

**ACCOMPLISHMENT REPORT
3RD QUARTER 2015**

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<p>I. TRI-MEDIA TACTICAL ADVERTISING – SUITCASE MAGAZINE</p>		
<p>Inclusive Dates: July to September 2015 Venue: Nature of Activity: Joint Promotion</p> <p>Short Description: As part of the efforts to promote and raise awareness for the Philippines in the UK, PDOT London engaged in strategic tri-media tactical advertising in selected consumer and travel trade platforms.</p> <p>The strategy involved highly targeted placements that covered key consumer markets of luxury, adventure, destination weddings, which are increasing in importance for the Philippines in the UK. It also included placements in travel trade publications to cover the travel representatives who are able to sell these markets.</p> <p>The coverage on the Philippines was a lengthy 30-page article of Editor Serena Guen’s trip to El Nido, Amanpulo and Manila, interview with Tim Yap, “what-to-wear” section and photo-shoot of Janine Gutierrez. Such prominent features on esteemed publications elevate the profile of the country among its target markets as a luxury destination in this case.</p>	<p align="center">1 DPS Advertisement</p>	<p align="center">Completed</p>

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II. CEBJUANDERER FUN BACKPACKERS CHALLENGE		
<p>Inclusive Dates: 29 July to 8 August 2015 Venue: Manila; Puerto Princesa; Cebu; Davao; Boracay Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Tourism Promotions Board in collaboration with Cebu Pacific Air sponsored bloggers familiarization trip targeting the four major markets China, Japan, Korea and Australia.</p> <p>The said familiarization trip covered Manila, Puerto Princesa, Cebu, Davao and Boracay scheduled on 31 July to 07 August 2015. Two (2) bloggers from each country was invited to join the “Fun Backpackers' Challenge” to increase awareness of the abovementioned destinations and enticed the tourists through their blogs and stories that was posted before, during and after the trip. Moreover, the bloggers reviewed the Cebu Pacific’s flights to boost the strength of transportation and connection from the originating countries to domestic destinations in the country.</p>	<p>15 participants joining the familiarization trip</p>	<p>Completed</p>

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<p>III. HEALING AND WELL-BEING FAMILIARIZATION TRIP</p>		
<p>Inclusive Dates: 13 August to 17 August 2015 Venue: Manila and Environs Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: This is an effort to attract more Korean travelers to visit the Philippines during summer season and revitalize Manila and its environs as health and wellness destinations for the young generation and family market. PDOT Korea invited five (5) life style magazines to a wellness familiarization trip. The participants visited Manila and environs last 13-17 August 2015 to cover holistic destination and activities to include spas with yoga and aerobics training, organic meals, etc.</p>	<p align="center">6 participants joining the familiarization trip</p>	<p align="center">Completed</p>

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IV. BEYOND MANILA FAMILIARIZATION TRIP		
<p>Inclusive Dates: 10 September to 14 September 2015 Venue: Manila and Environs Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: As part our promotions to revitalize Manila, TPB/DOT Korea conducted a joint project with Philippine Airlines and Le Coq Sportif comprised of 3 professional photographers and 6 bloggers to shoot the breath-taking landscape and dynamic activities in Manila and Batangas while riding bicycles.</p>	<p>11 participants joining the familiarization trip</p>	<p>Completed</p>
V. KOREAN MEDIA FAMILIARIZATION TRIP IN CEBU		
<p>Inclusive Dates: 17 September to 22 September 2015 Venue: Cebu Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The activity was intended to promote Cebu more aggressively as a family travel destination. Through this familiarization trip with Korean media, they experienced Cebu's culture, beautiful beaches, fun water activities, wide selection of shopping and dining for their readers in Korea.</p>	<p>12 participants joining the familiarization trip</p>	<p>Completed</p>

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VI. ATF 2016 ATTENDANCE PROMOTION AT THE IT CMA 2015		
<p>Inclusive Dates: 30 September 2015 Venue: Level 23, World Ballroom, Bangkok Convention Center, Bangkok Thailand Nature of Activity: Collateral Support</p> <p>Short Description: The Province of Palawan in partnership with the Palawan Tourism Council, the United States Agency for International Development-Advancing Philippine Competitiveness (USAID-COMPETE) and the University of Asia and the Pacific organized the 4-day exposition to strengthen Palawan’s positioning as top tourism destination. The exposition gave way to the launch of the “Palawan: World’s Best Island” campaign. This campaign is an assumption of the recognition awarded by Europe’s leading lifestyle magazine <i>Conde Nast</i>- the newest source of great honor and pride for the province of Palawan and the Philippines as well.</p>	<p>70 buyers: 50 Sellers for the B2B meeting</p>	<p>Completed</p>

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<p>VII. BOHOL REGION PRODUCT UPDATE</p>		
<p>Inclusive Dates: 20 July 2015 to 23 July 2015 Venue: Province of Bohol Nature of Activity: Site Inspection</p> <p>Short Description: An Offshoot to the Visit Bohol 2015 event last 10 January 2015 and in preparation for the tour operators, tour agents and travel media invitational/familiarization trip on 16-21 November 2015. This was aimed to: 1) promote travel to local destinations; 2) present diverse tourism products to be promoted and marketed locally and internationally; 3) establish business network between local destination suppliers and tour operators/travel agents; 4) create public awareness on available tourism products and services; and establish holistic efforts through collaborative partnership with local government units and private sector in promoting local destinations.</p>		<p align="center">Completed</p>

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VIII. GUINSIYAMAN MUSIC AND ARTS FESTIVAL (REGION 8)		
<p>Inclusive Dates: 26 September 2015 to 27 September 2015 Venue: Veloso Farm, Barangay Guinsiyaman, San Miguel, Leyte Nature of Activity: Others (Marketing Support/ Financial assistance)</p> <p>Short Description: A group of artists, social entrepreneurs and volunteers originating from Tacloban and Leyte along with the Department of Tourism Region 8 came up with a campaign called "SEE YOU LEYTE" to celebrate the birth of Leyte and give tribute to many volunteers, particularly those from International Non-government organizations (INGO) who took their time and effort to rebuild the place in the aftermath of super-typhoon Yolanda.</p>	500-1000 Participants	Completed

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<p>IX. 26TH PHILIPPINE TRAVEL MART</p>		
<p>Inclusive Dates: 04 September to 06 September 2015 Venue: SMX Convention Center, SM Mall of Asia, Pasay City Nature of Activity: Others (Marketing Support/ Financial assistance)</p> <p>Short Description: The PHILTOA and TPB co-presented the 26th PTM, the longest running travel trade exhibition in the Philippines that showcased different destinations and provided the best discounted tour packages. This year's theme "The Philippines, the Fun Capital of Asia" was aimed to increase the product and market base of events by showcasing and promote popular, emerging and new/ upcoming destinations and properties as well as the inclusion of ASEAN destinations + China, Japan and Korea.</p>	<p align="center">251 Exhibitors 370 Booths 57,725 Participants</p>	<p align="center">Completed</p>

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<p>X. VISIT PHILIPPINES 2015, AUSTRALIA - NEW ZEALAND</p>		
<p>Inclusive Dates: 12 August 2016 to 15 August 2015 Venue: Manila and Taal, Batangas Nature of Activity: Institutional/ Special project</p> <p>Short Description: In line with the economic and cultural diplomacy priorities of the Department of Foreign affairs, the Embassy of the Philippines in New Zealand and Australia continued to reach out to our Filipino and host communities for tourism, trade investment and people-to-people linkages.</p> <p>The Philippine Embassies in New Zealand and Australia together with the Philippine Consulates under the Post’s jurisdiction of Embassy of the Philippines Wellington and Canberra launched the 1st Ambassadors, Consuls-general and Tourism Directors Tour (ACGTDT) of the Philippines similar to what was organized by the Diplomatic Post in the U.S. and Canada. This is a milestone event that highlighted the designation by the PDOT of 2015 as “Visit the Philippines Year” and intensive promotions of” It’s More Fun in the Philippines”.</p> <p>This is the similar arrangements such as the Rajah Tours as the Tour Operator and official hotel, which successfully being done in the ACGTDT in the US and Canada, be followed.</p>	<p align="center">35 Visitors</p>	<p align="center">Completed</p>

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<p>XI. PALAWAN: WORLD'S BEST ISLAND EXPO 2015</p>		
<p>Inclusive Dates: 07 September 2015 to 11 September 2015 Venue: Glorietta Activity Center, Makati City/ Ballroom II, Level 2, Fairmoon Raffles Hotel, Makati City Nature of Activity: Collateral support</p> <p>Short Description: The Province of Palawan in Partnership with the Palawan Tourism Council, the United States Agency for the International Development-Advancing Philippine Competitiveness (USAID-COMPETE) and the University of Asia and the Pacific organized the 4-day exposition to strengthen Palawan's positioning as a top tourism destination. The exposition gave way to the launch of the "Palawan: World's Best Island" campaign. This campaign is an assumption of the recognition awarded by Europe's leading lifestyle magazine <i>Conde Nast</i>- the newest source of great honor and pride for the province of Palawan and the Philippines as well.</p>	<p align="center">70 Buys: 50 Sellers for the B2B meeting</p>	<p align="center">Completed</p>

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<p>XII. COBRA ENERGY DRINK IRONMAN 70.3 PHILIPPINES</p>		
<p>Inclusive Dates: 30 July 2015 to 02 August 2015 Venue: Shangrila Mactan Resort & Spa Nature of Activity: Others: (Marketing Support/ Financial Assistance)</p> <p>Short Description: The Cobra Energy Drink Ironman 70.3 Philippines is dubbed by many as one of the best races in the world, probably the best in the Asia Pacific region. Since its Debut in 2009, Sunrise Events, Inc., organizer of the Cobra 70.3., took its heart to stage a world- class event in the Philippine with the objective of putting the country in the world triathlon map and encouraging tourism via sporting events.</p>	<p align="center">2, 500 Participants</p>	<p align="center">Completed</p>

