

TOURISM PROMOTIONS BOARD

2012 ACCOMPLISHMENTS

It's more fun in the
Philippines



TABLE OF CONTENTS

Executive Summary

Chapter 1: The Tourism Promotions Board

Mandate.....	2
Functions	2
Corporate Vision/Mission.....	3
Transitional Organizational Structure.....	3

Chapter 2: 2012 Accomplishments

Marketing and Promotions.....	5
MICE	11

Annexes

EXECUTIVE SUMMARY

The **Tourism Promotions Board (TPB)** is on its third year of operation as a corporate body that replaced the Philippine Convention and Visitors Corporation.

As mandated in the **Tourism Act of 2009 (RA 9593)** and in accordance with the government's precept of good governance, active partnership with the private sector and genuine commitment to the protection of the environment, TPB continued to implement international and domestic marketing activities that defined and operationalized its marketing and promotion functions as a fully recognized government-owned and controlled corporation under the Department of Tourism.

In 2012, a total cash inflow of **Php 280,769,763¹** from the national government and other government agencies, as the law provides, allowed TPB to efficiently implement marketing projects amidst the impending full reorganization of DOT and its attached agencies including TPB, and with a virtually unchanged manpower resource as when it was operating as the Philippine Convention and Visitors Corporation (PCVC). For 2013, the transfer to TPB of **Php 500 million** allocation under the Government Appropriations Act (GAA) 2013 and the remittance by Duty Free Philippines of the 70 per cent allocation of their 50 per cent net income will complete TPB's Corporate Operating Budget for CY 2013. This development will enable the smooth implementation of more tactical marketing programs and projects so that the department can efficiently meet its targeted visitor arrival of 5.5 million in 2013 and 10 million in 2016.

The conduct of various marketing interventions in 2012 aimed to hasten the full activation and operationalization of DOT and TPB. A Marketing Alignment Meeting in March 2012 was a necessary step towards the smooth transition of marketing and promotion functions from Market Teams to the TPB as stated in the Tourism Act 2009. Following this meeting was the gradual turnover by the DOT Market Teams of marketing and promotions functions and documentations. Another Marketing Planning Meeting followed in May with the Domestic Group in cooperation with the DOT-Tourism Regional Coordination and Resource Generation (TRCRG). In August, the first congressional review of the Act and its rules was initiated per RA 9593 IRR Section 145,² Marketing Meetings in October, after the PATA Travel Mart in Manila on 25-30 Sept. reviewed the submitted Work Program for CY2014 and the final Work Program for CY2013 of the International Group including the overseas offices back to back with the final review of the Roles and Functions of TPB.

In this report, TPB's completed and continuing projects for 2012 are presented under the following main categories: a) Marketing Communications, b) MICE, c) Special Projects and d) Domestic Tourism Promotions.

¹ Source: TPB Finance

² Wherein it stipulates a review by Congress "three (3) years after its approval and promulgation, respectively, and every three (3) years thereafter.

The Tourism Promotions Board

MANDATE

The TPB shall be responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services, with the end in view of increasing tourist arrivals and tourism investment. Specifically, it shall market the Philippines as a major convention destination in Asia. To this end, it shall take charge of attracting, promoting, facilitating, and servicing large-scale events, international fairs and conventions, congresses, sports competitions, expositions and the like. It shall likewise ensure the regular advertisement abroad of the country's major tourism destinations and other tourism products, not limited to TEZs. It may also provide incentives to travel agencies abroad which are able to draw tourists and tourism investments to the country.

FUNCTIONS

The Tourism Board shall have the following powers and duties:

- a. Organize the PTPB in a manner most efficient and economical for the conduct of its business and the implementation of its mandate;
- b. Develop and implement a plan to market the Philippines as a premier tourist destination;
- c. Direct and coordinate the resources and efforts of the government and the private sector in the tourism and allied fields for the full realization of the tourism marketing plans and programs;
- d. Develop and promote the Philippines as a center for international meetings, incentive programs, conventions, exhibitions, sports and wellness, medical tourism and other special events;
- e. Engage in the business of tourism and perform acts in consonance therewith, such as, but not limited to, creating subsidiaries in support of its marketing functions in partnership with the private sector; as well as attending conventions and other events abroad in representation of the country, encouraging sales promotions and advertising, and implementing programs and projects with the objective of promoting the country and enticing tourists to visit its tourism destinations and to enjoy its tourism products;
- f. Contract loans, indebtedness and credit, and issue commercial papers and bonds, in any local or convertible foreign currency from international financial institutions, foreign government entities, and local or foreign private commercial banks or similar institutions under terms and conditions prescribed by law, rules and regulations;
- g. Execute any deed of guarantee, mortgage, pledge, trust or assignment of any property for the purpose of financing the programs and projects deemed vital for the early attainment of its goals and objectives, subject to the provisions of the Constitution (Article VII, Section 20 and Article XII, Section 2, paragraphs (4) and (5));
- h. Receive donations, grants, bequests and assistance of all kinds from local and foreign governments and private sectors and utilize the same;

- i. Extend loans through government banks and financial assistance for manpower training, heritage preservation, infrastructure development and other programs of the Department;
- j. Obtain the services of local and foreign consultants and enter into contracts locally and abroad in the performance of its functions; and
- k. Perform all other powers and functions of a corporation.

