

**ACCOMPLISHMENT REPORT
2ND QUARTER 2017**

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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I. THE ASEAN AND ASEAN +3 FINANCE AND CENTRAL BANK DEPUTIES' MEETING AND RELATED MEETINGS

<p>Inclusive Dates: 01 April 2017 to 04 April 2017 Venue: Ibiza Beach Club, Movenpick, Cebu City Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The ASEAN and ASEAN +3 Finance and Central Bank Deputies' Meeting and Related Meetings was the first in a series of back-to-back joint-hosted dinner reception by the Banko Sentral ng Pilipinas and the Department of Finance held on 04 April 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	280 participant	Completed
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II. 3RD ASEAN FINANCE MINISTERS' AND CENTRAL BANK GOVERNORS' MEETING AND RELATED MEETINGS

<p>Inclusive Dates: 01 April 2017 to 05 April 2017 Venue: Chateau by the Sea, Lapu Lapu City, Cebu Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p>	200 participant	Completed
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<p>Short Description: The 3rd ASEAN Finance Minister' and Central Bank Governors' Meeting and Related Meetings was the second in a series of back-to-back joint-hosted dinner reception by the Banko Sentral ng Pilipinas and the Department of Finance held on 05 April 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>		
III. 21ST FINANCE MINISTERS' MEETING AND RELATED MEETINGS		
<p>Inclusive Dates: 01 April 2017 to 06 April 2017 Venue: The Marquee, Shangri-La's Mactan Resort and Spa, Mactan, Cebu Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The 21st Finance Ministers' Meeting and Related Meetings was the last in a series of back-to-back joint-hosted dinner reception by the Banko Sentral ng Pilipinas and the Department of Finance held on 06 April 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement</p>	300 participant	Completed

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of the Production House and conducted several coordination meetings with the host agencies.		
IV. ASEAN DEFENSE SENIOR OFFICIALS' MEETING (ADSOM) AND ADSOM-PLUS MEETINGS		
<p>Inclusive Dates: 05 April 2017 to 07 April 2017 Venue: Nina Ballroom, Raddisson Blu, Cebu City Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The ASEAN Defense Senior Officials' Meeting (ADSOM) and ADSOM-Plus Meetings was a hosted dinner reception by the Department of National Defense held on 07 April 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	300 participant	Completed
V. ETOH SHIFUMI FOOD HOLIDAY FAMILIARIZATION TRIP		
<p>Inclusive Dates: 09 April 2017 to 13 April 2017 Venue: Manila and Batangas Nature of Activity: Invitational / Familiarization Trip</p>	1 participant	Completed

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<p>Short Description: Ms. Etoh Shifumi os among the most prolific columnists who participate in our media invitational programs. She represents Asahi Shimbun Digital, web magazine of one of the major newspaper in Japan, on this familiarization trip but she regularly contributes to various luxury publications and websites.</p> <p>Food is a strong motivator with the Japanese market, ranking third place for Southeast Asian destinations. In reference to the work program and support to the communication plan targeting the ladies’ market (Joshi Tabi) for 2017, DOT Tokyo will utilize the food holiday as the key motivator for the said target market. In absence of related articles, DOT Tokyo is identifying food travel writers to host. She will market the materials she will gather thereafter in Asahi Shimbun Digital and other travelogues where she is a contributing writer.</p>		
VI. HEALING AND WELLBEING MEDIA FAMILIARIZATION TOUR		
<p>Inclusive Dates: 11 April 2017 to 15 April 2017 (1st Group); 18 April 2017 to 22 April 2017 (2nd Group); 25 April 2017 to 29 April 2017 (3rd Group) Venue: Manila and Tagaytay; Manila, Pampanga and Rizal; Manila, Batangas and Tagaytay Nature of Activity: Invitational / Familiarization Trip</p>		Completed

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<p>Short Description: The Healing and Wellbeing Media Familiarization Tour was conducted to promote health and well-being attractions in the Philippines. It aimed to position Manila and its environs as a holiday destination for family, female FIT travelers who are seeking to experience spa, massage, organic food; and natural destinations for sightseeing. It was a series of wellness familiarization tour for the Korean media.</p> <p>The first leg was held on 11-15 April 2017 in Tagaytay and Manila. It was participated in by some of the top daily mainstream newspapers in Korea: JoongAng Ilbo, Kyung Hyang Shinmun, Kukmin Ilbo, The Aju Business, Edaily News and Route Three. Manila, Pampanga and Rizal were the highlight destinations of the second leg. It was held on 18-22 April 2017 and the participants were some of the top/power bloggers in Korea. The 3rd and last leg was held on 25-29 April 2017 in Batangas, Tagaytay and Manila. The participants were some of the biggest trade media and magazines in Korea.</p>		
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VII. 6TH BUSINESS BLUEPRINT ANNUAL CONFERENCE		
<p>Inclusive Dates: 17 April 2017 to 22 April 2017 Venue: Shangri-La Mactan Resort and Spa Nature of Activity: M.I.C.E. Booked Event - International</p> <p>Short Description:</p>	188 foreign delegates	Completed

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<p>Business Blueprint is the leading business program in Australia which has been running events for business owners since 2006. They provide their members' access to Australia's largest business education resources: library of systems, templates, and step-by-step training video.</p> <p>itravel, in coordination with DOT Sydney, is handling the 6th Business Blueprint Annual Conference which will be held for the second time in Shangri-La Mactan, Cebu from 18-22 April 2017. Previous conferences were conducted in Fiji, Thailand and New Zealand.</p> <p>TPB's Commitment:</p> <ul style="list-style-type: none"> • Sponsorship of welcome cocktail reception on 18 April 2017 at the Shangri-La Mactan Resort and Spa • Provision of tourism brochures • Provision of tourism brochures and corporate giveaways • Endorsement to DOT for airport reception and facilitation with welcome leis • Other technical assistance required <p>Commitment of Dream Express / itravel:</p> <ul style="list-style-type: none"> • Ensure the attendance of at least at least 180 foreign delegates (90% of the 200 expected attendees) • Provide media values to the Philippines such as inclusion in their press releases in Australia and through members' social media 		

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<ul style="list-style-type: none"> Submit a brief report of the Conference together with the list of participants with their email addresses and other supporting documents such as but not limited to event printed materials, photos and videos 		
<p>VIII. INTERSESSIONAL REGIONAL ECONOMIC PARTNERSHIP TRADE NEGOTIATING COMMITTEE (ISSL-RCEP-TNC)</p>		
<p>Inclusive Dates: 18 April 2017 to 21 April 2017 Venue: South Palms Resort Panglao Island, Bohol Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The Intersessional Regional Economic Partnership Trade Negotiating Committee (ISSL-RCEP-TNC) was a hosted dinner reception by the Department of Trade and Industry held on 20 April 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	<p align="center">150 participants</p>	<p align="center">Completed</p>
<p>IX. 12TH ANNUAL MEETING OF THE DEANS AND DIRECTORS OF DIPLOMATIC TRAINING INSTITUTIONS OF ASEAN +3</p>		
<p>Inclusive Dates: 19 April 2017 to 21 April 2017</p>	<p align="center">70 participants</p>	<p align="center">Completed</p>

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<p>Venue: Marriott Grand Ballroom, Pasay City Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The 12th Annual Meeting of the Deans and Directors of Diplomatic Training Institutions of ASEAN +3 was a hosted dinner reception by the Department of Foreign Affairs - Foreign Service Institute held on 20 April 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>		
<p>X. AMBASSADOR’S CLUB INTERNATIONAL CONGRESS 2017</p>		
<p>Inclusive Dates: 19 April 2017 to 22 April 2017 Venue: Manila Hotel Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Ambassador’s Club International Congress is an annual gathering of the members of the Ambassadors Club from its national and regional chapters. The event culminates in a festive gala which serves as a networking venue for the members of the Club. The event was envisioned to showcase the</p>	<p align="center">70 participants</p>	<p align="center">Completed</p>

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<p>country's rich cultural heritage, hospitality and myriad of attractions. It was attended by forty-two (42) foreign participants and one hundred (100) local participants.</p> <p>Approved Assistance: Provision of Promotional Materials-Omnibus Primer Brochure, Destination Maps, Luggage Tags, IMFITP tshirts and Leatherette Kit Folder and Card holder; Airport reception; other Technical assistance</p>		
<p align="center">XI. TPB DINNER RECEPTION FOR THE HANATOUR ANILAO SCUBA DIVING FESTIVAL</p>		
<p>Inclusive Dates: 21 April 2017 to 25 April 2017 Venue: Anilao, Batangas Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: HanaTour has organized the "HanaTour Anilao SCUBA Diving Festival" in Anilao, Batangas on 21-25 April 2017 in cooperation with Cebu Pacific Air and ScubaNet Magazine and was participated by 120 divers to promote the Philippines as the best dive destination and to explore other tourism attractions.</p> <p>HanaTour, with 3.5 million members, is Korea's largest tour wholesaler which has 1,200 exclusive sales offices and 8,000 partners selling 14,000 tourism products nationwide.</p>	<p align="center">120 divers</p>	<p align="center">Completed</p>

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<p>On 24 April, after the dive tournament, the Tourism Promotions Board hosted a Dinner Reception with cultural performance of Lyceum Cultural Performers at Eaglepoint Dive Resort. Mr. De Veyra, Officer-in-Charge of North Asia Division welcomed the participants and asked to award the winners of the dive competition. They appreciated TPB's efforts and honored by TPB Officers' presence.</p>		
XII. ASEAN SENIOR OFFICIALS' PREPARATORY MEETING		
<p>Inclusive Dates: 23 April 2017 to 26 April 2017 Venue: City of Dreams Grand Ballroom, Pasay City Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The ASEAN Senior Officials' Preparatory Meeting was a hosted dinner reception by the Department of Foreign Affairs held on 26 April 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	150 participants	Completed

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XIII. ASEAN FOREIGN MINISTERS' MEETING (AMM)		
<p>Inclusive Dates: 23 April 2017 to 27 April 2017 Venue: Manila Ballroom, Marriott Hotel, Pasay Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The ASEAN Foreign Ministers' Meeting (AMM) was a hosted dinners reception by the Department of Foreign Affairs held on 27 April 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	300 participants	Completed
XIV. 30TH ASEAN SUMMIT AND RELATED MEETINGS OPENING CEREMONY		
<p>Inclusive Dates: 23 April 2017 to 29 April 2017 Venue: Manila Ballroom, Marriott Hotel, Pasay Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description:</p>	1,000 participants	Completed

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<p>The 30th ASEAN Summit and Related Meetings Opening Ceremony was an opening ceremony hosted by the Office of the President held on 29 April 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement to the Production House and conducted several coordination meetings with the host agencies.</p>		
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XV. SALES SEMINAR 2017 (SHOKETSU SMC CORPORATION)

