

ACCOMPLISHMENT REPORT
3RD QUARTER 2016

| 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. DENA JOSHI TABI WEB CAMPAIGN (2ND PHASE) | | |
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| <p>Inclusive Dates: July 2016 to November 2016 (Campaign and Package period) Venue: Cebu Nature of Activity: Joint Promotion</p> <p>Short Description: Reference is made to DOT Tokyo’s proposal for a joint promotions campaign with DeNA for the second phase of the web campaign.</p> <p>DeNA is the biggest producing online agency in Japan. It is 3rd in rank with outbound output. It is a favorite online partner of Korea, Taipei and other top producing destinations. This is because of its strong web campaign presence given its background as a software gaming company.</p> <p>The first phase of our partnership was branding with selected travel wholesalers to launch our campaign. The second phase is to support companies with strong sales and presence in the net such as DeNA for the packages covering September onwards.</p> <p>Total output = 4,000</p> | <p>a. 2 months banner campaign in DeNA main page covering July & August for campaign sales of September packages. The package will run till end of the year.</p> <p>b. Tabizine web magazine feature</p> <p>c. Monitor tour blogs</p> <p>d. SNS, DM and banner campaign</p> | <p>Completed</p> |

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II. GOVERNMENT SERVICE INSURANCE SYSTEM CALENDAR 2017

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| <p>Inclusive Dates: July 2016 to September 2016 Venue: N/A Nature of Activity: Others - Endorsement Letter for DOT-Regions</p> <p>Short Description: The Corporate Communications Office of GSIS is preparing the 2017 GSIS Calendar, which coincidentally marks the Pensions Fund’s 80th Anniversary.</p> <p>This calendar will feature the GSIS’s longest-serving branch offices together emerging, tourist destinations and local products of the featured regions.</p> | | <p align="center">Completed</p> |
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III. PRODUCTION OF PROMOTIONAL MATERIALS AND COLLATERALS FOR CONSUMER

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| <p>Inclusive Dates: August 2016 to December 2016 Venue: N/A Nature of Activity: Others - Production of collaterals</p> <p>Short Description:</p> | | <p align="center">Completed</p> |
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| <p>As part of PDOT London’s drive to raise direct awareness to both the travel industry and consumers on the country’s attractions, destinations and activities, it needs a wealth of collaterals and promotional materials to spread and convey this information.</p> <p>PDOT London will be able to showcase the Philippines tourism brand and its attractions to consumers through distribution of the promotional materials in the above mentioned events.</p> <p>Distribution Plan: Aug – December – Mailers, Requests for general information in the UK – 1,000 pieces each of the materials or 200 mailers per month (not including drawstring bags) Aug – December – Replenishment and future sending out of Barrio Fiesta Materials around the UK – 1,500 pieces each of the materials</p> | | |
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IV. PRODUCTION OF PROMOTIONAL MATERIALS AND COLLATERALS FOR TRAVEL TRADE TRAINING AND PRESENTATIONS

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| <p>Inclusive Dates: August 2016 to December 2016 Venue: N/A Nature of Activity: Others - Production of collaterals Short Description:</p> | | <p align="center">Completed</p> |
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| <p>As part of PDOT London’s drive to raise direct awareness of the travel industry on the country’s attractions, destinations and activities, it needs new instructional materials to convey these information. It also needs its constant branding to motivate and remind sales teams of travel trade partners to continually push the destination to their clientele.</p> <p>Distribution Plan: August – December – 150 USBs each will be distributed at</p> <ul style="list-style-type: none"> • Crystal Travel (August) • Round the World Experts (1 London and 1 Manchester) • Emerald Travel (September) • Tropical Sky (September) • Events Taste of PATA (September) <p>5 Roll-ups for past/future distribution at</p> <ul style="list-style-type: none"> • Brightsun Training (Jan) • Hayes and Jarvis (July) • Round the World Experts (1 London and 1 Manchester) (Aug) • Crystal Travel (Aug) | | |
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| <p>V. JALPAK JOSHI TABI CAMPAIGN (2ND PHASE)</p> | | |
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| <p>Inclusive Dates: September 2016 to December 2016 (Campaign Period)</p> | | <p align="center">Completed</p> |

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| <p>Venue: N/A Nature of Activity: Joint Promotion</p> <p>Short Description: Reference is made to DOT Tokyo’s proposal for an extension of the joint promotions joshi tabi campaign with JALPAK.</p> <p>JALPAK is the brand name for overseas tour packages offered by Japan Airlines. JALPAK has 16 domestic and overseas locations in 8 countries and 15 cities with more than 900 employees around the world. Company has extensive experience and track record as a travel wholesaler and is a household brand name.</p> <p>This will be the mobile version of the PC campaign and compliment the same with an extension and additional DM and banner campaign. JAL is a very aggressive partner for Hawaii lady campaign and to sustain our branding effort it is necessary to extend and intensify the campaign.</p> | <p>Objectives of this campaign are as follows:</p> <ol style="list-style-type: none"> 1. Develop a microsite web version of the PC campaign and extending period of packages to December 2017 2. Banner campaign for the Joshi Tabi in Asia/ Philippine site 3. Direct messaging to members in the JAL Mileage Bank member | |
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VI. TRAVEL BULLETIN ROADSHOW

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| <p>Inclusive Dates: 04 July 2016 Venue: Leeds Nature of Activity: Sales Presentation / Roadshow / Launch</p> | <p align="center">2 participants</p> | <p align="center">Completed</p> |
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| <p>Short Description: Last 4th of July, the Philippine Department of Tourism (PDOT) London successfully exhibited at the Far East Roadshow in Leeds organised by Travel Bulletin.</p> <p>Travel Bulletin is one of the leading travel trade publications in the UK. It is distributed to over 7,477 travel representatives and has an online reach over 20,000 travel professionals.</p> <p>Travel Bulletin regularly organises these informative agents networking evenings focused on destinations in the far-east. Agents will have the opportunity to learn about the attractions and products in this region.</p> <p>Agents were divided into networking groups, with each group spending approximately 10 minutes at each exhibitor table, including the Philippines during the networking session allowing all agents equal time with each exhibitor</p> | <ul style="list-style-type: none"> ● To sustain a growth rate of 14% or higher from the UK Market ● To reaching the travel trade in regional travel hubs in the UK ● To embark on a cost efficient promotional cooperation with the key trade partners to help raise the Philippines brand awareness and conversion to target travellers | |
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| <p>VII. DIAMOND PAVILION SDN BHD INCENTIVE GROUP TOUR TO BORACAY</p> | | |
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| <p>Inclusive Dates: 04 July 2016 to 07 July 2016 Venue: Hennan Garden, Boracay</p> | <p align="center">46 foreign participants</p> | <p align="center">Completed</p> |

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| <p>Nature of Activity: Incentive Trip</p> <p>Short Description: Uni Orient + Borneo Tours, in partnership with DOT- Malaysia + Thailand Office, will organize an incentive tour for 46 employees of Diamond Pavilion Sdn. Bhd. This is a staff incentive holiday to reward the staff of the company who made a successful year. This group consists of 46 staff with one tour manager. They will arrive in Kalibo on 4 July 2016 for a leisure trip in Boracay.</p> | | |
| VIII. 2016 FIBA OLYMPICS QUALIFYING TOURNAMENT | | |
| <p>Inclusive Dates: 05 July 2016 to 10 July 2016 Venue: SM Arena, Pasay City Nature of Activity: Others - Financial Assistance</p> <p>Short Description: The Samahang Basketbol ng Pilipinas (SBP) is the governing body for the sports of basketball in the Philippines. The organization is accredited as the national sports association for basketball under the Philippine Olympic Committee (POC) and a member of of the Federacion Internationale de Basketball (FIBA). SBP hosted the 2016 Manila Olympic Qualifying Tournament , which involved six (6) world-class participating teams: Canada,</p> | 180 participants | Completed |

