



# DESTINATION 2020:

REDEFINING VALUE CREATION FOR PHILIPPINE TOURISM

## EXECUTIVE SUMMARY





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# *Our Theme:* **'VALUE CREATION' REDEFINED**

**T**he fun never stops in the Philippines and neither does the work of the Tourism Promotions Board (TPB), the country's primary place-marketing agency.

Rooted in PD 867, s1976 and first established as the Philippine Convention Bureau, its name changed to Philippine Convention and Visitors Corporation (PCVC) by virtue of EO 120-A, s1987. Forty years and running strong, TPB is a major promotions arm of the Department of Tourism (DOT). It holds firm on its commitment to create value for stakeholders.

This 2016 Accomplishment Report shares tangible and intangible values generated by TPB in the performance of its duty. Potential visitors gain reasons to come—or return—to the Philippines while the promotion of the tourism industry ecosystem engenders businesses which in turn translate into economic activity.

All these stem from TPB's mandate: to ensure that public funds are spent to sell the Philippines through activities and platforms that bring results. TPB is unique in so far as Government-Owned and Controlled Corporations (GOCCs) in that success is not by virtue of revenues, but rather by how close the country gets to Destination 2020 at each year's end.

This is measured in part by tourist arrivals, booked events and tourist receipts. Yet, it is also approximated by the relationships built, memories made, and the sense of longing and belonging visitors get to cherish and bring home with them.





## THE BOARD OF DIRECTORS



**Hon. WANDA CORAZON TEO**  
Secretary, Department of Tourism  
Chairperson, Tourism Promotions Board



**Mr. CESAR D. MONTANO**  
Chief Operating Officer  
Tourism Promotions Board



**Atty. GUILLER B. ASIDO**  
Chief Operating Officer  
Tourism Infrastructure & Enterprise  
Zone Authority (TIEZA)



**Hon. ALAN PETER S. CAYETANO**  
Secretary, Department  
of Foreign Affairs



**Hon. RAMON M. LOPEZ**  
Secretary, Department  
of Trade and Industry



**Hon. ARTHUR P. TUGADE**  
Secretary, Department  
of Transportation  
and Communication



## REPRESENTATIVE DIRECTORS



**MS. MARGARITA F. MUNSAYAC**  
Bluewater Maribago Beach Resort  
Representing Accommodation  
Enterprises



**MR. ISAGANI G. BUENAFLO**  
Diamond IGB, Inc.  
Representing Land, Air, and Sea  
Tourist Transport Services



**MS. PAMELA D. PASCUAL**  
World Trade Center Metro Manila  
Representing Conventions,  
Meetings, Incentive Travel, Exhibitions,  
and Events Services and Facilities



**MR. EDWIN VINCENT V. ORTIZ**  
EVO Enviro Solutions / Cebu Solid  
Waste Management, Inc.  
Representing Other  
Accredited Tourism Enterprises



**MS. MARGARITA F. VILLARICA**  
Destination Specialists (Cebu) Inc.  
Representing Travel and Tour Services



**ATTY. MARIAN IVY F. REYES-FAJARDO**  
Corporate Board Secretary  
Tourism Promotions Board

# ABOUT TPB

The TPB was created by virtue of Republic Act No. 9593, "An Act Declaring a National Policy for Tourism as an Engine of Investment, Employment, Growth and National Development, and Strengthening the Department of Tourism and its Attached Agencies to Effectively and Efficiently Implement that Policy, and Appropriating Funds Therefor."

The TPB operates under the supervision of the Tourism Secretary and is attached to the DOT for purposes of program and policy coordination. The TPB is tasked to formulate and implement an integrated promotions and marketing program for the Philippines as a major global tourism and MICE destination. These functions are performed by TPB's Marketing and Promotions Unit, which consists of the following departments:

## 1. International Promotions, tasked to:

- Implement promotional and marketing campaigns geared towards the general tourism traffic with specific emphasis on their respective regions;
- Develop and coordinate programs and activities geared towards promoting and attracting investments and capital formulation for tourism infrastructure development and services; and
- Liaise with foreign wholesalers, foreign consumers, tourism investors, and foreign media.