<p>Inclusive Dates: 26 April 2017 to 30 April 2017 Venue: The Bellevue Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Shoketsu SMC Corporation organized a Sales Seminar last 26-30 April 2017 that gathered 88 foreign delegates from Singapore, Malaysia, Vietnam and Indonesia.</p> <p>Approved Assistance: Provision of promotional materials (brochure, maps, and Go Pack Travel Bag); Airport reception and facilitation with welcome leis</p>	<p align="center">88 participants</p>	<p align="center">Completed</p>
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XVI. BTS SUMMER PHOTO ALBUM SHOOT

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<p>Inclusive Dates: 29 April 2017 to 06 May 2017 Venue: Coron, Palawan Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Tourism Promotions Board (TPB) Philippines through the Philippine Department of Tourism - Korea has coordinated with Play Company in the implementation of BTS Summer Photo Album Shoot in Coron, Palawan last 29 April - 06 May 2017. The group was comprised of seven (7) members, two (2) managers, twenty (20) staffs and one (1) PDOT Korea staff.</p> <p>Project Description:</p> <ul style="list-style-type: none"> ● Media: Photo essay book, moving picture (1 or 2 minute length) ● Publishing date: in June, 2017 (TBA) ● Publishing company: Play Company ● Circulation: 80,000 copies <ul style="list-style-type: none"> ○ Korea: 50,000 / Japan: 20,000 / Others: 10,000 <p>Additional Information: The first Photo Album was shot in Kota Kinabalu. The first Photo Album was a big issue in Korean media and created a sensation among BTS' fans worldwide.</p> <p>Background of BTS:</p>	<p style="text-align: center;">24 participants</p>	<p style="text-align: center;">Completed</p>

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<p>BTS, also known as “Bangtan Boys (Bulletproof Boy Scouts)”, is a seven-member Korean boy band formed by Big Hit Entertainment.</p> <p>Known for their large social media presence, BTS were listed by Forbes as the most retweeted artist on Twitter in March 2016. Following that, Twitter launched its first ever K-pop Twitter emoji featuring BTS. In October 2016, Billboard placed BTS as #1 on their Social 50 chart, making them the first Korean group to top the chart. Also known for their large international fan base, having performed and sold out tours in Asia, Europe, Australia, North America and South America, BTS’s outstanding performances won them the Best World Performer award in the 2015 Mnet Asian Music Awards. Just a year later, BTS went on to win the 2016 Mnet Asian Music Award for Artist of the Year.</p>		
<p>XVII. PHILIPPINE EXPANDED CAMPAIGN ON EXPEDIA FOR VOLUME GENERATION</p>		
<p>Inclusive Dates: 01 May 2017 to 31 December 2017 Venue: Online Nature of Activity: Joint Promotion</p> <p>Short Description: The proposed project is an online campaign in May, August and December 2017, over the span of four weeks each month, reaching the highest targeted search months for Philippine bookings. The campaign will incorporate a mix</p>		<p align="center">Completed</p>

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<p>of standard display advertising banners and specific target destinations with added values of Philippine branded landing pages. The campaign estimates will reach 3.75 million impressions.</p> <p>This is the second time PDOT is engaging Expedia on a tactical advertising campaign in the UK, with the aim of driving guaranteed direct short-term increase in conversion following its first run in December 2016</p>		
<p align="center">XVIII. 18TH MEETING OF THE RCEP TRADE NEGOTIATING COMMITTEE AND RELATED MEETINGS</p>		
<p>Inclusive Dates: 06 May 2017 to 09 May 2017 Venue: Sofitel Harbor Garden Tent Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The 18th Meeting of the RCEP Trade Negotiating Committee and Related Meetings was a hosted dinner reception by the Department of Trade and Industry held on 08 May 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	<p align="center">750 participants</p>	<p align="center">Completed</p>

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<p>XIX. 6TH ASIAN GOLF TOURISM CONVENTION</p>		
<p>Inclusive Dates: 07 May 2017 to 10 May 2017 Venue: Da Nang, Vietnam Nature of Activity: Special Project</p> <p>Short Description: Golfing is one of the world’s most popular sports. Over the past years, golf tourism has grown strongly and will continue to grow as more destinations enter the market with new golfing products. Enjoys by 56 million golfers worldwide, the sector has an estimated global value of US\$25 billion.</p> <p>The most popular destinations for golf tourism are Spain and Portugal. South Africa, Morocco, the UAE, Southeast Asia (specifically Thailand and Vietnam) and Bulgaria are among the popular emerging destinations while Turkey is another increasingly popular country in spite of a limited supply of just 18 courses. Well-established destinations such as Scotland and the US also continue to be popular destinations for the golfing tourist.</p> <p>Golf tourism has been experiencing consistently healthy growth over the past four years of 2012, 2013, 2014 and 2015 by 11.1%, 9.3%, 8.9% and 7.2% respectively accounting for 85% of golf holiday sales and more than US\$2.2 billion annual turnover.</p>	<p align="center">220 buyers</p>	<p align="center">Completed</p>

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<p>The AGTC the premier golf travel in the Asia Pacific region and Vietnam, the highest trending golf destination in Asia at the moment, has attracted a record number of golf tour operators from around the world, along with fold travel suppliers from every golf destination in the Asia Pacific.</p> <p>Business sessions have taken place at the Centara Sandy Beach Resort and Furama Da Nang Resort. More than 4,000 meetings have been taken place between some 600 delegates from 37 countries including an expected 220 buyers.</p> <p>AGTC has combined 11 hours of one-on-one meetings between buyers and sellers with great networking opportunities including the Welcome Reception, Business Lunches and Golf Tournament.</p>		
<p align="center">XX. 22ND ASIAN PRODUCTIVITY ORGANIZATION (APO) DEVELOPMENT OF PRODUCTIVITY PRACTITIONERS (DPP) BASIC PROGRAM</p>		
<p>Inclusive Dates: 08 May 2017 to 02 June 2017 Venue: Linden Suites & Development Academy of the Philippines (DAP) Nature of Activity: M.I.C.E. Booked Event - International</p> <p>Short Description: The Development Academy of the Philippines (DAP) and the Asian Productivity Organization (APO) are the implementing agencies of the 22nd APO - Development of Productivity Practitioners Basic Program.</p>	<p align="center">22 participants</p>	<p align="center">Completed</p>

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<p>APO was established as a regional inter-governmental organization composed of 20 countries to promote productivity in Asia and Pacific.</p> <p>The Program aims to develop participants' competency in applying the basic Productivity and Quality (P&Q) tools as trainers, consultants and promoters. The participants are expected to identify existing and potential P&Q improvement concerns of their organization and address them through the application of basic P&Q tools and techniques.</p> <p>The APO Basic Program is annually held in the Philippines, while its advance programs held in Malaysia.</p> <p>The Workshop will be attended by 22 participants from APO members, namely: Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, Iran, Japan, Republic of Korea, Lao PDR, Malaysia, Pakistan, Sri Lanka, Thailand, Vietnam and the Philippines.</p>		
XXI. 10TH GLOBAL PRANIC HEALING CONVENTION		
<p>Inclusive Dates: 09 May 2017 to 16 May 2017 Venue: Philippine International Convention Center (PICC)m Pasay City Nature of Activity: M.I.C.E. Booked Event</p>	246 participants	Completed

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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>
<p>Short Description: The 10th Global Pranic Healing Convention will be held in Manila as 2017 marks the 30th anniversary of pranic healing. The convention aims to strengthen and deepen the knowledge of its attendees about pranic healing through the various talks by expert speakers and an interactive exhibit which enables participants to meet different people from all walks of life and share and exchange experiences on how pranic healing and the teachings of Master Choa Kok Sui changed and influenced their lives. The Travel Planners India will bring 246 Indian attendees to the Convention. Said attendees are booked at The Heritage Hotel on 09-16 May 2017.</p>		
XXII. SINGAPORE AND MALAYSIA MICE SALES MISSION		
<p>Inclusive Dates: 15 May 2017 to 18 May 2017 Venue: Mandarin Orchard Singapore and Pullman Kuala Lumpur City Centre Hotel & Residences Nature of Activity: Sales / Business Mission</p> <p>Short Description: This year's' sales missions was in cooperation with the Philippine Market Representatives in Singapore and Malaysia, Philippine private sector representatives and other Philippine MICE stakeholders. It included a series of sales presentations to strengthen the market position of the Philippines as an ideal MICE destination specifically for incentive travel planners and event</p>	70 buyers and 15 sellers	Completed

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organizers in the Asia Pacific. Actual events were held last 16 May for Singapore and 18 May for Kuala Lumpur. A total of 15 MICE Sellers participated in this event: 14 for Singapore and 11 for Malaysia.		
XXIII. ASEAN MILITARY OPERATIONS INFORMAL MEETING (AMOIM), ASEAN MILITARY INTELLIGENCE INFORMAL MEETING (AMIIM) AND ASEAN CHIEFS OF DEFENSE FORCES INFORMAL MEETING (ACDFIM)		
<p>Inclusive Dates: 16 May 2017 to 19 May 2017 Venue: Sunset Pavilion, Sofitel Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The ASEAN Military Operations Informal Meeting (AMOIM), ASEAN Military Intelligence Informal Meeting (AMIIM) and ASEAN Chiefs of Defense Forces Informal Meeting (ACDFIM) was a hosted dinner reception by the Armed Forces of the Philippines held on 18 May 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	200 participants	Completed
XXIV. TPB/DOT KOREA MANILA AND PALAWAN FAMILIARIZATION TOUR FOR HANATOUR AGENTS		
Inclusive Dates: 17 May 2017 to 21 May 2017	21 participants	Completed

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<p>Venue: Manila and Palawan Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Manila and Palawan Familiarization Tour for HanaTour Agents was conducted last 17-21 May 2017 to promote and increase awareness on Palawan and its attractions among the agents of HanaTour, the largest tour wholesaler in Korea. The best 20 travel sales offices of HanaTour in Korea was invited to join the Familiarization Tour with the end goal of eventually increasing the sales of HanaTour’s Palawan and Manila tour packages by five percent.</p> <p>HanaTour with 3.5 million members is Korea’s largest tour wholesaler which has 1,200 exclusive sales offices and 8,000 partners selling 14,000 tourism products nationwide.</p> <p>HanaTour also has a strong platform with millions of visitors through online, mobile, and social media channels.</p> <ul style="list-style-type: none"> ● Website: www.hanatour.com ● Facebook: www.facebook.com/HanaTour.fb ● Twitter: www.twitter.com/hanatour ● Blog: www.blog.hanatour.com ● Naver cafe: www.cafe.naver.com/hanatouring ● Kakao Talk: www.story.kakao.com/ch/hanatour 		

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<ul style="list-style-type: none"> • YouTube: www.youtube.com/user/Stick2r 		
XXV. 14TH ASIAN LAW INSTITUTE (ASLI) CONFERENCE		
<p>Inclusive Dates: 18 May 2017 to 19 May 2017 Venue: Novotel Hotel Araneta Center Nature of Activity: M.I.C.E. Booked Event - International</p> <p>Short Description: The Asian Law Institute (ASLI) was established in 2003 through the united effort of several leading law schools in Asia. The institute has been recognized to have a significant role in fostering Asian legal scholarship and facilitating interaction among legal scholars in Asia and those working on Asian law-related issues.</p> <p>ASLI organizes an annual signature conference hosted by founding member institutions on a rotational basis. These annual conferences, which began in 2003, examine contemporary legal issues of interest to Asian countries and gather scholars and experts from Asia and beyond.</p> <p>ASLI welcomes legal scholars to attend and present papers at its annual conference, both from ASLI founding and member institutions as well as other institutions within and outside Asia. The conference provides excellent</p>	<p>189 participants (167 foreign & 22 local)</p>	<p>Completed</p>

