXV. CHINA EASTERN AIRLINES TOURISM CAMPAIGN		
<p>Inclusive Dates: April 2015 Venue: Manila Nature of Activity: Collateral Support & (to promote VPY 2015 & IMFITP campaign) Short Description: DOT Marketing Communications Group requested of any VPY 2016 promotional giveaways distributed to China Eastern Airlines for the campaign awareness of Visit Philippines Year 2016 tourism promotional campaign. TPB supported China Eastern Airlines by giving 200 pcs VPY 2015 Luggage Tag.</p>		Completed
LXVII. CONCEPT IN ACTION INC. FOR PHOTOBOTH		
<p>Inclusive Dates: 14 April 2015 to 21 April 2015 Venue: Nature of Activity: Logo / Photo / Video Support Short Description: Request of popular tourist destinations of NCR, Luzon, Visayas, and Mindanao for background of photo-booth that will be used in a social media based promo.</p>		Completed

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<p>LXVIII. A-BOARD FOR SOUTHWAST ASIAN BASKETBALL TOURNAMENT</p>		
<p>Inclusive Dates: 14 April 2015 to 19 April 2015 Venue: Nature of Activity: Collateral Support & (A-Board)</p> <p>Short Description: The Philippines hosted the 3rd SEABA Under-16 Championship last 14-19 April 2015 in Cagayan de Oro City. Organized by the Samahang Basketbol ng Pilipinas (SBP), the participants came from Singapore, Malaysia, Indonesia, Myanmar, Brunei and the Philippines (represented by the Batang Gilas National Team). The MarCom department provided the layout for the A-board to showcase the It's More Fun in the Philippines and Visit the Philippines Year 2015 logo during the games.</p>		<p align="center">Completed</p>
<p>LXIX. DOT'S CRUISE MATERIAL THROUGH ASIANMANTRA</p>		
<p>Inclusive Dates: 27 April 2015 to 28 April 2015 Venue: Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Request for Hi-Resolution photos of Manila, Boracay, Palawan, and Subic, for collateral material.</p>		<p align="center">Completed</p>

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LXX. LUXUS PACIFIC TRAVEL & TOURS – REQUEST OF DESTINATION PHOTOS

<p>Inclusive Dates: 27 to 28 April 2015 Venue: Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Product & Revenue Executive of Lexus Pacific Travel & Tours, Ms. April Joy Gentoza requested official images of TPB for their promotional material.</p>		<p align="center">Completed</p>
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LXXI. MEGAWORLD CORP. CORPORATE BORCHURE

<p>Inclusive Dates: 14 April to 8 May 2015 Venue: Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Destination request for corporate brochure.</p>		<p align="center">Completed</p>
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LXXII. RESORTS 4U CORP.

<p>Inclusive Dates: 17 to 28 April 2015 Venue: Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Request of Philippine destination photos for production of posters and flyers and website.</p>		<p align="center">Completed</p>
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LXXIII. UNIVERSAL HOLIDAYS THROUGH ADEVENTURE INT'L TOURS INC. HOMEPAGE WEBSITE

<p>Inclusive Dates: 6 April 2015 to 10 April 2015 Venue: Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Request of travel-worthy photos of the Philippines to be used on their website www.universalholidays.com</p>		<p align="center">Completed</p>
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<p>LXXIV. INVESTOR SUMMIT CONGRESS</p>		
<p>Inclusive Dates: 15 April 2015 to 16 April 2015 Venue: Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Request of VPY 2015 AVP for presentation during Investor Summit Congress by Megaworld International.</p>		<p align="center">Completed</p>
<p>LXXV. LAKWATSEROS TRAVEL SHOW</p>		
<p>Inclusive Dates: N/A Venue: N/A Nature of Activity: Coordination with LGU in Boracay</p> <p>Short Description: Lakwatsero is a travel show aired by ABS-CBN. In support of this show, TPB allowed ABS-CBN to use the branding logo.</p>		<p align="center">Completed</p>

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<p>LXXVI. DAVIES PAINTS – COLORS OF THE PHILIPPINES</p>		
<p>Inclusive Dates: 12 May 2015 to 24 May 2015 Venue: Out-of-Home Advertisement Nature of Activity: Use of Branding Logo</p> <p>Short Description: BCD Pinpoint which handles the placements of Davies Paints requested for the <i>It's More Fun in the Philippines</i> logo to be included in its new campaign "Colors of the Philippines."</p>		<p align="center">Completed</p>