## 2. Domestic Promotions, tasked to:

- Direct, initiate, oversee, and sustain the development and implementation of marketing programs and activities encouraging domestic travel by Filipinos;
- Manage and maintain the linkage of TPB with its members and all industry stakeholders;
- Advocate and promote travel excellence among industry stakeholders; and,
- Provide support to the DOT Regional Offices in the implementation of their respective international and domestic promotions plans.

## 3. MICE Department, tasked to:

- Plan, direct and implement a sales and promotions program that will strengthen the Philippines' position as an ideal destination for international meetings, incentives, conventions and exhibitions/events by providing bidding and liaison services; participating in MICE related domestic and international trade fairs and sales missions; organizing industry development programs, and establishing linkages with international associations;
- Liaise with associations and corporate executives, incentive travel planners and organizers, convention, exhibition and event organizers, and destination management companies; and,
- Represent the Philippines in both local and international associations and organizations relevant to the MICE industry.





## WHAT WE

# Stand for

## MISSION

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 a unique high-value experience for visitors, significantly contributing to increased arrivals, receipts and investments to the country.

## VISION

The Philippines is among the top destinations in the world by 2020.



 **CORE**  
*Values*



### **PASSIONATELY DRIVEN TEAM**

We respond enthusiastically and with dedication to the needs of the industry stakeholders.

### **OUTSTANDING LEADERS**

We act as an enabler in embracing challenges to create breakthrough ideas, exercise good governance, transparency and judicious management of resources.

### **WELL-BALANCED WORK-LIFE**

We create a healthy work environment to promote a balanced professional and personal well-being of the workforce.

### **EMPOWERED ORGANIZATION**

We strive to be superior by improving performance through continued learning in all levels of the organization.

### **RESPONSIVE PARTNERS**

We commit to build and nurture a just and sustainable development for the society.

**INPUT**



**52**

INTERNATIONAL AND DOMESTIC EVENTS ATTENDED



**298**

TPB-ASSISTED PROJECTS AND EVENTS



**48**

TPB-ORGANIZED INTERNATIONAL AND DOMESTIC MARKETING AND PROMOTIONS PROJECTS



**336**

TPB-ASSISTED DOMESTIC AND INTERNATIONAL EVENTS HELD IN THE PHILIPPINES, INCLUDING WON MICE. BIDS



**3**

OPERATIONAL SHOWROOMS (SOUTH KOREA, NEW YORK, SAN FRANCISCO)

*Participation of 16 regions and 7 DOT attached agencies in TTE and PTM*



**6**

INVITATIONAL PROGRAMS FOR DOMESTIC MARKETING



**12**

MICE BIDS ASSISTED



**141**

RECIPIENTS OF MICE PLUS PROGRAM BENEFITS



**37**

ORGANIZERS PARTICIPATING IN INVITATIONAL PROGRAMS



**5,806**

AD PLACEMENTS



**8,250**

SPOT PLACEMENTS FOR MTV MUSIC EVOLUTION MANILA 2016



**10**

WORKING WEBSITES



**16**

SOCIAL NETWORKING ACCOUNTS



**3**

MOBILE APPS (PHILIPPINES, KOREA, JAPAN)



**774**

ARTICLES PUBLISHED



**21**

GROUPS PARTICIPATING IN MEDIA FAMILIARIZATION TOURS



**449**

TRI-MEDIA PLACEMENTS FOR TACTICAL CAMPAIGNS



**70**

KINDS OF MARKETING COLLATERAL PRODUCED



**45**

KINDS OF PRINT MATERIALS PRODUCED



**26**

KINDS OF CORPORATE GIVEAWAYS PRODUCED





*Boracay is a small island in the Philippines located approximately 315 km (196 mi) south of Manila and 2 km off the northwest tip of Panay Island in the Western Visayas region of the Philippines. Boracay Island and its beaches have received awards from numerous travel publications and agencies.*