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<p>opportunities for scholars of Asian law to meet and exchange ideas and to form closer working and personal relationships.</p> <p>The 14th ASLI Conference will have a relevant theme of “A Uniting Force? - ‘Asian Values’ and the Law.”</p> <p>The 2017 ASLI Conference will be the first for the Philippines and will be hosted by the University of the Philippines College of Law. The Conference is expecting 200 participants majority of which from neighboring Asian countries.</p> <p>TPB’s Commitment:</p> <ul style="list-style-type: none"> ● Sponsorship of cultural show during their Welcome Dinner Reception on 18 May 2017 at the UP Executive House ● Provision of tourism brochures ● Provision of corporate giveaways ● Endorsement to DOT for airport reception and facilitation with welcome leus ● Other technical assistance required <p>Commitment of UP College of Law:</p> <ul style="list-style-type: none"> ● Ensure the attendance of at least 160 foreign delegates (80% of the 200 expected attendance indicated in their letter of request) ● Provide a space for a tourism campaign ad or TPB profile in the Conference’s printed program 		

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<ul style="list-style-type: none"> ● Show an AVP on the Philippines during Workshop breaks ● Submit a brief report of the ASLI Conference together with the list of participants with their email addresses and other supporting documents such as but not limited to event printed materials, photos and videos 		
XXVI. ASEAN SOM, ASEAN PLUS THREE (APT) SOM, EAST ASIA SUMMIT (EAS) SOM, AND ASEAN REGIONAL FORUM (ARF) SOM		
<p>Inclusive Dates: 21 May 2017 to 24 May 2017 Venue: Manila Ballroom, Marriott Hotel Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The ASEAN SOM, ASEAN Plus Three (APT) SOM, East Asia Summit (EAS) SOM, and ASEAN Regional Forum (ARF) SOM was a hosted dinner reception by the Department of Foreign Affairs held on 23 May 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	300 participants	Completed
XXVII. MIDDLE EAST AGENTS FAMILIARIZATION TRIP		
		Completed

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<p>Inclusive Dates: 21 May 2017 to 26 May 2017 Venue: Manila/Cebu Nature of Activity: Invitational /Familiarization Trip</p> <p>Short Description: Qatar World Avenues Unique Choice organized a Familiarization trip for the 13 MICE Middle East Agents to the Philippines last 21-26 May 2017. The group visited Manila and Cebu. Among the sponsors of the trip were Philippine Airlines, Makati Shangri-La and Shangri-La Mactan Resort & Spa. The trip was participated by 13 MICE Agents from Middle East and aimed to promote the Philippines, as part of the ocular inspection of the hotels and resorts.</p> <p>Approved Assistance: Airport facilitation and welcome lei reception; tokens for MICE agents (Travel Wallet, omnibus primer brochure and CEI Booklet); Financial assistance as a co-partner in the amount of Php92,472.00.</p>	13 participants	
XXVIII. UK TOP BLOGGERS FAMILIARIZATION TRIP		
<p>Inclusive Dates: 23 May 2017 to 31 May 2017 Venue: Manila, Ilocos Norte and Batanes Nature of Activity: Invitational /Familiarization Trip</p> <p>Short Description:</p>	5 participants	Completed

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<p>The familiarization trip, through the Philippine Department of Tourism is part of Tourism Promotions Board's corporate objectives to improve the Philippines market position in the Europe and United Kingdom. PDOT - London invited top five (5) bloggers to the said destinations to generate fresh content that can be shared exponentially enhancing our presence in the European radar as they cover some of our top Philippine destinations from Region I and II such as Laoag, Vigan, Pagudpud, and Batanes and also in Manila</p>		
<p align="center">XXIX. THE 17TH KOREA-PHILIPPINES AMATEUR GOLF TOURNAMENT FOR PHILIPPINE AIRLINES KOREA GSA</p>		
<p>Inclusive Dates: 24 May 2017 to 27 May 2017 Venue: Clark Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Korea-Philippine Amateur Golf Tournament is an annual tournament organized by Philippine Airlines Korea GSA. For its 17th year which was held last 24-27 May 2017 in Clark, more than 50 Korean golfers and enthusiasts participated in the said tournament. The tournament had two categories: the Friendship Tournament held at New Asia Golf & Spa Resort last 24 May 2017 and the Main Tournament held at FA Korea CC last 25 May 2017.</p>	<p align="center">60 korean golfers</p>	<p align="center">Completed</p>

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The 17th Korea-Philippine Amateur Golf Tournament was not just a golf tournament per se. Aside from the golf products and destinations that were highlighted on this project, it also showcased the rich culture and history of the Philippines through the cultural performances of the Nayong Pilipino Dance Troupe and the tour of the Clark Museum and Nayong Pilipino Clark.		
XXX. AKUMENTIS HEALTHCARE LTD'S INCENTIVE TRIP TO THE PHILIPPINES		
<p>Inclusive Dates: 24 May 2017 to 28 May 2017 Venue: Manila, Pagsanjan and Tall Nature of Activity: Incentive Trip</p> <p>Short Description: Cox and Kings confirmed Akumentis Healthcare Ltd's incentive trip for 80 of its healthcare professionals to the Philippines on 25-28 May 2017. Cox and Kings is a premium brand in all travel related services in the Indian subcontinent, with 12 fully owned offices employing over 5,000 trained professionals. Akumentis Healthcare Ltd., is an Indian-based pharmaceutical company that introduces innovative products to the market. Akumentis Healthcare Ltd's 4-day incentive trip includes a visit of the Manila Ocean Park, a full day trip to Pagsanjan and a full day Taal Volcano Trekking Tour. Select Travel is the local DMC that will handle the group's ground arrangements.</p>	80 participants	Completed

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XXXI. ASIA PACIFIC REGIONAL ROTARACT CONFERENCE 2018 - ATTENDANCE PROMOTION

<p>Inclusive Dates: 25 May 2017 to 28 May 2017 Venue: Phuket, Thailand Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Asia Pacific Regional Rotaract Conference (APRRC) is a large scale conference intended for Rotaractors from the Asia Pacific region to meet and learn in an environment framed by the ideals of service and progress, ensuring closer collaboration and stronger fellowship between clubs and districts within the Asia Pacific region.</p> <p>Rotaract Asia is a global organization that empowers students and young professionals from 18-30 years old. It aims to create positive changes in their local communities and provides unique opportunities to its members in becoming business and professional leaders.</p> <p>Since its beginning, the Conference has been held in different Asia Pacific countries including Hongkong, Taiwan, Philippines, Malaysia, Indonesia, Singapore, Australia and Thailand. With a decade of concerted efforts among Rotaractors in the region, the Conference has evolved to become one of the</p>	<p>926 participants</p>	<p>Completed</p>
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<p>annual flagship Rotaract events which engage Rotaractors from all over the world.</p> <p>In 2018, the 15th APRRC is scheduled to be held in the Philippines in conjunction with the 100th year celebration of the first Rotary movement in Asia - the Rotary Club of Manila, and the 50th year of Rotaract in the country.</p>		
<p>XXXII. WORLD STREET FOOD CONGRESS 2017</p>		
<p>Inclusive Dates: 31 May 2017 to 04 June 2017 Venue: SM MOA Concert Grounds Nature of Activity: Institutional / Special Project</p> <p>Short Description: The WSFC is organized by Makansutra (S) Pte Ltd., a Singapore-based company founded by entrepreneur-photojournalist and TV personality, K.F. Seetoh. Similar to last year, this year’s WSFC will feature three components, namely:</p> <ol style="list-style-type: none"> (1) The World Street Food Dialogue (2) The World Street Food Jamboree and; (3) The World Street Food Awards 	<p align="center">68,000 participants</p>	<p align="center">Completed</p>

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<p>The WSFC aims to share and to celebrate all aspects of culinary kingdom through their food guides, online content, eateries, specialized events, projects and TV shows.</p> <p>The Department of Tourism (DOT) through the Tourism Promotions Board (TPB) will work with Makansutra in organizing the WSFC 2017, which will be held at SM Mall of Asia Concert Grounds, City of Pasay, Metro Manila.</p>		
<p>XXXIII. 7TH CROSS REGIONAL MEETING FOR ADVANCING THE PROTECTION OF CHILDREN FROM VIOLENCE</p>		
<p>Inclusive Dates: 04 June 2017 to 07 June 2017 Venue: Manila Hotel Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The 7th Corss Regional Meeting for Advancing the Protection of Children from Violence was a hosted dinner reception by the Department of Social Welfare and Development held on 06 June 2017. The project managers aided in the conceptualization of the event and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.</p>	<p>80 participants</p>	<p>Completed</p>

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XXXIV. 119TH CELEBRATION OF THE PROCLAMATION OF THE PHILIPPINE INDEPENDENCE		
<p>Inclusive Dates: 09 June 2017 to 12 June 2017 Venue: Quirino Grandstand, Rizal Park, Manila Nature of Activity: Special Project</p> <p>Short Description: The nation has celebrated the 119th Anniversary of the Proclamation of Philippine Independence on 12 June 2017 at Rizal National Monument, Rizal Park, City of Manila. This years' theme was "Kalayaan 2017: Pagbabagong Sama-samang Balikatin" ("Independence 2017: A United Struggle towards Change")</p> <p>Administrative Order (AO) No. 23, Series of 2011 has mandated the National Historical Commission of the Philippines (NHCP) to formulate, organize and undertake the commemoration of the following national celebrations:</p> <ul style="list-style-type: none"> ● Araw ng Kagitingan; ● Independence Day; ● National Heroes Day; ● Bonifacio Day; ● Rizal Day; and ● Other historical celebrations in accordance with existing laws, rules and regulations 		Completed

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<p>As such, creation of a Steering Committee on National Observance headed by the Chairperson of the NHCP and composed of officers from the Department of Interior and Local Government (DILG), the Department of Education (DepEd), the Department of Tourism (DOT) and other government agencies, which is deemed necessary, according to the thrust and requirements of each commemoration. All other agencies were directed to cooperate with and fully support the activities of the Committee.</p> <p>The Tourism Promotions Board (TPB) has accepted the invitation of the National Organizing Committee (NOC) through its Technical Working Group (TWG) to co-chair with NHCP the Independence Day 2017 Parade and Program Committee. TPB has committed to co-share the expenses in the amount of Php4,964,000.00</p>		
XXXV. PHILIPPINE INSTITUTE OF CIVIL ENGINEERS (PICE) 2017 NATIONAL MID-YEAR CONVENTION		
<p>Inclusive Dates: 13 June 2017 to 15 June 2017 Venue: World Trade Center Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Philippine Institute of Civil Engineers (PICE) is an organization accredited by the Philippines Regulation Commission (PRC) of the Philippines which composed of more than 82,354 registered civil engineer-members in 97</p>	<p>More than 5,000 participants</p>	<p>Completed</p>