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XIII. CEBU TRAVEL EXCHANGE (B2B)		
<p>Inclusive Dates: 14 July 2015 Venue: Radisson Blu Hotel Nature of Activity: Logo/ Photo/ Video Support, Collateral Support and Technical Support</p> <p>Short Description: Cebu Travel Exchange (CTX) is one of the major component of the 2nd International Travel Fair (ITF) held in Ayala Center in Cebu last July 15-16, 2015. The CTX is a B2B event Participated in by at least 80 local buyers and 100 sellers. TPB supported the event by providing technical assistance in conducting B2B and provided 150 pcs of lanyard, VPY cache bags, as well as promotional AVPs which were shown during the event.</p>		Completed

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<p>XIV. 4TH TRAVEL MADNESS EXPO 2015</p>		
<p>Inclusive Dates: 03 July 2015 to 05 July 2015 Venue: Halls 1-4, SMX Convention Center, Seashell Drive, Mall of Asia Complex, Pasay, City Nature of Activity: Logo/ Photo/ Video Support and Collateral Support</p> <p>Short Description: Travel Madness Expo (TME) is a consumer travel show being organized by Travel Innovators, Inc., a group of reputable travel partners and providers with an objective of challenging the low seasons of the travel industry, at the same time aiding both national and international travel operatives with more productivity during the low season than the usual trend. The TME occupied the four exhibit halls of the SMX. There were more than 200 exhibitors composed of top industry players of IATA, domestic tour operators, domestic hotels and resorts, global service providers, destination management companies, domestic and international airlines and prestigious financial firms.</p>	<p align="center">50,00 Visitors</p>	<p align="center">Completed</p>

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XV. MANILA IMPROV FESTIVAL		
<p>Inclusive Dates: 02 July 2015 to 12 July 2015 Venue: Silliman University, Dumaguete City/ PETA Theater, Quezon City Nature of Activity: Others: (Marketing Support/ Financial Assistance)</p> <p>Short Description: Silly People’s Improv Theater (SPIT) is the premier IMPROV group in the Philippines, which is composed of thespians, teachers, commercial models and professionals from varied fields. SPIT organized the International improve Festival which was held from 02-12 July 2015 and attended by 19 performing group from 9 countries, namely: USA, Poland. Australia, Singapore, Taiwan, China, Hong Kong and the Philippines. There were approximately 70 individual performers.</p>	70 Visitors	Completed

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XVI. CEBU LAKBAY LINGAW FESTIVAL		
<p>Inclusive Dates: 26 September 2015 Venue: Marco Polo Hotel, Cebu City Nature of Activity: Others: (Financial Sponsorship for the event)</p> <p>Short Description: The Central Visayas Regional Office was part of the organizing committee of the Cebu Lakbay Tourism Festival scheduled on 27 September 2015 in Cebu City in celebration of the World Tourism Day. Part of the month-long event was the Grand Tourism Night. The Program included the recognition of the outstanding individuals and institutions in Cebu to serve as an incentive for the industry’s movers and shakers. With this, the DOT Central Visayas Regional Office sought the support of the TPB, which gave FIVE HUNDRED THOUSAND PESOS (PHP500,000.00) for the hosting of the dinner and for the printing of collaterals during the said event.</p>	500 guests	Completed

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<p>XVII. 12TH CAEXPO</p>		
<p>Inclusive Dates: 18 September 2015 to 21 September 2015 Venue: Nanning, Guangxi, China Nature of Activity: Others: (Financial Assistance)</p> <p>Short Description: The Philippines' Participation was spearheaded by CITEM. In 2015's CAEXPO, Zamboanga City was featured at the Philippines' National Pavilion because of its highly-diversified culture. The DOT Region XI and Zamboanga-based manufacturers and exporters promoted and exhibited a wide range of products during the expo.</p>		<p>Completed</p>

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<p>XVIII. 10TH AMBASSADORS, CONSULS GENERAL AND TOURISM DIRECTORS TOUR 2015</p>		
<p>Inclusive Dates: 6 July 2015 to 10 July 2015 Venue: Manila and Cebu Nature of Activity: Institutional/ Special Projects</p> <p>Short Description: ACGTDT started last 2004 where all foreign Service posts in the US and Canada and the Department of Tourism (DOT) conceptualized the flagship project, the Ambassadors, Consul Generals and Tourism Directors' Tour (ACGTDT) to the Philippines.</p> <p>In July 2011 ACGTDT was designated as a banner tourism project under the Department of Tourism Pinoy Homecoming Program.</p> <p>The 10th ambassadors, Consuls general and Tourism Directors Tour to the Philippines was held from 06 July to 10 July 2015. 176 delegates from different parts of the United States- New York, Los Angeles, Chicago, San Francisco, Agana, Honolulu and Washington DC- participated. Tours were conducted in Manila and in Cebu- Cebu City, Carcar and Argao.</p> <p>Sofitel Philippine plaza and Radisson Blu Hotel were the official hotels while Rajah Tours, the Tour Operator for the last nine ACGTDTs, was appointed to handle ground arrangements.</p>	<p align="center">300 pax</p>	<p align="center">Completed</p>

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XIX. 19TH ANNUAL WORLD CHAMPIONSHIPS OF PERFORMING ARTS (WCOPA)

<p>Inclusive Dates: 10 July 2015 to 19 July 2015 Venue: Long Beach, California Nature of Activity: Others (Financial Assistance)</p> <p>Short Description: WCOPA Team Philippines 2015 represented and promoted the country for ten days at the 19th Annual World Championships of Performing Arts, also known as the World Travel Olympics. Thousands of youths from over 50 countries gathered at the only international event of this kind in Hollywood, U.S.A., the entertainment capital of the world. TPB financial assistance included US visa application fees, registration, airfares hotels, meals, booth camp/workshop for 64 Filipino delegates and officials. It's More Fun jackets were also provided as additional promotional materials for the team.</p>		<p align="center">Completed</p>
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XX. PAL – HONOLULU AGENTS FAM TOUR		
<p>Inclusive Dates: 21 September 2015 to 26 September 2015 Venue: Manila, Cebu, Bohol Nature of Activity: Invitational/ Familiarization Trip</p> <p>Short Description: ANNSET Holiday, Inc., together with Philippine Airlines held a presentation to several top travel agents in Hawaii last August 4, 2015. The event was successful, and captured the interest of the guests. Philippine Airlines organized a familiarization trip for top agents held on September 21-26, 2015 covering the cities of Manila, Cebu to include Bohol. TPB sponsored the dinner for the group in Cebu City.</p>	<p>13 Agents</p>	<p>Completed</p>

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<p>XXI. PHITEX 2015 POST TOURS</p>		
<p>Inclusive Dates: 04 September 2015 to 07 September 2015 Venue: (see short description below) Nature of Activity: Invitational/ Familiarization Trip</p> <p>Short Description: Philippine Travel Exchange is an annual event organized by the tourism Promotions Board to gather foreign buyers and Philippine seller in Business to Business (B2B). The PHITEX Post Tours is a complimentary trip for foreign buyers specially designed to let them acquire first-hand knowledge about the various attractions, tour products and immerse in the cultural heritage that the Philippines has to offer. Nine (9) modules were prepared in 2015 for the buyers of Philippine post tours namely: El Nido and Tagaytay Tour, Puerto Princesa, Coron, Laoag/Paoay/Vigan, Albay and Sorsogon, Iloilo and Bacolod, Cebu and Bohol, Dumaguete and Sumilon and Siargao.</p>	<p align="center">188 Buyers</p>	<p align="center">Completed</p>

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XXII. PHITEX 2015 MANILA CITY TOUR/SERENITY WELLNESS PROGRAM

<p>Inclusive Dates: 1 September 2015 Venue: Intramuros, Ayala museum, Bonifacio Global city/ Le Spa, Sofitel Nature of Activity: Invitational/ Familiarization Trip</p> <p>Short Description: Manila City Tour: Manila is the Philippines' premier and capital city, the heartland of the entire archipelago. It is the gateway to many islands, houses the pulse of Filipino life, and serves as the nucleus of Philippine development. The city of Manila tour allows guests to experience the city's past and present phase of life, its culture and history through landmarks on which the country's identity is imprinted.</p> <p>Serenity Wellness Program: This offered complimentary exclusive spa treatment to buyers to awaken and re-energize the senses. Venue was at the LeSpa of Sofitel Philippine Plaza, a luxurious urban oasis of well-being that combines warm Filipino hospitality and the elegant French touch to create a remarkable spa experience.</p>	<p>150/40 participants</p>	<p>Completed</p>
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<p>XXIII. ASIA POP COMICON (APCC) MANILA 2015</p>		
<p>Inclusive Dates: 17 September 2015 to 20 September 2015 Venue: World Trade Center Metro Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: APCC Manila 2015 presents the best of the pop culture closer to the gateway of Asia – connecting the worlds of comics, movies, TV, anime, film, toys, collectibles, cosplay and games - with a new world of fan. The show blends together the newest, hottest and most exciting products and personalities from all genres and happening in the most cosmopolitan and vibrant cities in the world – Manila!</p>	<p>6 A-list international celebrities are participants joining the M.I.C.E Booked Event</p>	<p align="center">Completed</p>