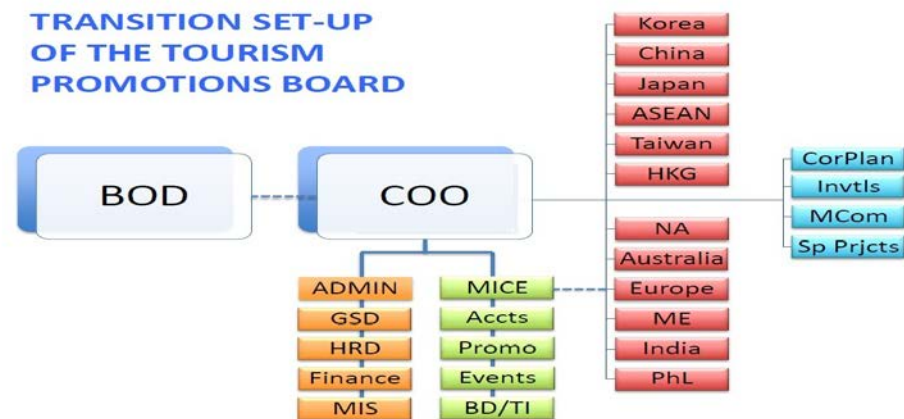
MISSION

We exist To market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination, in strategic partnership with private and public stakeholders to deliver ensure a unique high-value experience for every visitors, significantly contributing to increased arrivals, receipts and investments to the country.

VISION

Tourism Promotions Board is a globally-recognized leader in tourism promotions placing the Philippines among the preferred destinations in the world by 2020.

TRANSITIONAL ORGANIZATIONAL STRUCTURE



Chapter
2

2012 Accomplishments

A. MARKETING & PROMOTIONS

Branding Campaign

The operationalization of Philippine tourism's new marketing branding campaign **"It's More Fun in the Philippines"** led TPB's flagship projects during the period. This branding exercise marked the start of a more focused and cohesive approach to the promotion of Philippine tourism, internationally and domestically. In the succeeding months following the launch in January 2012. DOT-TPB, along with BBDO Guerrero as creative agency, BBDO Proximity as website/social media developer, CTV as production company and Dentsu Philippines as Media Planning and Placement Agency, produced generic advertising materials such as 5 versions each of 15s and 30s TVC's (including CNN), 7 versions of 3-minute AVP's, 12 photo layouts for print and OOH options and, Radio Ads.

The ASEAN Tourism Forum (ATF) in Manado, Indonesia and the Internationale Tourismus Borse (ITB) in Frankfurt served as the launching pads of the Philippine tourism branding campaign for the Asia and European markets, respectively.

Media Planning

Transmitting the messages to the various target publics entails the review of the available distribution channels. The following project proposals were evaluated based on TPB's mandate, Corporate Plan/Strategic Map, Market Brief and the Media Plan:

- 1) Home Base TV program
- 2) BBC News
- 3) ESPN Sports Network
- 4) Smarttravel;.com (online magazine based in HK)
- 5) The Economist News magazine
- 6) Euronews Satellite TV Network
- 7) Forbes Asia Magazine
- 8) Travel and Living Channel (TLC)
- 9) Asian Traveller
- 10) Commuter TV
- 11) Consumer Asia
- 12) 10/40 Window
- 13) Discovery Channel Asia
- 14) TIME Magazine
- 15) Newsweek (UK edition and Pan-Asia edition joint promo cover jacket ads)
- 16) History Channel
- 17) Japan Times
- 18) Der Spiegel News Magazine
- 19) Best of the Best Coffee Table Book
- 20) Juan Philippines Travel Magazine
- 21) Other local channel and publications
- 22) Malaya Business Insight's 30th Paper Anniversary
- 23) Philippine Graphic
- 24) Flourish Pilipinas: Celebrating, Nurturing and Preserving Philippine Flour-based Delicacies Program
- 25) Chefs on Parade 2013
- 26) Da Hapi Life (Studio 23)
- 27) International Herald Tribune
- 28) Financial Times

The TPB engaged the services of Dentsu Philippines Inc. to facilitate the strategic and prudent selection of distribution channels where the various promotional materials will be placed. For the period, successful placements were made with the Reader's Digest, Discovery Channel Asia, CNN, BBC, Asia Food Channel, Time Magazine (UK Edition), Newsweek (with Advertorial) and Pan Asia (cover jackets).

Digital Campaign

With BBDO Proximity ,in September 2012, the TPB launched the website ***www.itsmorefuninthephilippines.com***. The TPB's intention is to develop this website into a dynamic and fun site that will not only provide information on destinations but will also be a site for Business to Business (B2B) and Business to Consumers (B2C) transactions, social networking platforms such as Facebook, Twitter and YouTube as well as fun-filled web-based promotional activities. This project has a budget of PhP 18 million. The campaign has, so far, resulted to the following:

- Steady increase of the site's fan base since its launch with an average of additional 60 fans per day (fan base slowing down to 32/day)
- Consumer inputs/stories about the page – 6,684 vs. 1,028 from previous month
- Fan Base @ 10,893 reaching over 88,000 users +8% vs. previous month
- Daily reach average of 9,149 users – showing high virality of page

Special Promotions Projects

TPB implemented nine (9) major programs and projects such as the Pinoy Homecoming Program, Calendar of Events and the Philippine Heritage Capital. The Philippines' hosting of the PATA Travel Mart 2012 was one of the major international events held in Manila that TPB handled.