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<p>chapters and some 65,729 civil engineering student-members in 192 student chapters throughout the country.</p> <p>More than 5,000 leading members from the construction, consulting, academic and commercial sectors attended the 2017 National Mid-year Convention. The convention also featured the PICE Construction Technologies, Services and Building Material Exhibit, Sports Tournament, Plenary Sessions, Technical Tracks and Fellowship.</p> <p>TPB Assistance: provision of promo materials such as destination brochures, omnibus primer and ballpens with TPB textmark</p>		
XXXVI. 17TH SCIENCE COUNCIL OF ASIA INTERNATIONAL CONFERENCE		
<p>Inclusive Dates: 14 June 2017 to 16 June 2017 Venue: Philippine International Convention Center (PICC) Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The NRCP will be hosting the 17th Science Council of Asia (SCA) International Conference on 14-16 June 2017 at the Philippine International Convention Center with the theme, "Science, Technology and Innovation for Inclusive Development".</p>	60 participants	Completed

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The Conference is considered as one of the biggest gatherings of academics and researchers in the field of Science in the continent. Currently, there are 18-member countries of the SCA which include Bangladesh, Cambodia, China, India, Indonesia, Japan, Korea, Malaysia, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Singapore, Sri Lanka, Taiwan., Thailand and Vietnam. It expects the attendance of some 250 local and 60 foreign participants who will take part not only in scientific sessions of the conference, but in discovering as well the cultural attractions of Manila through organized city tours and networking activities.		
XXXVII. SINGAPORE MICE AGENTS FAM TRIP		
Inclusive Dates: 22 June 2017 to 27 June 2017 Venue: Manila - Cebu - Boracay Nature of Activity: Invitational / Familiarization Trip Short Description: DOT-Singapore, in partnership with Philippine Airlines and Shangri-La Resorts & Spa, will organize a familiarization trip for Singapore MICE Agents on 22 to 27 June 2017 in Manila, Cebu and Boracay. Philippine Airlines will sponsor the international and domestic roundtrip air tickets of the participants while Shangri-La Hotel Resorts & Spa will handle the hotel accommodation for the entire trip. As part of the itinerary, participants are expected to inspect the Shangri-La properties in selected destinations.	9 participants	Completed

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<p>This trip will present an insight of the Philippines' latest infrastructure, facilities and capabilities, government support as well as incentives available to incentive travel planners, corporate meeting organizers and other MICE buyers. Further, it aims to increase the number of conferences, corporate meetings and incentive travel groups from Singapore.</p>		
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XXXVIII. MITSUBISHI GAS CHEMICAL PTE LTD INCENTIVE GROUP

<p>Inclusive Dates: 23 June 2017 to 26 June 2017 Venue: Shangri-La Mactan Resort & Spa and Waterfront Hotel & Casino Nature of Activity: Incentive Trip</p> <p>Short Description: Going places Travel Pte. Ltd organized an incentive trip for eighteen (18) employees of the Mitsubishi Gas Chemical Pte. Ltd from Singapore, Japan, China, Myanmar and Malaysia. The group travelled to Cebu for a 4 days/3 nights tour.</p> <p>Approved Assistance: Airport facilitation and welcome lei reception; welcome gifts (IMFITP Post Cards, toiletry kits, IMFITP Cacha bag)</p>	<p align="center">18 participants</p>	<p align="center">Completed</p>
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XXXIX. TPB/DOT KOREA PAL MEDIA FAMILIARIZATION TOUR

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<p>Inclusive Dates: 23 June 2017 to 26 June 2017 Venue: Bohol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: TPB through PDOT Korea has coordinated with Philippine Airlines in the implementation of a familiarization tour in time for the Philippine Airlines' inauguration of flight from Incheon, Korea to Tagbilaran, Bohol.</p> <p>The group will be comprised of ten (10) Korean media, one (1) PAL staff and one (1) PDOT Korea staff and will cover Bohol on 23 - 26 June 2017</p>	11 participants	Completed
XL. TPB/DOT KOREA CEBU AND BOHOL FAMILIARIZATION TOUR		
<p>Inclusive Dates: 23 June 2017 to 27 June 2017 Venue: Cebu and Bohol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Tourism Promotions Board (TPB) and PDOT-Korea coordinated with Mode Tour for the implementation of the familiarization tour for their top affiliate sales agents to promote Cebu and Bohol on 23-27 June 2017.</p>	13 participants	Completed

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<p>There were supposed to be two (2) batches of participants, 16-20 June and 23-27 June for Cebu and Bohol Familiarization Trip; but due to the declaration of martial law in Mindanao on 23 May 2017 and Resort World Manila Robbery on 02 June 2017, some of the participants backed-out from joining the familiarization tour and the first batch was cancelled. Only the second batch. 23-27 June 2017, pushed through.</p> <p>The Cebu and Bohol Familiarization Tour was conducted to mitigate bad image of the Philippines by recent terrorism in Bohol, martial law in Mindanao, and robbery in Resorts World Manila. Another objective of the familiarization tour was to promote and increase awareness on Cebu and Bohol and their attractions among the top affiliate sales agents of Mode Tour. It aimed to encourage Mode Tour and its affiliate sales agents to create and sell more Cebu and Bohol tour packages for the upcoming summer peak seasons in Korea.</p>		
<p>XLI. HANA TOUR TOP AGENTS FAMILIARIZATION TOUR</p>		
<p>Inclusive Dates: 25 June 2017 to 28 June 2017 Venue: Bohol Nature of Activity: Invitational / Familiarization Trip Short Description:</p>	<p align="center">22 participants</p>	<p align="center">Completed</p>

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<p>Bohol is one of our popular destinations among the Koreans because of its beautiful environment. However, it was less promoted due to accessibility. Before Philippine Airline launched the direct flight connecting flight, ferries from Cebu and flights from Manila access to Bohol. Since the Philippine Airlines launched the direct the flight, we can expect amount Korean tourist in Bohol.</p> <p>To promote Bohol more aggressively as a friendly, environment-friendly travel destination, PDOT Korea, Tourism Promotions Board (TPB) and Hana Tour organized a fam trip of agents from all over Korea. Through this activity, the group was able to experience various fun water activities and dining that would provide them with rich content about the destination for their customers in Korea.</p>		
<p align="center">XLII. 14TH ASEAN REGIONAL FORUM (ARF) SECURITY POLICY CONFERENCE (ASPC)</p>		
<p>Inclusive Dates: 27 June 2017 to 29 June 2017 Venue: Manila Hotel Nature of Activity: Others - ASEAN 2017 Philippine Chairmanship</p> <p>Short Description: The 14th ASEAN Regional Forum (ARF) Security Policy Conference (ASPC) was a hosted dinner reception by the Department of National Defense held on 29 June 2017. The project managers aided in the conceptualization of the event</p>	<p align="center">200 participants</p>	<p align="center">Completed</p>

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and in the overall preparation and implementation of the event proper. Also prior to the reception date the project managers facilitated with SBAC the procurement of the Production House and conducted several coordination meetings with the host agencies.		

MARKETING AND COMMUNICATIONS

I. INTERNATIONAL SCHOOL MANILA

<p>Inclusive Dates: April 2017 Venue: Manila Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Request from International School of Manila of promotional brochures to be distributed to their newly hired faculty expats. Tourism Promotions Board support the following promotional brochures: 50 pcs each kinds; Interim brochures, Omnibus Primer brochures and Destinations map brochures (Manila, Cebu/Bohol and Boracay).</p>		Completed
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II. AMBASSADOR OF LISBON PHILIPPINE PROMOTIONS

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<p>Inclusive Dates: April 2017 to June 2017 Venue: Four African Countries Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: DFA requested promotional materials support for new Post Ambassador in Lisbon covering four (4) African countries; Angola, Cape, Verde, Sao tome & Principe, and Guinea Bissau. TPB supported DFA to promote Philippine tourism in Lisbon, by giving the following promo materials; 200 pcs each kind of the following: Destination map brochures (Manila, Cebu/Bohol & boracay), Omnibus Primer brochures, Interim brochures and 100 pcs Pop up wonders in the Philippines.</p>		Completed
III. 14TH ASIAN LAW INSTITUTE (ASLI) ANNUAL CONFERENCE		
<p>Inclusive Dates: 03 April 2017 to 05 April 2017 Venue: N/A Nature of Activity: Others - Creative material support for MICE booked event</p> <p>Short Description: The Asian Law Institute, organized by several leading law schools in Asia, has been recognized to have a significant role in fostering Asian legal scholarship and facilitating interaction among legal scholars in Asia and those working on</p>		Completed

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<p>Asian law-related issues. The 2017 ASLI Conference will be the first for the Philippine, expecting 200 participants majority of which from neighboring Asian countries. As TPB is a sponsor of this event, the Marketing Communications - Brand Management and Advertising division assisted the MICE division in providing the Manila MICE Ad for their souvenir program in order to promote Manila as an ideal MICE destination.</p>		
<p>IV. CITY OF DREAMS BEST OF THE BEST PHILIPPINES</p>		
<p>Inclusive Dates: 04 April 2017 Venue: N/A Nature of Activity: Others - Book Slip & Dust Jacket Short Description: TPB Marcom provided layouts (book slip and dust jacket) for the Best of the Best Philippines Book proposing the designs to City of Dreams Philippines.</p>		<p align="center">Completed</p>
<p>V. 6TH ASIAN GOLF TOURISM CONVENTION</p>		
<p>Inclusive Dates: 04 April 2017 to 07 April 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p>		<p align="center">Completed</p>

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Short Description: TPB and It's More Fun In the Philippines Logo to be displayed in LED wall during the event		
VI. 6TH ASIAN GOLF TOURISM CONVENTION		
Inclusive Dates: 04 April 2017 to 07 April 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support Short Description: TPB (vectored version) request for the convention		Completed
VII. 6TH ASIAN GOLF TOURISM CONVENTION		
Inclusive Dates: 04 April 2017 to 07 April 2017 Venue: N/A Nature of Activity: Others - Ad material layout support Short Description: The 6th Asia Golf Tourism Convention (AGTC), the premier golf travel event in the Asia Pacific region, will take place in the beach resort city of Danang, Vietnam on 7-10 May 2017. More than 4,000 meetings will take place		Completed

