

**ACCOMPLISHMENT REPORT
4TH QUARTER 2018**

<p align="center">PROGRAM / ACTIVITY / PROJECT</p> <p align="center"><i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p>	<p align="center">OBJECTIVES</p> <p align="center"><i>Objectives of the Program/Activity/Project</i></p>	<p align="center">STATUS</p> <p align="center"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
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I. 14TH CONGRESS OF THE ASIAN SOCIETY FOR PEDIATRIC RESEARCH (ASPR)

<p>Inclusive Dates: 02 October 2018 to 04 October 2018 Venue: Manila Hotel Nature of Activity: M.I.C.E. Booked Events</p> <p>Short Description: The PPS will host the 14th Congress of the Asian Society for Pediatric Research (ASPR) on 2 – 4 October 2018 at the Manila Hotel. The event expects to gather some 700 local and 300 foreign pediatricians, general physicians, nurses, midwives and allied health professionals from Japan, Taiwan, Korea, Hong Kong, Indonesia, China, Singapore, India, Bangladesh, Pakistan, Thailand, Malaysia, Myanmar, Bhutan, Vietnam and USA.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> • Cultural entertainment • Promotion of the event through the TPB website • Giveaways 	<p align="center">300 participants</p>	<p align="center">Completed</p>
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II. AXIS SECURITIES INCENTIVE TRAVEL GROUP OF VFC TRAVEL & TOURS

<p>Inclusive Dates: 07 October 2018 to 09 October 2018</p>	<p align="center">68 participants</p>	<p align="center">Completed</p>
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<p>Venue: Angeles, Pampanga Nature of Activity: M.I.C.E. Incentive Trip</p> <p>Short Description: As local handler of Axis Securities Limited (ASL) for their incentive travel group, VFC Travel and Tours requested from TPB meet and greet assistance and tokens for the participants. Axis Securities Limited (ASL), a company based in India, is a subsidiary company of Axis Bank Ltd. that is engaged in the distribution of wide range financial solutions and broking services to retail customers.</p> <p>VFC Travel and Tours, a DOT-accredited agency, started its business in 2012 operating on a B2B basis that offers world class service and expertise in handling groups, MICE, FITs and land arrangement including accommodations, transfers and sightseeing tours. VFC has established its presence in Indian and Philippine markets with over 500 agents and still expanding across Asia. It offers travel solutions in every part of the world, primarily, Hong Kong, Macau, China, Thailand, Maldives, India and Philippines.</p> <p>TPB commitments: Endorsement to DOT for airport reception and provision of promotional materials.</p> <p>VFC commitments: • ensure the attendance of 68 Indian incentive tour participants, • acknowledge the TPB as sponsor of tokens during the official</p>		

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activities of the group, • encourage the participants to use the hashtags “#ItsMoreFunInThePhilippines” and “#tpbgovph” on their social media accounts pertaining to the incentive tour and their Philippine experience • submission of a brief report of the event together with the list of participants and other supporting documents, such as, but not limited to event printed materials, photos and videos		
III. EXECUTIVE BOARD MEETING AND FORUM ON INDEPENDENCE ON ELECTION MANAGEMENT BODIES (EMBS) AND ELECTION SECURITY		
<p>Inclusive Dates: 07 October 2018 to 10 October 2018 Venue: Philippine International Convention Center (PICC) Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Participants of the Executive Board Meeting and Forum are Heads of Election Management Bodies and facilitators from International Foundation for Electoral System.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> • Promotional Materials • Welcome Leis • Airport Reception 	50 participants	Completed

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IV. US MIDWEST MICE SALES PRESENTATION 2018

<p>Inclusive Dates: 10 October 2018 to 13 October 2018 Venue: Chicago, St. Louis and Minneapolis, USA Nature of Activity: M.I.C.E. Sales Presentation</p> <p>Short Description: The US Midwest MICE Sales Presentation is an initiative of the Shangri-la Hotels & Resorts group that is conducted yearly and is participated by Shangri-la Hotels, CVBs, DMCs and airlines from destinations where Shangri-la hotels exist. This year, nine (9) countries joined the event and a total of One Hundred Ninety-Seven (197) MICE buyers also attended. There were two dinner functions in Chicago (IL) and St. Louis (MO) and a lunch reception in Minneapolis (MO). Some of the marketing initiatives during this presentation was the use of a table top runner, distribution of business card holders with yakan and abel cloth, provision of USBs to buyers and endorsement of Manila ground arrangements as raffle prizes.</p>		<p align="center">Completed</p>
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V. ATTENDANCE PROMOTIONS CAMPAIGN FOR THE 26TH ASIA AND OCEANIA FEDERATION OF OBSTETRICS AND GYNECOLOGY (AOFOG)

