

ACCOMPLISHMENT REPORT
4TH 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. MAGSAYSAY CENTER FOR HOSPITALITY AND CULINARY ARTS (MIHCA)

<p>Inclusive Dates: 01 October 2016 to 31 December 2016 Venue: Manila Nature of Activity: Collateral Support</p> <p>Short Description: Magsaysay Center for Hospitality and Culinary Arts (MIHCA) requested of 200 pcs IMFITP Omnibus Primer (corrected) used by their students to familiarize on what they offer great places in the Philippines to promote the tourist spots nationwide..</p>		<p>Complete</p>
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II. SOCIAL MEDIA POSTING ON FACEBOOK

<p>Inclusive Dates: 01 October 2016 to 31 December 2016 Venue: N/A Nature of Activity: Others - Social Media Posting</p> <p>Short Description: To continuously promote to the public the activities and events the Tourism Promotions Board (TPB) is currently engaged in, MARCOM updates TPB Facebook page @tpbphl as its social media platform.</p>		<p>Complete</p>
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III. SOCIAL MEDIA POSTING ON INSTAGRAM

<p>Inclusive Dates: 01 October 2016 to 31 December 2016 Venue: N/A Nature of Activity: Others - Social Media Posting</p> <p>Short Description: To continuously promote to the public the activities and events the Tourism Promotions Board (TPB) is currently engaged in, MARCOM updates TPB Instagram page @tpbphl as its social media platform.</p>		<p align="center">Complete</p>
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IV. SOCIAL MEDIA POSTING ON TWITTER

<p>Inclusive Dates: 01 October 2016 to 31 December 2016 Venue: N/A Nature of Activity: Others - Social Media Posting</p> <p>Short Description: To continuously promote to the public the activities and events the Tourism Promotions Board (TPB) is currently engaged in, MARCOM updates TPB Twitter page @tpbphl as its social media platform.</p>		<p align="center">Complete</p>
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V. NATIONAL HOSPITALITY AND TOURISM MANAGEMENT CONVENTION		
<p>Inclusive Dates: 02 October 2016 Venue: Bacolod City Nature of Activity: Collateral Support</p> <p>Short Description: Jaunts & Journeys Travel and Events requested tourism informative materials to be used for National Hospitality & Tourism Management Convention, with theme: "Tradition in Transition Journey to Transformation" with an estimated 2,000 - 2,500 attending, to be held at L'Fisher Hotel Bacolod on October 02, 2016. TPB support by giving 2,000 pcs each of the following items: IMFITP Omnibus Primer, Interim brochures, destination luggage tag, and VPA stylus ballpen.</p>		Complete
VI. HOSPITALITY AND TOURISM MANAGEMENT NATIONAL CONVENTION 2016		
<p>Inclusive Dates: 07 October 2016 Venue: L'Fisher Hotel Bacolod Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description:</p>	2,500 participants	Complete

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Jaunts and Journey will organize the Hospitality and Tourism Management National Convention 2016 to be held on 07 October 2016 at L'Fisher Hotel, Bacolod. It expects 2,500 local delegates, primarily composed of hospitality and tourism students, members of the faculty and other stakeholders.		
VII. UGNAYANG LUNTIAN SA PERLAS NG SILANGAN		
<p>Inclusive Dates: 07 October 2016 Venue: Binan, Laguna Nature of Activity: Collateral Support</p> <p>Short Description: UPHSL of Binana, Laguna Campus requested tourism promo mats for course convention "Ugnayang Luntian sa Perlas ng Silangan. TPB supported by giving 250 pcs each of the following items: IMFITP Primer, Interim brochures, VPA button pins and VPA lanyard.</p>		Complete
VIII. WORLD TRAVEL EXPO 2016		
<p>Inclusive Dates: 07 October 2016 to 09 October 2016 Venue: SMX Convention Center Nature of Activity: Others - Welcome Message of TPB OIC</p>		Complete

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<p>Short Description: World Travel Expo aims to be the marketing platform for the travel industry. The event will serve as a channel between the international and national tour operators, airline companies, and travel authorities. The event with a theme, TRAVEL REVOLUTION will showcase at least 120 booths in over 1,900 square meter of space and will consist of conferences, workshops and activities related to travel and tourism which can provide useful and helpful information for both the exhibitors and visitors. Show activities will also include Product launching & Company presentations, World Travel Expo Awards, B2B Business Matching, Holiday & Dream Destination Lucky Draw, Travel Products Onsite Selling, Travel Photography Competition, Fun Club Interaction, Video Montage Contest and Outbound Tourism Forum.</p> <p>The Media Relations Division of the MARCOM Department was in charge to write the welcome message of the Officer-in-Charge of TPB. The TPB may or may not participate in the next series of this event.</p>		
<p>IX. 28TH ANNUAL MEETING & CONFERENCE OF THE INTER-PACIFIC BAR ASSOCIATION</p>		
<p>Inclusive Dates: 07 October 2016 to 10 October 2016 Venue: Brussels, Belgium Nature of Activity: Logo / Photo / Video Support Short Description:</p>		<p align="center">Complete</p>

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The Inter-Pacific Bar Association (IPBA) is an international association of business and commercial lawyers who live in, or otherwise have a strong interest in, Asia Pacific Region. Last October 7-10, 2016, an IPBA meeting was held in Brussels, Belgium. As part of the attendance promotion, a video about the Philippines was shown to stir interest of the delegates to sign up for the 2018 Annual Meeting and Conference in the Philippines.		
X. XIAMEN AIRLINES TRAVEL FAMILIARIZATION TOUR FOR CHINESE AGENTS		
<p>Inclusive Dates: 10 October 2016 to 15 October 2016 Venue: Cebu and Bohol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Following the release of the Permanent Court of Arbitration (PCA) ruling last 12 July 2016, there has been several cancellations in bookings with partnered travel agencies as reported by our Shanghai and Beijing offices. During the height of the event, several hate campaigns against the Philippines have been posted in Chinese social medias such as Wechat and Weibo. There has been no written ban issued by the government in Beijing but due to strong patriotism, several Chinese tourists expressed their support and opted not to travel to the Philippines.</p>	26 participants	Complete

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<p>To overturn the negative situation, Xiamen Airlines Travel, the travel department of Xiamen Airlines, sought the assistance of TPB with Uni-Orient as the local ground handler to organize a familiarization tour for 30 agents to Cebu and Bohol. Such gesture would be part of the continuous campaign to promote the Philippines in China and to quell negative impressions brought about by the event.</p>		
XI. NORTHERN CHINA TRAVEL AGENTS FAM TRIP		
<p>Inclusive Dates: 10 October 2016 to 18 October 2016 Venue: Boracay Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: In line with our objective to boost travel to the Philippines from China during these critical times and to continually engage the Chinese travel trade whose support has been crucial in sustaining tourist arrivals from China to the Philippines, a familiarization trip for 114 travel agent participants to Boracay has been organized for travel agent wholesalers from Beijing and Northern China in cooperation with Beijing Haozhou Aviation.</p> <p>Beijing Haozhou Aviation is the operator of regular charter from Beijing to Kalibo via Cebu Pacific. It started operating the Kalibo charter in July 2015</p>	<p>82 travel agents</p>	<p>Complete</p>

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<p>with four (4) flights with a total of 720 seat capacity per week. In August, the flights were decreased to 3 times every two weeks. With China-Philippines relations starting to warm-up and having confidence of the market situation, Beijing Haozhou Aviation will, once again, increase flight frequency to 3 times per week starting October 15,2016.</p>		
<p>XII. FULLWAVE TECH & STARTUPS 2016</p>		
<p>Inclusive Dates: 13 October 2016 to 14 October 2016 Venue: Mapua Institute of Technology, Intramuros Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: FullWave Tech & Startups 2016 is a two-day session for developers’ startups, entrepreneurs and influencers to build a network to support a flourishing tech startup community on 13-14 October 2016 at the Mapua Institute of Technology, Intramuros, Manila. It expects to bring together 123 foreign speakers.</p> <p>TPB offered hosting of the VIP’s welcome dinner and provision of giveaways to the delegates.</p>		<p align="center">Complete</p>
<p>XIII. PHILIPPINE ROADSHOW/BUSINESS MISSION TO THE USA AND CANADA</p>		

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<p>Inclusive Dates: 15 October 2016 to 23 October 2016 Venue: Vancouver, San Francisco and Los Angeles (East Coast rescheduled for 2017) Nature of Activity: Business Mission & Sales Roadshow</p> <p>Short Description: The Roadshow/Mission is in line with our efforts to sustain the growth of tourism arrivals and to strengthen the country's brand campaign in North America. It will provide Philippine sellers the opportunity to conduct face-to-face business sessions with their North American counterparts; network, negotiate, conduct business and stay abreast with the latest developments in travel and tourism in North America. The activity is viewed to sustain and strengthen our position in the region and to highlight our country's top tourist destinations.</p>	8 private sectors	Complete
XIV. MT. BULUSAN 360: FUN BIKE ECO ADVENTOURS AND TREASURE HUNT		
<p>Inclusive Dates: 16 October 2016 Venue: Mt. Bulusan Eco-Agritourism Circuit Nature of Activity: Others - Financial Support</p> <p>Short Description:</p>		Complete

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<p>The Local Government Unit of Bulusan hosted the Mt. Bulusan 360: Fun Bike Eco AdvenTours & Treasure Hunt last 16 October 2016. Altogether, for the promotion and marketing of Mt. Bulusan Eco-Adventure & Agritourism Circuit towards sustainable biodiversity conservation of Bulusan Volcano Natural Park (BVNP) and poverty reduction through socially responsible rural tourism development. These equally complementary ecotourism promotional events will propel Mt. Bulusan Eco-Agritourism Circuit domestic to international tourism markets. With some segments of the Mt. Bulusan 360 is expected to be shown in Ms. Earth International 2016 telecast on Star World (the entertainment channel of FOX Network, the biggest cable television network in Asia and the middle East), MVS/Uno TV, Mexico, Central and South America, the Caribbean and United States of America and other participating countries.</p>		
<p>XV. IMEX AMERICA 2016</p>		
<p>Inclusive Dates: 16 October 2016 to 18 October 2016 Venue: Sands Expo and Convention Center Nature of Activity: M.I.C.E. Trade and Consumer Fair</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</p>	<p align="center">54 Business Leads</p>	<p align="center">Complete</p>