## IMPACT



# 5,967,005

TOURIST ARRIVALS



# 5,175,214

MILLION INTERNATIONAL VISITORS FROM 12 TPB KEY MARKETS

## OUTCOME



# 1,179%

RETURN ON MARKETING INVESTMENT FOR DOMESTIC AND INTERNATIONAL MARKETING AND PROMOTIONS PROJECTS

## OUTPUT



# 442

PARTICIPANTS TO INVITATIONAL PROGRAMS, SITE INSPECTIONS AND PRODUCT UPDATES



# 651

SELLER PARTICIPANTS TO INTERNATIONAL AND DOMESTIC PROMOTIONS PROJECTS

# YEAR IN Review



## JANUARY

### ASEAN TOURISM FORUM (ATF) 2016

The ATF annually gathers member countries of the ASEAN to discuss innovations, trends and developments within the tourism industry. Facilitated as well are joint policy formulations geared to accelerate growth of the region's tourism.

## FEBRUARY

### TRAVEL TOUR EXPO (TTE) 2016

Organized by the Philippine Travel Agencies Association, TTE 2016 was a three-day business-to-consumer travel event. It showcased over 300 exhibitors from various sectors such as airlines, resorts, hotels, domestic tour operators, national tourism organizations, travel agencies, and other stakeholders.

## MARCH

### MALASIMBO MUSIC & ARTS FESTIVAL MALASIMBO LIGHTS & DANCE FESTIVAL

TPB undertook a media familiarization tour for travel bloggers enabling them to witness a blend of traditional and contemporary arts and culture as well as the experience of a three-night, light-and-dance spectacle under the moon and the stars.

## APRIL

### MADRID FUSION MANILA 2016

MFM is the first and only Asian edition of Madrid Fusion. It brings together acclaimed avant-garde chefs from across the globe and establishes the Philippines as a focal point of gastronomic interest. The event serves as a venue to promote various Philippine agricultural products, food and ingredients.

## MAY

### WORLD TRAVEL MARKET (WTM) CONNECT ASIA

WTM Connect Asia brought together suppliers of Southeast Asia and international travel products to meet with Southeast Asian and international travel trade leisure buyers. It is an exclusive business-to-business event on a one-to-one basis, with a total of 30 appointment slots over two days.

## JUNE

### INCENTIVES TRAVEL & CONVENTIONS, MEETINGS (IT&CM) CHINA 2016

IT&CM China 2016 brought together Chinese and International MICE exhibitors and buyers in one marketplace as a must-attend MICE trade show in China. It remains the only trade fair in Shanghai/Eastern China.



## JULY

### TRAVEL MADNESS EXPO (TME) 2016

TME is a one-stop travel expo where guests can book directly with different airlines, avail themselves of promo fares, meet various people from different tourism organizations, take advantage of low rates from hotels and resorts, and get access to exclusive travel and tours packages from travel agencies. As exhibitor, TPB promoted Mindanao as a feature tourism destination.

## AUGUST

### FLAVORS OF THE PHILIPPINES FOOD FESTIVAL

Now on its 10th year, this three-week food festival targets the Aussie foodies of Sydney and New South Wales, Filipino-Australian communities, and food bloggers promoting the Philippine culinary scene to draw tourists to the country.

## SEPTEMBER

### PHILIPPINE TRAVEL MART (PTM) 2016

PTM is the biggest one-stop tourism and travel trade exhibition promoting quality destinations and properties. It features over 5,000 products. TPB participated as a major exhibitor, reaching out to visitors including 37 local government units, 201 private exhibitors, and 238 companies.