<p>Inclusive Dates: 13 October 2018 Venue: Rio, Brazil Nature of Activity: M.I.C.E. Support</p>	<p align="center">100 participants</p>	<p align="center">Completed</p>
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<p>Short Description: The Philippine Obstetrical and Gynecological Society (POGS) will conduct an attendance promotions campaign for the AOFOG Congress in Rio, Brazil which will be attended by almost 9000 delegates from around the globe.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> • Promotional materials • Technical assistance 		
<p align="center">VI. BID FOR THE ASIA PACIFIC ASSOCIATION OF ALLERGY ASTHMA & IMMUNOLOGY CONGRESS 2022</p>		
<p>Inclusive Dates: 13 October 2018 Venue: Bangkok, Thailand Nature of Activity: M.I.C.E. Bid Assistance</p> <p>Short Description: The Philippine Society of Allergy Asthma & Immunology (PSAAI) will bid for the Asia Pacific Association of Allergy, Asthma & Immunology Congress 2020 and expects to gather some 500 local and 1,500 foreign participants from various countries.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> • Relevant information and letter of support from TPB 	<p align="center">25 participants</p>	<p align="center">Completed</p>

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<ul style="list-style-type: none"> Promotional materials 		
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VII. TRAVEL MANAGERS REVERSE ROADSHOW 2018

<p>Inclusive Dates: 14 October 2018 to 20 October 2018 Venue: Manila, Cebu, and Bohol Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Tourism Promotions Board (TPB), in partnership with the Philippine Department of Tourism (PDOT) in Sydney and Philippine Airlines (PAL), organized the Travel Managers Reverse Roadshow 2018 in Manila, Cebu and Bohol.</p> <p>The Reverse Roadshow program officially commenced with the first Business-to-Business (B2B) program in Bai Hotel Cebu on 15 October 2018 and was welcomed by DOT Regional Director Shalimar Tamano. A total of eight (8) sellers had fruitful transactions with the buyers within two (2) hours. The participants joined the following activities after the B2B program:</p> <ul style="list-style-type: none"> Ocular at Mactan Cebu International Airport Presentation and hosted lunch by GMR-Megawide Cebu Airport Corp. (GMCAC) Ocular at Movenpick Hotel Mactan Island Cebu Ocular at Crimson Beach Resort 	<p align="center">35 buyers 32 sellers</p> <ul style="list-style-type: none"> To strengthen DOT-Sydney/TPB efforts to promote and sell various Philippine destinations; To showcase the Philippines as an excellent destination for the Australian market; To promote popular leisure and tourist-ready destinations: Manila, Cebu and Bohol; To build confidence among the participants in Philippines by providing them an avenue to personally experience and inspect the destinations' accommodations and facilities; and 	<p align="center">Completed</p>
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<ul style="list-style-type: none"> ● Ocular and hosted dinner with cultural presentation at Spa Mactan <p>On Oct 16, the group was divided into two (2) groups for Cebu and Bohol to let them explore the southern part of the Philippine islands.</p> <p>Activities incurred for Cebu group:</p> <ul style="list-style-type: none"> ● Whaleshark watching ● Overnight at Bluewater Sumilon Island Resort ● Snorkeling at Pescador Island and Sardine Run <p>Activities incurred for Bohol group:</p> <ul style="list-style-type: none"> ● Philippine Tarsier Sanctuary ● Chocolate Hills ● Baclayon Church ● Man-made Forest ● Blood Compact Monument ● Overnight at Beach Club ● Island hopping at Pamilacan Island, Virgin Island and Balicasag Island <p>The B2B continued at AG New World Manila Bay Hotel last 18 Oct after the opening program with TPB's Mr. Arnold T. Gonzales, Officer-in-Charge of the Office of the Deputy COO for Marketing and Promotions. Nineteen (19) Philippine sellers met with the Australian travel agents.</p> <p>Learning the wellness activities and special program at the Farm at San Benito in Batangas was the last activity of the participants</p>	<ul style="list-style-type: none"> ● To contribute to the increase of Australian arrivals in the Philippines. 	

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The TPB supported the event by providing ground arrangements including transportation, tour and activities with tour guides and request for sponsorship from Philippine Airlines and hotels.		
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VIII. CHANNEL 9 TRAVEL GUIDES FILMING

<p>Inclusive Dates: 14 October 2018 to 24 October 2018 Venue: Coron, Palawan and Bohol Nature of Activity: Marketing Support</p> <p>Short Description: Channel 9 is a major Australian commercial free-to-air television network and one of the two highest-rating television networks in Australia. The network approached PDOT-Sydney with an opportunity to partner in the third series of Travel Guides, a show revolving around five groups of ordinary Australians reviewing and experiencing some of the world’s hottest travel spots.</p> <p>The team of Channel 9 together with its Production Manager George Lykouras, Executive Producer Lucy Connors and Camera Operator Andre Eavis arrived in Busuanga for an ocular in Kayangan Lake, Banul Beach and Lusong Shipwreck / Coral Garden. After visiting Busuanga, the team goes to Bohol and started shooting in the tarmac. The cast also went to the tarsier</p>	<ul style="list-style-type: none"> ● To showcase the Philippines as an ideal holiday destination for the Australian market by forging ties with an established and respected channel. ● To promote the Philippines and direct flights to Manila with Philippine Airlines, the flag carrier of the Philippines ● To highlight the different islands, attractions and niche activities to suit the different market readership profiles 	<p>Completed</p>
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<p>sanctuary to complete a day of shooting and the next day they headed to Chocolate Hills Adventure Park. On the final day of filming, Mr. Lykouras arranged for the interviews to take place at the nearby Amorita Resort, which was sponsored by Channel 9.</p> <p>The TPB provide financial assistance to the following:</p> <ul style="list-style-type: none"> - Accommodations - Transportation - Tours and Activities - Guide - Airline Tax for Cast and Crew 	<ul style="list-style-type: none"> ● To position the Philippines as a safe destination through an article with positive and first-hand experience to negate the recent adverse publicities 	
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IX. 26TH ASIA PACIFIC REGIONAL SCOUT CONFERENCE (APRSC)