The projects are as follows:

❖ **PATA Travel Mart**

September 25-28, 2012 at SMX Convention Center

The Philippines hosted the prestigious Pacific Asia Travel Association (PATA) Travel Mart, Asia Pacific's premier trade show. Since its establishment in 1978 in Manila, PATA Travel Mart continues to attract hundreds of international buyers and sellers across the world. The PATA aims to drive the responsible development of the Asia Pacific travel industry. PATA provides leadership & advocacy to the collective efforts of: 80 national, state & city tourism bodies; over 40 airlines & cruise lines; travel-related enterprises.

PTM 2012 had an international attendance of around 1,000 to 1,500 pax comprising of front-liners & decision-makers from travel & tourism entities, i.e. hotels / resorts, travel agencies / tour operators, airlines, trade associations, National Tourism Organizations (NTOs), Destination Management Companies (DMCs) & general companies with incentives & other motivational tools, as well as members of the media.

❖ **Pinoy Homecoming Campaign**

A special five-year Balikbayan campaign (2011-2016) that targets Fil-Am organizations and business groups to visit the country for reunions, conferences, missions, vacations and investment through the provision of privileges, incentives and rewards system to entice them to come home. Total registrants through on-line, gateways and road shows from Dec.

2010 to Dec. 2012 reached 48,000, translating into a contribution to national revenue of about PHP 48 million.

Globe Telecom collaborated with the DOT to take the **“It’s More Fun in the Philippines”** campaign to the next level via the promotional drive, “Pinoys Invite the World”. The program invited wanderlust Pinoys to send in video clips online of their picturesque tour of the archipelago. The Philippine Volcanoes, the national Rugby team, starred in a viral video <http://www.youtube.com/watch?v=4f9lnRg700I> to promote the campaign.

❖ **Calendar of Events 2012**

A platform to showcase the Philippine’s regional tourism products and services: total packaging the richness and multiplicity of the Philippines (hospitality & friendliness of people, festivals, culture, art, music, nature, adventure, travel and leisure, lifestyle, cuisine, health & wellness, and history.

❖ **Philippine Heritage Capital**

A five-year program of the TPB on the Promotion of domestic and international tourism is the Philippine Heritage Capital. This project emphasizes the destination’s history, heritage, habitat, creative industries and lifestyle. The community that wins the bid to become the Capital of Culture becomes the tourism industry’s focus for national advertising and publicity. TPB will also have an ownership of winning entries. Next steps perceived to pump-up the project’s impact are:

- Packaging of these heritage sites as prime tourism products that can be promoted and distributed to the public in cooperation with the travel trade
- Increase in inventory of more tourist-friendly and affordable Heritage Tour packages
- Increase in the sales of Heritage Tours
- Explore possible tie-up of the Heritage Tourism Capital program with their program of rehabilitating historical sites

❖ **Filming of the Bourne Legacy Movie**

Filmed specifically in Manila and Palawan in January to March 2012 for showing in the USA from September to December 2012 (1st season) and from February to May 2013 (2nd season)

❖ **Filming of Survivor Philippines (USA Edition) May 12 in Caramoan, Camarines Sur, where TPB sponsored selected components’ of the filming’s logistical requirement and coordinated assistance from concerned local government units (LGU).**

❖ **NIVEA Philippines:**

In February, **Nivea Philippines** partnered with the Department of Tourism to promote the Philippines’ summer destinations that is inspired by the worldwide “7 Wonders Poll” where Palawan emerged as one of the winners. Using the *Its more fun in the Philippines* branding, Nivea Philippines shouldered all expenses on traditional and digital promotional materials, launch event and activities.

❖ **Biemann Production House**

In March this year, Biemann Production House co-produced with DOT the following materials:

- The Philippines – 7107 Paradises, an International Documentary about the Philippines (To be aired in a Germany-TV called ARD)

- Our Heritage is our Inheritance
 - UNESCO World Heritage Sites (Broadcast agreement with National Geographic Channel) March 2012 -present
- ❖ **DOT – Unilever Food Solutions: SoooPinoy! Food Trip na Pilipinas! (March to present)**
 From March to the present and in support of DOT’s Kulinarya Program, SoooPinoy celebrated the diversity of Filipino cuisine by promoting favorite local Pinoy dishes in the thirteen (13) cities (Hot Spots) of the Philippines via a Food Tour with an entourage of media personalities from Manila and the provinces. These chefs, bloggers, columnists and journalists will dine in different restaurants in the country that serve Pinoy dishes and write about their experiences.
- TheSooPinoy Facebook site, with its 100,000 fan base, will also feature these Filipino restaurants and their signature Pinoy dishes. The program’s next step is to produce a Filipino culinary guidebook to be known as “Soooo Pinoy” Culinary Guidebook that will feature outstanding restaurants and cuisine in every region of the Philippines.
- ❖ **Bb. Pilipinas Laoag-Vigan**
 In coordination with Philippine Airlines, sponsored the photo shoot on April 24-27, 2012 and provided hotel accommodation, meals, land transportation and local guides.
- ❖ **Island Quest-** a promotional support to the Philippine hosting of PATA Travel Mart 2012
- ❖ **BPI-DOT Banking on Tourism Program**
 Partnership with BPI where DOT allowed the use of “It’s More Fun in the Philippines” brand/logo as well as the different memes in producing an electronic payment channel for tourists. This project produced the “More Fun Prepaid Card”, a personalized card that can be used by any traveller to make travel payments in the Philippines easy and convenient..
- ❖ **Manila Life**
 A special program of the DOT and TPB that aims to optimize the tourism potential of Manila by the development of new tour products that will give more options for longer stay in Manila especially during the slow night time hours night time. This project also establishes Manila’s positioning as a good nightlife and entertainment hub.