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<p>management companies (DMCs), convention centers, airline companies and tourism and convention bureaus and event technology companies, among others.</p>		
<p>XVI. CITY PEER TO PEER TO CROSS LEARNING PROGRAMME</p>		
<p>Inclusive Dates: 17 October 2016 to 20 October 2016 Venue: Marikina City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Oxfam Philippines is organizing the City Peer to Peer to Cross Learning Programme on 17 – 20 October 2016 in Marikina City.</p> <p>The Programme aims to unpack the complexity of issues in rapidly growing urban areas. It presents opportunities for strengthening resilience by analyzing the development of rapidly urbanising centers.</p>	<p align="center">12 participants</p>	<p align="center">Complete</p>
<p>XVII. INTERNATIONAL UNION OF FOOD, AGRICULTURAL, HOTEL, RESTAURANT, CATERING, TOBACCO AND ALLIED WORKERS' ASSOCIATIONS' (IUF), ASIA PACIFIC (AP) CONFERENCES 2016</p>		
<p>Inclusive Dates: 17 October 2016 to 21 October 2016 Venue: Century Park Hotel, Manila Nature of Activity: M.I.C.E. Booked Event</p>	<p align="center">247 participants</p>	<p align="center">Complete</p>

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<p>Short Description: The IUF – AP Conference will hold the following activities at the Century Park Hotel, Manila:</p> <ol style="list-style-type: none"> 1.) IUF – AP Youth Conference on 17 October 2016 2.) IUF – AP Women Conference on 18 October 2016 3.) IUF – AP 13th Regional Conference on 19 – 21 October 2016 <p>Aside from the estimated 250 official delegates from 100 trade unions coming from 20 various countries in the Asia Pacific Region, at least 50 additional observers, conference secretariat staff and interpreters will also be present in the event.</p>		
XVIII. AUSTRALIA/NZ MEGA FAMILIARIZATION TOUR		
<p>Inclusive Dates: 18 October 2016 to 27 October 2016 Venue: Manila, Coron, Boracay, Bohol and Cebu Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The 2016 AU-NZ Mega Familiarization Tour for travel agents aims to increase the product knowledge about the Philippine holiday destinations so they can better sell it to their clients. The travel agents have to complete the PH Fun</p>	50 participants	Complete

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<p>Travel Experts certification process to be included in the tour. The Familiarization Tour is the final stage of the certification program.</p>		
<p>XIX. 69TH ANNUAL CONVENTION OF THE INSTITUTE OF INTERNAL AUDITORS - PHILIPPINES</p>		
<p>Inclusive Dates: 19 October 2016 to 21 October 2016 Venue: SMX Convention Center Nature of Activity: M.I.C.E. Booked Event - National</p> <p>Short Description: The Annual Convention of the Institute of Internal Auditors - Philippines has become the premier conference among the academic, industry and business practitioners of internal audit as it continuously provides attendees with great opportunities to learn, participate, share their knowledge, enrich their professional network and make new collaborations.</p> <p>The Convention expects 300 participants from a wide range of industries and capacities from chief audit executives, audit committee members and staff auditors to information technology auditor fraud and forensic auditors and even public sector auditors.</p> <p>TPB Assistance: Provision of 300 pcs Visit the Philippines Again (VPA) notebooks</p>	<p align="center">300 participants</p>	<p align="center">Complete</p>

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IIAP Commitments: 1) Ensure the attendance of 300 delegates 2) Inclusion of the TPB logo as sponsor in the event website, printed brochures and sponsors wall 3) Submission of brief report of the event, together with the list of delegates with their email addresses and other supporting documents such as but not limited to event printed materials, photos and videos.		
XX. INTERNATIONALE TOURISMUS BORSE (ITB) ASIA 2016		
<p>Inclusive Dates: 19 October 2016 to 21 October 2016 Venue: Sands Expo and Convention Centre, Singapore Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The Internationale Tourismus-Börse (ITB) Asia 2016 is an event wherein the Philippine participation was spearheaded by the Tourism Promotions Board (TPB), with the support and cooperation of the DOT Overseas Office in Singapore. ITB Asia is an annually held three day B2B trade show and convention for the travel industry; it is designed to become the primary event for the Asia Pacific travel industry, much like its parent event – ITB Berlin. Now on its ninth year in Singapore, it has been organized by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The Philippines has been successfully participating in ITB Asia since it started in 2007 due to its wide range of opportunities for Philippine tourism and our participating private sectors.</p>	54 participants under 40 private sector companies	Complete

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XXI. JIRAN SECURITY INCENTIVE TOUR (HANA TOUR GROUP INCENTIVE TRIP)

<p>Inclusive Dates: 19 October 2016 to 23 October 2016 Venue: Shangri-la's Mactan Resort & Spa Nature of Activity: Incentive Trip</p> <p>Short Description: Jiran Security is a security solution company in Korea for emails, electronic documents and mobile phone softwares. The incentive group is composed of 112 employees from Jiran Security.</p> <p>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>	<p>112 Foreign participants</p>	<p>Complete</p>
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XXII. 5TH WORLD YOUTH ALLIANCE ASIA PACIFIC (WYAAP) EMERGING LEADERS CONFERENCE (ELC)

<p>Inclusive Dates: 20 October 2016 to 22 October 2016 Venue: University of the Asia and the Pacific, Pasig City Nature of Activity: M.I.C.E. Booked Event - International</p>		<p>Complete</p>
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<p>Short Description:</p> <p>The World Youth Alliance (WYA) is a global coalition of young people, ages 10-30 years old, committed to promoting the dignity of the human person and building solidarity among youth from all nations.</p> <p>WYA is a United Nations (UN) Economic and Social Council (ECOSOC) accredited organization, training young people to work at the regional and international levels to impact policy and culture.</p> <p>WYA has six (6) regional offices: Africa, Asia Pacific, Europe, Latin America, Middle East and North America that works with international organizations, primarily the United Nations (UN) and the European Union (EU).</p> <p>The World Youth Alliance Asia Pacific (WYAAP)'s Emerging Leaders Conference is an annual event being held in the Philippines for five consecutive years now. The ELC is open to all youths from the Asia Pacific region, aged 15-30 years old, both from members and non-members of WAY.</p> <p>The goal of the ELC is for young individuals to learn about salient issues of today and how they can apply their role as leaders through a variety of talks, forums and interactive activities.</p> <p>TPB commitment:</p>		

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<p>1) Provision of Philippine tourism brochures and Visit the Philippines Again promotional materials</p> <p>2) Airport reception and facilitation with provision of welcome leis for foreign delegates</p> <p>WYAAP commitment:</p> <ul style="list-style-type: none"> • Ensure the attendance of 40 foreign delegates • Airing of one 60-second video on the Philippines during the conference • Inclusion of company name and logo in the official conference website • Inclusion of company name and logo in conference printed materials, sponsors wall and banners • Inclusion of company name and logo in the video montage of conference partners and sponsors • Live acknowledgment as partner or sponsor during conference • Post Conference Report to include list of delegates and email addresses; countries who participated including highlights and photos 		
XXIII. MASSKARA FESTIVAL MEDIA FAMILIARIZATION TOUR		
<p>Inclusive Dates: 20 October 2016 to 24 October 2016</p> <p>Venue: Manila (TPB Assisted) and Bacolod (DOT Region VI)</p> <p>Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: TPB in coordination with DOT Malaysia organized a familiarization tour in Manila and Bacolod late 20-24 October 2016. DOT Malaysia invited</p>		<p>Complete</p>

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Malaysian media and bloggers for a familiarization trip to Manila to have a first-hand experience and to cover new developments in Manila for the featured write up. The said tour showcased Manila's attractions and Masskara Festival in Bacolod.		
XXIV. ASIAN SEED CONGRESS 2016		
Inclusive Dates: 20 October 2016 to 25 October 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support Short Description: Its More Fun in the Philippines tagline AVP to be used in Asian Seed Congress 2016		Complete
XXV. ADVERTISEMENT PLACEMENT IN BUSINESSMIRROR		
Inclusive Dates: 21 October 2016 to 27 October 2016 Venue: N/A Nature of Activity: Others - Advertisement Placement Short Description:		Complete

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<p>BusinessMirror continues to evolve as a game-changer by establishing as premium business newspaper and tapping wide arrange of readers: from millennial to young professionals to executives to decision makers, national and international and in the ASEAN Region. It was cited as the best business news source of the year at the 25th Journalism Awards of the Economic Journalists Association of the Philippines.</p> <p>Advertisement placement on BusinessMirror on its anniversary issue which was published on 27 October 2016 issue.</p>		
XXVI. MANNATECH KOREA LIMITED/ACN INC. (MARINE TOUR GROUP INCENTIVE TRIP TO CEBU)		
<p>Inclusive Dates: 22 October 2016 to 26 October 2016/26 October 2016 to 30 October 2016 Venue: Shangri-la's Mactan Resort & Spa Nature of Activity: Incentive Trip</p> <p>Short Description: Marine Tour, in partnership with DOT-Korea will organize an incentive tour for 400 employees of Mannatech Korea Limited and ACN Inc. TPB Commitment: Airport reception for foreign delegates and cultural entertainment.</p>	<p>424 Foreign participants</p>	<p>Complete</p>

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<p>XXVII. 2016 BIRMINGHAM DIVE SHOW</p>		
<p>Inclusive Dates: 22 October 2016 to 23 October 2016 Venue: National Exhibition Centre (NEC) Birmingham Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The Philippines participates annually in the Dive Birmingham, the most important dive event in the United Kingdom. The two-day event attracts 60,000 visitors and exhibitors comprising mainly the diving industry travel operators, dive clubs and dive resorts & destinations, professional and leisure divers as well as suppliers of dive equipment and gears. It is also open to dive and water sports enthusiasts who want to get more information and onsite sale of dive tour programs and diving lessons, and other related sporting and adventure travel products.</p> <p>The Tourism Promotions Board (TPB) organised the Philippine delegation to the event composed of Philippine Airlines as the partner carrier, and nine companies representing the country's top dive resorts and operations which operate world class tours and dive operations covering Anilao, Puerto Galera, Cebu, Bohol, Palawan, Dumaguete, Negros Island, Apo Island and Tubbataha Liveaboard programs.</p>	<p align="center">9 dive specialists</p>	<p align="center">Complete</p>