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<p>between some 600 delegates from 37 countries including an expected 220 buyers. To promote the Philippines as a world-class golf destination in Asia, the Marketing Communications - Brand Management and Advertising Division assisted the Domestic Promotions Department by providing an ad material with golf image.</p>		
<p>VIII. DIVE FIESTA BROCHURE (JAPANESE VERSION)</p>		
<p>Inclusive Dates: 05 April 2017 Venue: Japan Nature of Activity: Collateral Support</p> <p>Short Description: Considered among the largest dive resort and consumer fairs, Marine Diving Fair is an annual 3-day dive show organized by Marine Diving Fair Organization, in cooperation with the Marine Arts Center Co., Ltd., publisher of four major dive magazines in Japan. TPB provided a brochure "Dive Fiesta Philippines" translated to Japanese to position the Philippines as the primer diving and business hub in Asia.</p>		<p align="center">Completed</p>
<p>IX. 6TH ASIAN GOLF TOURISM CONVENTION</p>		
<p>Inclusive Dates: 07 April 2017 to 08 April 2017</p>		<p align="center">Completed</p>

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<p>Venue: N/A Nature of Activity: Others - T-shirt design</p> <p>Short Description: The 6th Asia Golf Tourism Convention (AGTC) will take place in the beach resort city of Danang, Vietnam. AGTC is the premier golf travel event in the Asia Pacific region. Marcom creative layout design for the t-shirt that will include the new campaign and show the logo's of DOT and TPB at the same time.</p>		
<p>X. 11TH BORACAY INTERNATIONAL DRAGON BOAT FESTIVAL</p>		
<p>Inclusive Dates: 10 April 2017 Venue: N/A Nature of Activity: Others - 1 full page, full color advert</p> <p>Short Description: The Boracay Island Paddlers Association (BIPA) is a non-stock and non-profit organization of the Malay, Aklan since 2007. Members are stakeholders in Boracay composed of landed Boracaynons, hotel and restaurant owners. BIPA was established to promote dragon boat sport and protect Boracay from unscrupulous dragon boat organizers. In accordance to this the Ad that marcom creative made will be put on souvenir program and it includes Boracay destination.</p>		<p align="center">Completed</p>

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XI. CHED'S PARTICIPATION TO INTERNATIONAL EDUCATION FAIRS

<p>Inclusive Dates: 10 April 2017 to 12 April 2017 Venue: N/A Nature of Activity: Others - Banners</p> <p>Short Description: The CHED officials are participating in International Educational Fairs. Education fairs draw upon more than 10,000 international educators and professionals each year. They bring together the most diverse community of attendees from more than 100 countries. Four (4) 10ft x 10ft banners were made for this event with destinations such as Manila, Albay, Bohol and Cebu.</p>		<p>Completed</p>
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XII. A SALUTE TO VALOR - PALAWAN LIBERATION

<p>Inclusive Dates: 10 April 2017 to 17 April 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Anak TVC to be played during the event</p>		<p>Completed</p>
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<p>XIII. MICE ACTIVITIES</p>		
<p>Inclusive Dates: 10 April 2017 to 19 April 2017 Venue: N/A Nature of Activity: Others - Business Cards Short Description: Business cards for trade shows, sales missions and other sales activities.</p>		<p align="center">Completed</p>
<p>XIV. ADMIN CORE VALUES AND MISSION</p>		
<p>Inclusive Dates: 11 April 2017 Venue: N/A Nature of Activity: Others - Frame Short Description: Frame for TPB Admin Core Values and Vision to identify the role of the Department in achieving TPB's corporate objectives.</p>		<p align="center">Completed</p>
<p>XV. MARKET BRIEF 2016</p>		
<p>Inclusive Dates: 11 April 2017 to 08 May 2017 Venue: TPB Office</p>		<p align="center">Completed</p>

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<p>Nature of Activity: Others - Book</p> <p>Short Description: The creation of the Market Brief book every year is don't to give updates regarding the demographic profile and outbound travel trends and preferences of the Top 12 Key Markets of the Philippines. The Market Brief 2016 also aims to present the performance of the Philippines in terms of arrivals from the Top 12 Key Markets versus its ASEAN neighbors. TPB Marcom provided layout of front and back cover as well as the inside page of the book.</p>		
<p align="center">XVI. CEBU AND BOHOL FEATURE IN KANSAI TV PROGRAM</p>		
<p>Inclusive Dates: 15 April 2017 to 21 April 2017 Venue: Cebu Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The TPB through PDOT-Osaka is working with Kansai Broadcasting Network (KBS) and Nouveau group for the production and broadcast for a special feature of the Philippines initially titled: Sekai Ichi Utsukushi Shima Philippines – The most beautiful Island in the World: Philippines.</p>		<p align="center">Completed</p>

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<p>The special program which runs for 70mins features the Philippines targeting Cebu. The program concept is introducing Cebu to the Japanese market. Through this, the show wants to display unique experiences in the Philippines. Two (2) Japanese celebrities will be featured namely, Ms. Suzuki Sawa known for movies and dramas and Mr. Fukuda Mitsunori, a comedian.</p> <p>Sekai Ichi Utsukushi Shima: Genre: Travel Network: Kansai Broadcasting Network Production Group: Nouveau, Inc. Airing: Nationwide (Japan) Airtime: 27 May 2017, Saturday, 4pm, 70 minutes Viewership: 5 million mostly women between ages 20 to 55 Advertising rate: 1 minute = ¥ 1.2 million</p> <p>The location hunting in Cebu is scheduled on 15-17 April 2017 and the actual filming will be on 18-21 April 2017. The production group will be consisting of 13 pax.</p>		
XVII. ARABIAN TRAVEL MARKET (ATM) 2017		
<p>Inclusive Dates: 17 April 2017 to 18 April 2017 Venue: N/A Nature of Activity: Others - Booth Graphics</p>		Completed

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<p>Short Description: TPB Marcom provided the booth with image destinations from the Philippines (Manila, Boracay, Bohol, Cebu, Davao and Palawan) to give the Middle East awareness about the different tourist destinations when in the Philippines and to maintain high visibility in the Middle East Market.</p>		
<p>XVIII. MIDE 2017</p>		
<p>Inclusive Dates: 17 April 2017 to 05 May 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: The Malaysia International Dive Expo's (MIDE) objective is to promote the interests of the dive industry in Malaysia. The photos requested will basically promote the Philippines' dive spots to 143,000 Malaysian divers.</p>		<p align="center">Completed</p>
<p>XIX. LABOUR UNION FESTIVAL</p>		
<p>Inclusive Dates: 18 April 2017 to 20 April 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p>		<p align="center">Completed</p>

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<p>Short Description: Documentation thru photos of the Labour Union Festival in San Juan, La Union.</p>		
<p align="center">XX. 60TH YEAR AMBASSADOR CLUB ANNUAL INTERNATIONAL CONGRESS</p>		
<p>Inclusive Dates: 19 April 2017 to 23 April 2017 Venue: Manila Hotel Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: National Ambassador Club, Philippines celebrates their 60th year Annual International Congress held in Manila Hotel Philippines on April 19 - 23, 2017. The event envisioned to showcase the country's rich cultural heritage and Philippines tourism attractions. TPB supported 150 pcs each kind of the following promotional brochures & giveaways: Omnibus Primer brochures, Destination brochures (Manila, Cebu/Bohol & Boracay), Destination luggage tags, Non-woven black pouch glitters and Notebooks.</p>		<p align="center">Completed</p>
<p align="center">XXI. AFRO TRAVEL & TOURS/ARABIAN TRAVEL MART</p>		
<p>Inclusive Dates: 23 April 2017 to 27 April 2017</p>		<p align="center">Completed</p>

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<p>Venue: Dubai, UAE Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Afro Asian Travel & tours requested promotional brochures and giveaways to be distributed to foreign buyers during the Arabian Travel Mart in dubai, UAE. TPB supported due to continuous international campaign by way of giving of the following promotional materials: 40 pces each kind; Omnibus Primer brochures, Interim brochures, Destination map brochures (Manila, Cebu/Bohol & boracay) and Destination luggage tags.</p>		
XXII. 1ST TRAVEL AND LEISURE EXPO DAVAO		
<p>Inclusive Dates: 24 April 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: 10 Photos of the top destination of the Philippines requested to be displayed in the gallery of the said event</p>		Completed
XXIII. 22ND ASIAN PRODUCTIVITY ORGANIZATION (APO)		
		Completed

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<p>Inclusive Dates: 26 April 2017 to 02 May 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Anak TVC requested and AVP on Philippine destination to be played in the event to raise awareness and interest on the Philippines</p>		
<p>XXIV. GLOBETROTTER PHILIPPINE EXPEDITION</p>		
<p>Inclusive Dates: 26 April 2017 to 05 May 2017 Venue: Manila - Cebu - Bohol - Siargao - Coron Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Globetrotter Television is a UK-based business committed to providing the best travel and tourism programming to both online and broadcast viewers. To date, they have already produced and continue to build a wide range of exciting new programs that will surely attract, inform and entertain a growing audience of travel enthusiasts.</p> <p>Globetrotter Television aims to feature only the best from the islands of the Philippines with the theme: "Experience Asia: Globetrotter TV's Philippine Expedition". For this project Globetrotter TV committed six (6) episodes on</p>		<p>Completed</p>

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Philippine travel series for Globetrotter's World, one (1) episode for Travel Active Series and one (1) episode for their Road Trip series.		
XXV. AFS INTERCULTURAL PROGRAMS PHILIPPINES		
<p>Inclusive Dates: 01 May 2017 31 May 2017 Venue: Makati City Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: AFS Intercultural Programs Philippines requested tourism promotional campaign brochures distributed to 150 foreign students and volunteers as hand out of exchange student for the month of July 2017. Tourism Promotions Board supported said conference by giving 150 pcs each of the following items: TPB Ballpen with TPB textmark, Omnibus Primer brochures and Interim brochures.</p>		Completed
XXVI. CEI ASIA ADVERTORIAL PLACEMENT (MAY 2017 ISSUE)		
<p>Inclusive Dates: 01 May 2017 to 31 May 2017 Venue: N/A Nature of Activity: Others - Ad Placement</p>		Completed

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Short Description: Advertorial placement for CEI's May 2017 issue to be distributed in IMEX Frankfurt.		
XXVII. INTRAMUROS VISITORS CENTER		
Inclusive Dates: 01 May 2017 31 May 2017 Venue: Intramuros, Manila Nature of Activity: Collateral Support - IMFITP 2017 campaign Short Description: Intramuros Visitors Center requested tourism promotional map brochures for display and distribute to tourists who will drop to Intramuros Information counter. Tourism Promotions Board supported by giving the following requested promotional materials: 1,000 pcs each kinds of Omnibus Primer brochures and Destination Manila map brochures.		Completed
XXVIII. MAXX HOTEL MAKATI		
Inclusive Dates: 01 May 2017 31 May 2017 Venue: Makati City Nature of Activity: Collateral Support - IMFITP 2017 campaign		Completed