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LXXVII. IMFITP PROMO MATERIALS SUPPORT AT NAIA		
<p>Inclusive Dates: April 2015 Venue: Manila Nature of Activity: Collateral Support & Others (To promote VPY 2015 and IMFITP campaign)</p> <p>Short Description: Tourism Promotions Board regularly released It's More Fun in the Philippines promotional print items like map brochures at DOT-NAIA Terminal 1 to support domestic and international tourists to serve as guide. TPB released last April 2015 of the following promo materials with VPY 2015 slogan campaign at 5,000 copies each kind, IMFITP Omnibus brochures, and Destination map brochures (Manila, Cebu/Bohol & Boracay) for 2nd to 3rd quarter promo materials distributions.</p>		Completed
LXXIX. HERSHEY'S MILK CHOCOLATE PACKAGING		
<p>Inclusive Dates: 17 June 2015 to 01 July 2015 Venue: n/a Nature of Activity: Logo/Photo/Video Support</p> <p>Short Description: Hershey's Philippines, known for chocolates, launched a Philippine themed sleeve for chocolate bar packaging. The IMFITP Logo was included in the packaging design.</p>		Completed

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<p align="center">PROGRAM / ACTIVITY / PROJECT</p> <p align="center"><i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p>	<p align="center">OBJECTIVES</p> <p align="center"><i>Objectives of the Program/Activity/Project</i></p>	<p align="center">STATUS</p> <p align="center"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
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<p>LXXX. MEETING AND INCENTIVE FORUM ASIA PACIFIC 2015</p>		
<p>Inclusive Dates: 26 May 2015 to 30 May 2015 Venue: Radisson Blu Cebu Hotel, Cebu City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The M&I Forum is was business event which deviated from the traditional tradeshow format. Participating Sellers conducted a series of 20-minute on-on-one, table top meetings with up to 80 hosted buyers (divided into two batches) during the four-day event. It has been in Asia since 2008 and has staged seven successful events to date in Macau, Kuala Lumpur, Bangkok, Bali, Pattaya, Manila, and Jakarta.</p>	<p align="center">150 combined buyers and sellers</p>	<p align="center">Completed</p>

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<p>LXXXI. INCENTIVE GROUP FROM INDUSTRIAL BANK OF KOREA</p>		
<p>Inclusive Dates: 06 June 2015 to 12 June 2015 Venue: Cebu City Nature of Activity: Incentive Trip</p> <p>Short Description: The DOT-Korea Office recommended support to the following incentive groups to Cebu organized by No.1 Tour, a Korean land operator in the Philippines:</p> <ul style="list-style-type: none"> a. Industrial Bank of Korea, 06-12 June 2015 (80 pax) b. Navis Automotive Systems Inc, 13-17 June 2015 (100 pax) <p>Due to the outbreak of the MERS virus, only the group of Industrial Bank of Korea pushed thru. The Navis Automotive Systems group cancelled their travel to Cebu.</p> <p>TPB, thru DOT Reg. 7 Office, provided airport assistance and welcome leis. Moreover, TPB provided cultural entertainment (Sinulog) last 09 June 2015 at Movenpick Hotel for the group of Industrial Bank of Korea.</p>		<p align="center">Completed</p>

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<p>LXXXII. HYUNDAI LIFE INSURANCE CO. LTD. C/O HANA TOUR</p>		
<p>Inclusive Dates: 23 April 2015 to 27 April 2015 Venue: Radisson Blu Hotel, Cebu Nature of Activity: Incentive Trip</p> <p>Short Description: HANA TOUR, the No.1 travel agency in Korea is organized the incentive tour to Cebu of 57 personnel of Hyundai Life Insurance Co. Ltd., through the efforts of DOT-Korea Office.</p> <p>Hyundai Life Insurance Co. Ltd. is the life insurance company of Hyundai Motor Group, which known to be in the top 5 in terms of motor sales in the global market. The group was billeted at the Radisson Blu Hotel Cebu TPB's assistance: airport facilitation and lei reception</p>	<p align="center">57 expected participants</p>	<p align="center">Completed</p>

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<p>LXXXIII. FUJI XEROX' CORPORATE GOLF INCENTIVE GROUP</p>		
<p>Inclusive Dates: 11 June 2015 to 14 June 2015 Venue: Metro Manila Nature of Activity: Incentive Trip</p> <p>Short Description: Fortune Travel, in coordination with our DOT Singapore office, handled the visit of Fuji Xerox' corporate golf incentive group to the Philippines from June 11 to 14, 2015. Request for airport reception, souvenirs, and Metro Manila city maps/brochures was coordinated/ provided by MICE Department.</p>	<p align="center">24 Singaporeans</p>	<p align="center">Completed</p>