## OCTOBER

### IMEX AMERICA 2016

IMEX America is the largest and most important trade show for the meetings and incentive travel industry in North America. It attracts all types of suppliers involved in the MICE industry, such as hotels, destination management companies, convention centers, airline companies, tourism and convention bureaus, and event technology companies, among others.

## NOVEMBER

### WORLD TRAVEL MARKET (WTM) 2016

WTM is the leading global event where travel industry players meet industry professionals and conduct business deals. Held annually in London, it attracts over 50,000 international professionals and 9,000 qualified buyers. TPB's participation in the show provided visibility to 53 Philippine participants.

## DECEMBER

### DIVING & RESORT TRAVEL (DRT) SHOW HONG KONG

TPB brought 15 diving companies to the DRT Show, considered the largest global gathering of diving enthusiasts, marine conservationists and anyone with a passion for the underwater world.



# EXECUTIVE *Summary*



**From an unassuming start in 1976 as the Philippine Convention Bureau (PCB), to its renaming in 1987 as the Philippine Convention and Visitors Corporation (PCVC), then in its latest iteration as the Tourism Promotions Board (TPB) as of 2009, its 40<sup>th</sup> year is the strongest yet for TPB as the primary marketing and promotions arm of the Department of Tourism (DOT).**

As DOT's "in-house" marketing agency, TPB's function is to safeguard the judicious spending of the marketing budget sourced from the general fund and subsidies. Leveraging its expertise in place marketing and its knowledge of competing destinations, TPB ensures that the projects, activities and programs it spends on, contribute meaningfully and substantially to the sustainable increase in tourist arrivals and receipts year-on-year.

TPB is a unique government-owned and controlled corporation (GOCC) in that the generation of revenues is a non-core function. Its mandate is to spend on place marketing efforts in ways that contribute to increased conversion whereby tourist arrivals, tourism receipts, country brand equity, and visibility are the salient indicators of TPB's "returns on investment."

TPB is proud to close 2016 with significant and sustained gains in several areas, vis-a-vis organizational and continuity challenges occurring in the same year.



Aside from supporting joint promotional efforts, TPB remained at the forefront of advocating and promoting.

## Marketing and Promotions

### Sustaining International Exposure

For the year, varying assistance was given to a total of 336 events. A good number of these events involved collaboration among the International Promotions, Domestic Promotions, Meetings Incentives Conferences and Exhibitions (MICE) Department, and Marketing Communications Departments.

In addition to bringing the Philippines to international travel marts, TPB also spearheaded local travel shows and events meant to attract international buyers and connect them with local sellers. TPB opened 2016 as host to the 2016 ASEAN Tourism Forum. The event brought in more than 2,000 delegates from 61 countries. On this occasion, the Philippines went head-to-head with other destinations within the ASEAN Region in promoting a stimulating portfolio of tourism products. Trade conferences and business-to-business meetings allow local sellers to open discussions with international buyers.

TPB was event organizer of the 2016 Philippine Travel Exchange (PHITEX). Held in Manila, it was the biggest staging of PHITEX' in its 15-year history. Over 200 international buyers from 35 countries met with over 196 sellers from 130 companies from all over the country.

### Enabling Domestic Tourism

Domestic tourism continued its upward trend in 2016, fueled by airlines providing alternatives for cheap flights. Aggressively promoting destinations using different platforms, TPB's Domestic Promotions team gave Filipinos more reasons to travel on home ground.

TPB's presence was felt in all the main travel exhibitions in Manila. All sixteen Department of Tourism regional agencies and seven attached agencies were showcased to thousands of local consumers at both the 23rd Philippine Travel Agencies Association's Travel Tour Expo in February and the 27th Philippine Travel Mart of Philippine Tour Operators Association (PHILTOA) last September.