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| France, Turkey, Canada, Senegal and the Philippines who vied to qualify for the 2016 Rio Olympics. France emerged as winner and qualified for the Rio Olympics. | | |
| IX. INTERNATIONAL CONFERENCE ON SOCIAL WORK (ICSW) | | |
| <p>Inclusive Dates: 05 July 2016 to 06 July 2016 Venue: The Manila Hotel Nature of Activity: Incentive Trip</p> <p>Short Description: The International Conference on Social Work is organized in partnership with the Philippine Social Work Consortium (PSWC), the National Association for Social Work Education, Inc. (NASWEI), Consuelo Foundation and the US-based Asian & Pacific Islander Social Work Educators Association (APISWEA). The conference gathered scholars, representative of relative local and international agencies, leaders and students involved in social work and community development. There were a total of 100 foreign delegates and 200 local participants. TPB Commitment: Provision of 100 pieces of Omnibus Primer Brochure, Metro Manila Map, VPA Luggage tags, VPA button pins, VPA lanyards and VPA notebooks. Airport reception for foreign delegates and cultural entertainment.</p> | 30 foreign and 250 local | Completed |

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X. INCENTIVE TOUR FOR NIHON KEIEI CO.LTD (4TH GROUP)

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| <p>Inclusive Dates: 06 July 2016 to 09 July 2016 Venue: Cebu Nature of Activity: Incentive Trip</p> <p>Short Description: ATTIC Tours in partnership with DOT-Japan, will organize an incentive tour for 157 employees of Nihon Keiei Co. Ltd on 6-9 July 2016.</p> <p>TPB Assistance: a) Welcome lei reception and airport facilitation upon arrival at the NAIA and Mactan-Cebu International Airport b) Provision of a cultural performance during the welcome dinner</p> | <p>34 foreign participants</p> | <p>Completed</p> |
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XI. BICOL EXPRESS MEDIA FAMILIARIZATION TOUR

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| <p>Inclusive Dates: 06 July 2016 to 10 July 2016 Venue: Albay, Masbate, Sorsogon Nature of Activity: Others - TPB Initiated Media Familiarization Trip</p> | <p>Activity was conducted successfully with 7 media invitees</p> | <p>Completed</p> |
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| <p>Short Description: The Domestic Promotions Department has conducted a Media Familiarization tour in the Bicol region in Albay, Masbate and Sorsogon (ALMASOR) on 06-10 July 2016. The familiarization tour aims to highlight the uniqueness and development of the tourism products and services of the said provinces in the Bicol Region. The said familiarization tour also aims to increase the tourist arrivals and investments. The Regional Development Council of Bicol has formed the Albay-Masbate-Sorsogon (ALMASOR) which is an integrated and comprehensive promotion strategy to market the potentials of the three Bicol provinces, eyeing 650,000 annual foreign tourist arrivals within five years</p> | | |
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XII. MANULIFE FINANCIAL ADVISERS FAST START CONVENTION

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| <p>Inclusive Dates: 07 July 2016 to 10 July 2016 Venue: Henann Regency Resort and Spa, Boracay Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Applied MICE is a worldwide Meetings, Incentives, Conventions, Events company based in Singapore that provides full service, integrated and definitive M.I.C.E. solutions for business to business and business to consumer markets. Other than being involved in worldwide M.I.C.E services,</p> | <p align="center">80 elite agents: Singapore, China and Malaysia</p> | <p align="center">Completed</p> |
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| they also ventured into International Roadshow & Exhibition Management and facilitation of Team Building Activities. Their international network include Singapore, Thailand, Malaysia, India, China, Hong Kong, Vietnam, United States, Philippines, Indonesia, Europe, South Africa, New Zealand and Australia | | |
| XIII. TRAVEL MADNESS EXPO 2016 | | |
| Inclusive Dates: 08 July 2016 to 10 July 2016 Venue: SMX Convention Center Nature of Activity: Domestic Trade and Consumer Fair Short Description: To challenge the stakeholders of the Philippine travel industry to be more productive during the low season than the usual trend. To promote Mindanao as a feature tourism destination TPB's participation aims to generate millions worth of institutions goodwill and media values resulting from a wide industry and market exposure | | Completed |
| XIV. TPB/DOT & PAL OSAKA FAMILIARIZATION TRIP FOR AGENTS | | |
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| <p>Inclusive Dates: 08 July 2016 to 11 July 2016 Venue: Manila and Cebu Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: DOT Osaka has finalized negotiations with Philippine Airlines West Japan on the implementation of familiarization tours for CY 2016 including the fam trip for agents on 08-11 July 2016 in Manila and Cebu.</p> <p>According to the JTB Report 2015: All About Japanese Overseas Travelers (Red Book), no. 3 top reason in choosing a travel destination of Japanese travelers is the recommendation of a travel firm. Based on this study, top executives of Japan travel agents always recommend that familiarization tours be conducted specifically for the new staff selling the Philippines. The familiarization trip is composed of 8 travel agents, 1 PAL representative and 1 DOT Osaka officer for a total of 10 participants</p> | 9 participants | Completed |
| XV. ASEAN ENDODONTIC FORUM 2016 | | |
| <p>Inclusive Dates: 09 July 2016 to 10 July 2016 Venue: Marco Polo Hotel, Ortigas Center, Pasig City Nature of Activity: M.I.C.E. Booked Event</p> | 45 participants | Completed |

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| <p>Short Description: ESP will host the ASEAN Endodontic Forum 2016 in conjunction with its 18th Biennial Scientific Convention and Induction Ceremony of ESP to be held on 9 - 10 July 2016 at the Marco Polo Hotel, Pasig City. The event expects to bring together 70 foreign participants from Italy, Germany, United States of America, Korea, Thailand, Singapore and Malaysia.</p> <p>AEF aims to exchange ideas and discuss Endodontics among its practitioners in the Philippines and worldwide. With its theme “Endodontic Innovations and Alliance with Other Disciplines in Dentistry”, it will highlight new trends and insights on various specialties in Dentistry</p> | | |
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XVI. INCENTIVE TOUR FOR NIHON KEIEI CO.LTD (5TH GROUP)

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| <p>Inclusive Dates: 13 July 2016 to 16 July 2016 Venue: Cebu Nature of Activity: Incentive Trip</p> <p>Short Description: ATTIC Tours in partnership with DOT-Japan, will organize an incentive tour for 157 employees of Nihon Keiei Co. Ltd on 13-16 July 2016.</p> <p>TPB Assistance:</p> | 27 foreign participants | Completed |
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| <p>a) Welcome lei reception and airport facilitation upon arrival at the NAIA and Mactan-Cebu International Airport b) Provision of a cultural performance during the welcome dinner</p> | | |
| <p>XVII. 3RD CEBU TRAVEL EXCHANGE (CTX) 2016</p> | | |
| <p>Inclusive Dates: 14 July 2016 Venue: Radisson Blu Hotel, Cebu City Nature of Activity: Others - Business-to-Business Meetings/Appointments</p> <p>Short Description: Cebu Travel Exchange is one of the major components of 3rd International Travel Fair (ITF) on July 15 - 17, 2016 at the Ayala Center, Cebu City. The B2B meeting was an exclusive event for travel agents/operators, accommodation establishments, airlines, travel insurance, cruise ships and national and international tourism bureaus converging under one roof to explore business opportunities and forge partnerships with Cebu's tourism industry players. CTX and the ITF is a perfect mix to industry players held during the lean season as it spurs productivity and creativity to practitioners</p> | <p align="center">100 Buyers / 50 Sellers</p> | <p align="center">Completed</p> |
| <p>XVIII. TRAVEL BLOG EXCHANGE (TBEX) EUROPE</p> | | |

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| <p>Inclusive Dates: 14 July 2016 to 16 July 2016 Venue: Stockholm Waterfront Congress Centre, Sweden Nature of Activity: Others - Attendance Promotion Campaign</p> <p>Short Description: TBEX is the largest gathering of travel bloggers, writers, new media content creators, social media experts, travel influencers and other industry professionals. It is a three-day event, during which a series of networking events, educational seminars and presentations are taking place, accompanied by a program of social events and pre and post conference tours that showcase the best of the host destination. The Philippines, through the Department of Tourism (DOT) and Tourism Promotions Board (TPB), won the bid for the second edition of TBEX Asia as this year's host destination during the event in Bangkok, Thailand last October 2015. Part of our commitment to TBEX is the participation in one of the preceding events of TBEX to do attendance promotion and observe how the conference is being run</p> | <p align="center">40 appointments</p> | <p align="center">Completed</p> |
| <p>XIX. 4TH FARM TOURISM CONFERENCE</p> | | |
| <p>Inclusive Dates: 14 July 2016 to 17 July 2016 Venue: Summit Ridge Hotel, Tagaytay City</p> | <p align="center">50 foreign and 480 local</p> | <p align="center">Completed</p> |