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LXXXIV. 44TH SKAL ASIA CONGRESS		
<p>Inclusive Dates: 04 June 2015 to 07 June 2015 Venue: Solaire Resort and Casino Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: SKAL is a professional organization of tourism leaders promoting global tourism. It is the largest and only international group uniting all branches of the travel and tourism industry. SKAL International has more than 17,000 members in 400 clubs throughout 87 nations. <i>DOT/TPB Assistance: Hosting of Welcome Dinner and Entertainment, roving photographers/walking photo-booth, giveaways, brochure support, and technical assistance.</i></p>	<p>300 foreign and local delegates</p>	<p>Completed</p>

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<p>LXXXV. 43RD VETERINARY PRACTITIONERS ASSOCIATION OF THE PHILIPPINES (VPA) ANNUAL SCIENTIFIC CONFERENCE</p>		
<p>Inclusive Dates: 04 June 2015 to 05 June 2015 Venue: Ace Hotel and Suites, Pasig City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Veterinary Practitioners Association of the Philippines (VPAP) organized the annual conference to promote and enhance the practice of veterinary medicine in the Philippines. The event was attended by 212 local delegates.</p>	<p align="center">300 foreign and local delegates</p>	<p align="center">Completed</p>

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<p>LXXXVII. SOUTHEAST ASIA IRON AND STEEL INSTITUTE (SEASI) CONFERENCE EXHIBITION</p>		
<p>Inclusive Dates: 25 May to 28 May 2015 Venue: Sofitel Philippine Plaza Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The SEASI is a technical institute incorporated in 1971 under the United Economics Commission for Asia and the Far East. Its objective is to promote the iron and steel industry in the Southeast Asian region through the facilitation of technology transfer from developed to developing countries. This year, SEASI will hold its annual conference at the Sofitel Philippine Plaza Manila and despite the prevailing difficult business conditions, the event managed to attract a large turnout of some 493 delegates from counties.</p> <p>DOT/TPB Assistance: airport reception and facilitation for foreign delegates, provision of sampaguita leis, hosting of the Welcome Dinner, Endorsement of tour operator for tour requirements, technical assistance.</p>	<p align="center">400 foreign and 50 local</p>	<p align="center">Completed</p>

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<p>LXXXVIII. APEC 2015 MINISTERS RESPONSIBLE FOR TRADE (MRT) WELCOME DINNER SHOW</p>		
<p>Inclusive Dates: 23 May 2015 Venue: Shangri-la Boracay Nature of Activity: Special Event: National Commitment</p> <p>Short Description: The Philippines will be hosting the 2015 APEC meetings from December 2014 to November 2015. TPB chairs the APEC DOT Sub-Committee on Arts, in charge of all the APEC National Organizing Committee – hosted dinner shows.</p>		<p align="center">Completed</p>

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LXXXIX. APEC 2015 2ND SENIOR OFFICIALS MEETING (SOM2) WELCOME DINNER SHOW		
<p>Inclusive Dates: 20 May 2015 Venue: Pearl of the Pacific, Boracay Nature of Activity :Special Event: National Commitment</p> <p>Short Description: The Philippines hosted the 2015 APEC meetings from December 2014 to November 2015. TPB chaired the APEC DOT Sub-Committee on Arts, in charge of all the APEC National Organizing Committee – hosted dinner shows.</p>		Completed

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<p>XC. DOTERRA INCENTIVE TOUR C/O HANA TOUR</p>		
<p>Inclusive Dates: 12 May 2015 to 16 May 2015 Venue: Cebu Nature of Activity: Incentive Trip</p> <p>Short Description: Hana Tour, the no.1 travel agency in Korea organized an incentive tour to Cebu for fifty two (52) personnel of doTERRA Korea.</p> <p>doTERRA Korea is a branch of doTERRA International that has distributed essential oils through more than a million independent distributors around the world. The group was billeted at Crimson Resort and Spa Mactan. TPB's assistance: airport facilitation and lei reception.</p>	<p align="center">52 Participants</p>	<p align="center">Completed</p>

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<p align="center">XCI. 2015 ANNUAL MEETING OF THE NATIONAL CONFEDERATION OF WOMEN’S CLUB IN THE PHILIPPINES</p>		
<p>Inclusive Dates: 08 May 2015 to 09 May 2015 Venue: Crown Legacy Hotel & Baguio Country Club Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The National Federation of Women’s Club in the Philippines (NFWC), a non-stock, profit organization and the oldest women’s organizations in Philippine history, celebrated its 2015 Annual Meeting on May 8-9, 2015. About 500 clubwomen members from all over the country attended the said affair.</p> <p>TPB Assistance: (500 pcs.) interim brochures, VPY gen.info brochures, VPY luggage tags, (2pcs.) Best of the Best of the Philippines Coffee Table Book for the Speakers</p>	<p align="center">500 expected local arrivals</p>	<p align="center">Completed</p>