A new initiative of Domestic Promotions was to give support to marquee events in key cities nationwide. Included were the 3rd Cebu Travel Exchange and the 3rd International Travel Festival both in Cebu City, the 1st Visit Davao Fun Sale, the 2nd Asia Premium Travel Mart, and the Travel Madness Expo with the last two shows being held at the SMX Convention Center.

Aside from supporting joint promotional efforts, TPB remained at the forefront of advocating and promoting. In 2016, a marketing educational program was launched for local tourism officers to upgrade their marketing skills. Similar sessions are planned for 2017.

### Making MICE Happen

TPB recognizes the potential of the Philippines' MICE sector, especially in contributing significantly to tourist receipts. TPB's MICE group aggressively pursued opportunities by participating in international trade shows exclusive for MICE buyers such as the Incentives Travel & Conventions, Meetings Asia (IT&CMA) in China and Thailand, IMEX America and IMEX Frankfurt, and Luxperience in Australia.

Partnering with the private sector, major events brought to the Philippines by MICE include the East-West Center Association International Conference comprising of 300 foreign and 200 local delegates; the International Eucharistic Congress, attended by 4,000 foreign and 6,000 local delegates; and the World Street Food Congress and its different side events.

The year also saw MICE as organizer-in-charge of social events coinciding with ASEAN meetings. This had impact to the group's functionality. In face of the full stretch of its human resources, the MICE team managed noteworthy results, particularly in giving end-to-end support for industry players. This covered bid preparation, pre-event and onsite assistance, as well as the granting of incentives.

### **Selling the Philippine "Experience"**

In 2016, TPB's Marketing and Promotions team departed from traditional sales pitches opting to sell the Philippines as a destination for unique and/or specialized experiences. TPB's joint promotional activities and themed familiarization tours offered a creative mix of adventures rich in local color. Interests were as varied as gastronomy and history, fiestas to photography, and from culture to eco-adventure.

TPB also strengthened the country's position as a diving paradise by holding an interactive and eye-catching exhibit, showcasing the Philippine diving experience, at the Düsseldorf International Boat Show or boot Düsseldorf in January 2016. Nine sellers from the country's top dive resorts were also brought to the Birmingham Dive Show in London in October 2016. A captive British audience was enlightened on Philippine world-class dive spots.

The Filipino culinary legacy and thriving

neo-culinary culture were high points of interest in both the World Street Food Congress 2016 and the Madrid Fusion Manila. Guests treated to local cuisine samples also took note of adventures that Philippine destinations had on offer.

Winter Escapade 3 spotlighted the heritage, diverse cultures, and attractions of Manila, the Bicol Region and Puerto Princesa in Palawan. Tourist participants, mostly balikbayans, immensely enjoyed this joint promotional campaign of the Department of Tourism, Tourism Promotions Board, and the Philippine Embassy and Consulates in Canada.

TPB catered to pleasure seeking adventurers in choice land and water events. Following different timelines were the Xterra Albay Off-Road Triathlon Series, considered the world championship in off-road triathlon, and the Philippine Sailing Grand Prix, from Subic Bay to Boracay, showcasing the country as a unique and thrilling water activity destination.

There is something for everyone in our over 7,641 islands. In collaboration with local and private stakeholders, the TPB intends to discover and develop permutations and possibilities for uniquely Filipino travel experiences.

With just a glimpse of the possibilities, there is something for everyone in the Philippines' 7,641 islands. TPB will continue to collaborate with local and private stakeholders as TPB endeavors to discover, develop, and cascade unique and transformative Philippines' travel experiences.

### Engaging Influencers

In this age of information, influencers are critical to getting the message out and reaching as broad an audience as possible. Complementing traditional promotional activities of events, activations and media placement, TPB in 2016, relied heavily on influencers for its campaigns. Members of media, local and international, and travel bloggers were participants to themed familiarization tours conducted year round. Nothing was trivial—from food to fiesta tours, from Batanes to Catanduanes, these travel opportunities allowed influencers to experience local life first hand—making for gritty, captivating stories.

