

TOURISM PROMOTIONS BOARD
January to December 2011

ACCOMPLISHMENT REPORT

BACKGROUND

Following the enactment of the Tourism Act of 2009, the year 2010 marked the start of the transition phase of the **Philippine Convention and Visitors Corporation** to the body corporate now known as the **Tourism Promotions Board (TPB)**.

In 2011, while working on full activation and operationalization, the Tourism Promotions Board continued with its corporate responsibility of formulating and implementing an integrated domestic and international promotions and marketing program for the Department under Section 46 of RA 9593, otherwise known as the Tourism Act of 2009 with the end in view of increasing tourist arrivals and tourism investment.

In terms of funding, as of end of December 2011, the Department of Tourism (DOT) has released a total of 41.8 million from both the GAA or the TLA funds to the TPB. These funds were primarily used on marketing and promotions projects.

Accomplishment: January to December 2011

The Tourism Promotions Board accomplished the following major projects for the January to December 2011 period

Under TRAVEL TRADE SALES (International and Domestic)

A) Calendar of Events 2011

- The monthly publication of the Calendar of Events in major Philippine dailies through the sponsorship of Globe Telecoms for the entire year 2011. To push demand for travel to celebrate the various festivals and tourism events included in the Calendar of Events, PHILTOA¹ developed tour packages which were sold by its accredited consortium members even beyond 2011 (to the present).
- The project required the following initial inputs:
 - Globe sponsorship of ad placements Php3.6M for 11 months
 - In close collaboration with PHILTOA, the TPB is taking the lead in tour package development and total implementation.

¹ PHILTOA: Philippine Tour Operators Association, with Mr. Cesar Cruz of TRIPS Travel as current President.

- **The ad publications for First Semester 2011 are herein presented:**

First Semester	Second Semester
January Philippine Star – Jan. 7 Philippine Daily Inquirer – Jan. 8 Manila Bulletin – Jan. 9	July: Manila Bulletin
February: Phil. Daily Inquirer - Jan. 31	August: 3 August, Philippine Daily Inquirer
March: Philippine Star - Mar. 3	September: 31 August. Philippine Star
April: Manila Bulletin – Mar. 28 Exposure Circulation Manila Bulletin Philippine Daily Inquirer Philippine Star	October: 4 October, Manila Bulletin
May 30: Phil. Daily Inquirer	November: 5 November, Philippine Star
June: The Phil. Star	December: 6 December, Phil. Daily Inquirer

Outcome:

Travel packages were developed and marketed by the private sector, led by a consortium within the PHILTOA. Although no revenue reports were yet disclosed, PHILTOA reported a significant surge in the number of takers for travel holidays involving festivals as a result of the ads.

B) Pinoy Homecoming

- Incremental increase in Balikbayan arrivals by **25 percent** by the end of 2011
- Projected 8.5 million arrival from 2011-2016,
- Additional revenue of **USD 10.7 billion**² for the country for the 5 year period.

Outcome:

Balikbayan registrants from its launching date in Dec. 20, 2010 to Dec. 2011 totalled **40,000** which translates into a contribution to national revenue of about 1.7 million per¹day.³

One homecoming event assisted was:

XMJBMS Global Family Link

GLOBAL HOMECOMING

February 25-26, 2012 Tagaytay City

² Technical Notes: Revenue = Total no. Of visitors x average no. of days stay (14 days for Balikbayan) x daily expenditure (usd90)

^{3 3} Based on Survey of Visitors for 2011, Filipino Overseas Visitors spends USD 42.72 a day while in the Philippines for a visit.

A global homecoming celebration with 350 expected attendees of former employees of Mead Johnson-Bristol Myers Squibb which has a 500 membership from all over the world.

C) Philippine Branding

- August 2011 – Start of The tedious search for an ad agency who will satisfy DOT specific requirement for a tourism tagline.
- On 6 January 2012, DOT launched to the local media “It’s more fun in the Philippines” as the country’s new marketing brand.
- In the succeeding months to the present, DOT-TPB along with the ad agency, BBDO, working on the various applications deliverables, namely: Audio Visual, TV ads, Image Bank, Collaterals

Outcome:

In November 2011, eleven (11) ad agencies presented their proposals for tourism branding to the DOT SBAC.

By end of December, the Committee has selected the best proposal. The announcement to the local media has been set for 06 January 2012 at the DOT.