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| <p>Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Farm Tourism Conference is an annual event organized by the ISST, in partnership with relevant government agencies. It aims to increase awareness on the benefits of adding a tourism component to farms, share best practices and success stories from local and international experts, provide experiential learning through farm visits and promote farm tourism destinations, travel packages and products. This year’s conference features three new components to further strengthen the promotion of the Philippines as a world-class tourism destination—Farm Tourism Exhibit, Farmer’s Market and Farmer Visit.</p> <p>TPB Commitment: Financial assistance in the amount of Php 670,000.00 to cover for Media coverage (Inland transportation and accommodation for media partners), Press Conference (pre-event / during the event), Co-hosting of the Mabuhay Night, Media Advertisement and Speaker Expenses</p> | | |
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| <p>XX. DOT REGIONAL OFFICE IX – PARTICIPATION TO 3RD INTERNATIONAL TRAVEL FESTIVAL (ITF) 2016</p> | | |
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| <p>Inclusive Dates: 15 July 2016 to 17 July 2016 Venue: Ayala Center, Cebu City Nature of Activity: Others - Participation to Trade Fair</p> | <p align="center">More than 300 participants</p> | <p align="center">Completed</p> |
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| <p>Short Description: 3rd International Travel Festival (ITF) 2016 organized by MyEventology, Inc. is going to be held on 15 – 17 July 2016. This event will be held for a period of three days in Cebu, Philippines. The show will provide a prestigious platform for the related industries to direct conversation with the professional experts on the latest market innovations lucrative business opportunities in the respective firm. It brings together industry experts and professionals to share valuable experienced knowledge and innovative ideas to make direct access to the country’s blooming tourism industry</p> | | |
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| XXI. 64TH MANILA FAME |
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| <p>Inclusive Dates: 18 July 2016 to 03 August 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: CITEM will hold the 64th Manila Fame on October 20-22. The agency is preparing different promotional materials to campaign not only the event , but the Philippines, as a destination which combines business with pleasure. In that regard, they request for photos of Palawan to be used in CITEM's digital media properties (Facebook, Instagram etc..)</p> | | Completed |
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| XXII. FRANCHISE ASIA PHILIPPINES (FAPHIL) | | |
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| <p>Inclusive Dates: 20 July 2016 to 24 July 2016 Venue: SMX Convention Center, Manila Nature of Activity: M.I.C.E. Booked Event - International</p> <p>Short Description: Franchise Asia Philippines 2016 is the biggest franchise show in Asia and a gateway to the emerging tiger economies in Asia-Pacific. It provides the platform to help franchisers grow not only in the booming Philippine market but also across the entire Asia-Pacific region.</p> <p>Franchise Asia Philippines 2016 features the following: 1) International Franchise Conference, 20-21 July 2016 2) International Franchise Expo, 22-24 July 2016 3) Educational/Franchise Seminars, 22-24 July 2016, and 4) Certified Franchise Expert (CFE) Program, 18-19 July 2016, AIM Conference Center-Manila</p> <p>Expected numbers of participants: 1) Over 1,000 for the International Franchise Conference</p> | <p>1,000 for the International Franchise Conference</p> | <p>Completed</p> |

**ACCOMPLISHMENT REPORT
3RD QUARTER 2016**

| <p align="center">PROGRAM / ACTIVITY / PROJECT</p> <p align="center"><i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p> | <p align="center">OBJECTIVES</p> <p align="center"><i>Objectives of the Program/Activity/Project</i></p> | <p align="center">STATUS</p> <p align="center"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p> |
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| <p>2) Over 500 homegrown and international brand Exhibitors and 40,000 Visitors for the International Franchise Expo</p> <p>FAPHIL2016 has received confirmation of participation as exhibitors from U.S., Taiwan, Singapore, Thailand, Indonesia, Korea, Malaysia, Vietnam, Japan, and Australia.</p> <p>TPB Assistance:</p> <ol style="list-style-type: none"> 1) Sponsorship of FAPHIL2016 Dinner on 22 July 2016 for the international guests, delegates, and exhibitors (100-150 pax), 2) Airport Reception and Facilitation with provision welcome leis for foreign delegates and; 3) Provision of promotional materials i.e. tourism brochures and giveaways <p>PFA Commitments:</p> <ol style="list-style-type: none"> 1) Ensure the attendance of at least 135 foreign delegates <p>Include the TPB and/or Visit Philippines Again (VPA) logos</p> | | |
| <p>XXIII. SUN PHARMA STAR CLUB AWARDS IN MANILA</p> | | |
| <p>Inclusive Dates: 20 July 2016 to 24 July 2016 Venue: Marriott Hotel Manila Nature of Activity: Incentive Trip</p> | <p align="center">2,363 delegates</p> | <p align="center">Completed</p> |

ACCOMPLISHMENT REPORT
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| <p>Short Description: Sun Pharmaceutical Industries Limited is an Indian multinational pharmaceutical company headquartered in Mumbai, Maharashtra that manufactures and sells pharmaceutical formulations and active pharmaceutical ingredients (APIs) primarily in India and the United States.</p> <p>Aside from the 2,400- 2,500 delegates that would be coming within the dates 20 - 27 July 2016, Sun Pharma was said to be planning to bring in an estimated total of 2,500-2,600 incentive travel groups to the Philippines this year</p> | | |
| XXIV. JOINT PROMO WITH AIRLINES (PAL, EVA, AIR, CHINA SOUTHERN) | | |
| <p>Inclusive Dates: 26 July 2016 to 05 August 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: PDOT Los Angeles has existing joint promo with several airlines and needs to provide with high resolution photos of different destinations (Cebu, Bohol, Palawan, Davao, Manila, Boracay and other destinations to be used in their</p> | | Completed |

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| digital promotions and other promo collaterals such as newsletters, flyers, brochures etc. | | |
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XXV. "FLAVORS OF THE PHILIPPINES" FOOD FESTIVAL

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| <p>Inclusive Dates: 27 July 2016 to 13 August 2016 Venue: The Grace Hotel, Sydney, Australia Nature of Activity: Joint Promotion</p> <p>Short Description: Now on its 10th year, the Flavours of the Philippines is a 3-week food festival focusing on the Philippine culinary whilst promoting Philippine tourism destinations. TPB has been consistently financing the said festival since its inception. It targets the Aussie foodies of Sydney and New South Wales, the Filipino-Australian communities and the food bloggers to further promote Philippine culinary and draw tourists to the country. The festival draws its appeal by highlighting Philippine-based chefs invited to showcase authentic array of Filipino food. Every year, the festival draws more or less 3,000 foodies who want to sample the Philippine dishes</p> | Promoting Philippine tourism and showcasing Filipino food | Completed |
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XXVI. 47TH NATIONAL MARKETING CONFERENCE

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| <p>Inclusive Dates: 28 July 2016 to 29 July 2016 Venue: Marriott Grand Ballroom Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The 47th National Marketing Association is a two-day conference that will focus on empowering marketing professionals with the knowledge on how to take advantage of bigger market opportunities in the ASEAN region.</p> <p>The conference will provide an overview of the benefits and challenges in the ASEAN region, the potential directions and avenues for business growth. Further, it will showcase game-changing ideas, tools and strategies, learning from disruptors from around the world with emphasis on the ASEAN settings.</p> <p>It will be attended by more than 500 marketing officers from top 1000 companies of the country.</p> | 50 foreign participants | Completed |
| XXVII. KYANI'S ASIA CONVENTION 2016 | | |
| <p>Inclusive Dates: 28 July 2016 to 30 July 2016 Venue: SMX Convention Center, Pasay City</p> | 1,147 distributors | Completed |