"It's More Fun in the Philippines Influencers Trip," saw TPB break new ground in influencer marketing. Organized in partnership with Vollume Inc., a US-based company by Black Eyed Peas member Allen Pineda Lindo (more popularly known as Apl.de.Ap), a group of 24 US-based influencers from the fields of music, fashion, television, business, automotive, and digital innovation travelled to Manila, Pampanga, Boracay, Cebu, and Bohol over a period of nine days. The group included fellow Black Eyed Peas singer Will.I.Am.

A Hollywood-based film crew documented the trip. This is for release to the public via a series of webisodes. Geared to appeal to millennials, especially those with Filipino roots (just like Apl.de.Ap and many of the invited influencers), the experience and documentary output should encourage and excite them to come to the Philippines and retrace their roots.

### Going Digital

The Marketing Communications team saw increased preference for digital technology and the optimization of online platforms. Embracing this, in addition to placements in traditional media and out-of-home advertisements, TPB exercised concerted effort to bring the Philippines closer to netizens and digital natives.

Its most ambitious project to date in terms of digital visibility was as host to the Travel Bloggers Exchange Asia-Pacific (TBEX) 2016. Close to 400 guests, including 276 local and foreign travel bloggers attended. Held last October 13 to 16, 2016, at the Philippine International Convention Center, the event created massive social media buzz over Twitter, Instagram and Facebook.

Seeing firsthand, the capability of the Internet to deliver powerful content to vast audiences, more of TPB's marketing efforts in the future will be cascaded through digital platforms.



*Nestled on the serene Islands of Samal and Malipano, Pearl Farm Beach Resort is 23-hectare hideaway of blissful retreat. It sits on beautiful and exotic islands with coastlines adorned with white sand beaches, rock formations and flourishing mangroves. Having been declared a marine sanctuary, the resort is enveloped by grandiose blue waters rich in marine life.*

## Ensuring TPB's efficiencies lead to Customer Satisfaction

TPB Customer Satisfaction Survey 2016 Results were favorable to the organization on the main. Based on the ratings given by the respondents, TPB had the highest levels of overall satisfaction with straightforward and easy to understand procedures (98%), pre-event courtesy in coordinating, pre-event use of clear and jargon free language, and in answering customer questions during the event (97% all). Also highly rated were TPB's consistency in sharing information, provision of clear oral and written instructions, and having easy-to-fill-out forms (96% all). These results indicate TPB as a good communicator which the organization must maintain alongside other demonstrated strengths.

Dissatisfaction rates were highest for the limited number of allowable displays (81%), event materials being clear and having visual appeal (83%), convenience of the booths in the venue, neatness and professionalism of the (third party) coordinator during the event, TPB meeting customer's safety and security needs (84% all), and TPB protecting customer privacy and confidentiality (85%). All these TPB will endeavor to noticeably improve on for its customers.

### Data source (Customer groups)



ACCOMMODATION AND FACILITIES



TOUR AND TRAVEL OPERATORS



DIVE OPERATORS



MEETINGS, INCENTIVE TRAVEL, CONVENTIONS AND EXHIBITIONS/ EVENTS (MICE) SUPPLIERS, AND DEPARTMENT OF TOURISM REGIONAL OFFICES AND LOCAL GOVERNMENT UNITS.