D) Tourism Website

- By end of December 2011, the SBAC for Website and the technical group completed the project’s conceptualization phase.
- Targets January 2011 – DOT purchased the domain “**itsmorefuninthephilippines**” and several derivatives. A Landing page was put up in the website.
- Targets May 2012 is the launching date of a comprehensive site with ample information aimed to market the Philippines and thereby visitor arrivals.

E) PHITEX 2011, 30 August – 2 September 2011, SMX Convention Centre, MOA Complex, Pasay City

Implemented as scheduled

- SELLERS, 139 approved delegates representing 60 companies,
- BUYERS, 55 registered buyers
- SIGNED CONTRACTS with Philippine private sector and international buyers
- PENDING CONTRACTS

Outcome:

- Increased awareness of the Philippines as a preferred tourism destination within the ASEAN by invited buyers from the international travel trade community.
- Sustaining our message to the travel trade community that the Philippines active presence in the international travel market place.
- Undisclosed amount of signed contracts and / or pending contracts from among the Philippine sellers

F) PATA Travel Mart in 2012

Preparatory phase of the **Philippine hosting of the PATA Travel Mart in 2012.**

- Attendance Promotion conducted during the PATA Annual Conference in Beijing (9-12 April 2011), and again
- PATA Travel Mart in India (9 September 2011) with a budget of php 705,666
Philippine hosting given php 12 million budget
- On-going coordination with the PATA organization re attendance promotions, logistics arrangements, substantive components.

Outcome:

With our hosting in 2012, we are targeting 250 high profile Buyers and some 800 Sellers/Exhibitors from across the world translated into Usd 590,000 in direct visitors expenditure.

G) Heritage Tourism Capital

- A domestic tourism program developed by OPRD to promote the country's heritage villages to the local culture, heritage and cuisine.
- An On-Going Project from year 2011 and onwards
- DOT committed to partner with NCCA as well as with TIEZA, to explore possible tie-up of the Heritage Tourism Capital program with TIEZA's program of rehabilitating historical sites

Outcome:

- Increased awareness and appreciation of Heritage sites and events
- Development and Packaging of these heritage sites as prime tourism products that can be promoted and distributed in cooperation with the travel trade and consumed by the general travelling public.
- Increase in inventory and options to the travelling public of more substantive and tourist-friendly and affordable Heritage Tour packages
- Increase in the sales of Heritage Tours by both domestic and international tourists.

H) 1st Philippine Dive Seafari, April 25-May 05, 2011

- Implemented as scheduled
- To promote the country as one of the best marine macro photography destinations in Asia, if not in the world, highlighting the rich and diverse marine eco-system in the archipelago.
- Provided technical assistance in partnership with DOT's Office of Product Research and Development.

Outcome:

- Increased awareness and appreciation of the richness of Philippine marine life
- Increased promotion of the country as one of the best (if not the best) macro imaging destination in Asia and the world.
- Increase in the inventory of macro images of Philippine marine life that are being published in dive publications and various collaterals.

I) Kulinarya Food Festival, July 1 – 31, 2011

Implemented as scheduled

The DOT & TPB partnered with HRAP & HSMA for a month-long Kulinarya Food Festival wherein participating establishments will showcase Philippine regional cuisines thru special Kulinarya Food corners or incorporate Kulinarya themes in their buffet offerings.

Outcome:

- Promotion of Filipino cuisine
- Increased awareness and appreciation of Philippine cuisine and its origin

J) 1st International Agriculture & Tourism Expo, June 30 to July 2, World Trade Center

Implemented as scheduled

A 3-day event that showcased the pride of the Philippine Agriculture and Tourism Industries through a series of awareness campaigns, learning seminars, product exhibits and cultural performances. The TPB gave technical assistance and maintained a Philippine booth together with DOT's Domestic Tourism Team.

Outcome

Promotion of Agri-tourism tours

Increased awareness and appreciation of the potential of the partnership between these two sectors

K) Wandering Juan:

Implemented as scheduled

An online contest forged by Cebu Pacific and TPB and supported by the travel trade private sector. It encouraged travel enthusiasts to submit music videos of their fun escapades and travel around the country. The aim is to generate more interest in the domestic destinations. It was Launched last 15 November 2011 with the following

Outcome:

- Received 47 entries. The award winning took place last 6 and 12 March 2012.
Top 3 winners were:
- North Mindajuan Video Travelogue by Andrew Valencia

- Boracay Island
- CDO Where Friendships Made More Golden By Gracious Lim
- Top ten entries to be used in tourism promotions.