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<p>XXIV. HARVARD PROJECT FOR ASIAN AND INTERNATIONAL RELATIONS (HPAIR) ASIA CONFERENCE</p>		
<p>Inclusive Dates: 20 August 2015 to 24 August 2015 Venue: Makati Shangri-la Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Harvard Project for Asian and International Relations (HPAIR) Asia Conference is Harvard University's largest annual student conference in the region, bringing over 500 delegates annually. Running since 1991, the Conference is considered one of the largest and most prestigious student and youth leadership conferences in the world. It is attended by a growing pool of international students from top universities, renowned academics, business professionals and political leaders who engage in rigorous educational events.</p>	<p align="center">500 foreign delegates are participants joining the M.I.C.E. Booked Event</p>	<p align="center">Completed</p>

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<p>XXV. JAPAN ASSOCIATION OF TRAVEL AGENTS (JATA) TOURISM EXPO JAPAN 2015</p>		
<p>Inclusive Dates: 24 September 2015 to 27 September 2015 Venue: Tokyo Big Sight East Exhibition Hall, Tokyo, Japan Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: Originally conceived to promote Japanese travel, the JATA Tourism Expo is Japan’s flagship tourism and travel show, now considered among the largest tourism events in Asia. It is both a trade and consumer fair that offers excellent business opportunities for suppliers of travel products and services.</p> <p>JATA Tourism Expo generates 150,000 visitors every year lured by exhibitors representing 151 countries and about 47 prefectures occupying in excess of 1,800 booth spaces. Considering Japan is a principal market, the Philippines booked 22 booth spaces at the annual travel to best capture the travel trade, media and Japan’s travel population.</p>		<p align="center">Completed</p>

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<p>XXVI. DRT PHILIPPINES 2015 WITH POST TOUR</p>		
<p>Inclusive Dates: 11 September 2015 to 13 September 2015 Venue: Manila Nature of Activity: Invitational/ Familiarization Trip</p> <p>Short Description: The Philippines has much to offer as a dive destination to the global dive tourism market. The country has long been renowned around the world as a dive haven, offering high quality dive experience all year round. Much of this rich diving experience is reinforced by the Philippines' location in the epicenter of marine-biodiversity-thus having the richest concentration of marine life in the entire planet. Not surprisingly, the Philippines has received numerous citations from various media and acclaimed dive publications as one of the best dive sites in the Asia Pacific Region under various categories for diving. Despite the Philippines' edge in natural assets and accolades received, its share of the 7.3 million active divers is a mere 1.7% (DOT's Visitors Arrival Survey, 2012). It is also the only dive destination in Asia which has not organized an annual dive show. It is thus high time that the Philippines capitalizes and provides paramount exposure on its strengths as a dive destination by staging a high impact international diving event-The Dive. Resort, Travel Show-Philippines (DRT-Philippines).</p> <p>The organizer, LX Development Group (LXDG), based in Hong Kong and Shanghai, has the distinct advantage of knowing the market and its demands. For the past two years, DRT shows generated a total of 600</p>		<p align="center">Completed</p>

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<p>exhibitors from 48 countries and more than 50,000 registered visitors (40% overseas and 60% domestic visitors) from 56 countries. Given the expertise of LXDG, it would be advantageous to tap their expertise for holding the DRT show franchise in the Philippines.</p>		

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<p>XXVII. JTB OVERSEAS TRAVEL EXPO WEST JAPAN</p>		
<p>Inclusive Dates: 24 August 2015 to 27 August 2015 Venue: Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The annual travel fair was scheduled on 24-27 August 2015 exclusively for the JTB offices in West Japan in which sales and marketing country representatives were able to exhibit and conduct their sales pitch.</p> <p>JTB is one of the world’s largest travel companies in terms of net sales and in Asia’s leader in the global travel industry. The JTB Group covers every aspect of travel from sales to service at the destination. They have grown to become Asia’s no. 1 travel agent, with offices in more than 34 countries and regions worldwide. Its longstanding relationships and business partners have made JTB a company that people trust and look to for great results.</p> <p>JTB annually organizes the JTB Overseas Travel Expo to highlight and reinforce JTB’s corporate philosophy of internal networking and foster cultural exchange and product update among JTB officials and employees. The Philippines will be one of the featured countries in this year’s Travel Expo because of the recent opening of JTB Asia Pacific Phil. Corp. at Bonifacio Global City and Cebu.</p>		<p align="center">Completed</p>

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<p>XXVIII. TABI MUSE BLOGGERS FAMILIARIZATION TOUR</p>		
<p>Inclusive Dates: 20 July 2015 to 24 July 2015 Venue: Manila and Batangas Nature of Activity: Invitational/ Familiarization Trip</p> <p>Short Description: Through our six-month partnership with Tabi Muse/ Fashion walker, Tourism promotions Board (TPB) together with DOT Tokyo hosted a familiarization tour for the winning bloggers for their fashion wear photo contest as well as reception for the organization timed during the Philippine participation to JATA Tourism Expo in September.</p>		<p align="center">Completed</p>

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XXIX. DIVER MAGAZINE PRINT MEDIA SHOOTING INVITATIONAL		
<p>Inclusive Dates: 06 July 2015 to 11 July 2015 Venue: Moalboal, Badian, Cebu City Nature of Activity: Invitational/ Familiarization Trip</p> <p>Short Description: Diver Magazine has a circulation of 100,000 copies. DOT Tokyo was able to secure 1 cover page and 10 pages of Philippine feature at a cost of full page color advertisement of JPY 1,080,000 or Php 400,000 mileage from web magazine, e commerce from landing page of diving packages which will be linked to the DOT webpage and Facebook, joint rights for photos (without model), JATA Talk Show participation of the model (testimonials at the Philippine pavilion), announcement of DRT Philippines in the feature article, choice of model for branding purpose and two destination exposures (ad and the destination feature).</p> <p>Through this activity, the participants will be able to show how easy it is to get a diving license in the Philippines to encourage more aspirants. In addition, they will appreciate the abundance of marine life and enjoy the tranquil environment of Moalboal and Badian. Apart from diving, they will also enjoy shopping and dining in Cebu City.</p>		Completed

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XXX. TPB/DOT & PAL FAMILIARIZATION TOUR FOR OSAKA TRAVEL AGENTS		
<p>Inclusive Dates: 03 July 2015 to 06 July 2015 Venue: Cebu Nature of Activity: Invitational/ Familiarization Trip</p> <p>Short Description: To augment the lack of mainstream advertising in West Japan specifically in Osaka, DOT Osaka and PAL Osaka organized 2 familiarization tours from 03 to 06 July 2015 covering Cebu and Bohol and one on October covering Manila and Boracay.</p> <p>Per DOT Osaka, said agencies came up with package tours as a result of the familiarization tour with estimated revenues at JPY 52.5M or PHP 19.1M for the two familiarization tours. Projected sales of package tour per agent is 20 packages at JPY164,000.</p> <p>The Cebu and Bohol tour group was comprised of 7 top travel agents such as Arc Three International, TIP Western (JTB Group), H.I.S., Nikka Air Service, KIS International, NOE, JTB World Vacations, 1 PAL staff, 1 DOT Osaka officer and 1 TPB officer.</p>		<p>Completed</p>

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XXXI. THE AMAZING FOOD CHALLENGE FUN IN THE PHILIPPINES SEASON 3		
<p>Inclusive Dates: 12 September 2015 to 11 October 2015 Venue: Banaue/Roxas/Quezon/Gen San/Davao/Batanes Nature of Activity: Others (Filming Mission)</p> <p>Short Description: Asian Food Channel (AFC) is the region’s leading food-focused channel that celebrates the unique Asian culinary experience with the added touch of global flavor. AFC entertains viewers with a range of local and international content from reality, lifestyle to travelogue program formats. It believes in celebrating the rich history and story behind Asia’s most beloved cuisines and continues to grow its library of originally produced Asian content, one of its exciting programs was the Amazing Food Challenge: Fun in the Philippines.</p> <p>Produced in collaboration with the Philippine Department of Tourism (DOT) and the Tourism Promotions Board Philippines (TPB), The Amazing Food Challenge: Fun In The Philippines 3 was an action-packed culinary competition showcasing the vibrant and delicious dishes of the Philippines. Hosted by renowned celebrity Chef Aaron Craze, the season’s 12 new contestants got the chance of a lifetime to travel across the Philippines, from a UNESCO Heritage Site in Banaue to the rural towns of Quezon – all in an effort to win USD 30,000 and an all-expense paid trip around the Philippines.</p> <p>The Amazing Food Challenge: Fun In The Philippines premiered on Tuesday, 22 December 2015 at 9.00pm (SG), 8.00pm (JKT).</p>		Completed

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<p>XXXII. CHAMBER OF COMMERCE OF THE PHILIPPINES</p>		
<p>Inclusive Dates: July 2015 Venue: N/A Nature of Activity: Others (Advertisement placement)</p> <p>Short Description: Full page advertisement for the Commerce Magazine Anniversary (2015) issue.</p>		<p align="center">Completed</p>
<p>XXXIII. PHILIPPINE MARKETING ASSOCIATION – ASEAN LEADERSHIP SUMMIT</p>		
<p>Inclusive Dates: 08 July 2015 to 09 July 2015 Venue: Sofitel Philippine Plaza Nature of Activity: Others (Financial Assistance)</p> <p>Short Description: The 1st ASEAN Marketing Leadership Summit, dubbed as "50 Shades of Marketing" was organized by the Philippine Marketing Association (PMA), the country's largest network of professionals, thought leaders and innovators in the field of marketing. The event presented independent point of views on marketing that are future oriented, with the objective of bringing Philippines marketing forward.</p>		<p align="center">Completed</p>