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XXVIII. MALAYSIA TOURISM EXCHANGE PROGRAM		
<p>Inclusive Dates: 23 October 2016 Venue: Malaysia Nature of Activity: Collateral Support</p> <p>Short Description: Requested promotional materials utilized for Malaysia Tourism Exchange Program under the bilateral tourism cooperation of both countries, held on October 23, 2016 in Malaysia. TPB released of the following items: 20 pcs each kind of IMFITP White shirts, luggage tag, VPA lanyard and 200 pcs VPA Stickers.</p>		Complete
XXIX. TPB COLOR MANILA COSTUME RUN 2016		
<p>Inclusive Dates: 24 October 2016 to 29 October 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: As part of TPB's employee engagement in partnership with Color Manila Run all TPB employees joined the Costume Run last 29 October 2016. The request included the documentation of the event for collateral use</p>		Complete

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XXX. 30TH ANNUAL CONFERENCE OF THE ASIAN ASSOCIATION OF OPEN UNIVERSITY

<p>Inclusive Dates: 26 October 2016 to 29 October 2016 Venue: Crowne Plaza Galleria, Manila Nature of Activity: Collateral Support</p> <p>Short Description: University of the Philippines Open University (UPOU) hosted the 30th Annual Conference of the Asian Association of Open Universities (AAOU) at Crowne Plaza Galleria last October 26 - 29, 2016. TPB supported and released of 500 pcs IMFITP Illustrated Map in the Philippines.</p>		Complete
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XXXI. 16TH FIDUCIARY EVENTS WEEK
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<p>Inclusive Dates: 26 October 2016 to 02 November 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: TPB / IMFITP / VPA Logos for inclusion in conference materials / promotional medium. AVP and TVCs of destinations to be played during the event.</p>		Complete
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XXXII. CULINARY BOOK LAUNCHING

<p>Inclusive Dates: 27 October 2016 Venue: Manila Nature of Activity: Collateral Support</p> <p>Short Description: Ms. Clang Garcia requested 80 pcs each of IMFITP Destenation Weave Design bag, Black pouch glitters for the culinary book launch as token toursm promotional giveaways.</p>		<p>Complete</p>
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XXXIII. ASSOCIATIONS SUMMIT IV

<p>Inclusive Dates: 27 October 2016 to 30 October 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Philippine destinations to be used in the summit namely Cebu, Bohol, Davao, Manila and Boracay.</p>		<p>Complete</p>
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XXXIV. 43RD ARTDO INT'L CONFERENCE/60TH AAPA GENERAL ASSEMBLY OF PRESIDENTS

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<p>Inclusive Dates: 27 October 2016 to 03 November 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: It's More Fun in the Philippines TVC's and VPA 2016 videos to be displayed in the conference. TPB logo request for collateral materials</p>		<p align="center">Complete</p>
<p>XXXV. TBEXPH SOCIAL MEDIA POSTING</p>		
<p>Inclusive Dates: 28 October 2016 to 28 October 2016 Venue: N/A Nature of Activity: Others - Social Media Posting</p> <p>Short Description: To promote the project TBEX PH in social media via TPB's social media pages on Facebook, Instagram and Twitter @tpbphl.</p>	<ul style="list-style-type: none"> ● TBEx Asia Feature ● CNN Traveler feature on the Philippines with DOT Sec. Ramon Jimenez, Jr. ● TPB ISO Certification 	<p align="center">Complete</p>
<p>XXXVI. DELTA AIRLINES ANNUAL CULTURAL FAIR</p>		
<p>Inclusive Dates: 01 November 2016 to 02 November 2016 Venue: Seattle, USA</p>		<p align="center">Complete</p>

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<p>Nature of Activity: Collateral Support</p> <p>Short Description: Delta Air Lines requested informative promotional brochures and posters utilized for Annual Cultural Fair for customers and employees in Seattle, USA held on november 1-2, 2016. TPB released of the following items: 50 pcs each kind of IMFITP Illustrated map in the Philippines, destination map brochures (Cebu/Bohol and Boracay) and 1 set of destination posters 1st and 2nd edition.</p>		
<p>XXXVII. CIVIL SERVICE COMMISSION</p>		
<p>Inclusive Dates: 01 November 2016 to 30 November 2016 Venue: Manila Nature of Activity: Collateral Support</p> <p>Short Description: Requested promotional materials utilized utilized of Civil Service Commission events. TPB released of the following items: 110 pcs each of the following promotional brochures, Innibus Primer (corrected), Interim brochures (corrected), Boracay brochures and Cebu/Bohol map brochures.</p>		<p align="center">Complete</p>
<p>XXXVIII. DOT REGION III</p>		

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<p>Inclusive Dates: 01 November 2016 to 30 November 2016 Venue: Pampanga Nature of Activity: Collateral Support</p> <p>Short Description: DOT Region III requested promotional giveaways to promote tourism in the northern part of Philippines and support to the region promotional giveaways to their several events. TPB released of the following items: 200 pcs each of It's more fun in the Philippines Shirts, Non-Woven pouch glitters, Notebook, Magnetic lapel pins and 500 pcs VPA 2016 Stickers.</p>		<p>Complete</p>
<p>XXXIX. GOODWILL VISIT TO VIETNAM</p>		
<p>Inclusive Dates: 01 November 2016 to 30 November 2016 Venue: Vietnam Nature of Activity: Collateral Support</p> <p>Short Description: Request from Philippine Navy for goodwill visit to Vietnam People's Navy to maintain the close relationship of both soldiers and requested brochures distributed to Vietnamese people during the goodwill visit. TPB released of the following brochures, 200 pcs Illustrated map, 300 pcs Cebu/Bohol map brochures and 300 pcs Boracay map brochures.</p>		<p>Complete</p>

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XL. INTAS DESTINATION TRAVEL		
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<p>Inclusive Dates: 01 November 2016 to 30 November 2016 Venue: Colombo, Sri Lanka Nature of Activity: Collateral Support</p> <p>Short Description: Intas Destination Travel request tourism promotional brochures for travel strategic sales calls of tour operators and travel agents in colombo, Sri Lanka. To support travel in tourism, TPB released of the following items: 100 pcs each of Illustrated map, Cebu/bohol map and Boracay map brochures.</p>		Complete
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XLI. NAYONG PILIPINO		
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<p>Inclusive Dates: 01 November 2016 to 30 November 2016 Venue: Metro Manila Nature of Activity: Collateral Support</p> <p>Short Description: Nayong Pilipino requested VPA 2016 and It's more fun in the Philippines promotional giveaways to promote tourism to their visitors. TPB released of the following items: 50 pcs each of VPA round neck shirts, lanyard, and</p>		Complete
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IMFITP magnetic lapel pins and 500 pcs VPA stickers & 100 pcs destination luggage tags.		
XLII. VENTURES AWARD TOURISM		
<p>Inclusive Dates: 01 November 2016 to 30 November 2016 Venue: Manila, Philippines Nature of Activity: Collateral Support</p> <p>Short Description: Ms Margie Monsayac request It's More Fun in the Philippines merchandise for Ventures Award Tourism token as tourism promotional campaigns giveaways. TPB released of the following items: 50 pcs each of IMFITP merchandise, Notebook, Non-woven pouch glitters and destinations luggage tags.</p>		Complete
XLIII. SOIREE BEAUJOLAIS		
<p>Inclusive Dates: 02 November 2016 to 29 November 2016 Venue: Marriott Grand Ballroom Nature of Activity: Others - Event</p> <p>Short Description:</p>		Complete

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CCI France Philippines is proud to highlight the French presence in the Philippines and has embodied the Beaujolais tradition, along with other French Chambers across the world, through the annual event: Soirée Beaujolais. The event gathers about 1500 guests coming from other French Chambers around the Asia Pacific region, member companies of the French Chamber Philippines, the diplomatic corps, other chambers of commerce, socialites, and anyone that has a social and business ties with the Franco-Euro-Filipino community.		
XLIV. UITS CHINA TRAVEL AGENTS FAMILIARIZATION TOUR		
<p>Inclusive Dates: 04 November 2016 to 10 November 2016 Venue: Manila, Dumaguete, Siquijor and Sumilon Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: UITS is a CNTA-accredited travel agency and one of the biggest wholesalers in Beijing (biggest wholesaler to Palau). The company started selling Dumaguete tours last year and has seen the interest of the market and the potential to grow the business. Their target is to bring 5,000 Chinese tourist to the destination this year. A familiarization tour of Dumaguete, Siquijor and Sumilon for their top retailers from various cities would be the key to achieve this.</p>	12 agents 4 media	Complete

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<p>In addition to the agents, seven (7) media participants have been invited to do a coverage of this familiarization tour in their Wechat, Weibo, Daydow trip radio program, Didao APP. Such exposure will lead to producing good feedbacks on the Philippines as a tourist destination and would counter the negative impressions on the country as a result of the west Philippine Sea controversy.</p>		
<p>XLV. SEOUL LANTERN FESTIVAL</p>		
<p>Inclusive Dates: 05 November 2016 to 09 November 2016 Venue: Seoul, Soth Korea Nature of Activity: Collateral Support</p> <p>Short Description: International Lantern Festival in Seoul Korea, November 05 - 09, 2016 event. TPB delegates carried the following merchandise distributed the DOT booth during the event. TPB released of the following items: 20 pcs It's more fun in the Philippines black shirts, 200 pcs Non-woven pouch glitters and 300 pcs Destination luggage tags.</p>	<p align="center">12 agents 4 media</p>	<p align="center">Complete</p>
<p>XLVI. USA MICE AGENTS FAMILIARIZATION TRIP</p>		
		<p align="center">Complete</p>

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<p>Inclusive Dates: 05 November 2016 to 13 November 2016 Venue: Cebu and Manila Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The U.S.A. MICE Familiarization Trip is an educational trip to the Philippines organized by Shangri-La Hotels and Resorts, Philippine Airlines and Pacific World held in Cebu and Manila last 05 – 13 November 2016. It aims to develop business potentials in USA by sharing destination and hotels which would be ideal for their future incentive groups. The guests for the trip consist of five (5) upscale MICE agents from USA which are potential clients to hold incentive meetings in the Philippines.</p> <p>1. William Christian Sellmer II - President, Sellmer Meetings & Incentive Travel, Inc. More than 25 years in the industry, SMI is dedicated to creating above expectation incentive travel programs and corporate meetings that produce incremental productivity, profitability and excellent return on investment for our customers, time after time.</p> <p>2. Sharon Kay Ruhland - President, The Details Meetings & Events, MN Ms. Ruhland is a senior level meeting leader and meeting destination consultant with an expertise in executive level experiences. Through The Details, Sharon assists and advises clients in creating impactful, high touch, flawless executive and BOD meetings. Through Destinaire, Sharon assists her</p>	<p align="center">5 USA MICE Agent</p>	