L) ASEAN Tourism Forum (ATF), 08-15 January 2012, Manado, Indonesia

Preparatory Activities started as early as 3rd quarter of 2011 for an early 2012 implementation.

- Philippine booth as a venue for business meetings with worldwide buyers and Philippine sellers
- Philippine delegation in partnership with private sector sellers
- The ATF 2012 theme is "ASEAN Tourism for Global Community of Nations". ATF has always stood as a good platform for tourism cooperation between the ASEAN countries to facilitate economic development and environmental conservation. The annual forum has the following components: 15th Meeting of ASEAN Tourism Ministers, the 11th Meeting of the ASEAN, China, Japan and Republic of Korea Tourism Ministers, and the 4th ASEAN - India Tourism Ministers Meeting, and the Travel Exchange for Sellers and Buyers of tourism establishments.

Outcome:

- Philippine delegation
- Increased networking with the international travel trade community
- Total Leads/Closed deals

M) PHILIPPINE PARTICIPATION IN EXPO YEOSU, KOREA, 06 May – 06 August 2011, Yeosu, South Korea

- The Philippines' Participation Contract has been officially signed by both the Commissioner Generals of the Philippines and Expo Yeosu Organizing Committee last 09 January 2012.
- UP Prof. Gomez conceptualized the theme, "*Islands of Diversity – Seas of Connectivity*", highlighting the vast richness of the country's marine environment, our cultural heritage derived from the history of coastal activities and the Philippine solution of eco tourism as the sustainable coastal activity to ensure a living ocean and diversity of resources.
- Three (3) had expressed their interest to participate in the project. Upon careful evaluation, the POC selected ECHOstore as the Philippine pavilion boutique operator.
- CP submitted to the POC their proposed program for the Philippine Night. It will be a 1 ½ hour musical presentation, which will celebrate the rich and varied arts and culture of the Philippines particular to the theme "*Islands of Diversity / Seas of Connectivity*"; as well as a tribute to the country's strengthening ties with the Republic of Korea.

- The program will be a showcase of outstanding Filipino talents (54 performers) in music, dance, theater and video arts through a repertoire of traditional, folk, contemporary and pop numbers.
- As of Dec, 2011, the Phil. Organizing Committee (POC) confirmed sponsorship from the following companies:
 - GMA Network, Inc.
 - Philippine Airlines (Korea)
 - Cebu Pacific
 - Hyundai Asia Resources, Inc.
 - Korean Chamber of Commerce and Industry
 - Manila Ocean Park

Under the MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS (MICE)

M) PHILIPPINE PARTICIPATION in the MICE Conference (MICECON), 10-13 August 2011, CICC, Cebu City

Implemented as scheduled

- Buyers: Sixty (60), representing ___ companies
- Sellers: Seventy five (75), representing __ companies
- New Contracts from ___ companies, representing ___ markets/countries
- New Leads from ____ countries, representing ___ companies

N) Philippine Participation in INCENTIVES AND MEETINGS EXHIBITION (IMEX) Frankfurt, 24 – 26 May 2011 , Hall 8, Messe Frankfurt, Germany

IMEX Frankfurt is an essential worldwide exhibition for meetings and incentive travel, which features an exclusive B2B event with the most influential buyers from around the world.

The following MICE entities joined the Philippine delegation in getting contacts and leads and actual businesses.

- Philippine International Convention Center
- Intas Destinations Management (DMC specializing in the Europe market)
- Shangri-La Hotels and Resorts

Outcome:

Re-entry of the Philippines in the European M.I.C.E. scene.
More leads and trade networking

O) Assistance to MICE

Over and above the afore-cited flagship projects, TPB assisted and/or are currently assisting in the promotion, servicing and facilitation of **twenty six (26)** international events that will run from 2011 to 2012. These events, once implemented, are estimated to generate a total of **29,620** international delegates and **9,395** local delegates.

Once fully implemented, these **MICE events are also** projected to generate a revenue of approximately **USd 26.3 million** or **php 1.2 billion** in direct visitors expenditure.