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XXXIV. TRAIN-THE-TRAINERS REFRESHER COURSE SEMINAR		
<p>Inclusive Dates: 14 to 16 August 2015 Venue: Baguio City Nature of Activity: Collateral Support & Others (to promote the Philippines)</p> <p>Short Description: The office of Director Rica Bueno requested IMFITP/VPY2016 promotional giveaways to support the Train-the-Trainer Refresher Course seminar in Baguio City last August 12, 201. TPB released 50 pcs each kinds of Notebook giveaways, Stylus Souvenir Ballpen and VPY 2015 Lanyard.</p>		Completed
XXXV. PHILIPPINE INFORMATION AGENCY		
<p>Inclusive Dates: August 2015 Venue: Manila Nature of Activity: Collateral Support & Others (to promote the Philippines)</p> <p>Short Description: TPB supported PIA's request of IMFITP/VPY 2015 promotional giveaways for the promotional tools of Information Agency to promote tourism campaign It's more fun in the Philippines and Visit Philippines Year 2016. TPB released 15 pcs each kinds of giveaways, such as VPY Cacha bag, Stylus ballpen, Commemorative stamps, destination assorted USB cards, and IMFITP assorted t-shirts & Notebook giveaways.</p>		Completed

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XXXVI. 2015 NATIONAL TOURISM WEEK		
<p>Inclusive Dates: 14 September 2015 to 25 September 2015 Venue: Intramuros & Ilocos Norte Tour Nature of Activity: Collateral Support & Others (to promote VPY 2015 & IMFITP campaign)</p> <p>Short Description: The DOT celebrated the annual National Tourism Week in the month of September 2015. TIEZA had activities in relation to National Tourism Week celebrations at Intramuros, Manila and Ilocos Norte Heritage Tour and Tourism Quiz Bee events respectively. TPB supported the events by giving VPY 2016 promotional giveaways of 75 pcs each kinds of VPY lanyard, Sticker, Ball Cap and Commemorative Stamps as token to all winners in tourism Quiz Bee held on September 14, 2015</p>		Completed
XXXVII. MARRIOTT SALES MISSION TO JAPAN		
<p>Inclusive Dates: 03 July 2015 to 08 July 2015 Venue: Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Request of Makati photos for the Sales Mission in Tokyo, Japan</p>		Completed

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<p align="center">XXXVIII. TPB PRINT COLLATERALS FOR VISUAL AID FOR CLASSROOM LEARNINGS</p>		
<p>Inclusive Dates: 20 August 2015 to 27 August 2015 Venue: Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Promotional print collaterals were provided to Mother Theresa School of Cavite for visual materials for their school.</p>		<p align="center">Completed</p>
<p align="center">XL. PRESIDENTIAL COMMUNICATIONS DEVELOPMENT AND STRATEGIC PLANNING OFFICE OFFICIAL GAZETTE</p>		
<p>Inclusive Dates: 07 July 2015 to 16 July 2015 Venue: Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Request of destination images (EDSA, West Phil. Sea and Zamboanga) for website inclusion and database update</p>		<p align="center">Completed</p>

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XLI. PHITEX / MICECON 2015		
<p>Inclusive Dates: 01 September 2015 to 03 September 2015 Venue: Marriott Grand Ballroom/SMX Convention Center Nature of Activity: M.I.C.E. Trade and Consumer Fair & Others (Resorts World Banners)</p> <p>Short Description: PHITEX is the country's annual leading marketing event aimed at strengthening country's brand image and encouraging the participants to promote affordable and competitive tourism packages. The theme is "#PHITEX@360". 360° signifies and encompasses all aspects in shaping a culture of excellence of the Philippine tourism industry such as education and knowledge; networking and business; creativity, passion and innovation; and great products and services.</p>		Completed
XLII. 800TH ANNIVERSARY OF THE DOMINICAN ORDERS WEBSITE		
<p>Inclusive Dates: 05 August 2015 to 6 August 2015 Venue: Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: UST Office of the Public Affairs request of photos in the IMFITP brochure (Batanes, Sinulog, Miag-ao Church, Baler, and Pahiyas Festival for website inclusion.</p>		Completed

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XLIII. DAYO TAYO SA LLAWIGAN SCHOOL PRESENTATION		
Inclusive Dates: 11 August 2015 Venue: Nature of Activity: Logo / Photo / Video Support Short Description: Video request of The Learning Tree Child Center (Mindanao) for school presentation.		Completed
XLIV. USE OF IMFITP LOGO FOR HERSHEY'S MILK CHOCOLATE PACKAGING		
Inclusive Dates: 17 June 2015 to 01 July 2015 Venue: Nature of Activity: Logo / Photo / Video Support Short Description: Hershey's Philippines, known for chocolates, launched a Philippine themed sleeve for chocolate bar packaging. The IMIITP logo was included in the packaging design.		Completed

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<p>XLV. 2ND ASEAN FIXED INCOME SUMMIT (AFIS)</p>		
<p>Inclusive Dates: 28 September 2015 Venue: Diamond Hotel Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Addressing the issues and challenges in promoting liquidity and market transparency in the ASEAN Region, the 2nd ASEAN Fixed Income Summit (AFIS) provided insights with respect to the ASEAN vision of having a semi-financial integration by 2020.</p> <p>The participants and speakers were banker, top officials of private and government Corporations and members of the ASEAN Secondary Mortgage Associations (ASMMA) coming from the following countries: South Korea, Malaysia, Japan, Mongolia, Singapore, Thailand, and the Philippines.</p>		<p align="center">Completed</p>

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<p>XLVI. KALIKASAN GP3 EXPO CONFERENCE</p>		
<p>Inclusive Dates: 23 July 2015 to 25 July 2015 Venue: SMX Convention Center Taguig Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Kalikasan GP3 Conference 2015 was a three-day knowledge sharing activity which featured three (3) track conferences on Green Business and Green Consumerism, Sustainable Construction and Green Tourism. It was conducted with the Kalikasan, Kultura, at Kalakalan(KKK) Expo 2015. The Expo featured 100 participating companies that showcased innovations, green products and sustainability initiatives. The event requested TPB to provide tokens for their 35 speakers. TPB confirmed provision of 35 Best of the Best Coffee Table Book.</p>	<p align="center">3000+ participants</p>	<p align="center">Completed</p>

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XLVII. 43RD INTERNATIONAL FORESTRY STUDENT SYMPOSIUM		
<p>Inclusive Dates: 28 July 2015 to 10 August 2015 Venue: Manila, Vigan, Quezon City, and UPLB Campus Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The International Forestry Students' Association (IFSA) is a non-political and non-profit organization of tertiary level forestry students around the world based in Freiburg, Germany. It is dedicated to global cooperation among students of forest sciences in order to broaden knowledge and understanding to achieve a sustainable future for the world's forests.</p> <p>The Association of Filipino Forestry Students – UPLB was selected by IFSA to host the 43rd International Forestry Students Symposium in 2015. With the theme, "Ensuring Life for All," the event gathered 140 participants from 53 universities in 32 countries around the world. It served as a platform for students to enrich formal education, promote cultural understanding and gain practical experience with global perspectives. The Tourism Promotions Board committed to support the event through welcome lei reception and provision of promotional materials (IMFITP) Notebook, VPY Cacha Bag. Omnibus Primer and Manila Destination Map)</p>	<p>25 local and 115 foreign delegates</p>	<p style="text-align: center;">Completed</p>

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XLVIII. 13TH PHILIPPINE GLOBAL CONSULTATION ON CHILD WELFARE SERVICES

<p>Inclusive Dates: 02 September 2015 to 04 September 2015 Venue: SMX Convention Center Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Philippine Global Consultation on Child Welfare Services takes place every other year wherein local and international adoption specialists discuss issues and concerns affecting Filipino children placed for adoption around the world. The event is organized by the Department of Social Welfare and Development and the Inter-Country Adoption Board (ICAB). The Tourism Promotions Board committed to support the event through the provision of entertainment during the Cultural Night on 3 September 2015 and promotional materials (Omnibus Primer, VPY Luggage Tags, Map of Metro Manila)</p>	<p>300 local and foreign participants</p>	<p>Completed</p>
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XLIX. 2019 FIBA WORLD CUP – PRESENTATION OF THE PHILIPPINE BID		
<p>Inclusive Dates: 06 August 2015 to 08 August 2015 Venue: Prince Park Tower, Tokyo, Japan Nature of Activity: M.I.C.E. Bid Assistance</p> <p>Short Description: The inclusion of the Philippines in the shortlist of only two possible host countries for the 2019 FIBA Basketball World Cup creates an enormous opportunity for us to show the world the best that we have to offer. Following the announcement of the FIBA Evaluation Commission that the event will be held in Asia, only China remains as the Philippines' sole competitor in the bidding process.</p> <p>The Philippine Bid was led by Samahang Basketbol ng Pilipinas (SBP) with its President, Mr. Manny V. Pangilinan with significant personalities from the MVP Group Board, Department of Foreign Affairs, Department of Finance, Department of Budget and Management, Senate of the Philippines and the House of Representatives</p>		Completed

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<p>L. PETRON ACHIEVER’S AWARD CLUB 2015 – PETRON GROUP MALAYSIA</p>		
<p>Inclusive Dates: 28 September 2015 to 01 October 2015 Venue: Boracay Regency, Boracay Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Petron Achiever’s Award Club (PACC) is an incentive program for the employees of Petron Malaysia Group. The PACC rewards its employees who have shown excellence in their respective field. This program includes as well franchisers who have reached high volume of sales within the calendar year.</p> <p>As part of the year's incentive program, PAAC sent their awardees to Boracay from 28 September to 01 October 2015. This incentive group was endorsed to the TPB by our DOT-Malaysia/Thailand Market representative.</p>	<p align="center">68 expected foreign arrivals</p>	<p align="center">Completed</p>