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| <p>Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Kyani Philippines will be hosting the Kyani’s Asia Convention 2016 to be held on 28 – 30 July 2016 at the SMX Convention Center. The event expects to gather 3,000 distributors from different countries like Japan, China, Taiwan, Hong Kong, Singapore, Malaysia, India, South Korea, Australia, New Zealand, US and Europe.</p> <p>The convention aims to provide more learning experiences through the general sessions, to give recognition to achievers and high ranking distributors and to rally distributors of each country attending the market meetings.</p> | | |
| XXVIII. MALAYSIAN INTERNATIONAL DIVE EXPO (MIDE) 2016 | | |
| <p>Inclusive Dates: 29 July 2016 to 31 July 2016 Venue: Putra World Trade Center (PWTC), Kuala Lumpur Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The Malaysia International Dive Expo (MIDE) is the premier show that is designed to build a high-end exhibition platform to expand the dive market.</p> | 173 exhibitors | Completed |

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| <p>The show is also the meeting place for dive businesses where decision-makers meet for trade networking with industry players. The show is promoting Asia's best diving spots and best dive destinations in the world.</p> <p>In 2015, MIDE successfully brought together an impressive total of more than 870 Exhibitors from all over the world, showcasing more than 1000 brands with 162 participating companies. The expo contributes to a very healthy dive global business market. MIDE is rated as one of the best dive shows in Malaysia. This enviable achievement is due to the event, its exhibitors, media partners and dive agencies providing opportunities to foster a broader awareness of the dive industry, promoting diving for recreational and sporting enjoyment, as well as marine environmental awareness and dive education. MIDE has also evolved as a highly successful business platform with an impressive return of investment track-record supported by more than 100,000 visiting consumers over the last decade.</p> | | |
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| <p>XXIX. CLARK BIKE TOUR AND BIKE EXPO</p> | | |
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| <p>Inclusive Dates: 30 July 2016 to 31 July 2016 Venue: SM City Clark, Pampanga Nature of Activity: Domestic Trade and Consumer Fair Short Description:</p> | <p align="center">700+ bikers</p> | <p align="center">Completed</p> |

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| <p>The Clark Bike Tour is aimed at creating widespread awareness on the value and importance of health and wellness as a lifestyle and at the same time promoting travel and tourism by using bicycles as a mode of transportation from one destination to another as it is the most environmentally sustainable mode. It also aims to promote Clark as a bicycle-friendly community. The event seeks to gather some 300 road bikers and participate in a day-long bike tour of the various attractions around the Freeport zone.</p> <p>The Bike Expo, on the other hand, is meant to enjoin bicycle companies/shops and associations including bike enthusiasts to showcase their product line and services for the malling public to consider this mode of driving around the city.</p> | | |
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| XXX. JOINT COLLABORATION WITH UOB TRAVEL | | |
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| <p>Inclusive Dates: 01 August 2016 to 03 August 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: DOT Singapore in partnership with UOB Travel will have a campaign to promote the Philippines as a short getaway destination for female travelers in Singapore, especially for beach holidays to Boracay and Cebu. As such DOT</p> | | <p align="center">Completed</p> |
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| Singapore is requesting promotional videos of Boracay and Cebu for the campaign. | | |
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| XXXI. WINTER ESCAPADE 4 IT'S MORE FUN IN THE PHILIPPINES 2017 |
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| <p>Inclusive Dates: 01 August 2016 to 03 August 2016 Venue: Coron, Busuanga Nature of Activity: Others - Site Validation / Logistic Support</p> <p>Short Description: The 2nd Economic Diplomacy Workshop of Team Philippines Canada, held on 06 October 2012 in Edmonton Alberta Canada, decided to organize a Team Philippines Canada (TPC) Tour from 25 February – 03 March 2013 for the Canadian market. This has led to the birth of the 1st Winter Escapade – It’s More Fun in the Philippines Tour (WE – IMFIT PH). As an offshoot to the Ambassadors, Consuls General & Tourism Directors Tour of the Philippines (ACGTDT), the Winter Escapade – It’s More Fun in the Philippines (WE-IMFIT PH) targets the mainstream Canadians and Filipino-Canadians to travel to the Philippines and discover the new attractions and destinations in the country and explore avenues where they can invest. As part of the promotional efforts, the Department of Foreign Affairs (DFA) Ottawa Office requested the support of the Tourism Promotions Board (TPB) for the logistical requirements of the said program. With the help of the procured local tour</p> | | Completed |
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| operator of DFA, Rajah Tours Philippines, and one representative from DFA, the concerned group conducted a site validation in Coron, Busuanga to inspect possible hotel accommodation, sites to visit and other matters concerning the event's flow. | | |
| XXXII. AQUACULTURE INTERNATIONAL CONFERENCE 2018/PRIME INSPIRING MEETINGS | | |
| <p>Inclusive Dates: 02 August 2016 Venue: Manila Nature of Activity: M.I.C.E. Bid Assistance</p> <p>Short Description: The Aquaculture International Conference has been created to bring together aquaculture experts from the all over the globe, to showcase the latest products and offer industry professionals a state-of-the-art platform to interact. Industry professional were able to interact and network in designated meeting space. Activities would include plenary meetings and breakout sessions. Prime Inspiring Meetings was assisted by TPB with gathering of hotel rates and communications with the venues for the conference.</p> | | Completed |
| XXXIII. THE FINDER SINGAPORE SPECIAL REPORT | | |

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| <p>Inclusive Dates: 02 August 2016 to 03 August 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: The Finder Singapore, a monthly print magazine and free digital e-magazine request of colorful Images of Manila, Cebu and Boracay, food images and taal volcano trekking for their article. The images will promote and increase the exposure of Philippines as a tourist destination to Singapore markets.</p> | | Completed |
| XXXIV. OUTDOOR MAGAZINE FAMILIARIZATION TOUR | | |
| <p>Inclusive Dates: 04 August 2016 to 08 August 2016 Venue: Bohol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Tourism Promotions Board through DOT Korea in collaboration with Bohol Beach Club has sponsored a familiarization tour for Outdoor Magazine media to cover and promote Bohol as a diving and outdoor destination.</p> | <ul style="list-style-type: none"> ● To feature and publish articles about the Philippines specifically Bohol as a dive and adventure destination. ● To promote Philippines as perfect place to enjoy and acquire scuba diving license. ● To improve the negative image of the Philippines to attract more Korean travelers. | Completed |

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| <p>Outdoor Magazine was established in 2005. It is the first outdoor specialized magazine in Korea introducing various activities, domestic outdoor cultures and trends as well as international travel and diving.</p> <p>Articles published by Outdoor Magazine are also exposed through Never Cast and Daum Life Magazine.</p> <ul style="list-style-type: none"> ● Circulation: 25,000 copies ● Type of magazine: Monthly ● AD cost: KRW 2,000,000 per page <p>Publishers: Outdoor Global</p> | <ul style="list-style-type: none"> ● To promote Philippines as safe and fun destination. | |
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XXXV. MALAYSIA INTERNATIONAL TRAVEL MART (MITM) TRAVEL FAIR 2016

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| <p>Inclusive Dates: 05 August 2016 to 07 August 2016 Venue: Mid Valley Exhibition Centre, Mid Valley, Kuala Lumpur Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: MITM TRAVEL FAIR is one of the most sought after travel fairs for the tour operators, national tourism organizations, travel trades and must attend by the consumers and tourism industry players. This annual consumer tourism and travel event is a mega market place for different segments of tourism players to display and offer their attractive affordable packages and</p> | <p align="center">91, 000 participants</p> | <p align="center">Completed</p> |
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| <p>promotions especially targeted for consumers' travel in the 2nd half of the year. MITM TRAVEL FAIR 2015, with a total of 60 exhibitors and 300 exhibition booths, was successfully held at the Mid Valley Exhibition Centre from 14-16 August 2015. The three days travel fair attracted 86,000 visitors and generated an estimated gross sale of about RM 43 million. With the supports, sponsorships and endorsements of national/foreign national tourism/ organizations/airlines/exhibitors/media partners and travel related industries, it is expected for MITM TRAVEL FAIR to achieve another great success on 2016</p> | | |
| XXXVI. TANABATA FESTIVAL, SENDAI JAPAN: 60TH FRIENDSHIP YEAR CELEBRATION | | |
| <p>Inclusive Dates: 06 August 2016 to 08 August 2016 Venue: Sendai City, Sendai, Japan Nature of Activity: Others - Special Event</p> <p>Short Description: Rationale: <ul style="list-style-type: none"> • 2016 marks the 60th Friendship Year of our diplomatic relationship with Japan and we are expected to produce one highlight event. DOT Tokyo deems it appropriate to target a local iconic festival which receives about 2 million visitors annually. </p> | | Completed |