These are:

NAME OF MICE EVENT	ESTIMATED ATTENDANCE
1) CNN Tourism and Communications Workshop, 2011	65 attendees from the government and private sectors
2) 17 th ASEAN Congress of Anaesthesiologists (ACA), 23-26 Feb. 2011, SMX Convention	1,565 delegates (120 foreign, 1,445 local)
3) Chai Tour Group 24-28 February 2011, Manila and Cebu	100 teaching professionals Thailand on a study tour
4) International Cardio-Metabolic Function 27-30 April 2011, EDSA Shangri-La Hotel	150 foreign, 150 local delegates
5) 33rd Asia-Pacific Dental Congress, 1-7 May 2011, PICC	3,000 foreign and local delegates
6) 1st Phil. Retirement and Healthcare Summit, 12 Apr 2011, Dusit Thani, Makati City	300 delegates (local and international)
7) Jaycees International Convention, 26-29 May 2011, SMX Convention	4000 foreign delegates, 1,000 local
8) 2 nd Leg of the Paintball Asia League Series (PALS) 8-10 July 201, Parade Grounds, Clark Freeport, Pampanga PALS was established in 2006 in Malaysia and has expanded its partnership in Thailand, Philippines, Singapore and China.	100 local/ 200 foreign delegates Estimated tourism receipts: US\$ 187.60 x 3 days x 200 delegates = US\$112,560
9) Ms. World Philippines, July 30, 2011	Completed
10) National Tourism Congress August 1-2, 2011	Completed
11) Zonta Club International Convention, 26-28 August 2011, Sofitel Philippine Plaza	300 to 400 foreign delegates
12) Water Philippines 2011 Expo, 25 September – 01 October 2011, SMX Convention	1000 to 1200 delegates; where 40 % are foreign
13) Asian Patent Attorneys Association (APAA) 59 th Council Meeting, 12-15 November 2011	500 foreign delegates

14) 50th OSEAL Forum, 24-27 November 2011, SMX Convention Center	13,250 foreign
15) 9TH ASEAN and Oceanian Epilepsy Congress, March 2012, SMX Convention Center	1500-2000 where about 40 % are foreign
16) 33 rd Asia Pacific Dental Congress 2011 (APDC 2011), 1-6 May 2011, PICC	1000 (foreign) and 3000 (Local)
17) 32 nd World Universities Debate Championship, 27 December - 04 January 2012	1,200 foreign and 300 local
18) Federal Bureau of Investigation Nat'l Academy of Associates (FBINAA) 14th Asia Pacific Training Conference, 22-27 May 2011, Sofitel Phil. Plaza	300 foreign / 100 local
19) 17 th ASEAN Congress of Anaesthesiologists (ACA), 23-26 Feb. 2011, SMX Convention	1,565 delegates (120 foreign, 1,445 local)
20) Canoe-Kayak Event, May 2011	200 foreign delegates
21) 57 th Liberal International Congress 16-20 June 2011, The Peninsula Manila Hotel Organized and spearheaded in the Philippines by the Council of Asian Liberals and Democrats (CALD) and the Liberal International (LI) in cooperation with Friedrich Naumann Foundation. First to be held in Asia.	100 VVIPS
22) Network International-Asia Pacific Regional Organization (UNI-APRO) 3rd Regn'l Conference 5-6 July 2011, Resorts World International	300 - foreign delegates, 200 local delegates
23) First International Seafarer Family Convention, 4-5 August 2011, PICC	1,000 – foreign delegates, 1000- local delegates 100 foreign delegates.- Estimated tourism receipts: US\$ 187.60 x 2 days x 100 delegates = US\$37,520
24) Global La Sallian Alumni Congress / De La Salle Centennial World Congress Centenary of the Christian Brothers in the Philippines, 26-30 October 2011	300 – Foreign delegates, 300 local delegates
25) Asian Patent Attorneys Association (APAA) 59th Council Meeting, 12-15 Nov. 2011, Shangri-La Hotel	International – 500 delegates
26) 2 nd Asia Pacific Community Based Rehabilitation Congress, 29 Nov-1 Dec 2011, Sofitel Philippine Plaza	International delegates – 300
27) Inter-Tabac Asia / ProTobEx 2012, 15-17 March 2011, PICC	international delegates - 1500
28) 45 th ADB Annual Meeting of Board of Governors, 1-5 May 2012 PICC	international delegates-3000