### Customers satisfaction ratings based on service quality, management and professional ability



HIGH OF

**98%**

LOW OF

**92%**





### Satisfaction Level Highs

STRAIGHTFORWARD PROCEDURES

98%

THE USE OF JARGON-FREE LANGUAGE, PRE-EVENT COURTESY AND QUESTIONS BEING ANSWERED

97%

CONSISTENCY OF INFORMATION, CLEAR ORAL AND WRITTEN INSTRUCTIONS AND EASY-TO-FILL OUT FORMS

96%

### Satisfaction Level Lows

MEETING CUSTOMERS' PRIVACY AND CONFIDENTIALITY

85%

NEATNESS AND PROFESSIONALISM OF THIRD PARTY COORDINATOR, MEETING SAFETY AND SECURITY NEEDS AND HAVING CONVENIENT BOOTHS

84%

CLARITY AND VISUAL APPEAL OF MATERIALS

83%

NUMBER OF ALLOWABLE DISPLAYS

81%



## Management Information System (MIS)

MIS is in mid-process of its three-year Strategic IT Plan, submitted and approved in 2015. It is designed to support TPB's bid to institutionalize the use of technology within processes, increase familiarization with digital technology and platforms, and as a result empower employees in their usage.

Much of the year's focus was on enhancing internet and network infrastructure to ensure TPB's capacity to address hardware requirements to grow with the demands in security, storage and accessibility. In 2016, MIS completed the setup of a new server network intended to serve as TPB's datacenter. The entire organization's data will migrate to this centralized storage for everyone's easy accessibility and for greater security against external risks.

MIS is also at the helm of bringing TPB to various digital platforms. Part of MIS' responsibilities is management of the corporate website including updates to the latest news and developments.





*White Beach is the most popular of Puerto Galera's 32 beaches especially among Filipino tourists. Come summer, from March to May, Manila tourists flock to Puerto Galera by the hundreds, and during Holy Week, by the thousands. During this period, the rates of accommodations can increase upwards of 300 percent.*

## Corporate Affairs

### Improving Internal Efficiencies

Nearly two years of process improvements and internal audits culminated in TPB being awarded ISO 9001:2008 Certification in January 2016 valid until 2018. In addition to undertaking annual surveillance audits as a condition of maintaining the ISO, TPB begins transitional preparations to ISO 9001:2015 mid-2017.

The internal IT System of TPB received an upgrade in 2016. This is to facilitate better communication with regional offices locally and tourism attaches globally. The investment includes a state-of-the-art data center and storage area networking system for increased backend security.

### Administrative Excellence

Throughout the year, divisions under TPB's Corporate Affairs provided reliable support, from capacity building to infrastructure improvements to providing for the active participation of employees in community engagement. Due

to everyone's work excellence, TPB's marketing departments were able to focus on core promotional activities, helping propel the organization towards 2016's milestones.

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## Personnel and Human Resources Development Division (PHRDD)

TPB believes that its success goes hand in hand with the empowerment of its people. PHRDD continued its ongoing hiring and selection process to reinforce the competence of the organization. Aligned to this was the 2016 implementation of the Merit Selection Plan following the reorganization and early retirement offer a few years previous.

PHRDD also sought to build the capacity of TPB employees through seminars and training sessions. Subjects for continued learning included those on specific core competencies such as IT, accounting, events management, marketing, and others. Soft skills such as leadership plus strategic and critical thinking were offered and availed of by personnel.

As lead for employee engagement activities throughout 2016, PHRDD actively promoted work-life balance and the strengthening of teamwork and camaraderie among employees. Activities included the quarterly general assemblies and offsite team enhancement sessions. Focus on employee health and wellness was also sustained by PHRDD through the organization of regular activities targeting holistic development. These include the provision of medical services, conduct of aerobics classes and basketball sessions, regular bible study sessions, and a Lenten Reflection activity prior to the Holy Week break. Learning sessions on special themes such as consumer welfare and safety and disaster-preparedness were also conducted.



## Procurement and General Services Division (PGSD)

The year saw PGSD consistently provide procurement support for TPB's promotional activities, instrumental to the success of marketing endeavors. The PGSD secured international and domestic tickets, ground handlers for the familiarization of tour guests, and cultural performances to complete guests' experience. This was on top of procuring promotional and marketing collateral year round alongside other requirements for TPB's internal use as part of the Annual Procurement Plan.