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<p>clients in creating memorable destination experiences by guiding the destination selection process and identifying the ideal destination partnerships (DMC, hotel, special experiences) to best support the overall goals and desired outcomes. Sharon's clients include H.B. Fuller (MN), KCI USA/Acelity (TX), Target Corporation (MN) and Stem for Life Foundation (NY).</p> <p>3. Dorothy Martin - Regional Director of Sales, Prestige Global Meeting Source Ms. Martin handles all the group bookings originating out of any regions in Canada for Prestige.</p> <p>4. Jeremy Richard Marquard - Team Director, Conference Direct Conference Direct is a leading provider of global meeting planning solutions. Their services include site selection & contract negotiation, conference management services, housing & registration services, strategic meetings management programs and event mobile applications.</p> <p>5. Kayla Bulgerin - Experient National Sourcing Manager Experient, a division of Maritz Global Events focuses on serving associations, tradeshow, government, sports and enthusiast markets, as well as others. We have had several definite programs booked by Experient at Shangri-La Hotel, Kuala Lumpur, Shangri-La Hotel, Singapore, Kowloon Shangri-La and Shangri-La Hotel, Bangkok.</p>		

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<p align="center">XLVII. CHICAGO TRAVEL AGENTS FAMILIARIZATION TRIP TO THE PHILIPPINES</p>		
<p>Inclusive Dates: 06 November 2016 to 11 November 2016 Venue: Cebu, Bohol and Manila Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: PDOT-New York Office, through the Tourism Promotions Board, organized a familiarization trip for ten (10) travel agents from Chicago and representatives from Eva Air Chicago Branch and PDOT-New York, in partnership with Eva Air as the official airline sponsor. This familiarization trip seeks to change holidaymakers' perception of the Philippines as an unsafe destination. This trip also aims to help top travel agent producers to build a higher level of awareness of the Philippines as a destination through their meaningful stories and experiences - which will eventually influence their clients to travel the Philippines.</p>	<p align="center">11 participants</p>	<p align="center">Complete</p>
<p align="center">XLVIII. RECEIVING OF AWARD FROM SMART TRAVEL ASIA</p>		
<p>Inclusive Dates: 07 November 2016 to 09 November 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p>		<p align="center">Complete</p>

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<p>Short Description: Media Coverage of the presentation of the award from Smart Travel Asia</p>		
<p align="center">XLIX. WORLD TRAVEL MARKET 2016</p>		
<p>Inclusive Dates: 07 November 2016 to 09 November 2016 Venue: ExCel, London Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The World Travel Market is the leading global event for the travel industry players to meet industry professionals and conduct business deals. Through its industry networks and unrivalled global reach, WTM creates personal and business opportunities, providing customers with quality contracts, content and communities.</p> <p>With over 50,000 international travel industry professionals, and more than 9,000 qualified buyers, exhibiting in London will give more than just a stand, extend the country's reach by taking advantage of all promotion and marketing initiative once joined the WTM.</p> <p>The Philippines' participation at WTM 2016 provides a venue for the tourism establishments/co-exhibitors to conduct business to business meetings to establish and renew linkages with industry counterparts in Europe and other</p>	<p align="center">53 participants of 34 private sectors</p>	<p align="center">Complete</p>

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<p>key travel and tourism markets of the world that would catalyze new tourism business and tourist arrivals for the Philippines.</p> <p>This year, the Philippines stand will now be situated at AS 500 with a similar area of 366 square meters. The stand is strategically located between the S9 and S10 entrances of the Asia Pacific Hall which gives the maximum visibility for marketing the products and services the country offers.</p>		
<p>L. GOV'T QUALITY MANAGEMENT COMMITTEE RECOGNITION CEREMONY</p>		
<p>Inclusive Dates: 07 November 2016 to 10 November 2016 Venue: Landbank Bldg., Malate, Manila Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Photo coverage of Govt Quality Management Committee Recognition Ceremony held at Landbank bldg, Malate, Manila</p>		<p align="center">Complete</p>
<p>LI. JAL SKYWARD IN-FLIGHT MAGAZINE FAMILIARIZATION TRIP</p>		
<p>Inclusive Dates: 07 November 2016 to 13 November 2016 Venue: El Nido, Palawan and Bohol Nature of Activity: Invitational / Familiarization Trip</p>	<p align="center">2 participants</p>	<p align="center">Complete</p>

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<p>Short Description: Japan Airlines (JAL) is Japan’s largest airline carrier, flying more than 40.19 million domestic and international flight passengers each year. JAL offers multi-media and multi-language opportunities using a variety of media. Skyward Magazine, the in-flight magazine of JAL, is an excellent medium to reach the Japanese market, having both Japanese and English sections. This monthly in-flight magazine is regarded as a high quality, interesting, informative, and entertaining publication.</p> <p>DOT Tokyo has finalized negotiations with JAL Skyward Magazine for a photo and story feature. The Philippines will be the highlight destination of the February 2017 issue through the 11-page feature that will showcase the beauty of El Nido and Bohol. JAL Skyward Magazine is read by approximately 3.34 million passengers monthly. The Skyward Magazine team shall be composed of one (1) writer and one (1) photographer and the photo shoot is scheduled from 07-13 November 2016.</p>		
<p align="center">LII. TAIPEI MEDIA AND TAICHUNG TRAVEL AGENT FAMILIARIZATION TOUR</p>		
<p>Inclusive Dates: 08 November 2016 to 12 November 2016 Venue: Puerto Princesa and Manila Nature of Activity: Invitational / Familiarization Trip</p>		<p align="center">Complete</p>

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<p>Short Description: TPB in coordination with DOT- Taiwan and DOT Region IV B, organized a familiarization tour in time for the MIMAROPA Festival. The purpose of the familiarization trip is to provide an opportunity to media and travel agents to highlight the MIMAROPA Festival and to inform Taiwan consumers on the new product offering of Puerto Princesa and Manila. DOT-Taiwan invited 13 medias from Taipei and 8 travel agents from Taichung. These medias could provide greater mileage for Philippine tourism promotions in Taiwan and their participation will enhance the on-going promotions of Puerto Princesa such that there is a regular flight that operates every Friday. This will surely contribute to the growing interest of Taiwan market for Palawan. The travel agents from Taichung have been continuously supporting the promotions of Philippine tourism. They a regular group bound to Boracay and Cebu and will start sending groups to Palawan once they have a first-hand experience.</p>		
LIII. FEDERATION OF ASIA PHARMACEUTICAL ASSOCIATION (FAPA) CONGRESS 2018 (ATTENDANCE PROMOTION)		
<p>Inclusive Dates: 09 November 2016 to 12 November 2016 Venue: Bangkok, Thailand Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: PPhA will host the Federation of Asia Pharmaceutical Associations (FAPA) Congress 2018 on 7 – 10 November 2018 at the Philippine International</p>	300 participants	Complete

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<p>Convention Center. The convention expects to bring together 3,500 foreign delegates from various countries and 500 local delegates.</p> <p>This year, the PPhA representatives will conduct their attendance promotion at the Federation of Asia Pharmaceutical Associations (FAPA) Congress 2016 on 9 – 12 November 2016 in Bangkok, Thailand.</p>		
LIV. CHENDU AGENTS FAMILIARIZATION TOUR		
<p>Inclusive Dates: 09 November 2016 to 13 November 2016 Venue: Cebu and Bohol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: In support to the continuous effort to further promote and market the Philippines to China, another segment of travel agents is being organized by China Eastern for the Chendu province flight to Cebu. China Eastern has launched their regular flights to Manila and Cebu from Chendu province last 27 September 2016. China Eastern has three (3) flights to Manila and four (4) flights weekly to Cebu from Chendu.</p>	21 participants	Complete
LV. 55TH ORIENT SOUTH EAST ASIA LIONS (OSEAL) AND FORUM 2016		
		Complete

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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>Inclusive Dates: 10 November 2016 to 13 November 2016 Venue: The Arena, Asia World Expo (AWE), Hongkong Nature of Activity: Others</p> <p>Short Description: The OSEAL forum is an annual gathering of different Lions from North West and South East Asian countries, Attendance ranges from 6,000 to more than 10,000 usually held for 4 days either November or December every year. Hosting of the forum is on rotational basis starting with MD 301 Philippines, Japan, Malaysia, Singapore, Korea, Thailand, Hongkong and Taiwan.</p> <p>TPB's Assistance: Endorsed letter of invitation requesting Congen Bernardita Catalla of the Philippine Consulate General in Hongkong to accept the FOC's invitation to attend the Opening Ceremony of the 55th OSEAL Forum on 11 November 2016 to strengthen the Philippine delegation during the Forum and to show that the Philippines is ready to host the Forum in 2019</p>	<p align="center">21 participants</p>	
<p align="center">LVI. 1ST ASIA OPTOMETRIC CONGRESS AND 6TH ASEAN OPTOMETRY CONFERENCE</p>		
<p>Inclusive Dates: 11 November 2016 to 12 November 2016 Venue: Marriott Hotel Manila Nature of Activity: M.I.C.E. Booked Event</p>	<p align="center">150 participants</p>	<p align="center">Complete</p>

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<p>Short Description: The IPAO will host the 1st Asia Optometric Congress in conjunction with the 6th ASEAN Optometry Conference on 11 – 12 November 2016 at the Marriott Hotel Manila, Pasay City. It expects to gather 150 foreign delegates from various countries and 300 local delegates.</p> <p>The conference will feature scientific sessions, lectures, workshops, paper and poster presentations loaded with valuable information that will benefit the educators, officials, eye care practitioners, scientists, researchers, faculty and students to be delivered by the most respected and reputable speakers from different parts of the globe, including Asia and the ASEAN region.</p>		
<p align="center">LVII. TPB/DOT TOKYO & EVA AIR FAMILIARIZATION TRIP FOR AGENTS</p>		
<p>Inclusive Dates: 11 November 2016 to 14 November 2016 Venue: Manila Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: TPB & DOT Tokyo, in collaboration with EVA Air, conducted a familiarization trip in Manila scheduled on 11-14 November 2016. EVA Air, a Taiwanese international carrier, launched the Narita-Taipei-Manila route this November. In line with this, DOT Tokyo and</p>	<p align="center">7 participants</p>	<p align="center">Complete</p>