International Travel Trade Promotions

Jointly with the DOT market teams, TPB participated in various travel trade events thus increasing destination and brand awareness in the target markets. TPB was specifically on top of all Philippine Night preparations and execution.

The 16 events are as follows:

- ❖ **ASEAN Tourism Forum (ATF)
 Manado, Indonesia, 08-15 January 2012**
 ATF also featured the annual Meeting of ASEAN Tourism Ministers, the Meeting of the ASEAN, with China, Japan, Korea and Indian Tourism Ministers, the all-important Travel Exchange for Sellers and Buyers of tourism establishments and hosted functions by participating NTOs.
- TPB’s direct participation at ATF were on the organization of the Philippine Night and as sellers at the Philippine booth.

❖ **Internationale Tourismus Borse (ITB)
Berlin, Germany, 08 March 2012**

ITB is the world's largest travel trade and tourism show and an ideal venue for tourism professionals to establish new contacts, network, negotiate and conduct business with global travel trade counterparts, making it an excellent venue to promote the new tourism brand.

TPB's direct participation in ITB 2012 was as seller at the Philippine booth. It also managed the entertainment component or cultural performers.

❖ **Yeosu Expo
Yeosu, Korea, May 12 To August 12, 2012**

After the successful participation in the World Expo in Shanghai in 2010, the Philippines participated in another international expo, the Yeosu Expo 2012. From May to August 2012, the Philippine Expo Secretariat promoted the Philippines in Yeosu Expo in Korea and to the other participating countries.

Expo site visitors increased from an average per day of 46,000 in May to 70,000 in July. With this development, the Philippines pavilion visitors also increased as it consistently captured around 10% of the expo site visitor traffic flow. The participation in the expo will further strengthen the country's hold as a preferred destination among Koreans.

❖ **DOT Showroom In Seoul, Korea Launching, June 2012**

The showroom serves as a one-stop-shop and displays the "It's More Fun in the Philippines" campaign in the header/billboard provided as part of the package. The space also provides for huge windows displays which could be filled with attractive images of Philippine destinations in the form of posters, light boxes or even LED-TV monitors. Walk-in customers can easily access the store, which makes it much easier to secure tourist information and even book travel packages offered by partner airlines and Korean tour operators

❖ **Philippine Tourism Fair (PTF)
Kuala Lumpur, Malaysia, 20-22 July 2012**

A joint promotional consumer fair with the Berjaya Times Square Mall to reach out to Malaysian consumers, in time with the country's Hari Raya Festival.

❖ **Malaysia International Dive Expo 2012
Kuala Lumpur, Malaysia, 06-08 July 2012**

A yearly event aimed to promote Asia's best diving spots and dive destinations in the world. 226 booths were on exhibit during the 3-day Travel Fair, which had 12,921 visitors from different countries. Participating exhibitors were NTOs, Travel Agents, Dive Operators and Manufacturers of dive equipment.

Philippine dive operators developed dive packages for the event where 20 packages were sold on-site by Philippine dive operators.

❖ **Tourism Selling Mission to the Russian Far East Region
Khabarovsk, Vladivostok, 24-26 July 2012**

Aimed to introduce top tourism travel destinations, tour products and provide a venue for our private sector to conduct business meetings with the Russian travel agencies including sales leads. Russia is an ideal market, not only for the numbers but more for the quality of tourists it brings.

❖ **India Roadshow and Launching of “It’s More Fun in the Philippines”, Chennai, Bangalore, Mumbai and New Delhi, 4-10 August 2012**

India is one of the fastest-growing source markets. Its total outbound travel has grown from 3.7M in 1997 to over 10 million in 2010 and expected to reach 20M in 2015. Philippine arrivals rate has been sustained in 2012.

❖ **Otdyhk Leisure 2012
Moscow, Russia, 15-21 September 2012**

Russia’s top travel and leisure show allowing for business meetings between Philippine sellers and Russian tour operators.

❖ **JATA Tourism Forum & Travel Showcase
Tokyo, Japan, September 20-23, 2012**

The JATA Showcase is Japan’s flagship tourism and travel event and one of the largest tourism events in Asia. Seminars and business meetings with Japanese travel trade highlighted the first two days. The travel exhibition opened to the public for the next two days.

There were 22 Philippine private sector delegates who served as sellers at the Philippine booth and attended seminars. There were also travel trade meetings attended by the DOT and TPB delegates who also manned the Philippine booth

❖ **TAIWAN Sales Mission
October 23-27, 2012**

A roadshow covering three cities, Kaohsiung, Taichung and Taipei with the key activity to be buyer/seller appointment with private sector presentation, culminating with attendance/participation in Taipei International Travel Fair (TITF), the biggest anticipated consumer travel fair in Taiwan.

The attendance from diver group buyers due to the presence of dive destination suppliers – Batangas and Balicasag with positive feedback from the private sector in terms of sales or new business generated.