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| <ul style="list-style-type: none"> • Tanabata Festival is the third most popular festival in Japan held on the first week of August, immediately following the official date of the 60th Commemorative Year (month of July). • The festival generates more than 2 Million visitors in 2 days, mostly from the Kanto region. • This will be the first foreign participation therefore expected to be a highlight attraction, more so with Japan putting emphasis on inbound tourism. • Concept of our design being created by the local artisan bodes well with the concept of cooperation to celebrate a relationship <p>Description:</p> <ol style="list-style-type: none"> 1. Tanabata Festival is known as star festival and held every year 2. Festivities are mostly held throughout Downtown Sendai with the main feature of thousands of colorful streamers/lanterns that decorate the city's shopping arcades 3. Each streamer is handcrafted by local shops and community groups from washi paper and bamboo and hung from ten-meter-long poles 4. Various other events are held in the square park and along main Juzenji Dori street which include firework displays, traditional dances, live music and food vendors. 5. Participation will be in partnership with Sankei Shimbun as participation alone is not possible due to absence of location to decorate streamer (They own the coveted space) | | |

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| <p>Background of partner company:</p> <p>Sankei Living Shimbun Inc. (SLS) is a member company of a media conglomerate Fuji Sankei Communications Group in Japan which is the fourth largest media company in the world. Sankei Living Shimbun Inc. is part of the Living Shimbun Group. SLS publishes economic daily newspapers and lifestyle free papers targeting lady consumers nationwide. It is also a media partner of large festival events in Japan and is the media partner for the Tanabata Festival in Sendai.</p> <p>Philippine participation will be in the form of lantern and activation: Lantern participation:</p> <p>a. Commemorative Streamer</p> <ul style="list-style-type: none"> • A modern interpretation of streamer celebrating our friendship • The Sendai artisans will produce said streamer • Placed before the heaviest foot traffic, before the Department Store in the main arcade • Donated to Museum for prosperity if museum accepts <p>b. Friendship Streamer</p> <ul style="list-style-type: none"> • Produced with cooperation of Sankei Shimbun, Nakakecho Shotengai Shinko Kumiai (Nakakech Arcade Promotion Organization) | | |

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| <ul style="list-style-type: none"> • Volunteers will be recruited by Sankei Shimbun thru publicity mileage in their newspapers • Volunteers will design and produce the streamer with Sankei's supervision • The streamer will be decorated in the Sendai Shimbun Streamer designated slot <p>c. Other forms of publicity</p> <ul style="list-style-type: none"> • Ad placement in Sendai Chamber produced fan (one face) which promotes our web and travel apps • Travel flyer joint promo with a key agent | | |
| <p>XXXVII. TTG MICE ADVERTORIAL</p> | | |
| <p>Inclusive Dates: 07 August 2016 to 09 August 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Images of Manila, Cebu and Davao and TPB and IMFITP logos to be used for TTG MICE Advertorial for ASEAN's 50th Anniversary.</p> | | <p>Completed</p> |
| <p>XXXVIII. 8TH WORLD MELIOIDOSIS CONGRESS 2016</p> | | |

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| <p>Inclusive Dates: 07 August 2016 to 10 August 2016 Venue: Radisson Blu Hotel, Cebu City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The UF Conference Department will be hosting the 8th Melioidosis Congress (WMC) 2016 to be held on 7 – 10 August 2016 at the Radisson Blu Hotel, Cebu City. The congress will assemble approximately 140 delegates to include clinicians, health professionals, policy makers, and scientists from 20 countries: Cambodia, China, India, Indonesia, Japan, Laos, Malaysia, Myanmar, Singapore, Sri Lanka, Thailand, Vietnam, Austria, Brazil, France, Germany, Netherlands, United Kingdom, United States and Philippines.</p> | <p align="center">200 foreign / 13 local</p> | <p align="center">Completed</p> |
| <p>XXXIX. IRONMAN 70.3 ASIA PACIFIC CHAMPIONSHIP</p> | | |
| <p>Inclusive Dates: 08 August 2016 Venue: Shangri-la Mactan, Cebu Nature of Activity: Others - Financial Assistance</p> <p>Short Description: Ironman Asia-Pacific has a profound history in Australia and New Zealand with over 30 years of experience delivering world-class sporting events.</p> | <p align="center">2,960 participants</p> | <p align="center">Completed</p> |

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| <p>Ironman Asia-Pacific own and manage 27 high tourism events with over 100,000 participants annually. Historically, the Ironman Asia-Pacific has attracted participants coming from as many as 60 countries, encompassing those residing within the Asia-Pacific region. Considering the success of Ironman events in the Philippines, Sunrise Events Inc. (SEI) submitted a bid to host the 2016 Ironman 70.3 Asia-Pacific Championships; hence, requested DOT and TPB for support. DOT allocated a total budget of US\$325,000.00, which covered payment for licensing fee of US\$250,000.00 and the prize money of US\$75,000.00.</p> | | |
| <p>XL. NAYONG PILIPINO PHOTOWALL</p> | | |
| <p>Inclusive Dates: 09 August 2016 to 12 August 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Nayong Pilipino will station a frame and backdrop photowall for park guests. The photos requested were El Nido Beach, Masskara Festival, Calle Crisologo and Tubbataha Reef Underwater. The said images will be feature per week to encourage guests to post on social media when they take a photo on the photowall.</p> | | <p align="center">Completed</p> |

**ACCOMPLISHMENT REPORT
3RD QUARTER 2016**

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| <p>XLI. PANAHON TV</p> | | |
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| <p>Inclusive Dates: 12 August 2016 to 16 August 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Panahon TV a local weather multi-platform program produced by UBE Media, requested for raw and high resolution photos of cities and tourist destinations to be used for their weather forecasting.</p> | | <p align="center">Completed</p> |

| <p>XLII. AUSTRALIAN GOLF FAMILIARIZATION TOUR</p> | | |
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| <p>Inclusive Dates: 14 August 2016 to 17 August 2016 Venue: Manila and Environs Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Travel activity around golf is a driver of domestic and international tourism in Australia. Australia is recognized as a mature golf market that has a wide array of golf courses available for play. Southeast Asia is the leading</p> | <p align="center">10 visitors</p> | <p align="center">Completed</p> |

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| <p>international destination for Australia’s core golf tourists, accounting for 34% of all international golf trips. It is reported that the average core golf tourist spend on international golf trips is \$7,380. It also noted that golf tourists are twice as likely to book an international golf holiday through a specialist golf travel agent as compared to booking domestic trips.</p> <p>Globally, it is estimated the value of golf tourism exceeds \$25 billion and is still growing. This reality is being recognized on the international stage with numerous national tourism organizations and government incorporating golf tourism as a key component of wider national tourism development strategies. Established and emerging markets, including Scotland, New Zealand, Indonesia and Malaysia, have recently developed specific golf tourism strategies. Tourism Thailand has recently teamed up with the country’s best golf clubs, hotels and resorts to promote golf tourism under the Golf in Kingdom banner in order to grow Thailand into a global golf tourism leader.</p> | | |
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| XLIII. INEWVATION | | |
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| <p>Inclusive Dates: 15 August 2016 to 18 August 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> | | <p align="center">Completed</p> |
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3RD QUARTER 2016**

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| <p>Short Description: Inewvation 5th Anniversary at Marriott Grand Ballroom. Coverage of the event and the speech of Arnold Gonzales representing the Tourism Promotions Board.</p> | | |
| <p>XLIV. INTER PACIFIC BAR ASSOCIATION 2018</p> | | |
| <p>Inclusive Dates: 22 August 2016 to 25 August 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Philippines will be hosting the Inter Pacific Bar Association General Meeting and Conference in March 2018. The Organizing Committee requested support in the form of promotional video materials to be used in developing the teaser video about our country.</p> | | <p align="center">Completed</p> |
| <p>XLV. GIANT PAROL IN SINGAPORE</p> | | |
| <p>Inclusive Dates: 22 August 2016 to 30 August 2016 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: High resolution images and videos of the Giant parol in San Fernando Pampanga to be displayed along with a Giant Parol lantern in Singapore.</p> | | |
| <p>XLVI. PROMOTION OF ASEAN IN INDIA</p> | | |
| <p>Inclusive Dates: 24 August 2016 to 29 August 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: ASEAN Member States request of Destination TVC's to be submitted to APCT India.</p> | | <p align="center">Completed</p> |
| <p>XLVII. REQUEST OF BROCHURES FROM THE PHILIPPINE EMBASSY IN KENYA</p> | | |
| <p>Inclusive Dates: 24 August 2016 Venue: Nairobi, Kenya Nature of Activity: Collateral Support</p> | | <p align="center">Completed</p> |