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EVA Air invited seven agents to experience the destination along with this new route. This familiarization trip will pave the way for awareness of the Philippines as a must-go-to destination and will also generate interest in EVA Air's Narita-Taipei-Cebu route in 2017.		
LVIII. PHILIPPINE CHRISTMAS FESTIVAL		
Inclusive Dates: 12 November 2016 to 13 November 2016 Venue: Tumbalong Park, Sydney, Australia Nature of Activity: Others - Support to Philippine Embassy in Canberra Short Description: The "1st Philippine Christmas Festival" is a free entry two-day event showcasing the Filipino Christmas culture, Philippine made products, Philippine tourism destinations, Filipino food stalls and musical and dance performances of Filipino-Australians in Darling Harbour's iconic public space, the Tumbalong Park.		Complete
LIX. 36TH ANNUAL CHEST CONVENTION 2017 (ATTENDANCE PROMOTION)		
Inclusive Dates: 12 November 2016 to 15 November 2016 Venue: Bangkok, Thailand	300 participants	Complete

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<p>Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: PCCP will be hosting the 36th Annual Chest Convention which will be held concurrently with the 4th ASEAN Sleep Congress on 7 – 10 March 2017 at the Philippine International Convention Center, Manila. The convention expects to bring together 300 foreign delegates from various countries and 1,600 local delegates.</p> <p>This year, the PCCP representatives will conduct their attendance promotion during the 21st Congress of the Asian Pacific Society of Respiriology (APSR) on 12 – 15 November 2016 at the Queen Sirikit National Convention Center in Bangkok, Thailand. The event expects to gather 2,500 delegates from various countries.</p>		
LX. 55TH INTERNATIONAL CONGRESS AND CONVENTION ASSOCIATION (ICCA) CONGRESS		
<p>Inclusive Dates: 13 November 2016 to 16 November 2016 Venue: Borneo Convention Center, Kuching, Malaysia Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Most of the attendees were from destination marketing, organizations, national tourism organizations, conventions and visitors bureaus (CVBs),</p>	831 participants	Complete

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<p>professional congress organizing (PCO) companies and international associations.</p> <p>Due to the diversity of topics and trainings that ICCA Congress offer, if budget will permit, we recommend that the TPB send as well project officers from Corporate Planning and Marketing Communications Departments.</p> <p>The Congress offers sessions specifically on data gathering, full utilization of the ICCA statistics and market schemes being done by other countries.</p> <p>Every year, the Congress awards organizations in recognition of their excellence and outstanding achievements in marketing their destinations or products. This is a good learning platform and motivation for a Marketing and Communications Department Officer to initiate PR and marketing campaigns that is timely and innovative.</p>		
LXI. WORKSHOP ON DEVELOPING THE ASIAN PRODUCTIVITY ORGANIZATION (APO) PUBLIC SECTOR LEADERSHIP FRAMEWORK		
<p>Inclusive Dates: 14 November 2016 to 18 November 2016</p> <p>Venue: Marco Polo Hotel, Ortigas, Pasig City</p> <p>Nature of Activity: M.I.C.E. Booked Event - International</p> <p>Short Description:</p>	40 participants	Complete

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<p>The Workshop on Developing the APO Public Sector Leadership Framework is sponsored by the Asian Productivity Organization (APO) and the Development Academy of the Philippines (DAP)</p> <p>APO was established as a regional inter-governmental organization composed of 20 countries to promote productivity in Asia and Pacific.</p> <p>The Workshop aims to establish a common public-sector leadership framework for APO member-countries that will serve as platform for discussion on how the public sector is responding to the challenge to boost productivity.</p> <p>The Workshop will be attended by 24 participants from APO members, namely: Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, Iran, Japan, Republic of Korea, Lao PDR, Malaysia, Pakistan, Sri Lanka, Thailand, Vietnam and the Philippines.</p> <p>TPB Commitment:</p> <ol style="list-style-type: none"> 1) Endorsement to DOT for airport reception and facilitation 2) Provision of tourism brochures and giveaways <p>DAP commitment: (1) Guarantee attendance of 25 foreign delegates (2) Acknowledge TPB as sponsor during the program with logo showing on screen (3) Submit a brief conference report together with the list of</p>		

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participants with their email addresses and other supporting documents such as but not limited to event photos and videos.		
LXII. 18TH ASEAN COOPERATION ON CIVIL SERVICE MATTERS (ACCSM) MEETING		
<p>Inclusive Dates: 15 November 2016 to 17 November 2016 Venue: Sofitel Philippine Plaza Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: PCSC is set to host back-to-back meetings of the 18th ASEAN Cooperation on Civil Service Matters (ACCSM) Meeting on 15 – 17 November 2016 at the Sofitel Philippine Plaza Manila. It expects to bring together 120 foreign delegates to include 14 ASEAN Ministers. ACCSM is a platform for the exchange of information, sharing of ideas and experiences on the civil services for ASEAN countries through regional fora, mentoring or partnering activities facilitated at bilateral or multi-country levels.</p>	120 participants	Complete
LXIII. INCENTIVE TOUR FOR GENERAL MOTORS KOREA		
<p>Inclusive Dates: 15 November 2016 to 18 November 2016 Venue: J Park Island Resort and Waterpark, Cebu Nature of Activity: Incentive Trip</p>		Complete

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<p>Short Description: NO.1 Tour organized an Incentive Travel Group to Cebu on 15-18 November 2016 for the 350 employees of General motors Korea. They have requested TPB, through PDOT Korea to provide them with welcome lei reception on the on 15 November 2016 and cultural entertainment on 16 November 2016 during the tour group's welcome dinner at J Park island resort and Waterpark. The group had an island and city tour of Cebu. They were billeted at the J Park Island Resort and Waterpark.</p>		
LXIV. CHRISTMAS IN THE PHILIPPINES		
<p>Inclusive Dates: 15 November 2016 to 24 November 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Destinatination photos (Cebu, Bohol, Palawan and Davao) and Christmas photos to be showcase in the Appreciation party for travel agents and media.</p>		Complete
LXV. 26TH ASIA-PACIFIC SENIOR AMATEUR GOLF CHAMPIONSHIP		
		Complete

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<p>Inclusive Dates: 16 November 2016 to 18 November 2016 Venue: Alabang Country Club, Muntinlupa Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Asia Pacific Senior Amateur Golf Championship is participated in by around 30 countries in the Asia Pacific Region. Philippines has also successfully hosted this event in 1997 and 2007.</p> <p>The event hopes to promote golf and camaraderie among participating countries, strengthening bonds of friendship among Member Associations as well as other representative organizations through friendly competitions.</p>	75 foreign participants	
LXVI. 43RD ARTDO INTERNATIONAL WORLD CONFERENCE ON LEADERSHIP AND TALENT DEVELOPMENT		
<p>Inclusive Dates: 16 November 2016 to 18 November 2016 Venue: Crowne Plaza Manila Galleria Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: In partnership with ARTDO, the ITD will be hosting the 43rd ARTDO International World Conference on Leadership and Talent Development on 16-18 November 2016 at the Crowne Plaza Manila Galleria.</p>	200 participants	Complete

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<p>Held annually in different locations worldwide, the Conference expects the attendance of more than 200 foreign delegates from Asia, USA and Europe and 200 local delegates.</p> <p>The ARTDO International Conference is a gathering of International Human Resource (HR) specialists, management instructors, consultants and experts. It is a platform where the latest practice and research on leadership and human resource development are presented, discussed and exchanged.</p>		
LXVII. DIVING EQUIPMENT AND MARKETING ASSOCIATION (DEMA) SHOW 2016		
<p>Inclusive Dates: 16 November 2016 to 19 November 2016 Venue: Las Vegas Convention Center, Las Vegas, Nevada Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The DEMA Show is the world's largest and most important trade-only exhibition and conference for the diving industry. Considered as the "Olympics" of scuba diving industry, it brings under one roof about 10,000 participants comprised of key dive industry stakeholders and dive destinations from all four corners of the globe to get the latest dive information, products and trends, networking and related business opportunities.</p>	13 private sectors	Complete

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<p>LXVIII. PHILIPPINE DIVE SAFARI (HONG KONG)</p>		
<p>Inclusive Dates: 16 November 2016 to 20 November 2016 Venue: Manila and Davao Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: TPB & DOT Hong Kong has organized a familiarization tour and underwater photo competition for divers and agents in Manila and Davao. The familiarization tour focused on Davao's highlights from beaches, underwater life, cuisine and culture. Then the group went on a short tour in Manila before heading back to HongKong.</p>	<p align="center">30 participants</p>	<p align="center">Complete</p>
<p>LXIX. 60TH ASSOCIATION OF ASIA PACIFIC AIRLINES ASSEMBLY OF PRESIDENTS</p>		
<p>Inclusive Dates: 17 November 2016 to 18 November 2016 Venue: Shangri-La at the Fort Bonifacio Global City, Taguig City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: This 2016, the Philippine Airlines will host the 60th Association of Asia Pacific Airlines (AAPA) Assembly of Presidents on 17-18 November 2016 at</p>	<p align="center">200 Foreign participants</p>	<p align="center">Complete</p>

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<p>Shangri-La at the Fort. It will be attended by more than 200 delegates across Asia Pacific.</p> <p>The annual AAPA Assembly of Presidents is the major event on the AAPA calendar which sees the chief executives of member airlines and other senior members of industry stakeholders gathered together for a day of networking, brainstorming on industry issues, and high-level discussions.</p>		
<p>LXX. SPORTS TOURISM AWARDS 2016</p>		
<p>Inclusive Dates: 17 November 2016 to 18 November 2016 Venue: Resorts World Manila Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Documentation of the Sports Tourism Awards in Resorts World Manila thru photos.</p>		<p align="center">Complete</p>
<p>LXXI. 21ST MABUHAY AWARDS</p>		
<p>Inclusive Dates: 18 November 2016 to 21 November 2016 Venue: N/A Nature of Activity: Others - Ad placement</p>		<p align="center">Complete</p>