29) Healthcare Christian Fellowship International Convention, 4-9 September 2011, Crowne Plaza Hotel	Estimated attendance : 400 foreign / 600 local
30) 7 th Philippine Bird Festival 22-24 September 2011, Dumaguete City	Estimated attendance : 50 foreign / 300 local 50 foreign delegates US\$28,140
31) 1 st Philippine International Maritime Conference and Exhibition (PIMCE 2011), 14-15 November 2011, World Trade Center	Estimated Attendance : 300 foreign / 500 local
32) Livestock Philippines Expo and Conference, 8-10 December 2011, SMX Convention Center	<ul style="list-style-type: none"> • 300 foreign delegates • Estimated tourism receipts: US\$168,840

P) Bid Preparation done mostly in 2011 and up to the first quarter of 2012 for future events that will run between 2013 and 2019 are also in progress, such as:

- Karaoke World Championship 2013
- International Bartenders Association (IBA) Annual Congress plus World Cocktail Championship and World Flairtining Competition 2014
- International Canoe Federation World Championship 2014
- World Federation of Tour Guides Association 2014
- Asia Pacific Economic Cooperation 2015
- International Monetary Fund & World Bank (IMF-WG) Annual Meeting 2015
- Lions International Convention 2018, Orient and South East Asian Lions (OSEAL) Forum 20119
 - 16th Asia Pacific Tourism Association (APTA) Conference in 2013 and
 - International Innerwheel (Rotary International) to be decided April 25
 - Rotary International Convention in 2019.

To pursue a more aggressive marketing and promotion of MICE Events, the Updating and Printing/ re-printing of promotional materials

- MICE Booklets
- Philippine Map and other destination brochures (35,000 pieces)

Q) Development of MICE Databank

Part of the MICE Work Program is the development of a MICE databank through the conduct of research studies and surveys, one of which is an in-house survey on the utilization of MICE facilities to determine the number of local and international meetings, incentive travel, conventions, exhibitions/events held in the Philippines. The result of said survey will determine the Philippines' ranking in the international MICE market.

Under CORPORATE AFFAIRS:

R) On Reorganization

Conceptualization and Development of the Manpower Requirements of the TPB vis a vis DOT based on the following general descriptions of the functions between the TPB and DOT/Tourism Development.

Tourism Promotions Board	Department of Tourism
<ol style="list-style-type: none"> 1. Tourism Marketing and Promotions <ul style="list-style-type: none"> • International Tourism Promotions • Domestic Tourism Promotions • Tourism Investments Promotions • M.I.C.E. Promotions 2. New Media and Marketing Communications <ul style="list-style-type: none"> • New Media and Tri-Media Advertising • Marketing Website Maintenance and Marketing • PR and Publicity • Production of Collateral Materials (AVP's, TVC's, Brochures, etc.) 3. Assistance, Organization and Implementation of Special Events 4. Overall Implementation of the Marketing and Promotions Work Program as approved by the Secretary of Tourism and the TPB Board of Directors 	<ol style="list-style-type: none"> 1. Product Development <ul style="list-style-type: none"> • Conceptualization, Development and Testing of New Products and Services jointly with Private Sector partners, LGU's and other stakeholders • Development of International Partnerships and Strategic Alliances 2. Tourism Development Planning, Research and Information Management <ul style="list-style-type: none"> • Policy Determination based on the National Tourism Development Plan (NTDP) • Research and Information Management 3. Tourism Manpower Training and Development 4. Supervision of and Assistance in Tourism Marketing and Promotions Activities in key international and domestic markets (c/o the Foreign Field Offices and the Regional Directors)

S) GREET Turismo Region XI and CAR- implemented grants for the following:

- **Turismo Mismo!**” is an advocacy group accredited by the Department of Tourism that will promote, propagate and implement the Nature + Nurture advocacy campaign for sustainable eco-tourism by providing stakeholders access to capital, skills/knowledge, values formation, and other entitlements.
- **“Turismo Mismo!”** is a declaration ... a call-to-action towards excellence directed at different sectors of the tourism industry.

Sixteen individual CAR Grantees

TPB facilitated the grants for local government endorsed small scale projects as:

- a) Cordillera Autonomous Region (CAR), June 10. Lope Busaing:
- b) Aundanao Fishermen’s / Boatmen’s Association
- c) Bato Pag-Asa Youth Association
- d) Dadatan Fisherfolks Association
- e) Balet Active Fishermen’s/Boatmen’s Association
- f) Luisito Gregorio
- g) Association of Fisherfolk of Davao

end of Report

phlazarro/