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3RD QUARTER 2016**

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| <p>Short Description: Assistance provided by TPB: Tourism campaign and promotional materials (Omnibus Primer brochures)</p> | | |
| <p>XLVIII. ASIA POP COMIC CONFERENCE</p> | | |
| <p>Inclusive Dates: 26 August 2016 to 28 August 2016 Venue: SMX Convention Center Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The AsiaPOP Comic Convention (APCC) is an annual international pop culture/ comic book fan convention held in Asia, which is themed around, and features, international brands in the field of comics, films/ movies, toys and collectibles, animation, anime, games, cosplay, superheroes, and everything pop culture. AsiaPOP ComiCon features exhibitions of the genre, plus top studios from across the globe, bringing popular brands and exclusive content for the show. Focus on delivering the ultimate fan experience, APCC aspires to bring geek culture mainstream and stand tall as a perfect launch pad to unveil new products, and give the first look at the movies of this genre for the Asia Pacific.</p> | <p>80 foreign VIPs and 20 organizers</p> | <p align="center">Completed</p> |

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| The profile of the attendees include Cosplayers, fashion models, artists, designers, animators, toy manufacturers, pop culture fans, followers of comics (graphic novels), superhero series, collectors, movie buffs and music lovers. | | |
| XLIX. 11TH ASIAN PACIFIC ORTHODONTIC CONGRESS (APOC) and 11TH APO BIENNIAL MEETING (ATTENDANCE PROMOTION) | | |
| Inclusive Dates: 01 September 2016 to 03 September 2016 Venue: Bali, Indonesia Nature of Activity: M.I.C.E. Booked Event Short Description: APO will host the 11th Asian Pacific Orthodontic Congress (APOC) in conjunction with its 11th APO Biennial Meeting to be held on 5 – 7 March 2018 in Boracay. It will attract delegates from across the Asia Pacific region from the 15 member countries of the Asian Pacific Orthodontic Society (APOS). The event expects to bring together 250 foreign delegates from Thailand, Indonesia, Japan, Taiwan, Korea, China, Australia, New Zealand, India, Malaysia, Singapore and Hong Kong | 250 participants | Completed |
| L. JOINT PROMOTIONS CAMPAIGN WITH MEIERS WELTREISEN | | |

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| <p>Inclusive Dates: 01 September 2016 to 01 October 2016 Venue: Train Stations in Key cities in Germany Nature of Activity: Joint Promotions</p> <p>Short Description: Meiers Weltreisen has tied up with the Philippines for an Out-of-Home (OOH) joint promo campaign that displayed a total of 340 posters in strategic locations of the central train stations in key cities of Germany for two (2) weeks.</p> <p>The joint promo campaign aims to project the safety and accessibility of the Philippines with a wide coverage in Germany for lower cost.</p> | <p>Exposure in train stations in major cities, such as, Berlin, Dresden, Düsseldorf, Frankfurt, Hamburg, Köln, Munich and Stuttgart</p> | <p>Completed</p> |
| LI. PHILIPPINE TRAVEL MART (PTM) 2016 | | |
| <p>Inclusive Dates: 02 September 2016 to 04 September 2016 Venue: SMX Convention Center, Pasay City, MM Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: Philippines Travel Mart is a 3 day event being held from 2nd September to the 4th September 2016 at the SMX Convention Center in Pasay City. This</p> | <p>Provides opportunity for the destinations and sellers gain competitive advantage for their business</p> <p>(37) Local Government Units (201) private exhibitors</p> | <p>Completed</p> |

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| <p>event showcases products like airways, tourism packages, travel care services, to that of resorts, and transportation facilities associated with this field etc. in the Travel & Tourism industry.</p> <p>It is the biggest one-stop tourism and travel trade exhibition to showcase and promote quality destinations and properties, featuring more than 5,000 products</p> <p>It is the tourism fair to focuses on Philippine destinations</p> | <p align="center">(238) companies</p> | |
| <p>LII. E-COMMERCE SHOW PHILIPPINES 2016</p> | | |
| <p>Inclusive Dates: 06 September 2016 to 07 September 2016 Venue: SMX Convention Center, Pasay City, MM Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Terrapinn has organized the following events that will feature the future commerce in the Philippines: A. E-commerce Show Philippines will showcase the latest technologies and trends for the Filipino e-commerce industry. The show serves as the biggest e-commerce event in the region, the show is positioned to help local</p> | <p align="center">2,000 attendees</p> | <p align="center">Completed</p> |

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| <p>e-commerce merchants, e-tailers and 3rd party logistics providers to plan their strategy as they start their online journey.</p> <p>B. Cards & Payments Philippines is a platform for the convergence of the entire cards and payments ecosystem. It champions innovation in payments and banking services and explores the mobile, retail, security and technology redefining the real meaning of the customer experience.</p> <p>C. Retail World Philippines brings together the latest retail trends and innovations enabling to boost their business, capture market share and meet expectations of connected and savvy customers. It will serve as the perfect platform for retailers and solutions providers to come together to learn, share best practices, launch new products and accelerate business development.</p> | | |
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| LIII. PACIFIC ASIA TRAVEL ASSOCIATION (PATA) TRAVEL MART |
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| <p>Inclusive Dates: 07 September 2016 to 09 September 2016 Venue: Indonesia Convention & Exhibition (ICE), Jakarta, Indonesia Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: Trade & Consumer Fair organized by PATA - The PATA Philippine Chapter committed to invite their members to participate in the event. TPB reserved a 90 square meter booth space fit 11 private sector companies. The</p> | <p>11 participants</p> | <p>Completed</p> |
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3RD QUARTER 2016**

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| <p>Philippine sellers were entitled to 30 pre-matched appointments as well as invitation to meal receptions and transfers during the 3-day event</p> | | |
| <p>LIV. IT & CMA 2016</p> | | |
| <p>Inclusive Dates: 07 September 2016 to 13 September 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support Short Description: Request of Its more fun in the Philippines TVC's to be displayed in the IT & CMA 2016 conference in Bangkok</p> | | <p align="center">Completed</p> |
| <p>LV. EXPAT SHOW 2016</p> | | |
| <p>Inclusive Dates: 09 September 2016 to 11 September 2016 Venue: Shanghai Exhibition Center, Jing'An , China Nature of Activity: Invitational / Familiarization Trip Short Description:</p> | <p align="center">1 airline company</p> | <p align="center">Completed</p> |

**ACCOMPLISHMENT REPORT
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| <p>The Expat Show Shanghai is the biggest event for companies who are targeting expatriates as well as wealthy Chinese. It will be held on 09-11 September 2016 at the Shanghai Exhibition Center in Jing'An. There will be approximately 10,000 visitors to grace the said event.</p> <p>For this year, the organizers involved The Family Lifestyle Expo to be able to expand their audience and include wealthy Chinese people. Hence, an additional 4,000 wealthy Chinese visitors is projected to attend the said event.</p> <p>Philippines is one of the most famous countries for expats in China. Participation in this event would be a great opportunity to advocate Philippine culture, intensify awareness of our branding and broaden customer data base as reach out to new clients-the wealthy Chinese and expatriates.</p> <p>Being a new participant, Philippine Department of Tourism in Shanghai was able to acquire a 36 square meter raw space at the most prominent hall. The invitation was open to private sectors but only Cebu Pacific responded and participated in this event.</p> | | |
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| LVI. PHILIPPINE TOURISM ROADSHOW IN AUSTRALIA | | |
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| <p>Inclusive Dates: 12 September 2016 to 16 September 2016 Venue: Sydney, Melbourne and Brisbane Nature of Activity: Sales Presentation / Roadshow / Launch</p> <p>Short Description: The Tourism Promotions Board, in connection with the Philippine Department of Tourism-Sydney, organized the Philippine Tourism Roadshow in Australia last 12-16 September 2016 covering the cities of Sydney, Melbourne and Brisbane.</p> <p>There were 13 Philippine private sector companies that participated in the Roadshow. Activities included a 3-hour free flowing B2B session which allowed the Philippine private sector to transact business and network with Australian counterparts and a Philippine hosted dinner reception with entertainment.</p> <p>These cities have been identified as top sources of outbound passenger traffic and have the largest volume of short-term resident departures. The International Promotions and MICE Department teamed up for the road show to create a more cohesive and expansive promotional activity of the Philippines in the Australian market. The roadshow provided an avenue for showcasing the latest developments in Philippine tourism, including new destinations, products, services and travel packages both in leisure and MICE travel segments. Important components of the road show included</p> | <p align="center">158 buyers</p> | <p align="center">Completed</p> |