❖ **World Travel Market
London, United Kingdom, 5-8 November 2012**

Considered the leading global event for the travel industry, the World Travel Market (WTM) is held annually. It is a vibrant must-attend four-day business-to-business event that presents a diverse range of destinations and industry sectors to UK and the international travel professionals. Attended by leading corporate experts and boasts of high exhibitor and visitor counts.

❖ **Philippine Sales Mission to Korea 2012
Seoul AND Busan, 12-16 November 2012**

Presented the latest developments in the Philippine tourism industry as well as positioned the country as an attractive and competitive destination for the Korean market.

❖ **China International Travel Mart
Shanghai, 14-15 November 2012**

High-level DOT and TPB delegation headed by the Secretary of Tourism attended the CITM upon the expressed signs of interest from Chinese counterparts

- ❖ **DEMA Show**
Sands Expo Center, Las Vegas, 14-17 November 2012
An annual dive show and the only international trade-only event for diving, action water sports and travel industries.
- ❖ **PAL-DOT Joint USA-Canada Roadshow**
30 Nov – 10 Dec 2012
A joint DOT-PAL initiative in conjunction with PAL's inaugural flight to Toronto.

B. MEETINGS, INCENTIVES, CONVENTION AND EXHIBITIONS (MICE)

As a matter of policy, TPB's MICE Program consists of:

1. Conduct of annual MICECON
2. Assistance to locally-held MICE Events
3. Participation in MICE Events Overseas

MICECON

TPB busied itself preparing for the conduct of MICECON in March 2013. Considered as the activity much-awaited by the convention-related enterprises, the TPB worked on gathering seasoned resource persons and making the event as a yardstick for local MICE to emulate.

Assistance to local MICE

TPB assisted various locally-initiated events and some on bidding for the hosting of international MICE in the Philippines. These events are:

EVENT	No. of Delegates
1. <i>ASEAN Commission for the Promotion & Protection of the Rights of Women & Children (ACWC)</i> 16-17 JAN 2012 Hotel Intercontinental	Delegates - 51 <i>Foreign</i> - 44 <i>Local</i> - 7
2. <i>Egmont Working Groups Meeting 2012</i> 30 JAN – 02 FEB 2012 Makati Shangri-La Hotel	Delegates - 260 <i>Foreign</i> - 200 <i>Local</i> - 60
<ul style="list-style-type: none"> • <i>Global Conference on Land-Based Ocean Connection</i> • <i>(GLOC)</i> • 23 – 27 JAN 2012 • EDSA Shangri-La Hotel 	Delegates – 417 <i>Foreign</i> – 190 <i>Local</i> - 227
3. <i>3rd Flora Filipino Expo</i> 23 FEB – 05 MAR 2012 Quezon Memorial Circle	Delegates – 202 <i>Foreign</i> – 123 <i>Local</i> – 69
4. <i>Federation Cynologique Internationale (FCI) Asia and the Pacific Section Dog Show 2012</i> 24 – 26 FEB 2012 SMX Convention Center Mall of Asia (MoA), Pasay City	500 - Pure-bred dog Enthusiasts
5. <i>Water Loss Conference</i> 26 – 29 FEB 2012, EDSA Shangri-La Hotel	Delegates – 524 <i>Foreign</i> – 276 <i>Local</i> - 248

6.	<i>World Union of Catholic Women's Organization (WUCWO) Asia Pacific Conference</i> 03 – 08 MAR 2012, Traders Hotel	300 – Women Delegates
7.	<i>Pekiti Tirsia Kali (PTK) 2012 Asia Pacific Convention</i> 15 – 18 MAR 2012, Makati & Batangas	Delegates – 100 Foreign – 70 Local – 30
8.	<i>Inter-Tabac Asia / ProTobex Asia 2012</i> 15 – 17 MAR 2012 The Forum, PICC	Delegates – 1054 Foreign – 1000 Local – 54
9.	XTERRA Triathlon 17 – 18 MAR 2012 Liloan, Cebu	Delegates – 664 Foreign – 13 Local - 651
10.	<i>9th Asia and Oceania Epilepsy Congress (AOEC)</i> ,22 – 25 MAR 2012 Manila	Delegates – 1201 Foreign – 787 Local - 423
11.	<i>6th Biennial Congress of the ASEAN Society of Colon & Rectal Surgeons + 3rd Scientific Meeting of the Philippine Society of Colon & Rectal Surgeons</i> , 28 – 31 MAR 2012	
12.	<i>Children's International Summer Villages (CISV) Asia Pacific Regional Workshop & Juniors Asia Pacific Regional Conference (APRW/JAPRC) 2012</i> 30 MAR – 04 APR 2012, Antipolo City	Delegates – 152 Foreign – 94 Local - 58
13.	<i>Project Flair: National Open Flair-Bartending Competition – Championship event</i> 07 APR 2012, Boracay	150 participants and delegates
14.	<i>Association of Southeast Asian Institutions of Higher Learning (ASAIHL) 2012 Conference</i> 11 – 12 APR 2012 De La Salle, Manila	Delegates – 320 Foreign – 90 Local - 230
15.	17 th Annual World Electronics Forum 18 – 21 APR 2012 Shangri-La Mactan, Cebu	150 delegates
16.	I Cirque Mother Africa Show 9 – 22 APR 2012 Newport Performing Arts Theater Resorts World, Manila	25 – Foreign Performers
17.	<i>Dance Off</i> APR 2012 Cebu, Davao, Manila	Estimated 400 Attendees 20 groups from overseas
18.	<i>Manila Music Festival</i> 01 MAY 2012	Delegates– 1600 Foreign – 3 Local - 1577
19.	<i>The Great Northern Adventure Race: "Road trips are more fun in the Philippines"</i> 04 – 05 MAY 2012 Metro Manila, Vigan, La Union	Delegates – 200 Foreign – 30 Local - 170
20.	<i>21st Working Meeting, IUCN-SSC Crocodile Specialist Group</i> 22 – 25 MAY 2012 Senate Chamber Old Congress Bldg. National Museum, Manila	Delegates – 200 Foreign – 30 Local - 170