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<p>Short Description: Maxx Hotel requested tourism promotional map brochures distributed to their foreign and local guest to promote Philippine destinations and tourist spot. Tourism Promotions Board supported by giving the following available promotional materials: 100 pcs each kinds of Omnibus Primer brochures, Boracay map brochures and Cebu/Bohol map brochures.</p>		
<p align="center">XXIX. DEVELOPMENT ACADEMY OF THE PHILIPPINES/ASIAN PRODUCTIVITY ORGANIZATION (APO)</p>		
<p>Inclusive Dates: 01 May 2017 to 30 November 2017 Venue: Philippines Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Development Academy of the Philippines (DAP) scheduled to implement international workshops which was sponsored by the Asia Productivity Organization (APO). the workshops was attended by participants from APO member countries, namely: Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, Iran, Japan, Republic of Korea, Lao PDR, Malaysia, Pakistan, Sri Lanka, Thailand, Vietnam and Philippines. Total of 5 different workshops with an average 50 sets of promo materials per workshop. For tourism promotions TPB supported said workshops by way of giving the following items: 250 pcs each kinds of Omnibus Primer brochures, Destination Manila</p>		<p align="center">Completed</p>

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<p>map brochures, Notebook insert, TPB Ballpen and Destination Postcards with coloring pens.</p>		
<p align="center">XXX. 1ST TRAVEL AND TOUR EXPO IN DAVAO</p>		
<p>Inclusive Dates: 02 May 2017 to 04 May 2017 Venue: N/A Nature of Activity: Others - Backdrop Design</p> <p>Short Description: The Travel and Tour Expo in Davao is newly when it comes in tour expo. Marcom creative layout a backdrop that will be used in the tour expo the destination are the Lake Sebu South Cotabato and the Dakak Beach, Zamboanga.</p>		<p align="center">Completed</p>
<p align="center">XXXI. MALAYSIAN INTERNATIONAL DIVE EXPO (MIDE) 2017</p>		
<p>Inclusive Dates: 02 May 2017 to 05 May 2017 Venue: N/A Nature of Activity: Others - Booth Graphics</p> <p>Short Description:</p>		<p align="center">Completed</p>

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<p>The show is the meeting place for dive businesses where decision-makers meet for trade networking with industry players. Described as hottest and coolest dive show in Asia where visitors can explore the coolest five destinations, to hear more about the underwater world from experts. Booth graphics included underwater images featuring Cebu, Batangas and Palawan among others.</p>		
<p>XXXII. LUXURY PROPERTY SHOWCASE BEIJING</p>		
<p>Inclusive Dates: 05 May 2017 Venue: N/A Nature of Activity: Others - Booth Graphics</p> <p>Short Description: Luxury Property Showcase (LPS) Beijing is a unique concept: uniting Beijing's elite VIPs with the world's most prestigious luxury real estate and lifestyle brands in a glamorous environment. LPS Beijing is an invitation only event that welcomes over 6,000 targeted VIPs. MICE Davao was used for the booth graphic while the Anak ad was used for the print ad.</p>		<p align="center">Completed</p>
<p>XXXIII. 17TH SCIENCE COUNCIL OF ASIA (SCA) INTERNATIONAL CONFERENCE</p>		
<p>Inclusive Dates: 05 May 2017</p>		<p align="center">Completed</p>

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<p>Venue: N/A Nature of Activity: Logo / Photo / Video Support Short Description: High resolution of Manila video to be played in the conference</p>		
<p align="center">XXXIV. JOINT FAM TOUR OF AIR ASIA SHANGHAI-KALIBO INAUGURAL FLIGHT TO BORACAY</p>		
<p>Inclusive Dates: 05 May 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support Short Description: Chinese Media request for available videos and other promotional images of the Philippines to be used in various social media channels</p>		<p align="center">Completed</p>
<p align="center">XXXV. PHOTOS FOR KOREAN JOURNALIST - SRT MAGAZINE</p>		
<p>Inclusive Dates: 05 May 2017 to 08 May 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support Short Description:</p>		<p align="center">Completed</p>

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<p>Photos of San Agustin Church, Casa Manila, Fort Santiago, National Museum, Quiapo Church, Manila Bay Cruise for the SRT Magazine</p>		
<p>XXXVI. SINGAPORE-MALAYSIA MICE SALES MISSION</p>		
<p>Inclusive Dates: 05 May 2017 to 08 May 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support Short Description: All TVC's and Ads to be used for the promotion of Philippines as MICE destinations to the buyers from Singapore and Malaysia</p>		<p align="center">Completed</p>
<p>XXXVII. ASIAN GOLF TOURISM CONFERENCE</p>		
<p>Inclusive Dates: 08 May 2017 Venue: N/A Nature of Activity: Others - Description Tag Short Description: The 6th Asia Golf Tourism Convention (AGTC) will take place in the beach resort city of Danang, Vietnam. All business sessions will take place at the brand new Ariyama Danang Exhibition & Convention Centre in the beach</p>		<p align="center">Completed</p>

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<p>front Furama Resort and more than 4,000 meetings will take place between some 600 delegates from 37 countries including an expected 220 buyers. To promote the Philippines they made an souvenir item made of capiz shape of a jeep and the Marcom Creatives made an tag description for the jeepney.</p>		
<p>XXXVIII. ASIAN GEOGRAPHIC DIGITAL AND PRINT ADVERTISEMENT</p>		
<p>Inclusive Dates: 08 May 2017 to 09 May 2017 Venue: N/A Nature of Activity: Others - Ad material</p> <p>Short Description: Asian geographic is a bi-monthly multi-award winning magazine which showcases the best that Asia has to deliver. Not only beautiful and enticing with award-winning photography, the magazine covers a mix of culture, current affair, social issues, and environmental concerns to encourage a positive understanding of issues faced in the region. Anak ad was used for the full-page ad with a measurement of 200mm x 262mm.</p>		<p align="center">Completed</p>
<p>XXXIX. IMEX FRANKFURT 2017</p>		
<p>Inclusive Dates: 08 May 2017 to 09 May 2017 Venue: N/A</p>		<p align="center">Completed</p>

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<p>Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: It's more Fun in the Philippines TVC's request to be used to the said event</p>		
<p>XL. SHANDONG INTERNATIONAL TRAVEL FAIR</p>		
<p>Inclusive Dates: 08 May 2017 to 09 May 2017 Venue: China Nature of Activity: Others - Booth Graphics</p> <p>Short Description: Shandong (Jinan) International Travel Fair is the largest travel fair in the province of Shandong. It has been held for 14 years and last year, it attracted a public audience of approximately 30,000 and tourism boards from Korea, Malaysia, Singapore, etc. The principle of the event is selling while exhibiting. It features a destination promotion section as well as a section of direct selling of tourism products. TPB Marcom provided booth graphics to be displayed in the booth. It features the new DOT advertorial "Anak" and promoting Bohol's Panglao Island. The ads create destination awareness among the Chinese tourists.</p>		<p align="center">Completed</p>
<p>XLI. INTERNATIONAL MARITIME AND DEFENSE EXHIBITIONS (IMDEX) 2017</p>		

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<p>Inclusive Dates: 16 May 2017 to 18 May 2017 Venue: Changi Exhibition Center, Singapore Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Philippine Navy requested to support their defense military missions in Singapore for their participations in International Maritime and Defense Exhibitions (IMDEX) 2017 held in Changi Exhibition Center, Singapore on May 16 to 18, 2017. TPB supported the defense military mission by giving tourism promotional items: 200 pcs Omnibus Primer brochures, Interim brochures and 100 pcs of Destination map brochures (Manila, Cebu/Bohol and Boracay), Destination luggage tags and 1 set of 15 destination posters for booth display.</p>		<p align="center">Completed</p>
<p>XLII. ITALY TRAIN STATION DOMINATION</p>		
<p>Inclusive Dates: 16 May 2017 to 19 May 2017 Venue: N/A Nature of Activity: Others - OOH layout</p> <p>Short Description: The Philippines, in a consumer activation project, took over 30 ad screens, the floors, and the gates of the Fiumicino Aeroporto Railway Station, a major</p>		<p align="center">Completed</p>

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train station in Rome, to promote Philippine tourism. Around the station, promotional Philippine tourism videos play constantly on screens while graphics of Philippine sceneries decorate the walls, floors, and ticket of Fiumicino Station. The consumer activation also brought the scenes of the white sand beach of Panglao, Bohol to the station, creating a photo wall where bystanders can seat on beach chairs and have their photo taken, as if they are in the Philippines. Major destinations featured on the materials are Banaue, Bohol, Boracay, Cebu and the Anak campaign ad material.		
XLIII. 14TH ASLI CONFERENCE		
<p>Inclusive Dates: 17 May 2017 to 19 May 2017 Venue: Novotel Manila Araneta Center, Q. C. Nature of Activity: Others - IMFITP 2017 campaign</p> <p>Short Description: University of the Philippines College of Law and Asian Law Institute (ASLI) hosting the 14th ASLI Conference on May 17 - 19, 2017 will be held at Novotel Manila Araneta Center in quezon City. The purpose of the annual ASLI conference is to bring together scholars of Asian Law from within and outside Asia to interact, share and build collegial networks which may facilitate dialogue and research collaborations. Expected at least 200 foreign and local participants to attend this international conference.</p>	<p style="text-align: center;">TPB released the ff: 200 pcs each items of Interim brochures, Boracay and Cebu/Bohol brochures</p>	<p>Completed</p>

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<p>XLIV. ASEAN DAY CELEBRATION</p>		
<p>Inclusive Dates: 21 May 2017 Venue: Oslo, Norway Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Request from DFA for Philippine Embassy in Oslo, Norway in connection with ASEAN Day celebration on May 21, 2017. Department of foreign Affairs continued efforts to promote Philippine tourism abroad. Tourism Promotions Board supported DFA efforts to promote philippine tourism and giving the following promotional campaign brochures and giveaways: 500 pcs Omnibus Primer brochures, 150 each kind of Pop up wonders in the Philippines and Destination postcards with coloring pens</p>		<p align="center">Completed</p>
<p>XLV. SUBIC ECO-TOURISM FESTIVAL</p>		
<p>Inclusive Dates: 22 May 2017 Venue: Subic, Philippines Nature of Activity: Others - Print Ad</p> <p>Short Description:</p>		<p align="center">Completed</p>

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<p>This festival is ISST's biggest event of the year, in celebration of the UNWTO proclamation of 2017 as the International Year of Sustainable Tourism for Development. The event highlights the role of eco-tourism in providing inclusive growth, sustainable development and environmental protection. TPB Marcom provided the recent advertisement of DOT, "Anak", to be placed in the programme booklet.</p>		
<p>XLVI. DIVE MAGAZINE AD FEATURE</p>		
<p>Inclusive Dates: 22 May 2017 to 24 May 2017 Venue: N/A Nature of Activity: Others - Ad material layout support</p> <p>Short Description: The Department of Tourism - UK office, through TPB's International Promotions Department - Europe Division, sought assistance from the Marketing Communication Department's Brand Management and Advertising Division in providing a layout for UK's Dive Magazine. To promote Philippines as Asia's Dive Capital, the Dive Fiesta Philippines event on September 25-27, 2017 is promoted in this ad material.</p>		<p align="center">Completed</p>
<p>XLVII. PANATA AD PROJECT</p>		
		<p align="center">Completed</p>