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| <p>one-on-one meetings, product presentations, business transactions and networking activities with clients.</p> | | |
| <p>LVII. PHILIPPINE INTERNATIONAL CONFERENCE ON TEACHER EDUCATION</p> | | |
| <p>Inclusive Dates: 13 September 2016 to 15 September 2016 Venue: SMX Convention Center Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Recognizing the importance of continuing education for educators, Primetrade Asia, Inc. in collaboration with the Philippine Normal University (PNU), will be conducting the Philippine International Conference on Teacher Education (PICTE) with the theme: Engaging 21st Century Learners.</p> <p>PICTE aims to inspire and impart experience to educators, school administrators, teachers, and dedicated authors by bringing them the most influential international educational speakers under one roof.</p> | <p align="center">6 international speakers</p> | <p align="center">Completed</p> |
| <p>LVIII. TIGER TALES REQUEST OF PHOTOS</p> | | |
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| <p>Inclusive Dates: 19 September 2016 to 21 September 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Material World LLP request of photos (Giant Lantern Festival in San Fernando Pampanga, Festival of Lights at Ayala Triangle and UP Lantern Parade in Diliman) for article use for Tiger Tales about the Philippines.</p> | | <p align="center">Completed</p> |
| <p align="center">LIX. FAMILIARIZATION TRIP FOR SILKWAY TRAVEL AND CRUISE, INC., EVA AIR AND THE TAIWAN TOURISM BUREAU</p> | | |
| <p>Inclusive Dates: 19 September 2016 to 22 September 2016 Venue: Cebu and Bohol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: PDOT-San Francisco Office, through the Tourism Promotions Board, is organized a familiarization trip for ten (10) travel agents of Silkway Travel and Cruise, Inc., in partnership with Eva Air as the official airline sponsor and Taiwan Tourism Bureau. The travel agents visited the country last 19 to 22 September 2016, specifically in Cebu and Bohol.</p> | <p align="center">10 participants</p> | <p align="center">Completed</p> |

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| <p>LX. ECOLOGE DESIGN AND PLANNING WORKSHOP WITH MR. HITESH MEHTA</p> | | |
| <p>Inclusive Dates: 19 September 2016 to 23 September 2016 Venue: ISST Campus at the Subic Free Port Zone Nature of Activity: Others - Support of give-aways</p> <p>Short Description: This is a partnership with the International School of Sustainable Tourism (ISST) and DOT -CAR. This event aims to raise awareness and provide basic but intensive education on sustainable structures for the tourism industry, otherwise known as “ecolodges”. They invited Mr. Histesh Mehta the internationally-acclaimed landscaped architect, sustainable development champion and guru on authentic ecolodges.</p> | <p align="center">158 buyers</p> | <p align="center">Completed</p> |
| <p>LXI. GO ON MAGAZINE FAMILIARIZATION TOUR</p> | | |
| <p>Inclusive Dates: 20 September 2016 to 27 September 2016 Venue: Coron, Palawan Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description:</p> | <ul style="list-style-type: none"> ● To promote the Philippines specially Davao as a safe and fun destination. ● To introduce new Philippine destinations with beautiful | <p align="center">Completed</p> |

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| <p>PDOT Korea is coordinating with Go on Magazine in the implementation of a familiarization tour for three (3) Korean media to cover Davao on 21 - 26 September 2016.</p> <p>Go On is a monthly travel magazine owned by Go On Network which brought it in 2015. It provides information about entertainment, life, beauty, fashion, culture, etc. on top of travel news from industry experts.</p> <p>Among its contents, travel contents are written and provided by travel experts such as travel writers, bloggers, agents, etc. so it carries real and live contents together with excellent photos. The contents of Go On are also published on its sister magazine, "MODE", an official travel magazine for Mode Tour.</p> | <p>untamed natural environment to Korean tourist</p> <ul style="list-style-type: none"> To create a new mini guide book on the Philippines especially designed for FIT travelers. | |
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LXII. JAPAN ASSOCIATION OF TRAVEL AGENTS (JATA) TOURISM EXPO JAPAN 2016

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| <p>Inclusive Dates: 22 September 2016 to 25 September 2016 Venue: Tokyo Big Sight East Exhibition Hall, Tokyo, Japan Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The annual tourism and travel show will be held at the Tokyo Big Sight East Exhibition Hall in Tokyo, Japan on 22-25 September 2016.</p> | <p align="center">21 participants</p> | <p align="center">Completed</p> |
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| <p>JATA Tourism Expo is Japan’s flagship tourism and travel show. In 2015, it received the highest number of visitors with 173,603 attendees, with exhibitors from 1,161 companies and organizations from 141 countries and regions.</p> <p>The three-day event is composed of four main programs:</p> <ol style="list-style-type: none"> 1) Travel Showcase – the exhibition site is comprised of NTOs, airlines, travel agencies, hotel & resort properties and travel-related organizations from different countries and regions around the world along with 47 prefectures in Japan showcasing their cultural and tourist attractions; 2) International Tourism Forum – a discussion about the current and future developments in the travel industry; 3) Business Meeting – a one-on-one business exchange (B2B) where the sellers get to meet their prospective buyers/contacts; and 4) Awards Commendation – a closing ceremony to honor those who have contributed the most to the travel industry. <p>As we consider Japan a principal market, TPB and DOT Tokyo have reserved 14 booth spaces to showcase an array of Philippine destinations, attractions and special interest programs.</p> | | |

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LXIII. HIGH BUILD COATINGS LTD/INCENTIVE GROUP

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| <p>Inclusive Dates: 24 September 2016 to 27 September 2016 Venue: NAIA/Metro Manila Nature of Activity: Incentive Trip</p> <p>Short Description: High Build Coatings Ltd. (HBC) have been manufacturing, for the past decade, a range of Decorative paints and Wood Coatings using advanced coating technologies and stringent quality measures.</p> <p>Cox and Kings Tours India operations are headquartered in Mumbai and has the status of a limited company. Cox & Kings Ltd. has operations spread across 22 countries and 4 continents. The principal services offered by the company are Destination Management, Outbound Tourism, Business Travel, Incentive & Conference Solutions, Domestic Holidays, NRI, Trade Fairs, Foreign Exchange and Insurance. Cox & Kings Ltd. also, caters to a majority of corporate requirements in terms of organizing events and conferences through various programs including Trade Fairs and MICE. TPB's assistance : airport reception/welcome lei.</p> | <p align="center">197 delegates</p> | <p align="center">Completed</p> |
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LXIV. 23RD CONGRESS OF SECRETARIES AND ADMINISTRATIVE PROFESSIONALS IN ASIA PACIFIC

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| <p>Inclusive Dates: 25 September 2016 to 29 September 2016 Venue: Marriott Grand Ballroom Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Association of Secretaries and Administrative Professionals in Asia-Pacific is the region’s leading association gathering secretaries across Asia and Australia. It is held every alternative year in Asia. The 11th ASA Congress last 1994 was held in the Philippines, and after a decade the Philippines was chosen again to host the ASA Congress to be held in Marriott Grand Ballroom on 25-29 September 2016. It is expected to be attended by 300 foreign delegates from 14 member countries of ASA.</p> <p>TPB Assistance: (1) Airport Assistance; (2) 2nd ed. Omnibus Brochure - 280 pcs (3) VPA Catcha Bags - 280 pcs (4) Stylus Ballpen - 280 pcs (5) VPA Luggage tag - 280 pcs (6) IMFITP Kit Folder - 280 pcs (7) Wooden Leis - 280 pcs</p> | <p align="center">280 participants</p> | <p align="center">Completed</p> |