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LI. ASEAN PLUS THREE TOURISM YOUTH SUMMIT		
<p>Inclusive Dates: 28 September 2015 to 03 October 2015 Venue: Cebu and Bohol Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The ASEAN Plus Three Tourism Cooperation Work Plan 2013-2017 was adopted during the 12th Meeting of ASEAN, China, Japan and the Republic of Korea Tourism Ministers last January 2013 in Vientiane, Laos. In 2013 and 2014, the Ministry of Tourism and Sports of Thailand had convened the ASEAN Plus Three Tourism Students Summit in Bangkok and Pattaya. For 2015, the Philippines and Thailand were appointed as the lead country coordinators to organize the ASEAN Plus Three Tourism Youth Summit.</p> <p>Objectives of the APT Tourism Youth Summit”: (1) Provide a venue for ASEAN Youth to immerse in cultural exchange and appreciate each other’s views and traditions, (2) Raise the level of awareness of the ASEAN Youth in issues pertaining to cultural preservation, environmental protection and socio-economic growth, (3) Establish a strong foundation for the ASEAN Community among the Youth of the tourism industry, and (4) showcase the equality of men and women in the tourism industry.</p> <p>For hosting the 2015 Summit, the Philippines thru the Department of Tourism (DOT) sponsored the travelling expenses of all participants i.e. international and domestic round rip economy airfare, accommodations and</p>	70 pax	Completed

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<p>meals.</p> <p>TPB assistance to the event: Sponsorship of the Welcome Dinners Reception o 28 September 2015 for 70 pax and cultural entertainment plus giveaways.</p>		

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<p>LII. INCENTIVE TRAVEL GROUP FROM INDIA – ULTRATECH (4 GROUPS)</p>		
<p>Inclusive Dates: 22 July to 27 July 2015 3 August to 8 August 2015 10 August to 15 August 2015 8 September to 13 September 2015 Venue: Manila Nature of Activity: Incentive Trip</p> <p>Short Description: DOT India Market referred to TPB to request of Ark Travel Express for airport reception and giveaways for the four (4) Indian incentive groups. The Indian groups are top dealers of cement company in India, Ultratech. Each group was composed of 82 pax including coordinator. The Kuoni Group Travel Experts was the group’s tour handler in India while Ark Travel was the counterpart in Manila.</p> <p>TPB Assistance: -Endorsed to DOT Airport Reception & Information Unit (DOT-ARIU) for airport facilitation -Provision of promotional materials (Omnibus Primer on the Philippines, Lonely Planet brochure, welcome leis and luggage tags luggage tags)</p>	<p align="center">328 foreign visitors</p>	<p align="center">Completed</p>

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<p>LIII. INCENTIVE TRAVEL GROUP FROM INDIA – BAYER CROP SCIENCE CORPORATE</p>		
<p>Inclusive Dates: 04 July 2015 to 09 July 2015 Venue: Manila Nature of Activity: Incentive Trip</p> <p>Short Description: Bayer Crop Science India sent their 25 pax top performing dealers for an incentive travel to the Philippine from 4-9 July 2015. Referred by DOT India Market. Group handler in India is Cox 7 Kings, Manila handler is Select Travel.</p> <p>TPB Assistance: -Airport Reception and Facilitation with welcome leis -Provision of 25 sets of promotional materials (Omnibus Primer on the Philippines, Lonely Planet brochure, IMFITP T-shirts, destination luggage tags)</p>	<p align="center">25 foreign visitors</p>	<p align="center">Completed</p>

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<p>LIV. CUSTOMER LOVE FEST (CUSTOMER EXPERIENCE MANAGEMENT CONFERENCE/4TH CUSTOMER LOYALTY CONFERENCE AND EXPO)</p>		
<p>Inclusive Dates: 27 August 2015 to 28 August 2015 Venue: New World Hotel Makati Nature of Activity: Collateral Support (Brochures, Giveaways, etc.)</p> <p>Short Description: The Customer Love Fest is a two day conference which aims to provide learning opportunities regarding customer experience management and loyalty and rewards program. A highlight of this conference was the session of Mr. Todd Kurie, former Director of e-Bay and current VP for Marketing of REdMart.com. Ex-Link Management and Marketing Service Corp. was the organizer of the event. TPB's Assistance: airport facilitation and lei reception for Mr. Kurie, recommendation to PAO's office re: issuance of entry pass at the immigration area for the organizers who will met Mr. Kurie and provision of Coffee Table Book for the Speakers</p>		<p align="center">Completed</p>

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<p>LV. CTS CHRISTIAN TV INCENTIVE TOUR C/O PENIEL TRAVEL AGENCY</p>		
<p>Inclusive Dates: 03 August 2015 to 06 August 2015 Venue: Makati, BGC, Intramuros, Tagaytay City and Pagsanjan Laguna Nature of Activity: Incentive Trip</p> <p>Short Description: Peniel Travel Agency (PTA) in partnership with DOT Korea organized a 4-day incentive tour for four hundred (400) seminar participants of the CTS Christian TV to the following destinations: Intramuros, Tagaytay City, Pagsanjan, Laguna, Makati and BGC, CTS Christian TV is the largest Christian cable TV channel in South Korea with more than ten (10) million subscribers. <i>TPB's Assistance: airport facilitation/welcome lei reception and provision of cultural entertainment and dried mangoes as giveaways.</i></p>	<p align="center">400 participants</p>	<p align="center">Completed</p>

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<p>LVI. R16 PHILIPPINES NATIONALS + THE CHALLENGE CUP AND R16 SOUTHEAST ASIA REGIONALS</p>		
<p>Inclusive Dates: 15 August 2015 to 22 August 2015 Venue: Music Hall, SM Mall of Asia Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: R16 originated from Korea. It is an Urban Arts Festival & World B-Boy (break dance) Championship created to champion the growth and creativity of urban youth cultures. It features graffiti artists, street wear designers, musical performers and dancers who specialize in hip-hop, popping, locking and other urban arts subcultures from South Korea and other country. R16 was brought to the Philippines under license from VIBE (now, WORLDVIBE PRODUCTIONS INC) in 2013, the same year and 1st annual R16 Philippines was held. R16 Philippines is considered as one of the most prestigious and important B-Boy tournaments in the country. Winners of R16 Philippines move on to compete at the R16 South East Asia Regional Finals, and then to the R16 World Championship in Seoul, Korea should they win in the regional finals. R16 Southeast Asia expects the attendance of 60 international delegates coming from Thailand, Vietnam, Malaysia, Singapore, Nepal and Taiwan.</p>	<p align="center">60 foreign participants</p>	<p align="center">Completed</p>

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<p>LVII. ANDREA O. VENERACION INTERNATIONAL CHORAL FESTIVAL MANILA 2015</p>		
<p>Inclusive Dates: 22 July to 25 July 2015 Venue: Cultural Center of the Philippines, Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The festival follows the highly successful Andrea A. Veneracion Choral Festival held in August 2013. Last year's festival attracted a total of 7,401 audiences: 5,001 to the CCP and 2,400 to nearby provinces for the out-of town performances of foreign choir entries. It saw the participation of 609 competitors, with a total of 222 singers and accompanying members from Indonesia, Korea, Taiwan, Thailand and Singapore. This year, the Festival gathers around 218 foreign competitors and guests from Italy, Latvia, Indonesia, Indonesia and 324 local participants. A special feature of this year's Festival is the Outreach performances of selected international choirs at heritage sites in Manila and nearby.</p>	<p align="center">280 foreign participants</p>	<p align="center">Completed</p>

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LVIII. ATHLETES IN ACTION (AIA) ANNUAL NATIONAL COLLEGIATE ATHLETIC ASSOCIATION (NCAA) DIVISION 1 TOUR 2015		
<p>Inclusive Dates: 30 July 2015 to 10 August 2015 Venue: Manila, Boracay, Batangas, Cavite, and Pampanga Nature of Activity: Incentive Trip</p> <p>Short Description: AIA Philippines continue their legacy by holding the Annual Athletes In Action-NCAA Division 1 Tour 2015 in the Philippines. The event was a 10-day tour packed with basketball games with UAAP Teams, PBA Teams, and even the Gilas Pilipinas Basketball and Coaching Clinics, and outreach activities in various locations of the country. They have been pursuing their vision to make a positive impact in the lives of many through basketball through the following events: Athletes in Action USA NCAA Division 1 Athletes Annual Tour, Care Ministry Programs, National Coaching Clinics, Basketball Clinics, Basketball Leagues, Charity Games, Sports Activities and other initiatives (i.e. Fun Runs).</p>	<p>25 foreign players</p>	<p>Completed</p>

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<p>LIX. 11TH CONGRESS OF THE MOST BEAUTIFUL BAYS IN THE WORLD – SITE INSPECTION</p>		
<p>Inclusive Dates: 24 September to 27 September 2015 Venue: Holidays Inns & Suites Makati/ Coco Beach Island Resort Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The 11th World Congress of the Most Beautiful Bays Club was organized by the Puerto Galera Most Beautiful Bay Inc. (PGMBBI), in coordination with the Provincial Government of Oriental Mindoro. The congress welcomed 90-110 delegates and journalists from the members’ bays of the World Club.</p> <p>The site inspection and fourth monthly meeting gave the international organizers the opportunity to see the official venue of the congress and the activities that were included in the congress program.</p>	<p align="center">2 foreign organizers</p>	<p align="center">Completed</p>