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<p>Inclusive Dates: 22 May 2017 to 24 May 2017 Venue: N/A Nature of Activity: Others - Ad material layout support</p> <p>Short Description: Lahing Kayumanggi, the UK's premiere Filipino dance company is featuring Philippine content when it stages its anniversary production called "Panata" on June 3, 2017. As DOT London will be supporting them, included in the exposure is a full-page ad on the show's souvenir program. They would like to share the message of Filipino hospitality and warmth, the very message of the material "Anak" which will be featured on this material.</p>		
<p>XLVIII. PHILIPPINE SALES MISSION TO AUSTRALIA AND NEW ZEALAND, 08-11 AUGUST 2017</p>		
<p>Inclusive Dates: 22 May 2017 to 31 May 2017 Venue: N/A Nature of Activity: Others - Banner & Digital Ad</p> <p>Short Description: The roadshow will provide an avenue for showcasing the latest developments in Philippines tourism, including new destinations, products, services and travel packages both in leisure and MICE travel segments. Important components of the road show include one-on-one meetings, product presentations, business transactions and networking activities with</p>		<p>Completed</p>

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clients. Creative of Marcom create a fun map banner of the Philippines and a digital ad of a beach destination particularly Bohol.		
XLIX. NEDA LAUNCHING OF THE PHILIPPINE DEVELOPMENT PLAN (PDP)		
<p>Inclusive Dates: 23 May 2017 Venue: Philippines Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Request from National Economic & Development Authority (NEDA) for the launching of the Philippine Development Plan (PDP) held on May 23, 2017 with 500 participants. TPB supported said launching of the Philippine Development Plan by giving the following promotional materials and giveaways: 50 pcs each kind of Omnibus Primer, Interim brochures, Destination brochures (Cebu/Bohol & Boracay) and TPB Ballpen w/ TPB text mark print.</p>		Completed
L. ITB ASIA 2017 - COMPLIMENTARY TRUMP CARD PROMOTION FOR TPB		
<p>Inclusive Dates: 23 May 2017 to 29 May 2017 Venue: N/A Nature of Activity: Others - Banner & Digital Ad</p>		Completed

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<p>Short Description: ITB Asia is an annually held three-day B2B trade show and convention for the travel industry; it is designed to become the primary event for the Asia Pacific travel industry, much like its parent - ITB Berlin. In relation to the event, a complimentary Trump Card was made containing the TPB logo.</p>		
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LI. REGIONAL YOUTH SUMMIT/TRAVLOG VIDEO BLOG CONTEST

<p>Inclusive Dates: 26 May 2017 to 28 May 2017 Venue: Eastern Visayas (Ormoc, Leyte) Nature of Activity: Joint Promotion</p> <p>Short Description: The TraVlog Video Blog Contest with a theme, "Eastern Visayas Tourism: Positioning the Youth in Achieving Prosperity and Well-Being Through Sustainable Tourism Development", featured Eastern Visayas' famous tourism destinations as a means to explore a localized marketing effort initiated by volunteers of each target country. This was participated by at least 30 contestants, 20 of which hail from ASEAN member countries, 5 from non-ASEAN member countries and 5 local entrants outside of Region 8.</p>		<p align="center">Completed</p>
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LII. BOHOL - MANILA FAMILIARIZATION TRIP/SNS TIE UP WITH MEDIA INFLUENCER LEVELI

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<p>Inclusive Dates: 26 May 2017 to 29 May 2017 Venue: Japan - Manila - Bohol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: PDOT-Tokyo brought Japanese media influencer, Loveli, to Bohol and Manila on 26-29 May 2017 and utilize this project as a tool and opportunity to boost the image of these destinations through positive messages on social media through various platforms and on print via an article on Cosmopolitan magazine, a publication with 7.5M page view per month, of which 80% are ladies with considerable disposable income for leisure travel, one of the target markets of PDOT-Tokyo.</p>		<p align="center">Completed</p>
<p>LIII. REGENT 5150 OLYMPIC DISTANCE TRIATHLON</p>		
<p>Inclusive Dates: 26 May 2017 to 29 May 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Photo coverage of the Triathlon in Subic, Olongapo, TPB as part of the event</p>		<p align="center">Completed</p>

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LIV. PRINTING AND FRAMING OF THE 8 NORMS OF CONDUCT OF PUBLIC OFFICIALS AND EMPLOYEE		
<p>Inclusive Dates: 26 May 2017 to 22 June 2017 Venue: N/A Nature of Activity: Others - Printing and Framing</p> <p>Short Description: To remind the employees about the norms of conducts of public officials and employees, a framed Norms of Conduct will be displayed in different departments of TPB as part of the requirement of CSC. The (2) frames were sized A3.</p>		Completed
LV. WORLD STREET FOOD CONGRESS 2017		
<p>Inclusive Dates: 28 May 2017 to 04 June 2017 Venue: SM Mall of Asia Concert Grounds Nature of Activity: Institutional / Special Project</p> <p>Short Description: The fourth installation World Street Food Congress (WSFC), an event by Singapore-based Makansutra (S) Pte Ltd, returned to The Philippines from 31 May to 4 June at a new premises, SM Mall of Asia Concert Grounds in Pasay City. Once again supported by Tourism Promotions Board Philippines (TPB),</p>		Completed

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<p>this year's WSFC was bigger, bolder and better than its 2016 inauguration with a fresh theme: "Re-imagine Possibilities". By hosting the event in Manila for the second time, it aimed to attract more global attention. It also promoted the Philippines as one of the most dynamic and growing gastro cities in Asia not only in street food but also in its wide offering of local cuisines.</p>		
LVI. TACTICAL AD FOR KOTFA 2017		
<p>Inclusive Dates: 29 May 2017 to 30 May 2017 Venue: N/A Nature of Activity: Others - Ad Material</p> <p>Short Description: As part of the approved project budget for the forthcoming 32nd Korea World Travel Fair (KOTFA), the Tourism Promotions Board in cooperation with the Philippine Department of Tourism (PDOT) Korea, we will be placing tactical ad materials in KOTFA Daily News and Korea Travel News - BT MICE. To showcase the Philippines as a top tourism destination to entice the visitors of KOTFA Show and major travel industry personnel in Korea to visit our country, Bohol, Palawan, Boracay, Davao and Cebu destinations are featured in the materials mentioned.</p>		Completed

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<p>LVII. PHILIPPINE BUSINESS MISSION TO TAIWAN</p>		
<p>Inclusive Dates: 29 May 2017 to 02 June 2017 Venue: N/A Nature of Activity: Others - Luggage Cover Layout</p> <p>Short Description: In line with the TPB's efforts to increase Taiwanese arrivals by introducing new tourism products, DOT-Taiwan and TPB will organize the business mission to Taiwan covering the cities in Kaohsiung, Taichung, Tainan/HsinChu and Taipei from 24 0 28 of July 2017. TPB provided a layout of Bohol to be printed on the luggage collateral.</p>		<p align="center">Completed</p>
<p>LVIII. ASIA PREMIUM TRAVEL MART (APT M)</p>		
<p>Inclusive Dates: 30 May 2017 to 07 June 2017 Venue: N/A Nature of Activity: Others - Ad Material and Booth Graphics</p> <p>Short Description: APTM is a 2-day travel and trade tourism show to be held at FR 5 at the SMX Convention Center from June 21-22, 2017. The event will provide opportunities for the Philippines' premium properties, luxury destinations,</p>		<p align="center">Completed</p>

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<p>travel and tour operators and tourism professionals to showcase their respective products and services. An ad featuring "Anak" sized A4 was made, as well as booth graphics featuring Davao's Philippine Eagle, Anak, T'nalak weave and logos.</p>		
<p align="center">LIX. PHILIPPINE INDEPENDENCE DAY CELEBRATION IN NEW YORK</p>		
<p>Inclusive Dates: 31 May 2017 Venue: New York Nature of Activity: Others - Booth Layout Short Description: To celebrate Independence Day in New York, TPB provided graphics to be displayed on the Vinta structure with destinations of Bohol, Cebu, Davao and Palawan.</p>		<p align="center">Completed</p>
<p align="center">LX. GI PHILIPPINES TRAVEL & TOURS</p>		
<p>Inclusive Dates: 01 June 2017 to 30 June 2017 Venue: Philippines Nature of Activity: Collateral Support - IMFITP 2017 campaign Short Description:</p>		<p align="center">Completed</p>

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Request from GI Philippines Travel & Tours for distributions to travel agencies counterpart and to promote Philippine Tourism Campaign. Tourism Promotions Board supported their request by giving of the following promotional campaign print materials such as, 100 pcs each Omnibus Primer, Interim, Destination brochures and 1 set of poster 1st and 2nd edition.		
LXI. PAN PACIFIC TRAVEL CORPORATION		
<p>Inclusive Dates: 01 June 2017 to 30 June 2017 Venue: New World Hotel, Manila Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Request from Pan Pacific Travel Corporation of promotional tourism campaign brochures to promote Philippine tourism locally and internationally on travel and consumer fairs. This is a good opportunity to increase tourist arrivals and business travel network and to generate tourism sales. Tourism Promotions Board supported their proposal by giving following tourism promotional materials: 300 pcs Omnibus Primer brochures and 200 pcs Destination map brochures (Manila, Cebu/Bohol & Boracay).</p>		Completed
LXII. PENDERGAST ELEMENTARY SCHOOL		
		Completed

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<p>Inclusive Dates: 01 June 2017 to 30 June 2017 Venue: Phoenix, Arizona, USA Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Request by elementary teacher from Arizona Mr. Roly Bayo-Ang requested destination posters and postcards to promote Philippine tourism in USA. This is a good opportunity to promote tourism awareness about Philippines tourist spot destinations. Tourism Promotions board gave 1 set of 15 kinds destination posters and 25 book destination postcards with coloring pens.</p>		
LXIII. CISV QUEZON CITY BRANCH		
<p>Inclusive Dates: 01 June 2017 to 31 July 2017 Venue: Philippines & Abroad Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Request from CSIV Quezon city branch is a powerful program for teaching young kids how to live, love and learn. CISV participating in several villages of youth camps around the world some of which will be held in the Philippines from 29 June to 30 July 2017. Each delegation will be assigned 5 participating members from age 11 to 14 years old from the Philippines. TPB supported thier request of following promotional campaign materials and giveaways;</p>		Completed

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250 pcs each kind of Interim brochures, Omnibus Primer brochures and 500 pcs TPB ballpen ("Philippines textmark)		
LXIV. OUIER-CDU-ORGANIZED CULINARY TOURS IN 2017		
<p>Inclusive Dates: June 2017 to October 2017 Venue: UK & USA Nature of Activity: Others - Booth Layout</p> <p>Short Description: Department of Foreign Affairs through its Cultural Diplomacy Unit (CDU), wishes to participate for the following OUIER-CDU-Organized Culinary tours in 2017: 1.) Culinary Tour with Ms. Amy Besa of Purple Yam in the cities of New York, Chicago, Seattle, Toronto and Philadelphia, in September to October 2017, 2.) Culinary tour with Chef Myrna Segismundo in the cities of London, Brussels, Amsterdam and Berlin, in June 2017. These culinary tours aim to contribute to the myriad of efforts to introduce the best of Filipino food in the international markets . TPB released of the following promo materials as support: 400 pcs Food Holiday Cook book, 1,000 pcs Omnibus Primer, Cebu/Bohol brochures, and Boracay brochures.</p>		Completed
LXV. CHICHIN PUIPUI FILMING IN CEBU		
		Completed