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XCII. 2015 ANNUAL COMMUNICATION OF THE MOST WORSHIPFUL GRAND LODGE OF FREE AND ACCEPTED MASONS OF THE PHILIPPINES		
<p>Inclusive Dates: 23 April 2015 to 26 April 2015 Venue: Ibalong Centrum for Recreation, Legazpi City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The City Government of Legazpi hosted the 2015 Annual Communication (ANCOM) spearheaded by the Most Worshipful Grand Lodge of Free and Accepted Masons in the Philippines on April 23-25, 2015. More than 6,000 delegates coming from different Masonic Lodges worldwide joined this three-day convention which generated an estimated P45 million gross receipts for the various business establishments in the city.</p>	<p>6000 expected foreign arrivals</p>	<p>Completed</p>

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<p>XCIII. CAPAS FREEDOM MARCH (BATAAN MEMORIAL DEATH MARCH: THE FREEDOM MARCH/WALKATHON)</p>		
<p>Inclusive Dates: 09 April 2015 to 12 April 2015 Venue: Camp O'Donell, Bataan Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Capas Freedom March commemorated the bravery and heroism of soldiers of the Death March and paid tribute to the veterans for the sacrifices they made while defending Luzon, Corregidor, and the harbor defense forts of the Philippines during World War II. This 4-day event, with the theme "Freedom Walk: A celebration of Independence, Legacy and History," was held on 09-12 April 2015 in Camp O'Donell, Bataan. Organizers targeted the attendance of military servicemen, students, government employees, diplomats, representatives from various organizations, the media, Boy Scout/Girl Scouts of the Philippines, etc.</p> <p>The organizers of this event is former Tourism Secretary Mina T. Gabor who is currently the President of AAP Travel, Inc. (a subsidiary of the National Auto Club), a DOT-accredited travel and tour agency. The TPB granted a financial assistance of P1M for this event. It was included in the Visit the Philippines Year (VPY) 2015 Calendar of Events Website.</p>	<p align="center">500 expected local arrivals</p>	<p align="center">Completed</p>

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XCIV. 2ND WORLD STREET FOOD CONGRESS 2015		
<p>Inclusive Dates: 09 April 2015 to 13 April 2015 Venue: Bugis, grassland next to Tan Quee Lan Street, Singapore Nature of Activity: Others (observation of event for feasibility of possible future hosting)</p> <p>Short Description: The 2nd World Street Food Congress (WSFC) 2015, themed “Engage, Empower, Enterprise”, was conceptualized and organized by Makansutra (s) Pte Ltd founded by entrepreneur-photojournalist, KF Seetoh.</p> <p>Based in Singapore, Makansutra aimed to share and to celebrate all aspects of culinary kingdom through their food guide, online content, eateries, specialized events, projects and TV shows. In this 2nd edition, the World Street Food Congress focused on the creation of opportunities to empower masses & link up worldwide partnerships</p>		Completed

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<p>XCV. 21ST CONVENTION OF THE NATIONAL FEDERATION OF MOTORCYCLE CLUBS</p>		
<p>Inclusive Dates: 06 April 2015 to 12 April 2015 Venue: Tagaytay Centrum, Tagaytay City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Law Enforcer Riders Association of the Philippines, Inc. (LERAP), a federation composed of around 1,000 big and small clubs nationwide, won the bid to host the 21st Convention of the National Federation of Motorcycle Clubs in the Philippines (NFMCP) on 10-12 April 2015 at the Tagaytay International Convention Center, Gymnasium and Oval. This national convention in Luzon happens only once every three years. With the theme “Respect, Unity, and Brotherhood” around 300 foreign delegates and more than 3,000 local delegates from the various motorcycle clubs participated in this event for a week of learning, camaraderie and fun, while promoting eco-tourism, road safety and traffic discipline.</p> <p>The TPB granted a financial assistance of P500,000.00 for this event, as approved by the DOT-PEC in its meeting on 07 October 2014, and covered under PEC Resolution No. 2014-13. One of the components of this event was an open-air trade/exhibit fair where the DOT/TPB had a booth, which was open from 10 to 12 April 2015.</p>	<p align="center">300 foreign participants</p>	<p align="center">Completed</p>