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<p>LX. APEC 2015 SME MINISTERIAL MEETING WELCOME DINNER SHOW</p>		
<p>Inclusive Dates: 24 September 2015 Venue: Royal Garden Hall, Iloilo Nature of Activity: Other (Special event : National Commitment)</p> <p>Short Description: The Philippines hosted the 2015 APEC meetings from December 2014 to November 2015. TPB chaired the APEC DOT Sub-Committee on Arts, in charge of all the APEC National Organizing Committee – hosted dinner shows.</p>		<p align="center">Completed</p>
<p>LXI. APEC 2015 SENIOR DISASTER MANAGEMENT OFFICIALS FORUM WELCOME DINNER SHOW</p>		
<p>Inclusive Dates: 22 September 2015 Venue: Casa Real, Iloilo Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Philippines hosted the 2015 APEC meetings from December 2014 to November 2015. TPB chaired the APEC DOT Sub – Committee on Arts, in charge of all the APEC National Organizing Committee – hosted dinner shows.</p>		<p align="center">Completed</p>

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LXII. APEC 2015 WOMEN AND THE ECONOMY FORUM (WEF) WELCOME DINNER SHOW		
<p>Inclusive Dates: 15 September 2015 Venue: Sofitel Philippine Plaza, Manila Nature of Activity: Others (Special Event: National Commitment)</p> <p>Short Description: The Philippines hosted the 2015 APEC meetings from December 2014 to November 2015. TPB chaired the APEC BOT Sub-Committee on Arts, in charge of all the APEC National Organizing Committee – hosted dinner shows</p>		Completed
LXIII. 12TH ASIAN SOCIETY FOR NEURO-ONCOLOGY CONGRESS 2015		
<p>Inclusive Dates: 17 September 2015 to 20 September 2015 Venue: Sofitel Philippine Plaza Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The 12th Meeting of the Asian Society for Neuro-Oncology was held on September 17-20, 2015 in Sofitel Philippine Plaza Manila. The theme Neuro-Oncology Challenges in a Diverse Asia provided cutting-edge educational and scientific experiences focusing on the latest developments in understanding and treating brain tumors and neurological problems associated with cancer. The meeting featured a multi-disciplinary, collaborative effort of professionals dedicated to Neuro-Oncology.</p> <p>TPB's Assistance: Airport reception and facilitation, co-hosting and provision of cultural entertainment during the Gala Night, promotional</p>	250 participants	Completed

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materials for the attendance promotions abroad and during the event proper.		
LXIV. APEC 2015 STRUCTURAL REFORM MINISTERIAL MEETING (SRMM) WELCOME DINNER SHOW		
<p>Inclusive Dates: 07 September 2015 Venue: Radisson Blu Cebu Nature of Activity: Others (Special Event: National Commitment)</p> <p>Short Description: The Philippines hosted the 2015 APEC meetings from December 2014 to November 2015. TPB chaired APEC DOT Sub-Committee on Arts, in charge of all the APEC National Organizing Committee – hosted dinner shows.</p>		Completed
LXV. LUXPERIENCE		
<p>Inclusive Dates: 6 September to 9 September 2015 Venue: Australian Technology Park, Sydney Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: Luxperience is a travel trade forum based in Australasia and the Pacific Region for companies specializing in luxury travel and business events. The event was by invitation only where delegates were thoroughly vetted and qualified, to ensure they matched the program, the requirements and needs of companies, as well as provided new business opportunities. The highlight of Luxperience was the three-day intimate business-to-business (B2B) event that provided access to the highest quality buyers of high-end and premium</p>	400 appointments for 8 Phil Delegation	Completed

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<p>travel experiences, wherein a significant portion was MICE, particularly incentive travel. The initial participation of the Philippines' was in 2014. For 2015, Philippines occupied 32 sqm area with eight (8) co-exhibitors from private sector tourism industry. Participation Fee of Philippines stand sharers was US\$700.00 each.</p>		
<p align="center">LXVI. APEC 2015 3RD SENIOR OFFICIALS MEETING (SOM#) WELCOME DINNER SHOW</p>		
<p>Inclusive Dates: 05 September 2015 Venue: Radisson Blu Cebu Nature of Activity: Other (Special Event: National Commitment) Short Description: The Philippines hosted the APEC meetings from December 2014 to November 2015. TPB chaired the APEC DOT Sub-Committee on Arts, in charge of all APEC National Organizing Committee – hosted dinner shows.</p>		<p align="center">Completed</p>
<p align="center">LXVII. APEC 2015 HLPD ON SCIENCE AND TECHNOLOGY IN HIGHER EDUCATION WELCOME DINNER SHOW</p>		
<p>Inclusive Dates: 13 August 2015 Venue: Sofitel Philippine Plaza Nature of Activity: Other (Special Event: National Commitment) Short Description: The Philippines hosted the APEC meetings from December 2014 to November 2015. TPB chaired the APEC DOT Sub-Committee on Arts, in charge of all APEC National Organizing Committee – hosted dinner shows.</p>	<p align="center">150 combined buyers and sellers</p>	<p align="center">Completed</p>

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LXVIII. MULTINATIONLA COMMUNICATIONS INTEROPERABILITY PROGRAM'S (MCIP) PACIFIC ENDEAVOR 2015 (PE 2015)		
<p>Inclusive Dates: 31 August 2015 to 11 September 2015 Venue: Dusit Thani Hotel, Makati City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Hosted by the Armed Forces of the Philippines (AFP) and the United States Pacific Command (USPACOM), PE 2015 was a risk reduction program that aimed to foster international coordination and cooperation among 25 Asia Pacific member nations in support to Humanitarian Assistance and Disaster Response Operations (HADRO), through communications interoperability. The focus of the event is based on the scenario simulating the Magnitude 7.2. Earthquake Model 8 (West Valley Fault) that may affect Metro Manila.</p> <p>TPB's Assistance: promotional brochures and giveaways for 325 attendees.</p>	<p>325 participants</p>	<p>Completed</p>

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<p>LXIX. GLOBAL FORUM ON RESEARCH AND INNOVATION FOR HEALTH 2015</p>		
<p>Inclusive Dates: 24 August 2015 to 27 August 2015 Venue: Philippine International Convention Center Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Global Forum on Research and Innovation for Health 2015 was organized by the Department of Science and Technology through the Philippine Council for Health Research and Development (PCHRD). It aimed to identify solutions to the world’s unmet health needs through research and innovation. It built on and expanded the scope and impact of the previous “Global Forum for Health Research”- in support of a new world in which development is global and in which research and innovation capacity is increasingly a domain where everyone participates – high, middle and low income countries.</p> <p>DOT/TPB Assistance: <i>Airport reception and facilitation, entertainment during the Philippine Night, City tours for 500 pax, brochure support, event promotions, technical assistance</i></p>	<p align="center">1000 foreign and 1000 local</p>	<p align="center">Completed</p>

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LXX. JAPAN AGRICULTURE ASSOCIATION (TOKYO NOKYO ASSOCIATION)		
<p>Inclusive Dates: 12 September 2015 Venue: Cebu & Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Attic Tours organized a familiarization trip on 12 September 2015 for the Japan Agriculture Association (JAA). JAA's purpose in visiting was to learn how to grow rice in the Philippines through the International Rice Research Institute. Also, part of their itinerary included an ocular inspection of local markets and mango factory in Cebu.</p>	<p>12 expected foreign arrivals</p>	<p>Completed</p>

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<p>LXXI. 1ST INTERNATIONAL REALTOR CONFERENCE AND REGIONAL LEADERSHIP SUMMIT</p>		
<p>Inclusive Dates: 27 July 2015 to 30 July 2015 Venue: City of Dreams Nature of Activity: M.I.C.E. Booked Event INTERNATIONAL</p> <p>Short Description: The International Realtor Conference and Regional Leadership Summit was the first held outside the USA, bringing together international real estate professionals and providing unique opportunities to conduct business globally, learn the latest trends and tips from most of the influential experts in the real estate industry.</p> <p>TPB Assistance: (1) Airport reception and assistance to VIPs and foreign delegates (2) Provision of welcome lei to foreign delegates (3) Provision of general information brochures and promotional materials (4) Provision of ten pieces of “Best of the Best of the Philippines” Coffee Table books for VIPs and speakers (5) Provision of a complimentary half-day for a maximum of 100 foreign delegates (6) Inclusion of the IRC event in the website of Visit Philippines Year (VPY) Calendar and MICE Calendar of International Events (7) Provision of other technical assistance as needed</p> <p>CREBA Commitment: (1) Inclusion of TPB and/or VPY logos as sponsor in all event promotional materials (2) Provision of a full-page ad space in the IRC Souvenir programme (3) Live acknowledgement of TPB as sponsor during the event (4) Invitational of the TPB Officials in the Opening Ceremony, Welcome and Farewell Receptions</p>	<p align="center">200 foreign / 300 local</p>	<p align="center">Completed</p>

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<p>LXXII. PROJECT EINSTEIN 2015</p>		
<p>Inclusive Dates: 29 September 2015 to 01 October 2015 Venue: De La Salle University – Manila and Laguna Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Philosophy Department of the De La Salle University Manila held its Project Einstein 2015: An International Conference Celebrating the Centennial of Einstein’s General Theory of Relativity on 29 September – 1 October 2015 in DLSU Manila and Laguna campuses. The proponent requested TPB for technical assistance in promoting the event. TPB registered the event in the VPY website and offered to promote it through TPB’s Marketing Communications Department and the DOT foreign and regional offices..</p>	<p align="center">21 foreign delegates</p>	<p align="center">Completed</p>