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<p>Inclusive Dates: 03 June 2017 to 07 June 2017 Venue: Cebu Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Tourism Promotions Board (TPB) in partnership with Philippine Department of Tourism (PDOT) Osaka, assisted the filming of Mainichi Broadcasting System (MBS) for the Chichin Puipui television program.</p> <p>The show, “Chichin Puipui” - a customary Japanese expression of mothers to appease a child’s pain or discomfort, is an information and variety show airing on weekdays on a 4-hour live broadcast which targets women between ages 30-60 and children. One of the segment of the show is the Mr. World wherein Cebu will be promoted as an ESL (English as a Secondary Language) destination for the Japanese.</p> <p>The airing time of the said TV show will run approximately 20 mins. and therefore will garner media mileage in the approximate amount 4 million yen of PhP1,828,824.76 based on advertising rate of 2 million yen = 10 mins.</p> <p>The actual filming lasted for 3 days which includes the following locations in Cebu:</p> <ul style="list-style-type: none"> ● Howdy English School in Mandaue City ● Caohagan Island ● Esoy Hot Spring 	<p style="text-align: center;">4 participants</p>	

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<ul style="list-style-type: none"> ● Bayside English Premium School ● Sky Experience Adventure at Crown Regency Hotel ● Mactan Shrine ● Carbon Market ● Tops ● Lantaw Restaurant in Busay 		
LXVI. ASIAN GEOGRAPHIC DIGITAL AND PRINT ADVERTISEMENT 2017		
<p>Inclusive Dates: 06 June 2017 to 08 June 2017 Venue: Singapore Nature of Activity: Others - EDM Photos, Print Ad, Web Banner</p> <p>Short Description: Asian Geographic is a bi-monthly multi-award winning magazine which showcases the best that Asia has to offer. Not only beautiful and enticing with award-winning photography, the magazine covers a mix of culture, current affairs, social issues and environmental concerns to encourage a positive understanding of issues faced in the region. TPB provided a web banner, print ad and EDM photos which features Dive Fiesta Philippines 2017 to publish in magazines and send out through electronic mails.</p>		Completed
LXVII. INDEPENDENCE DAY CELEBRATION		

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<p>Inclusive Dates: 07 June 2017 to 08 June 2017 Venue: N/A Nature of Activity: Others - Destination Banners</p> <p>Short Description: There will be an Independence Day Celebration in the UK to let the Brits know more about the culture of the Philippines. To showcase the beauty and campaign of the Philippines by presenting enticing photos of different tourism destinations through the banners. Images featured were of Boracay, Bohol, Banaue, Palawan, Masskara Festival and other underwater shots.</p>		Completed
LXVIII. PRODUCTION OF CACHA BAG		
<p>Inclusive Dates: 08 June 2017 to 30 June 2017 Venue: N/A Nature of Activity: Others - Catcha Bag Design</p> <p>Short Description: Production of Catcha bag. Marcom creative are requested to re layout the existing catcha bag as the first version, the second version is the colored design of the layout and for the last version a clear destination Bohol, Banaue and Palawan as a design.</p>		Completed

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<p>LXIX. ART +</p>		
<p>Inclusive Dates: 09 June 2017 Venue: N/A Nature of Activity: Others - Ad Material</p> <p>Short Description: The Marketing Communications Department - Brand Management and Advertising Division assisted the Department of Tourism - Project Evaluation Committee in providing an ad layout for the Art + Magazine. Among their subscribers are art collectors and aficionados, over 50 embassies, the expat community, top executives and businessmen from leading corporations, influential public figures, and today's wealthiest, high net worth individuals. The latest tourism campaign material, "Anak", was used for this magazine.</p>		<p align="center">Completed</p>
<p>LXX. CELEBRATION OF THE 119TH ANNIVERSARY OF PHILIPPINE INDEPENDENCE DAY IN SINGAPORE</p>		
<p>Inclusive Dates: 09 June 2017 Venue: N/A Nature of Activity: Others - Ad Material</p> <p>Short Description:</p>		<p align="center">Completed</p>

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<p>The Philippine Embassy in Singapore hosted a diplomatic reception on the occasion of the 119th Anniversary of the Declaration of Philippine Independence at the Grand Ballroom, Fullerton Hotel. To promote awareness of the Philippines as a beautiful and safe destination, Palawan was featured in the ad requested.</p>		
<p>LXXI. NATIONAL DAY CELEBRATION IN WASHINGTON DC</p>		
<p>Inclusive Dates: 12 June 2017 Venue: Washington DC Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: DFA requested promotional items for the Philippine Foreign Service Posts distributions during National Day Celebration on June 12, 2017 at Washington DC, USA. Tourism Promotions Board supported by giving the following promotional campaign brochures: 500 pcs each Omnibus Primer brochures, Interim brochures and 250 pcs each kind Pop up wonders in the Philippines and Destination postcards with coloring pens.</p>		<p align="center">Completed</p>
<p>LXXII. I HSIN MACHINE CO. LTD'S INCENTIVE TRIP TO THE PHILIPPINES</p>		
<p>Inclusive Dates: 13 June 2017 to 16 June 2017</p>		<p align="center">Completed</p>

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<p>Venue: Cebu and Bohol Nature of Activity: Others - Welcome Banner</p> <p>Short Description: The I Hsin Machine Co. Ltd.'s incentive program for 127 of its employee is having a incentive trip to Cebu and Bohol. Marcom creatives layout and Welcome banner that will be used to welcome the participants.</p>		
<p>LXXIII. 24TH SCIENTIFIC CONFERENCE</p>		
<p>Inclusive Dates: 13 June 2017 to 17 June 2017 Venue: Diversion 21 Hotel, Iloilo City Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Request from Federation of Crop Science Societies of the Philippines in University of the Philippines Los Banos hosted 24th Scientific Conference held on June 13 - 17, 2017 at Diversion 21 Hotel, Iloilo City. Tourism Promotions Board supported said conference by giving 250 pcs each of TPB Ballpen and TPB Notebook.</p>		<p align="center">Completed</p>
<p>LXXIV. 3RD PHILIPPINE ARGENTINA BILATERAL CONSULTATION MECHANISM (BCM)</p>		
		<p align="center">Completed</p>

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<p>Inclusive Dates: 14 June 2017 Venue: Buenos Aires, Argentina Nature of Activity: Collateral Support - IMFITP 2017 campaign</p> <p>Short Description: Office of american Affairs requested Philippine tourism videos and promotional campaign materials used in 3rd Philippine Argentina Bilateral Mechanism (BCM) Political Consultations held on June 14, 2017 at Buenos Aires, Argentina. TPB supported said request by giving the following materials: tourism AVP and 50 pcs each kinds of Interim brochures, Omnibus Primer brochures and Destination map brochures (Cebu/Bohol and Boracay).</p>		
LXXV. PHILIPPINE BUSINESS MISSION TO JAPAN 2017 - OSAKA AND NAGOYA		
<p>Inclusive Dates: 14 June 2017 to 16 June 2017 Venue: Japan Nature of Activity: Others - Banners and Backdrop</p> <p>Short Description: Philippine Business Mission to Japan, an annual event incorporated in the 2017 Japan Corporate Operating Budget. The annual event, scheduled o 26, 27 & 29 June 2017 will be held at the Rihga Royal Hotel Osaka, Hilton Hotel Nagoya and Palace Hotel Tokyo, respectively. TPB Marcom provided design of the banners with Bohol, Boracay, Palawan, Manila, Davao, Banaue, Vigan,</p>		Completed

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Cebu and Bacolod as destination images and Panglao Island, Bohol as backdrop for the event.		
LXXVI. OTTP BANNER		
<p>Inclusive Dates: 21 June 2017 to 23 June 2017 Venue: N/A Nature of Activity: Others - Web Banner</p> <p>Short Description: PDOT-UK & TPB has invested to create an online training platform for travel agents to be knowledgeable of the Philippines, as requested Marcom created an web banner compose of festival, destination, food that will attract tourist.</p>		Completed
LXXVII. DIVING, RESORT AND TRAVEL (DRT) EXPO BEIJING		
<p>Inclusive Dates: 22 June 2017 to 28 June 2017 Venue: N/A Nature of Activity: Others - Print Ad</p> <p>Short Description: The DRT Show is considered to be the largest gathering for diving enthusiasts, marine conservationist and anyone with a passion for the</p>		Completed

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<p>underwater world. Marcom creative create an Ad for the souvenir magazine and Marcom use the Dive Fiesta Ad for this event, because the Ad is related to the event.</p>		
<p>LXXVIII. DIVING, RESORT AND TRAVEL (DRT) EXPO BEIJING</p>		
<p>Inclusive Dates: 22 June 2017 to 29 June 2017 Venue: N/A Nature of Activity: Others - Booth graphics assistance</p> <p>Short Description: The DRT Show is considered to be the largest gathering for diving enthusiasts, marine conservationists and anyone with a passion for the underwater world. The Philippines will participate with a 90 sqm Dive Pavilion with maximum eighteen (18) co-exhibitors composed of resorts, dive operators, dive shops, DOT regional offices and other industry partners. To position the Philippines as a world-class destination for diving and increase awareness about Philippine dive offerings among dive clubs, dive professionals and enthusiasts, the following destinations were featured in the booth graphics: Cebu, Bohol, Anilao and Dumaguete (Apo Island).</p>		<p align="center">Completed</p>
<p>LXXIX. PHILIPPINE BUSINESS MISSION TO JAPAN</p>		
		<p align="center">Completed</p>

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<p>Inclusive Dates: 23 June 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Photos of Banaue, Boracay, Vigan, Bohol, Palawan to used for the said event</p>		
<p>LXXX. 8TH ANNUAL US INDEPENDENCE DAY CHARITY GOLF TOURNAMENT</p>		
<p>Inclusive Dates: 27 June 2017 to 29 June 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: TPB Logo to used for promotional materials of the event being one of the sponsors</p>		<p align="center">Completed</p>
<p>LXXXI. CSC FUN RUN VII</p>		
<p>Inclusive Dates: 29 June 2017 to 30 June 2017 Venue: Manila Nature of Activity: Logo / Photo / Video Support</p>		<p align="center">Completed</p>

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<p>Short Description: In line with TPB's participation to the 2017 CSC Race to serve Fun Run VII on September 2017. TPB will use the existing logo to be printed on shirts for the event.</p>		
<p>LXXXII. TRAVEL MADNESS EXPO 2017</p>		
<p>Inclusive Dates: 30 June 2017 Venue: Manila Nature of Activity: Others - Booth Graphics Short Description: TPB Marcom provided graphics with destinations of Banaue and Batanes as backwalls of the booth.</p>		<p align="center">Completed</p>