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XCVI. INVITATION OF WKBL PLAYERS		
<p>Inclusive Dates: 09 April 2015 to 13 April 2015 Venue: Cebu Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The WKBL is the professional league for female basketball players in Korea. Saturday Economy is a business weekly that strives to bring readers precise and in-depth information on business, companies, securities, and real estate as well as current affairs, politics, and culture. Established in 2006, Saturday Economy prints 50,000 copies each week and has a regular subscriber base of 11,000 that includes major companies and corporations nationwide. The Basket is one of Korea's top basketball magazines established in January 2015. It covers KBL, WKBL and Korean amateur basketball league, and also covers in-depth stories of the NBA.</p> <p>Through this activity; they explored the beauty of Cebu. Furthermore, the visit showed the safety of our destinations.</p>	<p>young generation and family market</p> <p>Published in 2 magazines</p>	<p style="text-align: center;">Completed</p>

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<p>XCVII. Adventure Fam Trip with Korean Media</p>		
<p>Inclusive Dates: 16 April 2015 to 20 April 2015 Venue: Subic and Clark Nature of Activity: Invitational / Familiarization Trip Short Description:</p>	<p align="center">Young Korean Travelers</p>	<p align="center">Completed</p>

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XCVIII. ASIA GOLF TOURISM CONVENTION		
<p>Inclusive Dates: 27 April 2015 to 29 April 2015 Venue: Jakarta, Indonesia Nature of Activity: M.I.C.E. Bid Assistance</p> <p>Short Description: The Asia Golf Tourism Convention (AGTC) is firmly established as the golf tourism industry's premier event in the Asia-Pacific region. More than 500 delegates from 33 countries regularly attend the event and more than 4,000 meetings take place during its business sessions involving golf tour operators and golf resorts, clubs, hotels, inbound operators and tourist boards.</p> <p>The Philippines, in cooperation with the Association for Inbound Golf Tourism Philippines (AIGTP) is planning to bid for a future edition of AGTC.</p>		Completed

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<p>XCIX. FOURTH ANNIVERSARY FORUM OF THE JOINT FOREIGN CHAMBERS OF THE PHILIPPINES</p>		
<p>Inclusive Dates: 03 March 2015 Venue: Makati Shangri-La Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Joint Foreign Chambers (JFC), the largest coalition of foreign investors composed of the American, Australian-New Zealand, Canadian, European, Japanese and Korean Chambers in the Philippines as well as the Philippine Association of Multinational Companies Regional/Operating Headquarters, Inc. representing 3,000 companies, USD 200 billion worth of trade and USD 30 billion investments to the Philippines, emphasized that “a long term strategy and continuity of reforms are necessary to set the direction towards achieving inclusive growth”. The TPB provided promotional materials for the event.</p>	<p align="center">600 local</p>	<p align="center">Completed</p>

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<p>C. INCENTIVE TRAVEL GROUP BY NO.1 TOURS (NAVIS AUTOMOTIVE SYSTEMS, INC.)</p>		
<p>Inclusive Dates: 13 June 2015 to 17 June 2015 Venue: Cebu Nature of Activity: Incentive Trip</p> <p>Short Description: The DOT Korea Office recommended support to the following incentive groups to Cebu organized by No.1 Tours, a Korean land operator in the Philippines: (1) Industrial Bank of Korea, 06-12 June 2015 (80 pax) and (2) NAVIS Automotive Systems, 13-17 June 2015 (100 pax)</p> <p>Navis Automotive Systems, Inc. is a 14-year old company for sales and development of car multimedia system and digital map all over the world. 100 of its employees was sent to Mactan Island, Cebu for a four-day vacation.</p> <p>TPB Assistance: (1) Airport facilitation and welcome lei reception (2) Provision of Cultural show</p> <p>Due to the outbreak of the MERS virus, ONLY THE GROUP OF Industrial Bank of Korea pushed thru. The Navis Automotive group cancelled their travel to Cebu.</p>	<p align="center">100 pax</p>	<p align="center">Completed</p>

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CI. 1ST ASEAN – CONVENTION		
<p>Inclusive Dates: 21 May 2015 Venue: Philippine Columbian Association, Plaza Dilao Road, Paco Manila Nature of Activity: M.I.C.E. Booked Event (National-School Event)</p> <p>Short Description: ASIAN + Council of Leaders, Administrators, Deans & Educators in Business (ACLADEB) organized that 1st ASEAN + Convention. The convention sought to enhance the delivery of quality business education. It also served as a forum to discuss the maximum opportunities to be attained in the Asian region once the ASEAN Economic Community (AEC) is fully implemented vis-à-vis education and other industries. TPB's assistance: cultural entertainment and welcome leis.</p>	300 pax	Completed