Under PGSD's helm, a major undertaking was the the renovation of Facility Units 1, 2 and 8. Already completed is the construction of Units 1 and 2, giving way to a new and bigger workspace for the International Promotions team. The Domestic Promotions group will also move into the renovated Unit 8 after its completion.

## Finance Department (Finance)

The Finance Division contended with higher than norm challenges for the first half of 2016 as the directive of the outgoing administration to hold major purchasing decisions until after the transition was in effect. Notwithstanding sustained delays post-election due to the management transition, including the appointment of new CEO, Mr. Cesar Montano, the Finance Division nonetheless delivered on a budget utilization of 90 percent by end 2016.

For the year, the Finance Division also began exploring income-generating activities meant to decrease TPB's dependency on subsidies.

*Molo Church is a famous Spanish-colonial church and heritage site in Molo District. It known for the prominent red spires that crown its tall bell towers and as "the feminist church" because of the all-women ensemble of saints represented in 16 statues perched on the aisle pillars. Built in neogothic style, the church is one of the Iloilo City's most familiar landmarks and top tourist attractions.*





## Corporate Social Responsibility (CSR)

TPB pursued its CSR agenda of green and sustainable tourism by organizing three outreach trips within the year for their employees. For the first leg, 18 employees participated in an immersion activity at the Tamaraw Gene Pool Farm in Occidental Mindoro learning about this endangered species. Other stops during this leg included a hike up Mt. Iglit-Baco trail, an orientation on solid waste segregation by the local government, clean-up, and a feeding program and distribution of supplies to the IP community.

The second leg of the 2016 CSR program was participated in by 20 employees, who flew to Leyte, to the site of the massive destruction wrought by Typhoon Yolanda three years past. Employees planted mangroves, tried organic farming, and also held a feeding program and a day of activities for elders.

The last CSR activity brought 23 employees to Palawan for them to learn more about environmental sustainability. Local resource persons shared their expertise on the province's solid waste management processes. TPB volunteers also participated in a mangrove-planting activity and listened to an orientation on coral assessment.

As a way of giving back to the Sibaltan community for the rich experience, TPB volunteers divided themselves into three groups: one group conducted a seminar on hygiene for mothers, another created solar lamps with the help of Liter of Light, and the last facilitated parlor games for the children. Before leaving, volunteers were able to turn over 50 solar lamps and hygiene kits to the families. [TPBPHL](http://TPBPHL.com)

## Delivering Results In Face of Challenges

Tourist arrivals in the country closed on a record high in 2016. Of the 5,967,005 recorded visitor arrivals, 5,175,214 were from among the top 12 key markets including Overseas Filipino. In its commitment with the Governance Commission for GOCCs (GCG) to bring in 5.2 M visitors, TPB's shortfall was 24,786 or 0.0047%.

Counter balancing its high productivity were challenges wherein TPB transitioned into new management, underwent reorganization and contended with procurement delays and other difficulties. Maintaining equilibrium, employees remained focused on the job of selling the Philippines as a destination of choice. Budget utilization remained high at 90% as a result, cementing 2016 as a resilient year for TPB.

*Located at the north-west tip of Luzon island, the Bangui Wind Farm face the sea from where the wind blows towards the land. Its location along the shore is optimal in removing windbreaks and has a terrain roughness of 0. The site is free of any trees and vegetation, and stretches approximately 9 kilometres (5.6 mi) long and 100 metres (330 ft) wide. The area is undeveloped and uninhabited making it ideal as a site and poses no threat to the environment.*












**WHEN YOU'RE WITH FILIPINOS  
YOU'RE WITH FAMILY**

**Jack Ellis  
Traveler**

Hinatuan Enchanted River  
Surigao, Philippines

   @tpbphl #tpbphl

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**PHILIPPINES**

[www.tourism.gov.ph](http://www.tourism.gov.ph)  
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# DESTINATION 2020:

REDEFINING VALUE CREATION FOR PHILIPPINE TOURISM