<p>Inclusive Dates: 15 October 2018 to 20 October 2018 Venue: Philippine International Convention Center (PICC) Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Philippines, through the Boy Scouts of the Philippines (BSP), hosted the 26th Asia Pacific Scout Conference (APRSC) held last 15-20 October 2018 at the Philippine International Convention Center. APRSC is being held every three (3) years to gather all the National Scout Organizations (NSCOs) in the Asia Pacific Region to evaluate and deal with major regional problems. In</p>	<p align="center">464 participants</p>	<p align="center">Completed</p>
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<p>2015, TPB has secured for BSP an endorsement letter from the Department of Tourism (DOT) affirming the agency’s support for this event.</p> <p>The theme for the 26th APRSC was “Growth and Stability”: Growth is embracing change, learning from past challenges and turning them into innovative opportunities. Stability is keeping the time-honored values and best traditions of Scouting in a world that is ever-changing.</p> <p>In conjunction with the 26th APRSC, the WOSM Asia-Pacific Region is likewise organizing the following ancillary events: • Asia-Pacific Regional Course for Leader Trainers (APR CLT), 06-12 October, Los Baños, Laguna, Philippines • 9th Asia-Pacific Regional Scout Youth Forum, 09-12 October 2018, Viewpark Hotel, Tagaytay, Cavite.</p> <p>TPB commitment to the APRSC: • sponsorship of cultural show during the Opening Ceremony and Welcome Dinner Reception on 15 October 2018 at PICC, • sponsorship of tour guides for Manila City tours, • provision of tourism brochures and giveaways, and • endorsement to DOT for airport reception</p> <p>BSP commitment: • ensure attendance of at least 630 participants or 90% of target number of attendees, • show Philippine tourism videos throughout the event, whenever possible, • acknowledge the TPB as Sponsor through inclusion of the TPB and “It’s More Fun in the Philippines” logos in the event materials such as printed programme, sponsors wall and live</p>		

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<p>announcements, • encourage the delegates to use the hashtags “#ItsMoreFunInThePhilippines” and “#tpbgovph” on their social media accounts pertaining the Conference and their Philippine experience and • submission of brief report of the event together with the list of participants and other supporting documents, such as, but not limited to event printed materials, photos and videos</p>		
<p align="center">X. ICEVI EAST ASIA REGIONAL CONFERENCE 2018</p>		
<p>Inclusive Dates: 16 October 2018 to 18 October 2018 Venue: Novotel Hotel, Cubao, Quezon City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: ICEVI will organize its East Asia Regional Conference on 16 – 18 October 2018 at the Novotel Hotel in Cubao, Quezon City. It expects to bring together some 200 local and 150 foreign delegates from various countries.</p> <p>TPB provided the following assistance: <ul style="list-style-type: none"> • Welcome lei reception • Co-hosting of the dinner at the Cultural Night • Giveaways </p>	<p align="center">150 participants</p>	<p align="center">Completed</p>

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XI. IMEX AMERICA 2018

<p>Inclusive Dates: 16 October 2018 to 18 October 2018 Venue: Sands Expo and Convention Center, Las Vegas, Nevada, USA Nature of Activity: M.I.C.E. Trade and Consumer Fair</p> <p>Short Description: The Tourism Promotions Board (TPB), together with the Department of Tourism – Los Angeles, USA, spearheaded the Philippine participation in IMEX America from 16 – 18 October 2018 at the Sands Expo and Convention Center in Las Vegas, Nevada, USA.</p> <p>IMEX America is the largest and the most important trade show for the meetings and incentive travel industry in North America. It attracts all types of suppliers involved in the MICE industry such as hotels, destination management companies (DMC), convention centers, airline companies, tourism and convention bureaus and event technology companies, among others.</p> <p>This year, the Philippines occupied a booth space of 1000 sqft (10 sqm) to accommodate seven (7) co-exhibitors.</p> <p>TPB has been participating in the tradeshow to sustain the Philippines' presence in North America. This 2018, TPB led the Philippine team consisting</p>	<p>13,588 participants</p>	<p>Completed</p>
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<p>of seven (7) private sectors from the Destination Management Companies and Hotel Industry.</p> <p>The eight edition of IMEX brought together 3,327 hosted Buyers from 63 countries, wherein 74.5% came from US & Canada and 25.5% from the other international countries.</p>		
<p align="center">XII. ASSOCIATION OF JCI SENATORS OF SOUTHEAST ASIAN NATIONS (ASSEAN) CONVENTION</p>		
<p>Inclusive Dates: 16 October 2018 to 20 October 2018 Venue: Big Hotel, Cebu City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Jaycee Senators will host the Association of JCI Senators of South East Asian Nations (ASSEAN) Convention at the Big Hotel in Cebu City on 16-20 October 2018. By organizing the Convention, ASSEAN remains connected therefore strengthening further brotherhood, fellowship and cooperation amongst JCI Senators of ASEAN and other countries.</p> <p>TPB provided the following assistance: - Endorsement to Cebu-Mactan Airport for airport facilitation and welcome reception - Provision of tourism brochures and giveaways</p>		<p align="center">Completed</p>