21. <i>1st Philippine Beikoku Shorin-Ryu Shido-Kan International Karate-Do Tournament</i> 24 – 28 MAY 2012 San Andres Sports Complex Manila (Malate)	
22. <i>Asia Pacific Council on Hotel, Restaurant and Institutional Education (APCHRIE) Conference</i> 05 – 08 JUN 2012 Diamond Hotel, Manila	
23. <i>ASEAN Conference on Working Toward A Cyber Pornography and Child Prostitution-Free Southeast Asia</i> 19 – 21 JUN 2012 Diamond Hotel, Manila	14 Foreign dignitaries
24. <i>1st National Agri-tourism Research Conference</i> 27 – 29 JUN 2012, SEARCA, Los Banos, Laguna	Delegates – 65 Foreign – 2 Local - 63
25. <i>ASEAN Seminar – Workshop on ECCD Systems Development</i> 10-12 JULY 2012	40 participants from 10 ASEAN countries
26. <i>DRUM TAO – Art of Drum Shows</i> <i>Newport Performing Arts Theater, Resorts World</i> 12 – 22 JULY 2012; Waterfront Hotel 01 SEPTEMBER 2012	21 Foreign Performers
27. <i>9th Annual Meeting & Conference of the Asia Pacific Cooperation (APEC) Financial Institutions Dealing with Small & Medium Enterprises (SMES)</i> 18 – 20 JULY 2012	Delegates – 40 Foreign – 33 Local - 7
28. <i>ASIANNOVATION 2: Unleash The Asian Marketing Masters (2nd ASIANNOVATION Conference)</i> Makati Shangri-La 19 – 20 JULY 2012	
29. <i>APEC Seminar on Advancing Inclusive Growth Through Social Protection</i> 25 – 26 JULY 2012	
30. <i>SEACEN – CEMCOA/BOJ 6th Intermediate Course on Macroeconomic and Monetary Policy Management (MMPM)</i> 30 JULY – 10 AUGUST 2012	
32. <i>Cobra Energy Drink – Ironman 70.3,</i> Cebu 05 AUGUST 2012	1,700 signed up for the event (Foreign and local participants)
33. <i>Green Philippines 2012: The 2nd Philippine International Total Green Movement Exhibition & Conference</i> Sumix SMX Convention Center 16 – 18 AUGUST 2012	

34. <i>18th Asia Pacific Broadcasting Union (ABU) Copyright Committee Meeting & Seminar</i> 27 – 28 AUGUST 2012	Delegates – 47 Foreign – 27 Local - 20
35. <i>5th Pacific-Asia Conference On Mechanical Engineering (5PACME2012)</i> <i>Technological University Of The Philippines, Manila</i> 28 – 30 AUGUST 2012	250 delegates, 35 from APEC Countries
36. <i>International Contact Center Conference & Expo (ICCE) 2012</i> SMX, PASAY CITY 18 – 19 SEPTEMBER 2012	
37. <i>Forum On The Implementation Of The APEC Anti-Corruption Code Of Conduct For Business</i> Manila 19 – 21 SEPTEMBER 2012	Delegates – 43 Foreign – 32 Local - 11
38. <i>1st Customer Loyalty Conference & Expo</i> 28 SEPTEMBER 2012	
39. <i>Bird photography events</i> Palawan, Laguna & Manila September – October 2012	
40. <i>4th Annual International Outsourcing Summit: Global Market Leaders Addressing Global Issues</i> MAKATI SHANGRI-LA HOTEL 07 – 09 OCTOBER 2012	
41. <i>2012 Open Medical Records System (Open MRS) Implementers Meeting</i> Y C JAMES YEN CENTER INT'L SILANG, CAVITE 9-12 OCTOBER 2012	115 Participants
42. <i>1st Manila International Art Festival</i> 18 – 26 OCTOBER 2012	
43. <i>Canonization Of Blessed Pedro Calungsod</i> 21 OCT - 30 NOV 2012	
44. <i>Public Private Partnership (PPP) In Health Manila 2012</i> 23-25 OCTOBER 2012	200 delegates from Asia, Europe, Middle East and North America.
45. <i>Culture Of Taste: The Slow Food International Convivium</i> BACOLOD, NEGROS OCCIDENTAL 25 – 29 OCTOBER 2012	
46. <i>3rd International Ayurveda Yoga & Wellness Convention & Expo</i> PASAY CITY 27 – 28 OCTOBER 2012	
47. <i>Colours Gala: Spring-Summer 2013 Collection Of Lesley Mobo</i> SM MALL OF ASIA ARENA 29 OCTOBER 2012	500 of Manila's top guns in media & fashion