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<p>Short Description: The DOT-Project Evaluation Committee (PEC) sponsored the "21st Mabuhay Awards" project. As part of the benefits that will be given to DOT in exchange for the approved sponsorship, the Department will have full page advertisement placement in the their souvenir program. Event attendees are members of the hotel and restaurant industry, therefore the Marketing Communications Department assisted the Department of Tourism by providing the Manila Mice Ad layout which will be used in this material.</p>		
LXXII. MICRO LABS INCENTIVE TOUR		
<p>Inclusive Dates: 18 November 2016 to 21 November 2016 Venue: Manila, Clark, Subic Nature of Activity: Incentive Trip</p> <p>Short Description: Micro Labs Limited will organize a 4-day tour incentive trip for its thirty seven (37) agents on 18-21 November 2016 at Manila, Clark and Subic. Micro Labs Limited is a multi-faceted healthcare organization with a proficient marketing team, state-of-the-art manufacturing facilities and R&D centres that are at par with international standards.</p>		Complete

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TPB provided promotional materials to the group which includes body bags, brochures and lanyards		
LXXIII. FARMERS INTERNATIONAL EXPO		
<p>Inclusive Dates: 20 November 2016 to 03 December 2016 Venue: Indang Farmers Park Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Farmers 2 Buyers (F2B) is the first agricultural trade expo organized by the Cavite Coopreeurs Surety Fund Pangkat Kaunlaranng Byan, Inc. and Indang Farmers Park. The event aims to promote farm produce to local and foreign consumers and buyers. its agenda is to serve as the engine to fuel and consolidate relationships among farmers of all stripes and persuasions throughout the country. The event expects the attendance of 20 foreign delegates from Germany, India, Korea, Taiwan, Thailand and 200 other local participants. TPB Commitment: Provision of 200 pieces of VPA luggage tags, button pins, and cacha bags for giveaways and 20 pieces of Go Pack, non-woven pouch bag and VPA notebooks for raffle prize.</p>	20 participants	Complete
LXXIV. AMBUJA INCENTIVE GROUP - PHILIPPINES TOUR 2016		
		Complete

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<p>Inclusive Dates: 21 November 2016 to 10 December 2016 Venue: Manila Nature of Activity: Incentive Trip</p> <p>Short Description: Ambuja Cement Ltd through via.com is organizing an incentive tour for 393 employees. It is an incentive holiday for top performers. This group will be a series in batches of 9 with 38 to 47 persons per group. The travel period will be in the month of November to December 2016.</p>	<p align="center">393 participants</p>	
<p>LXXV. SUNMEDIA SINGAPORE PROPOSAL</p>		
<p>Inclusive Dates: 21 November 2016 to 30 December 2016 Venue: N/A Nature of Activity: Others - Ad Placement</p> <p>Short Description: The Philippine Embassy in Singapore has appointed SunMedia Pte. Ltd to create a special magazine highlighting contemporary issues in the Philippines, bilateral relations with Singapore, as well as features on culture, tourism, trade and investment. The objective of the publication is to share recent developments in the Philippines. It serves to increase awareness of the Philippines' achievements in ple trade and investment opportunities</p>	<p align="center">one (1) full-page advertorial</p>	<p align="center">Complete</p>

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<p>around the country to numerous business communities and foreign investors.</p>		
<p>LXXVI. WINGS OF OMAN</p>		
<p>Inclusive Dates: 21 November 2016 to 30 December 2016 Venue: N/A Nature of Activity: Others - Ad Placement / Sponsorship</p> <p>Short Description: Wings of Oman is a monthly, in-flight magazine that features bilingual editorial content in Arabic and English. The magazine profiles a wide range of international and local, Oman-based travel destinations, as well as several lifestyle and human interest topics. It also features a diary of festivals, photography pages, and a selection of travel facts and information for the Sultanate of Oman.</p> <p>Wings of Oman has a distribution of 28,000 circulated worldwide through Oman Air flights, Oman Air offices worldwide, foreign embassies and consulates in Oman, major travel agencies, three to five star hotels and to top decision makers and influencers in various industries.</p>	<p>(1) full-page advertising placement and one (1) full-page advertorial</p>	<p align="center">Complete</p>
<p>LXXVII. HOSTING TOURISM SUMMIT</p>		

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<p>Inclusive Dates: 23 November 2016 Venue: Manila Diamond Hotel Nature of Activity: Collateral Support</p> <p>Short Description: Hosting Tourism Summit aims to align the National Tourism Development Plan 2016-2022 with the Philippine Development Plan 2017-2022 and will participated by public & private stakeholders in tourism industry. Per Usec Canizal request, TPB released of the following items: 35 pcs each of the following items: IMFITP Notebook, Non-woven pouch glitters, VPA round neck shirts and VPA stickers.</p>		<p align="center">Complete</p>
<p>LXXVIII. MEET THE BIDDER POLAND</p>		
<p>Inclusive Dates: 23 November 2016 Venue: Sound Garden Hotel, Warsaw, Poland Nature of Activity: Collateral Support</p> <p>Short Description: “Meet the Bidder” which started in 2012 is a yearly event designed to promote a particular region/country as an incentive and business travel destination dedicated to the promotion of companies from a given destination. This event provides suppliers with an opportunity to meet the</p>	<p align="center">45 participants</p>	<p align="center">Complete</p>

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<p>buyers and acquire new business opportunities by presenting different forms of activities which can be undertaken in a region/country; available high-quality hotels and venues; DMC companies; unique attractions and landmarks of the region/country. Tourism Attache Ms. Margarita Patricia Valdes and Operations Officer Ms. Anabelle Apostol gave a PowerPoint presentation to at least 45 participants who are tour operators, owners of travel agencies, travel agents and representatives from Poland’s growing MICE industry.</p> <p>Attache Ms. Evelyn Vega of the Philippine Embassy in Warsaw coordinated the Philippines’ participation to this event with the Business Development Director of “Meet the Bidder” Ms. Katarzyna Kaluza.</p> <p>TPB’s assistance: Provided MICE brochures for the event in coordination with DOT Frankfurt</p>		
<p>LXXIX. ASSOCIATIONS SUMMIT IV</p>		
<p>Inclusive Dates: 23 November 2016 to 24 November 2016 Venue: Philippine International Convention Center (PICC) Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description:</p>	<p align="center">20 Foreign / 150 Local</p>	<p align="center">Complete</p>

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<p>This 2016, the Philippine Council of Associations and Association Executives (PCA AE) has rebranded their annual convention to “Associations Summit” formerly known as the Association Executives Summit. It is an educational and networking event which brings together association leaders and executives. This event is supported by TPB, PICC and ADFIAP since 2013.</p> <p>This year summit will discuss solutions and strategies on how to innovate products and services that matter to their members especially in the age of disruption. It is expected to be attended by 150 local association officials.</p>		
<p>LXXX. FLIGHT CENTRE TRAVEL GROUP FAMILIARIZATION TOUR</p>		
<p>Inclusive Dates: 24 November 2016 to 02 December 2016 Venue: Manila, Boracay and Coron Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Philippine Department of Tourism (DOT) – Sydney and Philippine Airlines (PAL) organized a familiarization trip for eight (8) agents from Escape, Flight Center & Student Flights and one (1) PAL representative. "After starting with one shop in the 1980s, Flight Centre Travel Group (FCTG) has enjoyed remarkable growth to become a \$1.8 billion business consisting of more than 40 brands. One of the world’s largest travel agency groups, it</p>	<p align="center">9 participants</p>	<p align="center">Complete</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>has company-owned operations in 14 countries and a corporate travel management network that spans more than 90 countries."</p>		
<p align="center">LXXXI. 26TH ASEAN ARMIES RIFLE MEET (AARM) DEPUTIES CHIEF OF ARMIES (DCOAs) ATTENDANCE TO THE OPENING CEREMONY</p>		
<p>Inclusive Dates: 26 November 2016 to 29 November 2016 Venue: Sofitel Philippine Plaza Hotel (Manila) and Midori Hotel (Clark) Nature of Activity: M.I.C.E. Booked Event - International</p> <p>Short Description: The Philippine Army, through its Office of the Assistant Chief of Staff for Intelligence, was designated as the primary unit to oversee the arrangements of activities for the attendance of the Deputy Chiefs of Army (DCOA) in the AARM Opening Ceremony.</p> <p>The ASEAN Armies Rifle Meet (AARM) started in 1991 with Malaysia as the host. It was the Commander-in-Chief of the Malaysian Army that suggested that ASEAN member countries should participate in a military activity together. Only six ASEAN member countries participated in the first AARM - Malaysia, Indonesia, Brunei Darussalam, Thailand, Singapore, and Philippines - competing in two categories, the Rifle and Pistol.</p>		<p align="center">Complete</p>

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<p>The AARM, an annual shooting competition among ASEAN armies, aims to develop and strengthen the relationship among the Armies from senior military leaders down to soldiers.</p> <p>ASEAN Armies took turns in hosting the competitions. The host had to be responsible for accommodations, three daily meals, facilitators, weapons and ammunitions.</p> <p>TPB's Commitment:</p> <p>(1) Sponsorship of one cultural presentation during the Farewell Dinner Reception on 28 November 2016 at the Midori Hotel, Clark, Pampanga</p> <p>(2) Provision of promotional materials i.e. tourism brochures and giveaways, as available, and</p> <p>(3) Other technical assistance which may become necessary for the smooth flow of the event.</p> <p>PA's Commitment: (1) Ensuring the attendance of 45 ASEAN Deputy Chiefs of Army, (2) Inclusion of the TPB and/or "It's More Fun in the Philippines" logos, whichever is appropriate, in the sponsors board and/or video that will be shown during the event, (3) Live acknowledgment of TPB as sponsor during the event, and (4) Submission of a brief report of the event, together with the list of participants with their email addresses and other supporting documents such as but not limited to event photos and videos.</p>		

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LXXXII. AUSTRALIAN MICE FAMILIARIZATION TRIP		
<p>Inclusive Dates: 27 November 2016 to 30 November 2016 Venue: Manila and Cebu Nature of Activity: Others - TPB Initiated Familiarization Trip</p> <p>Short Description: The Australian MICE Familiarization Trip is an educational trip to the Philippines hosted by Pacific World Australia and Destination Market Services and co-sponsored by Shangrila Regional Sales Office Sydney and Philippines Airlines (PAL) Sydney /Melbourne which will take place in Manila and Cebu from 27 to 30 November, 2016. It aims to develop business potentials in Australia by sharing destination and hotels which would be ideal for their future incentive groups. This trip will be participated in by eight (8) MICE Agents from Australia.</p> <p>The guests for the trip consist of MICE agents from Australia which are potential clients to hold incentive meetings in the Philippines.</p>	8 participants	Complete
LXXXIII. 16TH FIDUCIARY EVENTS WEEK & PACIFIC REGIONAL INVESTMENT CONFERENCE		
<p>Inclusive Dates: 28 November 2016 to 02 December 2016 Venue: New World Makati Hotel</p>	250 delegates	Complete