ACCOMPLISHMENT REPORT
3RD QUARTER 2015

<p style="text-align: center;">PROGRAM / ACTIVITY / PROJECT</p> <p style="text-align: center;"><i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p>	<p style="text-align: center;">OBJECTIVES</p> <p style="text-align: center;"><i>Objectives of the Program/Activity/Project</i></p>	<p style="text-align: center;">STATUS</p> <p style="text-align: center;"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
LXXIII. 4TH INTERNATIONAL CONGRESS OF MEDICAL COOPERATION IN CARDIOLOGY (MR. LUIS MIGUEL PINTO AND MR. PAULO TORRAO)		
<p>Inclusive Dates: 19 August 2015 to 21 August 2015 and 24 August 2015 to 05 September 2015</p> <p>Venue: Manila, Cebu and Bohol</p> <p>Nature of Activity: Site Inspection</p> <p>Short Description: The Philippines hosted the 4th International Congress of Medical Cooperation in Cardiology in February 2016 in Cebu. TPB assisted the European Association of Senior Hospital Physicians (AEMH) in organizing the inspection trip to Manila and Cebu for said event on 19-21 August and 24 August 05 September 2015.</p> <p>The inspection team was composed of Dr. Mr. Joao de Deus, President of AEMH, and Mr. Luis Miguel Pinto of LX Travel and Mr. Paulo Torrao of Menarino SA, one of the pharmaceutical companies that sponsored the arrival of doctors in February. The inspection team met with Dr. Alex T. Junia, President of the Philippine Heart Association (PHA), AEMH's local counterpart, representatives from the Department of Health and some destination management companies/tour operators, and checked selected hotels/resorts both in Manila and Cebu, in preparation for the conference.</p> <p>In February, approximately 120 cardiologists from four (4) European countries attended the conference. The organizers considered Manila as a hub for the European delegates and hotel room requirements were projected during the conference proper.</p>	<p>To meet with local association and determine the conference venue/s, hotels, DMCs and other suppliers for the 2016 conference</p>	<p style="text-align: center;">Completed</p>

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PROGRAM / ACTIVITY / PROJECT <i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i>	OBJECTIVES <i>Objectives of the Program/Activity/Project</i>	STATUS <i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i>
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LXXIV. 45TH PHILIPPINE SOCIETY OF HEMATOLOGY AND BLOOD TRANSFUSION ANNUAL CONVENTION		
<p>Inclusive Dates: 04 September 2015 to 07 September 2015 Venue: Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Philippine Society of Hematology and Blood Transfusion held its 45th Annual Convention on 04-07 September 2015. The association requested for promotional materials for the foreign and local delegates as follows: 200 pcs each of IMFITP Omnibus Primer brochures, Lonely Planet Mini Guidebook and IMFITP non-woven bags.</p>		Completed

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<p>LXXV. PAL GUANGZHOU MEDIA FAMILIARIZATION TRIP</p>		
<p>Inclusive Dates: 11 September 2015 to 15 September 2015 Venue: Manila and Coron Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Philippine Airlines opened the flight to Manila out of Chengdu and Chongqing four times a week starting December 2015. PAL solicited good write-ups about the Philippines that were published or released in time for the maiden flight. Likewise, this undertaking promoted high end dive resorts in the Philippines.</p>	<p align="center">Dive Market</p>	<p align="center">Completed</p>

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<p>LXXVI. DOT – SYDNEY JOINT PROMOTIONS WITH LUXURY ESCAPES</p>		
<p>Inclusive Dates: July 2015 Venue: N/A Nature of Activity: Joint Promotion Short Description:</p>		<p align="center">Completed</p>

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<p>LXXVII. LEI RECEPTION FOR THE TOYOTA CENTRAL REGION & LEXUS REGIONAL TRIP</p>		
<p>Inclusive Dates: 15 September 2015 to 19 September 2015 Venue: Hong Kong Nature of Activity: Other (Lei reception only)</p> <p>Short Description: TPB requested for lei reception upon the arrival of the Toyota Central Region & Lexus Regional Group.</p>	<p align="center">52 Participants</p>	<p align="center">Completed</p>

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<p>LXXVIII. PHILIPPINE VISIT OF MR. ROBERT MULLALY</p>		
<p>Inclusive Dates: 23 September 2015 to 29 September 2015 Venue: Manila, Coron and Puerto Princesa Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Tourism Promotions Board (TPB) and the Department of Tourism-Sydney coordinated the Philippine visit of Mr. Robert Mulally, an Australian Instagrammer on 23-29 September 2015 covering Manila, Coron and Puerto Princesa City.</p> <p>With partners in over 60 countries and more than 75 Instagram influencers, Helloworld is creating an Instagram relay entitled #helloworldRELAY that will capture countries, cities, people and places, through creative and inspiring images on the same date across our incredible planet.</p> <p>The #helloworldRELAY will show a unique perspective of the opportunities for travel across the globe with travel itineraries expertly curated by Helloworld agents and destination partners, and will allow Helloworld owned channels to become a destination for unique, most loved and eye opening holiday itineraries and experiences. The focal point of this trip was to feature the country's attractions, beaches, the World Heritage Site in Metro Manila, Coron and Puerto Princesa City for the World Tourism Day</p>	<p align="center">N/A</p>	<p align="center">Completed</p>

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<p>LXXIX. AUSTRALIA INTERNATIONAL DIVE EXPO (AIDE) 2015</p>		
<p>Inclusive Dates: 12 September 2015 to 13 September 2015 Venue: Royal Hall of Industries, Moore Park, Sydney, Australia Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: AIDE is Australia’s premier event in promoting scuba diving, dive equipment and dive travel. It brings top industry equipment manufacturers, dive travel agents and operators, dive certification organizations, marine conservationists, dive resorts and NTOs together under one roof with related services for sales, networking opportunities and information on the latest industry trends. There were 47 exhibitors from Indonesia, Thailand, Denmark, Guam, Canada, Maldives, Papua New Guinea, Malaysia, Philippines, Singapore and Australia generating 693 visitors for the two-day event.</p>	<p align="center">N/A</p>	<p align="center">Completed</p>

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<p>LXXX. OCULAR INSPECTION OF THE TV FILMING OF JASON TASTE ASIA STARRING JASON YEOH</p>		
<p>Inclusive Dates: 22 September 2015 to 26 September 2015 Venue: Manila, Bacolod and Iloilo Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Department of Tourism (DOT) in Malaysia has endorsed the Asian Food Channel to the Tourism Promotions Board (TPB) to cover Manila, Iloilo and Bacolod on 21-26 September 2015.</p> <p>The Asian Food Channel (AFC) organized a filming trip to develop four (4) episodes of 30 minutes video to promote Philippine destinations and its local food. They tie-up with a popular Malaysian TV Host, producer, and movie actor Jason Yeoh who is actively involved in Asia’s most popular food travelogue such as Axian’s Food Adventure, Taste with Jason Tasteful Life & Food Moments. In addition to this, Jason won the Best TV Talk Show and Best Lifestyle Program in then Malaysia National TV Broadcasting Award and Asian TV Awards.</p>	<p align="center">N/A</p>	<p align="center">Completed</p>

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<p>LXXXI. TAIWAN TRAVEL AGENTS FAMILIARIZATION TOUR</p>		
<p>Inclusive Dates: 8 July 2015 to 11 July 2015 Venue: Coron, Palawan Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Tourism Promotions Board (TPB) in coordination with the Department of Tourism Overseas office in Taiwan organized the Taiwanese Travel Agents Familiarization Trip to Coron, Palawan held last 08-11-July. The familiarization trip was conducted to promote Coron as a new island destination to the Taiwanese travel agents. It was due to various media exposures in Taiwan through media familiarization tours that Coron was discovered as an excellent destination.</p> <p>Taiwan outbound travelers rely heavily on travel agencies when going on leisure travel. Thus, TPB has invited eleven travel agents in Taiwan to experience first-hand the highlights of Coron, in Palawan. This will help them in creating their tour packages that will fit the travel needs of the Taiwan market.</p>	<p align="center">N/A</p>	<p align="center">Completed</p>

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<p>LXXXII. LEI RECEPTION FOR PILGRIMAGE TOUR OF KIWANIS GROUP AND FR. ALEX J. ABIERA</p>		
<p>Inclusive Dates: July 2015 Venue: N/A Nature of Activity: Others (Lei reception only)</p> <p>Short Description: TPB requested for lei reception upon the arrival of the Kiwanis Group and Fr. Alex J. Abiera for their pilgrimage tour.</p>	<p align="center">21 visitors</p>	<p align="center">Completed</p>

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LXXXIII. PHILIPPINE VISIT OF MISS UNIVERSE NEW ZEALAND FINALISTS		
<p>Inclusive Dates: 02 September 2015 to 11 September 2015 Venue: Manila, Cebu and Bohol Nature of Activity: Invitational/ familiarization Trip</p> <p>Short Description: The Tourism Promotions Board (TPB) in, coordination with DOT-Sydney, the Philippine Embassy in Wellness, New Zealand, Philippine airlines and Bench, organized the Philippine Visit of the Miss Universe New Zealand Finalists in Manila, Cebu and Bohol last 02-11 September 2015. The 20 Finalists were headed by reigning Miss Universe New Zealand 2014, Ms. Rachel Millns, Mr. Nigel Godfrey, CEO of Miss Universe new Zealand, and his production team.</p> <p>The Miss Universe New Zealand also conducted a bikini photoshoot in selected locations for their 2016 calendar as a promotional material. The candidates updated each of their social media fan pages on a daily basis and the organizers also posted daily updates of their tour. The frequency of their updates have boosted exposure of the Philippines in New Zealand. The pageant's Grand Final was held in October 24, in Auckland, New Zealand. The winner of the event was New Zealand representative's to the Miss Universe 2015 International Competition.</p>	N/A	Completed