48. <i>War & Dissent: The United States In The Philippines, 1898 To 1915 (Exhibition)</i> CASA GRANDE IN BALAYAN, BATANGAS OCTOBER 2012 (OPENING) – 2013	
49. <i>Adcc Asia Pacific World Qualifying Trials</i> SM MALL OF ASIA, PASAY CITY 03 – 04 NOVEMBER 2012	
50. <i>20th Southeast Asia Zoos Association (SEAZA) Conference</i> TAIPING, MALAYSIA 04-08 NOVEMBER 2012	
51. <i>International Council For Monuments & Sites (ICOMOS) 2012 International Conference On Cultural Tourism + International Cultural Tourism Committee (ICTC) 2012 Annual Meeting</i> VIGAN, ILOCOS SUR 10 NOVEMBER 2012	Delegates – 300 Foreign – 40 Local – 20 Youth and Students - 240
52. <i>Rescue 2012: Lifesaving World Championships</i> ADELAIDE, AUSTRALIA 02 – 13 NOVEMBER 2012	
53. <i>6th Asia Gateball Championship (Philippine Participation)</i> MACAU SAR 06 – 08 NOVEMBER 2012	
54. <i>Total Wellness Expo 2012</i> SM CITY NORTH EDSA, QUEZON CITY 09 – 11 NOVEMBER 2012	
55. <i>Supra Pro Tour Event</i> MANILA 09–12 NOVEMBER 2012	
56. <i>39th ArtDo International Leadership & HRD Conference</i> CEBU 14–16 NOVEMBER 2012	
57. <i>HALAL World Forum + World HALAL Council (WHC) 10th Annual General Assembly Meeting</i> SHANGRI-LA HOTEL, MAKATI 21 – 24 NOVEMBER 2012	
58. <i>1st Manila SALSA Congress</i> MAKATI AND BORACAY 22 – 25 NOV 2012	
59. <i>5th World Social Forum On Migrations (WSFM)</i> MIRIAM COLLEGE, Q. C. 26 – 30 NOVEMBER 2012	
60. <i>Global Procurement & Supply Management Conference</i> MARRIOT HOTEL 27 – 28 NOVEMBER 2012	

61. <i>3rd Biennial Scientific Meeting Of The Asia COMEA Society + Philippine Academy Of Ophthalmology (PAO) Annual Meeting</i> SOFITEL PHILIPPINE PLAZA 27 – 29 NOVEMBER 2012	
62. <i>Federation Of ASEAN Economic Associations (FAEA) + Philippine Economic Society (PES) 50th Annual Meeting</i> PICC MANILA 27 – 29 NOVEMBER 2012	
63. <i>Asia Pacific Bonsai Friendship Federation (APBFF) Exhibit & Convention 2012</i> AYALA TRIANGLE GARDENS, MAKATI 29 – 30 NOVEMBER 2012	Foreign delegates - 250
64. <i>Re+Discover Manila</i> NOV 2012 – APR 2013	
65. <i>ASEAN Ecotourism Conference</i> MANILA DIAMOND HOTEL 04 – 06 DECEMBER 2012	Foreign and Local - 200
66. <i>8th Philippine Bird Festival</i> RIZAL PARK, MANILA (7–8 DEC) / BALANGA WETLAND PARK, BATAAN (9 DEC) 2012	Delegates - 200 Foreign - -30 (from 8 countries)
67. <i>National Youth Development Summit (NYDS) 2012</i> SILIMAN UNIVERSITY, DUMAGUETE CITY NEGROS ORIENTAL 16 – 19 DECEMBER 2012	
68. <i>29th Pico Group International Conference</i> MANILA 16 – 20 DEC 2012	
69. <i>45th Annual Meeting, ADB Board Of Governors</i> SMX and PICC 02 – 05 May 2012	5000 delegates (2000 foreign, 3000 local)
70. <i>Travel Outlet Phils. – Philippine- American Military Retirees Association (PAMRA)</i> JANUARY 2013	
71. <i>Global Launch Of The 50th Anniversary Of World Theatre Day</i> 5-9 MARCH 2012	20 International Delegates
72. <i>19th Travel Tour Expo</i> SMX PASAY FEBRUARY 2012	

Participation in Overseas MICE events

TPB's participation in MICE events overseas is the key to generating awareness of the Philippines as a MICE destination. It re-establishes the presence of the Philippines in the Asian MICE Market that should guarantee a strong flow of high-spending MICE groups to the country.

For 2012, TPB participated in ten (10) MICE events overseas:

❖ **Asia Pacific Incentives and Meetings Expo (AIME)
Melbourne Convention Center, Melbourne, Australia
22-24 May 2012**

The AIME has established itself as the must attend event in the Asia-Pacific region for the M.I.C.E. industry and has won the prestigious 'Exhibition of the Year' award at the Meetings and Events Australia (MEA) National Awards for the past three years. It brings together the region's top M.I.C.E. suppliers and key industry players to collectively sell Asia as an exciting and diverse M.I.C.E. destination.

Philippine participation in the AIME brought 12 delegates from the government and private sectors. The event gathered some 799 exhibitors, 3,736 pre-registered visitors and more than 500 hosted buyers, 51% of who were new to AIME.