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<p>Nature of Activity: M.I.C.E. Booked Event - International</p> <p>Short Description: BrandSpeakAsia is the event coordinator of Asia Pacific Association for Fiduciary Studies (APAFS) in Manila. APAFS is a Guam based non-profit educational and charitable association conducting the back-to-back events of FEW and the Pacific Region Investment Conference.</p> <p>The Asia Pacific Association for Fiduciary Studies (APAFS) is a Guam based 501 (c)3 non-profit educational and charitable association. APAFS was founded for and by, representatives from public and private institutional funds from around the Asia Pacific Region.</p> <p>The goal of APAFS is to raise the level of understanding and standards of practice among fiduciaries in the region, so that they may provide the most prudent stewardship of the funds entrusted to their care.</p> <p>The Pacific Region Investment Conference (PRIC), is the flagship event of APAFS and is widely considered a premier event in the Asia-Pacific region for fiduciaries seeking insights from industry experts from around the globe and building a network of like-minded professionals. PRIC has been running for 16 years and has been held in the Philippines for the last nine (9) years.</p> <p>The four (4) events are open to representatives from institutional members and other qualified organizations to include public and private benefit fund</p>		

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<p>sponsors, trustees, legislators, government officials, attorneys, accountants, and finance investment professionals and students from throughout the region.</p> <p>TPB's Commitment:</p> <ul style="list-style-type: none"> (1) Endorsement to DOT for airport reception and facilitation (2) Provision of tourism brochures and giveaways (3) Financial sponsorship of P200,000 for APAFS Cocktail Reception on 02 December 2016 <p>APAFS Commitment: (1) Guarantee at least arrival of 135 foreign delegates (2) APAFS shall invite TPB to the Cocktail Reception on 01 December 2016 (3) APAFS shall provide two (2) FOC registration to TPB representatives to the FEW events (4) Submission of original receipts for liquidation and brief report of the event, together with the list of participants with their email addresses and other supporting documents such as but not limited to event photos and videos.</p>		
LXXXIV. INTERNATIONAL ASSOCIATION OF LAW LIBRARIES CONFERENCE: SITE INSPECTION		
<p>Inclusive Dates: 28 November 2016 to 03 December 2016 Venue: Manila Nature of Activity: Site Inspection</p>		Complete

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<p>Short Description: The 36th International Association of Law Libraries (IALL) is dedicated to international cooperation among law librarians, the promotion of professional knowledge and understanding through international exchange, the promotion of access to legal information, and more generally the ideals of internationalism. Founded in 1959, the IALL has over 600 members in more than 50 countries on five continents. This 5-day session will feature topics which shall be presented and discussed by some of the most respected legal and non-legal minds in the Philippines. As a result, it is expected that the delegates of this program shall emerge with a greater understanding of and appreciation for the cultural, social and legal differences and commonalities between the international and Philippine experience. For the site inspection, the local organizers and the IALL team met with TPB in an effort.</p>		
LXXXV. 7TH TEAM-AM GOLF CHALLENGE		
<p>Inclusive Dates: 28 November 2016 to 05 December 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Photo coverage of the welcome dinner (hosted by TPB) of the 7th Team-Am Golf Challenge</p>		Complete

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<p align="center">LXXXVI. PRESENTATION OF THE PHILIPPINES' BID TO HOST INTERNATIONAL REAL ESTATE FEDERATION (FIABCI) 2020 WORLD CONGRESS</p>		
<p>Inclusive Dates: 29 November 2016 Venue: Nice, France Nature of Activity: M.I.C.E. Bid Assistance</p> <p>Short Description: The Federation Internationale des Administrateurs de Biens et Conseilsimmobiliers or the International Real Estate Federation (FIABCI), is a business network of real estate professionals worldwide. FIABCI provides access and opportunity for real estate professionals in gaining knowledge, sharing information and conducting international business with each other.</p> <p>The FIABCI Philippines International, Inc. is heading the Philippines' bid tot host the 2020 FIABCI World Congress in Manila.</p> <p>To increase the advantage of winning the bid, the FIABCI-Phils requested for a letter of support from the Tourism Secretary. Moreover, FIABCI-Phils requested for an AVP showing the Philippine destinations.</p> <p>TPBs' Assistance:</p>		<p align="center">Complete</p>

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<p>1) Prepared letter of support for signature of the Tourism Secretary - a copy of signed letter was emailed to FIABCI-Phils last 10 January 2017;</p> <p>2) AVP on the Philippines - a 5-min AVP was prepared by the Marketing Communication Dept. The link was forwarded to as well to FIABCI-Phils last 10 January 2017</p>		
LXXXVII. AVIATION & AIRPORT 2016		
<p>Inclusive Dates: 01 December 2016 to 02 December 2016 Venue: Clark Freeport Zone Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Aviation and Airport 2016 is a two-day conference that will feature talks and presentations relative to ASEAN open skies, growth of aviation worldwide on trends and crisis management.</p> <p>The conference will provide an overview of the benefits and challenges in the Aviation industry, the potential directions and avenues for business growth. It is expected to be attended by 300 - 400 local delegates from Local Government Units, Tourism Agencies, Airline Companies, Aviation Schools,</p>	20 Foreign / 150 Local	Complete

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Tourism Schools, Local Airports, Aviation Fuel Companies, Urban Planners, Advertising Companies, Hotel and Resorts and Safety Organizations.		
LXXXVIII. ASIAN PATENT ATTORNEYS ASSOCIATION INTERNATIONAL CONFERENCE		
<p>Inclusive Dates: 01 December 2016 to 04 December 2016 Venue: Heritage Mellenium Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Intellectual Property Association of the Philippines (IPAP), a non-stock, non-profit organization of law practitioners promoting the protection of intellectual property through education, have hosted at least four international conferences of the Asian Patent Attorneys Association in the Philippines since 1980. They will be bidding again for the holding of the same conference in 2021. In this connection, they have requested for information about the Conrad, SMX MOA Compound, Iloilo Convention Center, and Davao City.</p>		Complete
LXXXIX. FEDERATION OF ASIA AND OCEANIA PERINATAL SOCIETIES (FAOPS) CONGRESS 2018 (ATTENDANCE PROMOTION)		
<p>Inclusive Dates: 01 December 2016 to 04 December 2016 Venue: Taipei International Convention Center</p>	300 participants	Complete

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<p>Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: FAOPS will host the Federation of Asia and Oceania Perinatal Societies (FAOPS) Congress to be held on 23 – 26 September 2018 at the Manila Hotel. It expects to bring 300 foreign participants, primarily composed of obstetrician, Neonatologist, Pediatrician, Nurses, Midwife, Anesthesiologist, Pathologists and public health workers.</p>		
<p align="center">XC. ANNUAL OVERSEAS FILIPINO & INT’L MIGRANTS DAY CELEBRATION</p>		
<p>Inclusive Dates: 01 December 2016 to 31 December 2016 Venue: Manila Nature of Activity: Collateral Support</p> <p>Short Description: Request by Office of Tourism Development Planning Research and Information Management (OTDPRIM) for annual Overseas Filipino & Int'l Migrants Day celebration in December 2016 with the theme this year "Overseas Filipino as Culture Bearers: Tunay na Malikhain, Matatag at Masipag". TPB released of the following items: 200 pcs each of brochures (Illustrated, Omnibus & Interim), 500 pcs each of Boracay & Cebu/Bohol map brochures and 500 pcs of VPA stickers plus 100 pcs IMFITP Non-woven pouch glitters.</p>		<p align="center">Complete</p>

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XCI. IMMANUEL TRAVEL EXPRESS

<p>Inclusive Dates: 01 December 2016 to 31 December 2016 Venue: Cebu City Nature of Activity: Collateral Support</p> <p>Short Description: Immanuel Travel Express travel tour requested destinations poster for display to their offices as promotional display establishment in Cebu City. TPB released 2 tubes contains of 15 different poster destinations.</p>		Complete
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XCII. NIKKEI BUSINESS SPECIAL PHILIPPINE FEATURE

<p>Inclusive Dates: 02 December 2016 to 26 December 2016 Venue: N/A Nature of Activity: Others - Advertisement Placement</p> <p>Short Description: Nikkei Business Japan's no.1 business weekly magazine. It has the highest coverage of senior decision makers than any other Japanese business magazine. It is the most read publication by senior decision makers and the most frequently read magazine.</p>		Complete
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<p>Readership: 458,964.</p> <p>Issue date: 26 December 2016</p> <p>Circulation: 2-page spread Nikkei Business Magazine Philippine Feature (1 x FP4C ad + 1 x FP4C advertorial).</p>		
XCIII. 25TH FEDERATION OF ASIAN AND OCEANIAN BIOCHEMISTS AND MOLECULAR BIOLOGISTS (FAOBMB) INTERNATIONAL CONFERENCE AND 43RD PHILIPPINE SOCIETY OF BIOCHEMISTRY AND MOLECULAR BIOLOGY (PSBMB) ANNUAL CONVENTION		
<p>Inclusive Dates: 05 December 2016 to 07 December 2016</p> <p>Venue: Marriott Hotel Manila</p> <p>Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: PSBMB will host the 25th Federation of Asian and Oceanian Biochemists and Molecular Biologists (FAOBMB) International Conference in conjunction with its 43rd PSBMB Annual Convention on 5 – 7 December 2016 at the Philippine International Convention Center (PICC). The conference expects the attendance of more than 100 foreign delegates and 500 local participants.</p>	60 participants	Complete
XCIV. ASEAN CONFERENCE ON DRUG USE PREVENTION INTERNATIONAL STANDARDS		
		Complete