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XIII. ILOILO AND BACOLOD MASSKARA FAMILIARIZATION TOUR		
<p>Inclusive Dates: 22 October 2018 to 30 October 2018 Venue: Iloilo and Bacolod Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: DOT – Malaysia, through the Tourism Promotions Board in cooperation with DOT Region VI, is organizing a familiarization tour for Malaysian media in Manila, Bacolod and Iloilo in time for the Masskara Festival on 26 – 28 October.</p> <p>This 2018, the City of Smiles will be celebrating the annual Masskara Festival. Now on its 39th year expect the festival is expected to be bigger and grander than ever. Each year thousands flock to Bacolod to witness the frenetic dancing on the streets. Bacolod City invites you to the “happiest and most colorful festival in the Philippines” which will be a month-long celebration with concerts, food fests, street parties, and a lot of activities will draw thousands of visitors to the City of Smiles. This will be great opportunity to showcase the Filipino Festival Celebration and local culture through Malaysian Media.</p>		Completed

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XIV. 16TH ASEAN-CHINA SENIOR OFFICIALS' MEETING ON THE IMPLEMENTATION OF THE DECLARATION ON THE CONDUCT OF PARTIES IN THE SOUTH CHINA SEA (SOM-DOC) AND THE 26TH MEETING OF THE ASEAN-CHINA JOINT WORKING GROUP IN THE DOC		
<p>Inclusive Dates: 24 October 2018 to 26 October 2018 Venue: Marriott Hotel Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The 16th ASEAN-China Senior Officials' Meeting on the Implementation of the Declaration on the Conduct of Parties in the South China Sea (SOM-DOC) and the 26th Meeting of the ASEAN-China Joint Working Group in the DOC are the first meetings that the Philippines will host as the country coordinator for the ASEAN-China Dialogue Relations from 2018-2021.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> o Promotional Materials o Giveaways for Heads of Delegation o TVCs and conference materials 	270 participants	Completed
XV. 4TH METRO MANILA TOURISM CONVENTION		
<p>Inclusive Dates: 26 October 2018 Venue: Manila</p>		Completed

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<p>Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: TPB provided the following assistance: - Coordination meeting with the organizers - Technical assistance</p>		
XVI. CAR GALAXY INCENTIVE TOUR		
<p>Inclusive Dates: 26 October 2018 to 31 October 2018 Venue: Manila, Batangas and Angeles City Nature of Activity: M.I.C.E. Incentive Trip</p> <p>Short Description: GI Philippines Corporation is organizing an incentive travel group on 26 October – 31 October 2018 in Manila, Batangas and Angeles City. The said incentive tour will be participated by a group of 22 sales agents of Car Galaxy from Hyderabad, India.</p> <p>TPB provided the following assistance: - Endorsement to concerned airport offices for airport facilitation and welcome reception - Endorsement of visa applications of the participants to the Philippine Embassy in New Delhi through the Department of Foreign Affairs</p>	22 participants	Completed

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- Technical Assistance		
XVII. ALWAYS DIVE EXHIBITIONS FAMILIARIZATION TOUR		
<p>Inclusive Dates: 27 October 2018 to 03 November 2018 Venue: Puerto Galera and Dumaguete Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Allways Dive Expeditions is one of the leading dive tour agencies in Australia and had been operating for more than 30 years. This agency is an avid promoter of Philippine dive destinations.</p> <p>Earlier this year, as part of their product development activity, Allways Dive Expeditions conducted an educational tour for dive shop operators from New Zealand from May 4 to 10, 2018.</p>	9 participants	Completed
XVIII. ASSOCIATION LEADERSHIP FORUM		
<p>Inclusive Dates: 29 October 2018 to 31 October 2018 Venue: Grand Hyatt Singapore Nature of Activity: M.I.C.E. Support</p>		Completed