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| LXV. PHILIPPINE ROADSHOW & SALES MISSION TO US AND CANADA | | |
| <p>Inclusive Dates: 26 September 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Its more fun in the Philippines AVP and Siargao, Cebu TVC request to be used in the Philippine Roadshow and Sales Mission to US and Canada.</p> | 280 participants | Completed |
| LXVI. SUSTAINABILITY INITIATIVE IN THE MARGINAL SEAS OF SOUTH AND EAST ASIA (SIMSEA) REGIONAL SYMPOSIUM 2016 | | |
| <p>Inclusive Dates: 26 September 2016 to 28 September 2016 Venue: Microtel by Wyndhan, UP Ayala Techno Hub Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Sustainability Initiative in the Marginal Seas of South and East Asia (SIMSEA) is a program of the International Council for Science Regional Office for Asia and the Pacific and its partners. SIMSEA promotes inclusive and transdisciplinary research on the sustainability of marginal seas of South and East Asia following the design of Future Earth, the new international</p> | 49 foreign and 76 local participants | Completed |

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| <p>platform for research on global sustainability. The SIMSEA Regional Symposium 2016 convened scientists, academe, policy and decision makers, and other stakeholders from the South and East Asia countries surrounding the marginal seas. The delegates of the symposium are working on coastal and marine environmental issues and attainment of sustainable development.</p> <p>TPB Commitment:</p> <ul style="list-style-type: none"> • Airport reception and facilitation for the delegates of the symposium • VPA Cacha Bag, VPA Notebook, VPA Luggage Tag, VPA Stylus Pen, IMFITP Lanyard, Omnibus Primer Brochure (60pcs each). | | |
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| LXVII. 24TH IT & CMA 2016 | | |
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| <p>Inclusive Dates: 27 September 2016 to 29 September 2016 Venue: Bangkok, Thailand Nature of Activity: M.I.C.E. Trade and Consumer Fair</p> <p>Short Description: IT & CMA is the leading international MICE event centered in Asia Pacific Region. Organized by TTG Events, its multi-faceted programme engages regional and international industry suppliers and buyers in the realms of business, education and networking.</p> | | Completed |

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| This year, TPB secured a 126 sqm booth space which accommodated 20 co-exhibitors. The Philippine booth won the “Stickiest National Pavilion” (Silver during the 15th Annual Sticky Awards. It was also during this event when DOT received Best NTO Award during the 27th Annual TTG Travel Awards 2016 | | |

| LXVIII. PHILIPPINE BUSINESS MISSION IN TAIWAN | | |
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| <p>Inclusive Dates: 27 September 2016 to 30 September 2016 Venue: Kaohsiung, Taichung and Taipei (Kaohsiung was cancelled due to typhoon) Nature of Activity: Sales / Business Mission</p> <p>Short Description: In line with TPB's efforts to increase Taiwanese arrivals by introducing new tourism products, DOT-Taiwan and TPB conducted a series of tourism product presentation in Kaohsiung, Taichung and Taipei from 27-30 Sept 2016. This business mission was a preparation for the peak of outbound traffic for the months of January and February. This will also help Taiwan agents to develop tour packages for the non-peak travels starting from October to December. The objectives of the sales mission is to establish business opportunities for Philippine seller and Taiwan agents through organizing a B2B session, to come out with new and competitive tour</p> | 33 participants in 22 private sectors | Completed |

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| packages to be offered in the market and to increase tourist traffic from Taiwan to the Philippines. | | |
| LXIX. 4TH UIA ASSOCIATION ROUND TABLE ASIA PACIFIC 2016 | | |
| <p>Inclusive Dates: 28 September 2016 to 29 September 2016 Venue: Paradise Hotel, Busan, South Korea Nature of Activity: Attendance in Annual Membership Meetings</p> <p>Short Description: The UIA is a non-profit non-governmental international organization having a scientific aim, with activities such as research, study, information, consultation, promotion and service. The UIA has been working to promote and facilitate the work of international associations with its UIA Associations Round Table providing an opportunity to learn through networking and through practice. TPB's participation to the UIA Round Table Asia pacific will help maintain and provide comprehensive, up-to-date, and reliable information on international associations, their activities and concerns, and their meetings activities forging strong linkages with international associations through offered trainings and networking opportunities.</p> | | Completed |

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| <p align="center">LXX. NATIONAL ASIAN DEFENSE, SECURITY AND CRISIS MANAGEMENT EXHIBITION AND CONFERENCE (ADAS) 2016 AND INFRASEC 2016 (A COMMERCIAL SECURITY EVENT)</p> | | |
| <p>Inclusive Dates: 28 September 2016 to 30 September 2016 Venue: World Trade Center, Pasay City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: APAC Expo will be holding the second edition of ADAS on 28 – 30 September 2016 at the World Trade Center. This year, the event will be held in conjunction with a commercial security event “INFRASEC”, which will focus on Commercial Security Products, Systems & Services and “Smart City” Technologies.</p> | <p align="center">715 participants</p> | <p align="center">Completed</p> |
| <p align="center">LXXI. WORLD TRAVEL MARKET 2016</p> | | |
| <p>Inclusive Dates: 28 September 2016 to 28 October 2016 Venue: N/A Nature of Activity: Others - Ads</p> <p>Short Description:</p> | | <p align="center">Completed</p> |

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| <p>The World Travel Market is the leading global event for the travel industry players to meet industry professionals and conduct business deals. The event required ads under TTG. Published ads in the form of coverwraps, front and back covers, and inside ads included: VPA MAkati ad (with text: The Philippines is the proudh host to ASEAN 2017), VPA batad, VPA Boracay, VPA Cebu, VPA Batanes, MICE Davao and an advertorial with Secretary Wanda Teo's message.</p> | | |
| <p>LXXII. TRAVEL AGENTS ASSOCIATION OF SRI LANKA (TAASL) ANNUAL GENERAL MEETING 2016</p> | | |
| <p>Inclusive Dates: 29 September 2016 to 02 October 2016 Venue: Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: ANNSET Holidays, Inc. is in close coordination with Travel Agents Association of Sri Lanka (TAASL) regarding their preparations for the TAASL Annual General Meeting on 29 September – 02 October 2016 at the Hotel Jen, Manila. The event expects to gather 120 MDs, Directors, CEOs and GMs of different travel companies in Sri Lanka.</p> | <p align="center">120 participants</p> | <p align="center">Completed</p> |
| <p>LXXIII. TBEX 2016</p> | | |

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| <p>Inclusive Dates: 29 September 2016 to 13 October 2016 Venue: N/A Nature of Activity: Collateral Support</p> <p>Short Description: TBEX is the largest conference and networking event for travel bloggers, online travel journalists, new media content creators, travel brands and industry professionals. Materials made were: invites, souvenir program, Soul of the Philippines contest flyers, programme for Opening Night Party, roll-up banners, streamers, lamp post banners, MMDA banners, LED screen, various signages, photo borders, food description frame and description tags among others.</p> | | Completed |
| LXXIV. ILAMP PROGRAM OF THE CAREER EXECUTIVE BOARD | | |
| <p>Inclusive Dates: 29 September 2016 to 22 October 2016 Venue: Naga City Nature of Activity: Collateral Support</p> <p>Short Description: DOT Legal office requested to support iLAMP Program of the Career Executive Board in Naga City held last October 22, 2016 in Naga City. TPB</p> | | Completed |

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| released to support said events by giving 55 pcs each kinds of the following items: VPA dryfit shirts, ball pen, stickers, button pins, collar pins and IMFITP notebook & destination luggage tag. | | |
| LXXV. IMEX AMERICA 2016 | | |
| <p>Inclusive Dates: 29 September 2016 to 29 October 2016 Venue: N/A Nature of Activity: Others - Booth Graphics</p> <p>Short Description: IMEX America is the largest and the most important trade show for the meetings and incentive travel industry in North America. It attracts all types of suppliers involved in the MICE industry such as hotels, destination management companies, convention centers, airline companies and tourism and convention bureaus and event technology companies, among others.</p> <p>Destinations and campaigns included in the booth graphics are: Manila, Cebu, Davao, Boracay, VPA and Visit Asean @ 50</p> | | Completed |