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<p>Inclusive Dates: 05 December 2016 to 07 December 2016 Venue: National Institute for Science and Mathematics Education Development (NISMED) Auditorium, University of the Philippines, Diliman Nature of Activity: M.I.C.E. Booked Event - International</p> <p>Short Description: The mission of the ASEAN Training Center for Preventive Drug Education (ATCPDE) is to promote and protect the well-being of children and youth from the onslaught of drugs through vigorous and unified preventive drug education programs which aim to enhance the quality of life of all children and youth, and the people who serve them by preventing, detecting, addressing, and resolving drug-related problems.</p> <p>The ATCPDE is a product of a long standing collaboration among member countries who have mutually agreed to accelerate drug abuse prevention and control through education in the ASEAN region. The Center became a reality during the 4th Meeting of the ASEAN Drug Experts held on November 1979 in Kuala Lumpur, Malaysia through a Memorandum of Understanding (MOU), selecting the Philippines as the site of the ATCPDE.</p> <p>The Conference will summarize the current available scientific evidence on interventions and policies found to result in positive prevention outcomes.</p>	<p style="text-align: center;">350 foreign and local delegates participants</p>	

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<p>The Conference will build on and recognizes the work of many organizations (e.g. EMCDDA, CCSA, CICAD, Mentor, NIDA, WHO) which have previously developed standards and guidelines on various aspects of drug prevention.</p> <p>Conference outputs are expected to guide policymakers worldwide to develop programs, policies and systems that are truly effective investment in the future of children, young people, families and communities.</p> <p>Participants are expected from ASEAN member-countries and from local schools and drug prevention professionals.</p> <p>TPB's Commitment: Provision of tourism brochures and giveaways</p> <p>ATCPDE Commitment: (1) Ensure attendance of 25 foreign delegates (2) Acknowledge TPB as sponsor during the program with logo showing on screen (3) Show AVP on the Philippines during workshop breaks, if feasible (4) Submit a brief conference report, together with the list of participants with their email addresses and other supporting documents such as but not limited to event photos and videos.</p>		
<p>XCV. 7TH TEAM AM GOLF CHALLENGE</p>		
<p>Inclusive Dates: 05 December 2016 to 08 December 2016 Venue: Metro Manila</p>	<p align="center">215 foreign participants</p>	<p align="center">Complete</p>

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<p>Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Organized by Golftripz, an India-based travel agency, the Team-Am Golf Challenge is one of the most anticipated holiday golf tournaments for amateur golfers in India. The event has travelled to six locations in previous years such as Hua Hin, Thailand; Kuala Lumpur, Malaysia; Chiang Mai, Thailand; Hanoi, Vietnam; Bangkok, Thailand; and Jakarta, Indonesia.</p> <p>In 2016, the Tournament is participated in by two hundred fifteen (215) travelling leisure golfers belonging to a high net worth profile from India, which provided an excellent opportunity for the Philippines to showcase its culture, hospitality, tourist destinations and the significant development in the country's golfing properties/establishments.</p>		
XCVI. 2016 USTOA ANNUAL CONFERENCE AND MARKETPLACE		
<p>Inclusive Dates: 05 December 2016 to 09 December 2016 Venue: Westin Kierland Resort and Spa, Scottsdale, Arizona Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The Tourism Promotions Board (TPB), together with the Philippine Department of Tourism, will again spearhead the Philippines' participation</p>	1 participants	Complete

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<p>to the United States Tour Operators Association (USTOA) Annual Conference and Marketplace on 05 to 09 December 2016 at the Westin Kierland Resort and Spa in Scottsdale, Arizona, USA. The event will include seminars, business appointments between Philippine sellers and their American buyer counterparts, networking and lead generation, tour packages and giveaways, and dissemination of general information about the Philippines. The highlight for the Philippines would be the hosting of Active Member Luncheon on 07 December 2016 at Westin Kierland Resort & Spa in Scottsdale, Arizona.</p>		
<p>XCVII. MOSAIC VOYAGES INCENTIVE GROUP</p>		
<p>Inclusive Dates: 05 December 2016 to 09 December 2016 Venue: Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: MOSAIC Voyages will hold a team meeting/5-day incentive trip for one hundred (100) international participants from Shanghai, Tokyo, Melbourne, Hanoi, Seoul and Paris on 5-9 December 2016 in Manila. *Due to a non-disclosure policy, we were unable to obtain information on the profile of the delegates</p>		<p align="center">Complete</p>

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TPB provided technical assistance to the group which includes requesting for preferential rates from hotels in Manila and possible tram building venues		
XCVIII. NATIONAL CRUISE TOURISM DEVELOPMENT STRATEGY (NCTDS)		
<p>Inclusive Dates: 08 December 2016 to 09 December 2016 and 13 December 2016 to 14 December 2016</p> <p>Venue: Golden Phoenix Hotel Manila</p> <p>Nature of Activity: Collateral Support</p> <p>Short Description: National Cruise Tourism Development Strategy (NCTDS) held on December 08- 10, 2016 and 13 - 14, 2016 at Golden Phoenix Hotel Manila. A workshop series aims to provide a venue for the stakeholders to work together in implementation the strategic action programs under the NCTDS. TPB released the following VPA 2016 and It's more fun in the Philippines merchandise: 50 pcs each IMFITP White Shirts, Luggage Tags, Non woven pouch glitters & Press Kit folder and 100 pcs each items VPA Stickers & Button pins.</p>		Complete
XCIX. VISIT OF MR. YOSSEF FRIEDMAN		
Inclusive Dates: 08 December 2016 to 09 December 2016		Complete

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<p>Venue: Manila and Tagaytay Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Mr. Yossef Friedman of Liberty International is a partner agent from Israel of Travelite Travel & Tours Co. He visited the Philippines to do ocular inspection of Manila, Tagaytay, Banaue Sagada and Baguio on December 8-16, 2016.</p> <p>Mr. Friedman has clients who are creating group incentive series to the Philippines this coming January to March 2017.</p> <p>TPB Assistance: Airport reception and provision of transportation service.</p>		
<p>C. 2017 ASEAN-CHINA CENTRE CALENDAR</p>		
<p>Inclusive Dates: 08 December 2016 to 14 December 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: To provide high resolution photos that captures the beach scene and another historic landmark in the Philippines which will be featured in the ASEAN China 2017 Calendar</p>		<p align="center">Complete</p>

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CI. DIVING & RESORT TRAVEL (DRT) SHOW - HONG KONG

<p>Inclusive Dates: 09 December 2016 to 11 December 2016 Venue: Hong Kong Convention and Exhibition Center (HKCEC) Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: The DRT Show is considered to be the largest gathering for diving enthusiasts, marine conservationists and anyone with a passion for the underwater world. The DRT Show has met an overwhelming response as an important regional event. This year, they projected a participation of 140-160 exhibitors and 20,000 visitor attendees. This year, the Philippines' participation was represented by a 108 square meter booth space that accommodated 15 Philippine private sector companies.</p>	<p align="center">16 participants</p>	<p align="center">Complete</p>
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CII. TPB/DOT OSAKA & PAL MANILA-DAVAO FAMILIARIZATION TOUR FOR AGENTS

<p>Inclusive Dates: 09 December 2016 to 12 December 2016 Venue: Manila & Davao Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description:</p>	<p align="center">9 participants</p>	<p align="center">Complete</p>
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**ACCOMPLISHMENT REPORT
4TH 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>
<p>DOT Osaka has finalized negotiations with Philippine Airlines West Japan officials on the implementation of a familiarization tour for travel agents to boost awareness of Davao as another premier destination in the Philippines. The familiarization tour is scheduled on 09-12 December 2016 in Manila and Davao.</p> <p>According to the JTB Report 2015: All about Japanese Overseas Travelers (Red Book) #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 should be conducted specifically for the new staff selling the Philippines.</p>		
<p>CIII. FOCUS MEDIA - CHRISTMAS BARTER</p>		
<p>Inclusive Dates: 09 December 2016 to 13 December 2016 Venue: N/A Nature of Activity: Logo / Photo / Video Support</p> <p>Short Description: Request of 15 second destination TVC's for promotion of Philippines.</p>		<p align="center">Complete</p>
<p>CIV. REQUEST FOR WELCOME LEI FOR VIP GUEST OF DTI TOKYO</p>		

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4TH QUARTER 2016**

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<p>Inclusive Dates: 13 December 2016 Venue: Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Assistance provided by TPB: VIP welcome lei reception of Mr. Hikonobu Ise and party, Chairman of ISE Foods last 13 December 2016 NAIA Terminal 3 via NH869.</p>		<p align="center">Complete</p>
<p>CV. SARANG MOA ASSET INCENTIVE TOUR</p>		
<p>Inclusive Dates: 13 December 2016 to 17 December 2016 Venue: Henann Resort Alona Beach Nature of Activity: Incentive Trip</p> <p>Short Description: No.1 Tours is organizing an incentive tour for 200 agents of Sarang Moa Asset, a general agency for insurances in Korea. The travel period will be from 13 to 14 December 2016. The group will have an island city tour and will be billeted at the Henann Resort Alona Beach, Bohol.</p>	<p align="center">200 participants</p>	<p align="center">Complete</p>
<p>CVI. 10TH FIESTA FOLKLORIADA</p>		

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4TH QUARTER 2016**

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<p>Inclusive Dates: 13 December 2016 to 19 December 2016 Venue: Cultural Center of the Philippines, Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Fiesta Folkloriada of the Philippines is a project of the Bayanihan Folk Arts Foundation in partnership with the Ambassador Alfonso T. Yuchengco Foundation.</p> <p>On its 10th year, the festival gathered five (5) of the top dance companies from around the world for a one week cultural exchange program in various parts of the Philippines. The event concluded with a back to back performance of the participants and the Bayanihan Folk Dancers last 18 December 2016 at the Cultural Center of the Philippines.</p>	<p align="center">60 foreign participants</p>	<p align="center">Complete</p>
<p>CVII. KOROOTI PHILIPPINES</p>		
<p>Inclusive Dates: 20 December 2016 to 22 December 2016 Venue: NAIA Terminal 3 Nature of Activity: Collateral Support</p> <p>Short Description:</p>	<p align="center">Giveaways and Use of TPB Logo</p>	<p align="center">Complete</p>

ACCOMPLISHMENT REPORT
4TH 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>
Together with the Manila International Airport Authority, the Department of Trade and Industry, Cebu Pacific and the TPB, Korooti Philippines gave out Korooti cards for the returning OFWs aboard Cebu Pacific Airplanes arriving from Dubai and Abu Dhabi from 20-22 December, 2016.		
CVIII. ASEAN COMMEMORATIVE PLATE		
Inclusive Dates: 27 December 2016 to 04 January 2017 Venue: N/A Nature of Activity: Logo / Photo / Video Support Short Description: Request of high resolution of Rizal Park photo for ASEAN Commemorative plate		Complete