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<p>Short Description: The Philippine International Convention Center (PICC) participated in the Association Leadership Forum on 29-31 October 2018. ASAE's Association Leadership Forum, Asia Pacific is focused on building the association community, skills development and sharing best practices.</p> <p>The event was participated in more than 80 attendees representing various associations across disciplines. ASAE's Association Leadership Forum, Asia Pacific is the fourth association-focused program that ASAE has held in the Asia Pacific region since 2015. Since then, ASAE continues to deliver this education program to the associations community in the Asia Pacific region. ASAE is expanding its annual association-powered conference to address strategies on how to build a more robust association and strengthen the association relationships and partnerships internationally.</p> <p>TPB provided PICC with giveaways for association and corporate clients they are scheduled to meet in the event.</p>		
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<p align="center">XIX. HOME TO HOME ASSET MANAGEMENT INCENTIVE TOUR</p>		
<p>Inclusive Dates: 29 October 2018 to 01 November 2018 Venue: Manila and Villa Escudero, Laguna Nature of Activity: M.I.C.E. Incentive Trip</p>	<p align="center">150 participants</p>	<p align="center">Completed</p>

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<p>Short Description: Golden Tourworld Travel (GTT), one of the leading and reputable travel agents in Malaysia, is conducting an Incentive Tour for 150 employees of the Home to Home Asset Management in Manila and Villa Escudero, Laguna, Philippines.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> • Airport reception • Promotional materials 		
<p align="center">XX. OZASIA ARTS FESTIVAL 2018</p>		
<p>Inclusive Dates: 31 October 2018 to 06 November 2018 Venue: Adelaide, Australia Nature of Activity: Others - Financial Assistance</p> <p>Short Description: “OzAsia Festival is Australia’s leading international arts festival engaging with Asia. Held over three weeks in spring, the annual OzAsia Festival program presented showcases the very best in contemporary dance, theatre, music, film, literature, food and culture from across Asia today. Total attendance exceeded 190,000 over the duration of the 2017 OzAsia Festival. The expansive and innovative program attracted critical acclaim and praise across local and national media.” (http://www.ozasiafestival.com.au/about/)</p>		<p align="center">Completed</p>

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<p>The festival serves as an opportunity for Australians to come together to celebrate and appreciate Asian arts and culture. The festival features various unique events like art exhibits, a lantern parade, a food market and live musical performances among others. This year's festival will once again be bringing various artists to represent their countries and share their craft and talent. This year DOT Sydney invited Mr. Joey Ayala and his band to perform in the festival.</p>		
<p align="center">XXI. ATTENDANCE PROMOTIONS CAMPAIGN FOR THE 37TH CONFERENCE OF THE FEDERATION FOR ASIAN CULTURAL PROMOTIONS (FACP)</p>		
<p>Inclusive Dates: 01 November 2018 to 04 November 2018 Venue: Busan, South Korea Nature of Activity: M.I.C.E. Support</p> <p>Short Description: The Cultural Center of the Philippines (CCP) will attend the 36th FACP in Busan, South Korea on November 1-4, 2018 to promote and formally invite its members and guests to the 37th FACP that will be hosted by the CCP in Manila on September 19-20, 2019.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> • Promotional materials • Technical assistance 	<p align="center">100 participants</p>	<p align="center">Completed</p>

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XXII. CHINA INTERNATIONAL IMPORT EXPO (CIIE)

<p>Inclusive Dates: 04 November 2018 to 11 November 2018 Venue: National Exhibition & Convention Center Shanghai, People’s Republic of China Nature of Activity: International Trade and Consumer Fair</p> <p>Short Description: CIIE was proclaimed by President Xi Jinping himself as a major step to proactively open the Chinese market to the world and strengthen economic trade, trade cooperation and development of an open world economy. It is the only trade show in China which features foreign participants with no Chinese companies on the exhibition floor.</p> <p>Similar to China-ASEAN Expo (CAEXPO) held in Nanning, Autonomous Region of Guangxi, the TPB involvement in CIIE were support funding, cultural performances and 2 field officers for the tourism and travel inquiries of the Philippine booth at the National Pavilions Hall. Other Philippine booths were noted at the Agricultural Products Hall and Processed Foods Gall, while other national agencies were represented as well - the Commission on Higher Education (CHED), Department of Agriculture (DA), Board of Investments (BOI), Department of Science and Technology (DOST), and of course, Department of Trade and Industry (DTI) including delegates from their</p>	<ul style="list-style-type: none"> ● Promote and expand business opportunities for the tourism sector; ● Position the Philippines as an attractive tourist destination in Asia; ● Showcase the potential of the archipelago as a destination of choice for trade, investment and tourism; ● Promote the Philippines in China as a viable source of quality products and services; ● Sustain active involvement in Philippine-China trade initiatives and partnerships for strengthened trade relations between the 2 countries; and ● Sustain active involvement in the Philippine-China tourism 	<p>Completed</p>
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<p>representative offices in Beijing, Xiamen, Guangzhou and Shanghai. Philippine Airlines has a significant presence as well.</p> <p>Tourism promotional materials were distributed throughout the event - primarily Chinese versions of the omnibus primers and available giveaways such as pens, luggage tags, travel bags, folders/organizers, and currency wallets. Philippine private sector such as 7D, JPark Resort & Waterpark and Philippine Airlines augmented the freebies with cord organizers, neck pillows, peanut packs, nylon bags, colorful post it document ears, etc. CITEM and PAL had Executive 2019 Planners for VIP guest also.</p>	<p>initiative and partnership for strengthened relations.</p>	
XXIII. JVC KENWOOD INCENTIVE TRAVEL GROUP		
<p>Inclusive Dates: 06 November 2018 to 09 November 2018 Venue: Midas Hotel and Casino, Pasay City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: JVC Kenwood Corporation's main field of business sectors are automotive, public services and media services. The Union of 2 companies was established in 2007, Victor Company of Japan, Limited (JVC) and Kenwood Corporation (Kenwood) entered into an agreement on a capital and business alliance to cooperate in their Car Electronics and Home Audio Business and integrate their management.</p>	<p>24 participants</p>	<p>Complete</p>