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LXXXIV. CEBJUANDERER BACKPACKER CHALLENGE		
<p>Inclusive Dates: 31 July 2015 to 07 August 2015</p> <p>Venue: Manila, Cebu, Davao, Boracay and Puerto Princesa</p> <p>Nature of Activity: Invitational/ familiarization Trip</p> <p>Short Description: Through the joint effort of Tourism promotions Board (TPB) and Cebu Pacific Air to continuously promote the Philippines and its route network; “CEBUjuanderer Backpacker Challenge!” was launched in 2015. The mentioned project aimed to increase awareness and online engagement of foreign tourist to the different destinations in the country. Cebu Pacific Air invited eight (8) foreign bloggers, two (2) bloggers each from China, Korea, Japan and Australia to join the familiarization trip and cover Manila, Puerto Princesa, Cebu, Davao and Boracay on 31 July to 07 August 2015. Through this, the invited bloggers could entice their online audience to come and visit the Philippines. Through the interactions that social media platform stimulated, promoting each destination in the blogger’s respective countries was facilitated. Lastly, one (1) representative from Cebu Pacific’s advertising agency, four (4) members of the organizing team and two (2) TPB officers joined the said project to ensure proper and efficient coverage of the whole experience.</p>	N/A	Completed

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LXXXV. PACIFIC ASIA TRAVEL ASSOCIATION (PATA) TRAVEL MART 2015		
<p>Inclusive Dates: 06 September 2015 to 08 September 2015 Venue: Bangalore International Exhibition Center (BIEC), Bangalore, India Nature of Activity: International Trade and Consumer Fair & Institutional/Special Project</p> <p>Short Description: The Tourism Promotions Board (TPB) spearheaded the Philippine’s participation to the PATA Travel Mart which was held last 06-08 September 2015 at the Bangalore International Exhibition Center (BIEC), Bangalore, India. The Pacific Asia Travel Association (PATA) “is the recognized authority of the Pacific Asia travel and tourism. It provides leadership to the collective efforts of national government members, state and local tourism bodies, and travel industry companies to enhance the sustainable growth, value and quality travel and tourism, from and within the region. It boasts a membership of over 2,500 members composed of government, state and city tourism bodies , airlines and cruise lines, hotels, your operators and travel agents”. Five (5) private sector companies participated in the Philippines pavilion, all members of the PATA Philippine Chapter as well. The delegation was led by Mr. Gerard Panga, Secretary General of the PATA Philippine Chapter and Mr. James Sy, OIC of the ASEAN & the pacific Division.</p>	<p>10 companies</p>	<p>Completed</p>

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LXXXVII. DOT – SHANGHAI HIGH PROFILE AGENTS AND MEDIA FAMILIARIZATION TRIP		
<p>Inclusive Dates: 09 August 2015 to 13 August 2015 Venue: Manila and Palawan Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: Department of Tourism in Shanghai through the Tourism Promotions Board (TPB) organized a familiarization tour for the high profile agents and media from Shanghai, China last 09-13 August 2015.</p> <p>This undertaking promoted high end dive resorts in the Philippines. Likewise, it supported our promotional efforts on the “Visit the Philippines 2015” campaign. A group of 10 participants joined to expand Philippines’ promotions in the region.</p> <p>DOT-Shanghai requested TPB to sponsor a local Chinese speaking tour guide and provide lei reception to the guests upon arrival at the airport on 09 August.</p>	<p>Dive Market</p>	<p>Completed</p>

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LXXXVIII. XIAMEN MEDIA AND AGENTS FAMILIARIZATION TOUR		
<p>Inclusive Dates: 20 August 2015 to 27 August 2015 Venue: Manila and Dumaguete Nature of Activity: Invitational/Familiarization Trip</p> <p>Short Description: The Consulate General of Xiamen has coordinated with DOT Shanghai and Philippine Airlines (PAL) to conduct a familiarization trip to accomplish its economic diplomacy thrust as it commemorates this year the 49th anniversary of diplomatic relations between the Philippines and China as well as the 20th anniversary of the establishment of the Consulate General in Xiamen. In addition, the said familiarization tour was in support of the Visit the Philippines 2015 campaign.</p>	<p>150 combined buyers and sellers</p>	<p>Completed</p>

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<p>LXXXIX. DOT – SYDNEY JOINT PROMOTIONS WITH MANDARIN WORLD TOURS – BROCHURE PRODUCTION</p>		
<p>Inclusive Dates: N/A Venue: N/A Nature of Activity: N/A</p> <p>Short Description: Mandarin World Tours is a member of Select Travel/Orient Express Group which comprises over 140 retail outlets all over Australia. They are a tour operator which caters to individual and group travel and they specialize in Asian countries. They recently did their out-of-country conference in Manila with optional side trips to the island as post tours. The brochure will be 72 pages long wherein 36 pages will be dedicated to the Philippine destinations.</p>	<p align="center">N/A</p>	<p align="center">Completed</p>

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XC. PBA BALIKBAYAN BOC COUPON DESIGN		
<p>Inclusive Dates: 19 October 2014 to 31 August 2015 Venue: Smart Araneta Coliseum/MOA Arena/Cuneta Astrodome/Dubai/Other provincial games Nature of Activity: Others</p> <p>Short Description: As part of the partnership of TPB with PBA, one of the deliverables is the designation of “Balikbayan Box” dedicated to OFW’s whereby for every game there shall be a corresponding ticket allocation. The coupons were used in order for the OFW’s to claim the actual ticket to the games.</p>		Completed
XCI. 2015 SEASON OF PHILIPPINE BASKETBALL ASSOCIATION (PBA)		
<p>Inclusive Dates: 19 October 2014 to 31 August 2015 Venue: Smart Araneta Coliseum/MOA Arena/Cuneta Astrodome/Dubai/Other provincial games Nature of Activity: Others (Partnership with PBA)</p> <p>Short Description: TPB and PBA have agreed to pursue a partnership agreement to help the Department of Tourism achieve its goal of 10 million tourist arrivals by 2016 and for the latter to serve as partner of Visit the Philippine Year 2015 campaign. The said partnership is during the 2015 Season of PBA’s Philippine Cup, Commissioner’s Cup and Governor’s Cup.</p>		Completed

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<p>XCI. ASEAN GENDER AND DEVELOPMENT FORUM ON TOURISM</p>		
<p>Inclusive Dates: 08 September 2015 to 09 September 2015 Venue: Diamond Hotel, Manila Nature of Activity: Incentive Trip</p> <p>Short Description: DOT Through the inter-Agency Committee on Gender Development Focal Point System (ICGFPS) organized the event, which was attended by 200 delegates (30 foreign and 170 local). The Forum aims to gather and share information on the best practices in the ASEAN region with regards to gender responsive tourism and gender mainstreaming tools/guidelines/policies. In addition, the forum also formulated an ASEAN Tourism GAD roadmap and work program.</p> <p>TPB's assistance: provision of cultural entertainment and IMFITP notebooks and VPY ball caps as giveaways.</p>	<p align="center">200 participants</p>	<p align="center">Completed</p>

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<p>XCII. PRINTING OF REGION 4 – A DESTINATION BROCHURES</p>		
<p>Inclusive Dates: 08 August 2015 Venue: Nature of Activity: Financial Assistance</p> <p>Short Description: DOT-Region 4A reprinted its Palawan destination brochure that was used during the September 2015 Philippine Travel Mart (PTM). TPB provided financial support in the amount of Php100,000.00.</p>		<p align="center">Completed</p>
<p>XCII. ASEAN EXCHANGE CULTURE WITH KOREAN MEDIA</p>		
<p>Inclusive Dates: 10 September 2015 to 11 September 2015 Venue: Manila Nature of Activity: Invitational/ Familiarization Trip</p> <p>Short Description: TPB was requested by the Office of Malacañang to provide Intramuros Tour for the ASEAN Exchange Culture project with Korean Media. The group was comprised of nine (9) Korean Media. This project aimed to strengthen the development cooperation, technology transfer, human resource development, people to people exchanges, and exchanges of intellectuals and culture between ASEAN countries and Korea.</p>		<p align="center">Completed</p>

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<p align="center">PROGRAM / ACTIVITY / PROJECT</p> <p align="center"><i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p>	<p align="center">OBJECTIVES</p> <p align="center"><i>Objectives of the Program/Activity/Project</i></p>	<p align="center">STATUS</p> <p align="center"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
<p>XCIII. TPB MEMBERSHIP PROGRAM LAUNCH</p>		
<p>Inclusive Dates: 01 September 2015 to 03 September 2015 Venue: Marriott Grand Ballroom, Newport Boulevard, Newport City Complex, Pasay City Nature of Activity: Others – Hosting of Business-to-Business (B2B) Meeting</p> <p>Short Description: The Tourism Promotions Board, under Section 48 of RA 9593, “shall be open for membership to entities, groups and individuals with economic, social or cultural interest in travel trade directly related to accommodation, transport service and tour operations, MICE and other activities related to the Philippine tourism.”</p> <p>TPB Membership shall also be opened to entities, groups and individuals with indirect benefits accruing to the Philippine tourism industry. They are also encouraged to voluntarily seek accreditation from the Department of Tourism (DOT) to automatically qualify as TPB Regular Basic Member.</p>	<p align="center">60 Local Tourism Establishments with 420 Delegates</p>	<p align="center">Completed</p>