❖ **International MICE Exhibition (IMEX) 2012
FRANKFURT, GERMANY
22 – 24 May 2012**

IMEX Frankfurt is an award-winning trade show run by the IMEX Group. It 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 that has developed a reputation for delivering outstanding business results for its exhibitors and buyers.

❖ **M & I FORUMS / PAN ASIA FORUM
PATTAYA, THAILAND
26-30 June 2012**

The M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. The Forums run across four continents -- Asia, Europe, North America and Oceania.

The event is based on face-to-face business with pre-scheduled appointments chosen by buyers to ensure that all meetings are highly relevant to the suppliers' needs. The Philippines won the bid to host the M&I Forum in Manila in May 2013.

❖ **IMEX 2012
LAS VEGAS, NEVADA, USA
9-11 October 2012**

IMEX America is the America's worldwide exhibition for meetings, incentive travel and event with more than 2,000 hosted buyers.

❖ **23RD ANNUAL HOTEL INVESTMENT CONFERENCE ASIA PACIFIC
(HICAP)
Hong Kong, 10-12 October 2012**

Hotel Investment Conference Asia Pacific is an established conference for the hotel investment and development community. HICAP has been the annual gathering place for Asia Pacific's hotel investment community, attracting the most influential property owners, developers, lenders, hotel chain and management executives, investment bankers, professional advisors from

around the globe. Since 1989, HICAP events are where the region's best players and executives gather to meet/network, explore opportunities, exchange ideas and learn.

❖ **51ST INTERNATIONAL CONGRESS AND CONVENTION ASSOCIATION (ICCA) CONGRESS
SAN JUAN, PUERTO RICO
20-24 October 2012**

The ICCA Congress is being held every year since 1963 as a general assembly for its members. It is traditionally held in October/November and has rotated throughout the world. It gathers representatives from convention centers, convention bureaus / tourism offices, professional congress organizers (PCO)

❖ **MARCHE INTERNATIONAL DES PROFESSIONNELS D'IMMOBILIER (MIPIM) ASIA 2012**

Hong Kong, 7-9 November

MIPIM Asia is an annual investment event dedicated to high-level professionals -- institutional investors, corporate end-users, hotel groups, retailers, property developers and government representatives -- who aim to strike the deals that shape the real-estate map of a dynamic property market.

The Philippine Department of Tourism (DOT) participated in 2009 and occupied a 54-square meter- pavilion. MIPIM Asia 2009 gathered around 2000 participants and 146 exhibiting companies including the DOT. The department's objective for participating in this event is to boost the interests of international investors to invest in Philippine tourism by bringing private developers and property owners to a strategic venue to network and negotiate new business partnerships.

❖ **HOST CITIES SUMMIT
DUBAI, UAE
4-7 December 2012**

An annual convention showcasing the cities that have hosted major international sporting competitions (i.e., Olympics, World Cup) and providing a venue for countries to present themselves for the possible hosting of similar events.

The Philippines is being asked to host a number of international sporting competitions and exhibition matches (e.g., NBA Games, etc.). The Philippines has an opportunity to project itself as a venue for marine sports and aqua races that already occur in the country from time to time.

MICE: Bid and Technical Assistance

To help make local bids more internationally competitive, TPB assisted various private and government companies/ agencies in the development and packaging of their bids to hold their respective sectors' MICE events in the Philippines. The nature of TPB's assistance is on the technical requirements of the bid proposal.

In 2012, TPB assisted the bid of nine (9) events namely:

- ❖ **The Philippine Bartenders Association League (PBL)** in their bid to host the International Bartenders Association (IBA) Annual Congress in Manila on the 2nd week of October 2014. A 5-day annual congress with an average attendance of 500 delegates from more than 60 IBA member countries all over the world.

- ❖ **World Federation of Tour Guides Associations (WFTGA) in 2014**
- ❖ **World Congress of Families (WCF) 2014 (or 2015).** About 3,200 pro-family leaders & visitors from 72 countries attended the 2012 WCF in Madrid.
- ❖ **International Monetary Fund (IMF) & World Bank (WB) Annual Meeting in 2015.** Around 10,000 people attend the meetings, including about 3,500 members of delegations from the member countries of the Bank & the IMF; roughly 1,000 representatives of the media; and more than 5,000 visitors & special guests drawn primarily from private business, the banking community & NGOs.
- ❖ **International Inner Wheel (IIW) Convention in 2015.** IIW is now considered the 2nd largest women's service organization operating in the world, with over 100,000 members active in over 100 countries & geographic locations.
- ❖ **10TH Asian Pacific Orthodontic Congress (APOC 2016), PICC, MANILA in 2016 (March or April)**
- ❖ **Asian Congress of Oral & Maxillofacial Surgery (ACOMS) in 2016.** The Philippine College of Oral & Maxillofacial Surgeons (PCOMS), a specialty affiliate of the Philippine Dental Association & the International Association of Oral & Maxillofacial Surgeons, is bidding for this event. TPB also assisted them in their promotions campaign at ACOMS 2012 in Bali in November 2012.
- ❖ **Asia Pacific Society of Infection Control (APSIC) International Congress, PICC, MANILA 2017.** Held every 2 yrs, and attendance at the past few Congresses has increased substantially. The 2017 congress expects an attendance of around 1,000 delegates (500 foreign)..
- ❖ **Rotary International Convention 2020**
Rotary is a worldwide organization of more than 1.2 million business, professional & community leaders.

End