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<p>CII. 2015 INTERNATIONAL FEDERATION OF MEDICAL STUDENTS ASSOCIATION (IFMSA) ASIA PACIFIC REGIONAL MEETING (APRM)</p>		
<p>Inclusive Dates: 26 June 2015 to 29 June 2015 Venue: Crowne Plaza Galleria Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: First held in Manila in 2004, the APRM is an annual conference of the IFMSA in the Asia Pacific Region. It is a gathering of the region's medical students to engage in dynamic and fruitful discussions, learn from outstanding leaders in the fields of medicine and public health, and participate in cultural and knowledge exchange beyond the formalities of medical school.</p>	<p>400 foreign and 250 local delegates</p>	<p>Completed</p>

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PROGRAM / ACTIVITY / PROJECT <i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i>	OBJECTIVES <i>Objectives of the Program/Activity/Project</i>	STATUS <i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i>
CIII. YOUTHSPEAK SOUTHEAST ASIA 2015 FORUM (YOUTHSPEAK SEA)		
<p>Inclusive Dates: 20 May 2015 Venue: UP Diliman Nature of Activity: M.I.C.E. Booked Event (National-School Event)</p> <p>Short Description: AISEC in the Philippines, an international student-run organization which provides young people with leadership development and cross-cultural global internships and volunteer experience across the globe, organized the YouthSpeak Southeast Asia 2015 Forum. YouthSpeak is a forum held in several cities worldwide, which opens discussions and action spaces about the most pressing issues of the world today. YouthSpeak Southeast Asia Forum (YouthSpeak SEA) 2015 was a part of the Southeast Asian Congress (SEACON), a regional conference which catered to delegates from the ASEAN countries.</p> <p>TPB's Assistance: airport assistance</p>	300 pax	Completed

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<p>CIV. ASEAN WORKSHOP ON ELECTION OBSERVATION</p>		
<p>Inclusive Dates: 24 June 2015 to 25 June 2015 Venue: Manila Peninsula Nature of Activity: M.I.C.E. Booked Event - INTERNATIONAL</p> <p>Short Description: The Commission on Elections, in partnership with the Department of Foreign Affairs and International Institute for Democratic and Electoral Assistance (IDEA) with funding support from the Republic of Korea hosted the ASEAN Workshop on Election Observation. Forty (40) participants composed of the Head of the Election Management Bodies. (EMBs) and Representatives from the Ministry of Foreign Affairs or Permanent Missions of the member-states to ASEAN participated in the event.</p> <p>TPR Assistance: (1) Best of the Best of the Philippines Coffee Table Books – 12 pcs (2) Primer on the Philippines (40 pcs) (3) Welcome Lei reception.</p>	<p align="center">21 foreign delegates</p>	<p align="center">Completed</p>

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<p>CV. JOINT PROMOTIONS WITH TOUR OPERATORS – HAYES & JARVIS</p>		
<p>Inclusive Dates: June to October 2015 Venue: N/A Nature of Activity: Joint Promotion</p> <p>Short Description: PDOT London implemented a joint-promotional campaign with selected tour operator partners throughout the UK to further increase awareness and interest in the Philippines across leisure and dive markets.</p> <p>The campaign aimed to showcase the expanding range of hotels, resorts, products and services in the Philippines that are increasingly being included in partner operator portfolios.</p> <p>It also supported the efforts and investment embarked by tour operator partners in featuring the Philippines on their programs by bringing in needed joint-exposure and encouraging motivation to effectively sell the destination.</p>	<ol style="list-style-type: none"> 1. London Evening Standard Main News Display Advertising (offline) 2. Weekly Direct Email Special Spotlight Section Destination Focus Piece on the Philippines (online) 3. E-Flyer to 800+ TUI Shops Special E-Flyer sent to all frontline store agents promoting special PH offers (trade focused) 	<p align="center">Completed</p>

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<p>CVIII. Philippine Business Mission (PBM) to Hong Kong</p>		
<p>Inclusive Dates: 26 June 2015 Venue: Grand Hyatt Hotel, Kowloon, Hong Kong Nature of Activity: Sales / Business Mission Short Description:</p>		<p align="center">Completed</p>

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<p>CIX. CHINA INTERNATIONAL TRAVEL SERVICE (CITS) FAMILIARIZATION TOUR</p>		
<p>Inclusive Dates: 22 June 2015 to 24 June 2015 Venue: Bicol, Philippines Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: With the lifting of travel advisory issued by the Chinese government, this was a timely effort to conduct familiarization trip with our travel trade partners in China in order to re-start the aggressive push of chartered services between the two countries. Through the CITS, Chartered flights will be reactivated by February 2016. Last 2014, CITS was able to launch 16 flights and have brought in over 1500 tourist over the said period. With this fam tour, a strong push for Bicol and other destinations of their interest shall revitalize the tourist arrivals from their region.</p>	<p align="center">TRAVEL TOUR OPERATORS</p>	<p align="center">Completed</p>