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TPB extended technical assistance to this event by lei reception and facilitating arrivals at the airport of the incentive group.		
XXIV. PHILIPPINE PASKO FESTIVAL 2018		
<p>Inclusive Dates: 10 November 2018 to 11 November 2018 Venue: Tumbalong Park, Darling Harbour, Sydney Nature of Activity: Others - Financial Assistance</p> <p>Short Description: The Philippines is known to have the longest Christmas celebration around the world. In Sydney, Filipino communities will be celebrating the 3rd Philippine Pasko Festival 2018, where they gather together to celebrate the unique culture, tradition, arts and cuisine that we have.</p> <p>In this event, Filipinos from different agencies, such as the Philippine Consulate General Sydney, Department of Trade and Industry, Philippine Department of Tourism, and Filipino Communities unite to contribute in the preparation and implementation of the event.</p> <p>The Darling Harbour in Sydney is a great celebration space for cultural events and festivals. The area is high in foot traffic not only for mainstream</p>		Complete

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Australians but also for the international market. This place is visited by 25 million people annually.		
XXV. 24TH ASIAN SEED CONGRESS		
<p>Inclusive Dates: 12 November 2018 to 16 November 2018 Venue: Marriott Grand Ballroom Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Philippine Seed Industry Association (PSIA), in coordination with the Asia & Pacific Seed Association (APSA), is organizing the 24th Asian Seed Congress that expects the attendance of approximately 1,200 foreign delegates from 48 member countries.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> • Airport reception • 3 Cultural entertainments • Promotional materials 	1,200 participants	Complete
XXVI. 25TH TIEMS ANNUAL CONFERENCE		
Inclusive Dates: 13 November 2018 to 16 November 2018	118 participants	Complete

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<p>Venue: University of Santo Tomas Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The International Emergency Management Society (TIEMS) in collaboration with the University of Santo Tomas College of Nursing, will hold its 2018 Annual Conference on November 13-16, 2018 at the University of Santo Tomas , Buenaventura Garcia Paredes, O.P. Building, Manila.</p> <p>Said conference is expected to bring together in Manila, some 150 experts, practitioners and students from all over the world.</p> <p>TPB extended technical assistance to this event by providing welcome leis and small tokens to the incentive group.</p>		
XXVII. 7TH ASIA EURO TOURISM, HOSPITALITY AND GASTRONOMY CONFERENCE		
<p>Inclusive Dates: 14 November 2018 to 16 November 2018 Venue: Far Eastern University Manila, Philippines Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Asia Euro Tourism, Hospitality and Gastronomy conference is a partnership between the Taylor’s University, Malaysia and Université de</p>	100 participants	Complete

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<p>Toulouse Jean Jaurès, France. This year’s event will be co-hosted by the Far Eastern University, Philippines. It will focus on a broad range of topics related to tourism, hospitality and gastronomy. Furthermore, the event is an international biennial conference that expects to bring together over 200 foreign and local delegates for research presentations, discussions and explorations for collaboration.</p> <p>TPB Provided the following assistance:</p> <ul style="list-style-type: none"> o Airport Reception o Sponsorship of Opening Ceremonies food and beverage o Promotional Materials o Giveaways 		
XXVIII. WORLD BOXING COUNCIL (WBC) ASIAN BOXING SUMMIT AND THE 3RD ANNUAL WBC WOMEN'S CONVENTION		
<p>Inclusive Dates: 16 November 2018 to 19 November 2018 Venue: Philippine International Convention Center (PICC) Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The hosting rights of the 2018 World Boxing Council (WBC) Asian Boxing Summit and the 3rd Annual WBC Women's Convention was conferred to the Philippines, thru the effort of the Games and Amusement Board (GAB),</p>	<p>791 participants</p>	<p>Complete</p>

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<p>during the 56th WBC Annual Convention held last 30 September to 07 October 2018 in Ukraine.</p> <p>The two-part event included a WBC Asia Awards Night as well as the Oriental and Pacific Boxing Federation (OPBF) annual meeting. Likewise, there were medical lectures, seminars for Ring Officials and boxing clinics conducted by boxing experts. Networking events such as Gala Dinner and the Corregidor Tour were part of the official activities of the event.</p> <p>WBC is one of the four major organizations which sanction world championship boxing bouts, alongside the International Boxing Federation (IBF), World Boxing Association (WBA) and World Boxing Organization (WBO).</p> <p>TPB commitment to GAB: • Sponsorship of cultural show during the Opening Ceremony and Welcome Dinner Reception on 24 November 2018 at PICC; Provision of tourism brochures and giveaways; Endorsement to government agencies for security requirements; and Endorsement to the DOT for airport facilitation and welcome lei reception.</p> <p>WGA commitment: • ensure attendance of at least 630 participants or 90% of target number of attendees, • show Philippine tourism videos throughout the event, whenever possible, • acknowledge the TPB as Sponsor through inclusion of the TPB and “It’s More Fun in the Philippines” logos in the event materials such as printed programme, sponsors wall and live</p>		