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<p>CXI. 2ND AMBASSADOR TOUR FROM MALAYSIA</p>		
<p>Inclusive Dates: 02 May 2015 Venue: Cebu and Bohol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: DOT-Malaysia, organized the 2nd Ambassador’s Tour to the Philippines last 02 – 05 May 2015 covering Cebu and Bohol destinations. In November 2013, the 1st Ambassador Tour was held in Manila and Villa Escudero. These destinations impressed Ambassador J. Eduardo Malaya and promoted the destinations to his diplomatic network.</p> <p>To further maximize the Philippine exposure in Malaysia in 2015, DOT-Malaysia invited 12 media practitioners from reputable publications to document the entire tour and write about their experiences in their travel magazines and dailies in Malaysia. TPB was requested for a themed welcome dinner reception with cultural entertainment for 130 persons at Marriott Cebu.</p>	<p align="center">130 Participants</p>	<p align="center">Completed</p>

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<p>CXII. HONG KONG DIPLOMATIC CORPS VISIT TO MANILA AND BORACAY</p>		
<p>Inclusive Dates: 16 April 2015 to 19 April 2015 Venue: Manila, Boracay Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: A 4 Days/3 Nights program was designed in coordination with DOT Region VI and the Boracay Foundation Inc. The Consul General based in Hong Kong visited Intramuros and Boracay. There was positive feedback on this tour and this led to another tour in October 2015.</p>	<p align="center">16 Joined the Familiarization Trip</p>	<p align="center">Completed</p>

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<p>CXIII. SINGAPORE TRAVEL AGENTS FAMILIARIZATION TOUR</p>		
<p>Inclusive Dates: 18 April 2015 to 21 April 2015 Venue: Davao Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: This familiarization trip was arranged for Singapore-based, leisure travel agents who signified their high interest in Davao, since this was the featured destination of the Philippine booth in last year's sales mission in Singapore. The group was composed of Managing Directors, Marketing Directors and product planners who have considerable influence in generating Philippine tour products for the Singapore market.</p>		<p align="center">Completed</p>

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CXIV. PHILIPPINE BUSINESS MISSION IN TAIWAN		
<p>Inclusive Dates: 26 April 2015 to 30 April 2015 Venue: Kaohsiung, Taichung and Taipei Nature of Activity: Sales/Business Mission</p> <p>Short Description: The Tourism Promotions Board (TPB) in close coordination with the DOT-Taiwan conducted the annual Philippine Business Mission in the three major cities in Taiwan, namely, Kaohsiung, Taichung and Taipei from 26-30 April 2015. The main purpose of this event was to showcase new Philippine tourism products in the market in time for the coming summer holiday. Fifteen (15) Philippine seller delegates joined the sales mission consisting of 6 tour operators and 7 hotel and resort representatives and airlines. In pre-arranged B2B sessions that were conducted in the 3 cities, the sellers were able to present individually to all invited Taiwanese travel agents in cities as shown in the stamped passport provided by DOT-Taiwan.</p> <p>Based on a post-event survey gathered from 12 respondents or 88 percent of the total number of Philippine sellers, the sellers generally met their objectives in participating in the sales mission. They were satisfied with the turn-out where almost 80% think that the actual number and quality of buyers from both markets surpassed their expectations. However, there were a few participants who were disappointed on the little time given for each round during the private sector presentations.</p>	N/A	Completed

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CXV. PHILIPPINE VISIT OF ROBERT LA BUA OF CEO MAGAZINE		
<p>Inclusive Dates: 06 May 2015 to 16 May 2015 Venue: Manila Boracay and Tagaytay Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Tourism Promotions Board (TPB) and the Department of Tourism-Sydney coordinated the Philippine visit of Mr. Robert la Bua, Travel writer from CEO magazine on 06-16 May 2015, covering Manila, Makati, Tagaytay and Boracay. The CEO magazine, with a readership of over 250,000 per edition, is Australia’s leading business magazine directed at high–level executives and decision-makers in Australian companies. Published monthly, the CEO Magazine provides its readers with a wealth of articles discussing business strategy, expert opinion, analysis, corporate case studies, emerging, trends, leadership, growth opportunities, and challenges facing the foremost business leaders. The CEO Magazine also delivers an impressive lifestyle section which pays specific attention to the executive’s lifestyle through in-depth coverage of everything from sports, luxury cars, gadgets, dining out, and travel. The focal point of this trip was to feature the country’s attractions, beaches, wellness, museums and dining in Metro Manila, Boracay and Tagaytay for the travel section of the said magazine.</p>	<p>1 Visitor</p>	<p>Completed</p>

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<p>CXVI. MISS PHILIPPINE-AUSTRALIA VISIT FOR PHIL-AUST SPORTS & CULTURE INC. (PASC)/39TH NATIONAL AUST-FIL SPORTS ASSOCIATION (NASA) INTERNATIONAL GOODWILL GAMES</p>		
<p>Inclusive Dates: 05 April 2015 to 15 April 2015 Venue: Manila Nature of Activity: Hosted Accommodation</p> <p>Short Description: The Tourism Promotion Board (TPB), in coordination with DOT-Sydney, hosted the hotel accommodation of Miss Glyza Perez, reigning Miss Philippines-Australia and Miss Hannah Arnold, Charity Queen Australia for 4D/3N stay at the Diamond hotel, Manila.</p>	<p align="center">N/A</p>	<p align="center">Completed</p>

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CXVII. AGU PRESIDENTIAL COMMISSION AND EXECUTIVE COMM. MEETING'S FAEWELL DINNER RECEPTION		
<p>Inclusive Dates: 18 April 2015 Venue: New World Makati Nature of Activity: Others (Farewell Dinner Reception Hosting)</p> <p>Short Description: The Tourism Promotions Board hosted the Asian Gymnastics Union (AGU) Presidential Commission and Executive Committee Meeting's Farewell Dinner Reception at the New World Hotel Makati last 18 April 2015. TPB hosted their welcome lei reception and dinner function with entertainment from the cultural performing group, the UP Filipiniana Dance Group, and Visit the Philippines year (VPY) 2015 (giveaways).</p>	<p>100 guests</p>	<p>Completed</p>

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<p>CXIX. MADRID FUSION CULINARY FAM TRIP</p>		
<p>Inclusive Dates: 22 April 2015 to 29 April 2015 Venue: Manila and Bicol Nature of Activity: Invitational/ Familiarization Trip</p> <p>Short Description: Tourism Promotions Board (TPB) supported PDOT Korea’s proposal to conduct a Familiarization Trip for Korean Media in time for Madrid Fusion Manila. The project was held last 22-29 April 2015 covering Manila and Bicol to promote the Philippines as culinary hub of Asia.</p> <p>There were six (6) media representatives from culinary and life style magazines from Essen, Living Sense, Lonely Planet, Lemon Tree, The Traveler, and Cook and one (1) professional photographer.</p>	<p align="center">food enthusiasts, young travelers</p>	<p align="center">Completed</p>

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<p>CXX. COLOR MANILA RUN – CEBU LEG</p>		
<p>Inclusive Dates: 31 May 2015 Venue: South Road properties, Cebu City Nature of Activity: Financial Assistance</p> <p>Short Description: Color Manila was a fun run that brought out the “fun” through a color festival. Organizers threw paints as runners run to the finish line. This is a part of the Color Manila series of events and currently on its 3rd year. During the BCG leg, over 8,000 runners participated in the 3k, 5K and 10K distances.</p>		<p align="center">Completed</p>
<p>CXXI. DOT BEIJING AND SHANGHAI AGENTS FAMILIARIZATION TOUR</p>		
<p>Inclusive Dates: 20 April 2015 to 25 April 2015 and 26 April 2015 to 01 May 2015 Venue: Dumaguete, Cebu, Bohol, and Manila Nature of Activity: Invitational/Familiarization Tour</p> <p>Short Description: To better promote the Philippines in China even with the group travel ban issued by the Chinese government, TPB focused on the individual travelers that were not affected by the advisory. In line with this, DOT China scheduled two familiarization trips from Northern China, and Shanghai and Nanjing regions with the objective of educating the Chinese Agents and improving their confidence to sell Philippine travel products in their region.</p>	<p align="center">Travel Tour Operators</p>	<p align="center">Completed</p>

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<p align="center">CXXII. DOT SYDNEY’S PARTICIPATION TO “TRAVEL IDEAS” ASIA EDITION MAGAZINE BY FLIGHT CENTRE</p>		
<p>Inclusive Dates: April 2015 Venue: N/A Nature of Activity: Joint Promotion</p> <p>Short Description: Travel Ideas” – Asia Edition is a new magazine created to inspire the Flight Centre’s clients to travel and explore the world. Each issue focuses on a different region or type of travel experience and features stories that appeal to a range of Australian travelers. The launch issue showcased the best of the USA and the 2nd issue focused on domestic version. For April 2015, the publication introduced the Asia Holiday. It can be noted that the 3 flight Centre Travel Shows (Sydney, Melbourne and Brisbane) where DOT Sydney participated in early 2015 have proven successful with interest shown during the events.</p>		<p align="center">Completed</p>