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<p>announcements, • encourage the delegates to use the hashtags “#ItsMoreFunInThePhilippines” and “#tpbgovph” on their social media accounts pertaining the Conference and their Philippine experience and • submission of brief report of the event together with the list of participants and other supporting documents, such as, but not limited to event printed materials, photos and videos</p>		
XXIX. MALL EXCURSION TO THE PHILIPPINES		
<p>Inclusive Dates: 17 November 2018 to 22 November 2018 Venue: Metro Manila and Tagaytay City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Indonesian Association of Shopping Centre, through the Philippine Retailers Association (PRA), is organizing an Excursion Study in the Philippines slated on 17 – 22 November 2018 in Manila and Tagaytay. Around 20 top management participants from several malls in Jakarta are expected to join the tour event to enrich their perspective by visiting prominent and reputable shopping malls in the country.</p> <p>TPb provided the following assistance: - Airport Reception at the Ninoy Aquino International Airport - Tourism Brochures ang giveaways</p>	20 participants	Complete

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- Technical Assistance		
XXX. 61ST PHILIPPINE UROLOGICAL ASSOCIATION ANNUAL CONGRESS		
<p>Inclusive Dates: 21 November 2018 to 24 November 2018 Venue: EDSA Shangri-La Hotel Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The 61st Philippine Urological Association Annual Congress prepares a wide range of interesting and relevant urological topics where international speakers, renowned in their fields, will be converging in this event with local experts to impart state of the art technology, techniques and surgeries.</p> <p>TPB provided the following assistance: • Cultural entertainment</p>	300 participants	Complete
XXXI. ILGAMOS INTERNATIONAL INCENTIVE TRAVEL GROUP		
<p>Inclusive Dates: 21 November 2018 to 24 November 2018 Venue: Pico de Loro, Batangas Nature of Activity: M.I.C.E. Booked Event</p>	175 participants	Complete

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<p>Short Description: Ilgamos is an online start up company which is thought to be an alternative to Bitcoin. It is into building and developing virtual currencies to be used globally, based upon community and world economic system. Uni-Orient Travel, Inc. is requesting lei reception and assistance in facilitating the arrival and departure of the incentive group at the NAIA.</p>		
<p align="center">XXXII. LA SOIREE: 30TH ANNIVERSARY GALA</p>		
<p>Inclusive Dates: 23 November 2018 Venue: Harbor Garden Tent, Sofitel Philippine Plaza Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: La Soiree is an annual gala hosted by the French Chamber of Commerce. This gala is a gathering that places the relationship between the Philippines and France in the forefront. Targeting a total number of 1,200 guests, this year La Soiree celebrates its 30th anniversary by bringing together all their partners from the private sector and the Filipino-French communities, as well as inviting their regional partners from multinational corporations, other chambers of commerce from other countries amongst others.</p> <p>TPB to become a silver sponsor which amounts to PhP 150,000.00</p>	<p align="center">1,000 participants</p>	<p align="center">Complete</p>

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XXXIII. 50TH ANNIVERSARY OF BSB JUNROSE AUTOPARTS		
<p>Inclusive Dates: 24 November 2018 Venue: Harbor Tent, Sofitel Philippine Plaza Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: The Center for Pop Music Philippines Inc. is organizing the 50th Anniversary of its client, BSB Junrose Autoparts. The event will be attended by its twenty two (22) top foreign executives.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> • Airport reception • Facilitation of immigration processes • Promotional materials 	22 participants	Complete
XXXIV. 14TH AFEF AND 16TH ANNUAL CONFERENCE		
<p>Inclusive Dates: 27 November 2018 to 29 November 2018 Venue: Conrad Hotel, Pasay City Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description:</p>	250 participants	Complete

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<p>The APEC Future Education Forum (AFEFF) was initiated as part of the Korean APEC official project which was officially endorsed at the 26th APEC Human Resources Development Working Group Meeting (May 2004; Jeju, Korea). Since then, the Forum has been held annually as a venue for government officials, scholars, experts and teachers from APEC Economies to discuss the direction and vision of international education cooperation and future education in the APEC region.</p> <p>TPB provided the following assistance:</p> <ul style="list-style-type: none"> - Airport Reception at the Ninoy Aquino International Airport - Provision of Tourism brochures and giveaways - Technical Assistance 		
<p align="center">XXXV. CHINA-PHILIPPINES INFRASTRUCTURE INVESTMENT CONFERENCE 2018</p>		
<p>Inclusive Dates: 28 November 2018 to 29 November 2018 Venue: Okada Manila Nature of Activity: M.I.C.E. Booked Event</p> <p>Short Description: Innoxcell will organize the China-Philippines Infrastructure Investment Conference scheduled on 28-29 November 2018 at Okada Manila. The event expects to gather some 150 Chinese businessmen and investors to meet and discuss possible business opportunities in the infrastructure sector. The</p>	<p align="center">150 participants</p>	<p align="center">Complete</p>

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<p>inaugural China-Philippines Infrastructure Investment Conference 2018 will bring together senior policy-makers, business leaders and regulators, to unlock the huge potential of core infrastructure investments in the Philippines, discuss the future and map out the blueprint that will drive Philippines' continued economic growth and development with infrastructure investments in collaboration with Asia's leading economies.</p> <p>TPB provided assistance to the provision of the tourism brochures and giveaways and technical assistance.</p>		
XXXVI. FOR THE LOVE OF LEYTE MUSIC & ARTS FESTIVAL		
<p>Inclusive Dates: 30 November 2018 to 01 December 2018 Venue: The Farm at Ginsiyaman, San Miguel, Leyte Nature of Activity: Marketing Support</p> <p>Short Description: In the commemoration of the 5th year after Yolanda, the Philippines Foundation has blend local festival Ginsiyaman and international festival One Love for a bigger 2-day music and arts festival last 30 November to 01 December 2018 to celebrate life and love with the world</p> <p>Attendees were immersed through arts exhibits, livelihood workshops, local crafts, boat painting, local & international bands & DJs,</p>	<p>For the Love of Leyte Music and Arts Festival aims:</p> <ul style="list-style-type: none"> ● To reinforce Leyte arts, culture and heritage as an economic growth sector; ● To create an unforgettable experience for all attendees but above all, to leave Leyte with artistic and sustainable growth economically; and ● To gather the creative community to a sprawling farm and offer market stalls, creative 	<p>Complete</p>

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<p>camping/glamping/campfire jamming, jungle disco, and the bustling Waray-Waray culture.</p> <p>The TPB has financially supported the event through the Department of Tourism Regional Office 8 in the amount of Two Hundred Fifty Thousand Pesos (P250,000.00).</p>	<p>workshops & training and scholarships for local individuals and businesses.</p> <p>Through:</p> <ul style="list-style-type: none"> ● Skills development in the Arts, Cultural and Heritage Sector ● Optimizing growth and the employment potential of the Sector ● Expansion and coordination of supply and demand in the Sector ● Enhancement of existing production and creation of new business opportunities to match demand 	

<p>XXXVII. ONE LIFE ADVENTURES BROCHURE SUPPORT</p>		
<p>Inclusive Dates: N/A Venue: N/A Nature of Activity: Others - Brochure Support</p>		<p align="center">Complete</p>

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<p>Short Description: One Life Adventures (OLA) is a travel company that organizes adventure tours to Asia, namely the Philippines, Sri Lanka and Japan. The Philippines is their top selling destination. Their tours aim to provide travel opportunities different from the norm; they encourage new experiences, exploration and adventures. Their market is generally backpackers and those seeking a budget holiday. They were awarded the TourRadar Traveller’s Choice Platinum Award in 2016 and continue to be the number one Australian travel company for tours in the Philippines.</p> <p>The standard One Life Adventures Philippine itinerary is a 10-day tour which includes Manila and Palawan with an option to add on Cebu or Boracay afterwards. Their itinerary has proven successful as participants continue to grow, they have increased the number tours to the Philippines. With marketing support, we can help boost this growth and arrivals to the Philippines.</p>		
XXXVIII. MBI INTERNATIONAL INCENTIVE TOUR		
<p>Inclusive Dates: 01 December 2018 to 01 January 2019 Venue: Metro Manila and Tagaytay City Nature of Activity: M.I.C.E. Incentive Trip</p>	5,000 participants	Complete

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<p>Short Description: MBI International, through Trip4sia Travel Sdn. Bhd., is organizing an incentive tour from December 2018 to May 2019 in Metro Manila and Tagaytay City. The said incentive trip will be participated by a group of 5,000 employees of MBI Group, a Malaysian-based group of companies established in 2009.</p> <p>TPb provided the following assistance:</p> <ul style="list-style-type: none"> - Airport Reception at the Ninoy Aquino International Airport - Giveaways - Technical assistance 		
XXXIX. TIGERAIR TAIWAN AGENTS AND MEDIA FAM TOUR		
<p>Inclusive Dates: 01 December 2018 to 07 December 2018 Venue: Tigerair Taiwan Agents and Media Fam Tour Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: Last 1-7 December 2018, the Tourism Promotions Board (TPB), in partnership with the Philippine Department of Tourism (DOT) in Taiwan and Tigerair Taiwan, organized the Tigerair Taiwan Agents and Media Fam Tour in Cebu, Dumaguete, and Siquijor. There were a total of twenty-five (25) participants composed of twenty-one (21) Taiwanese media and travel</p>	21 participants	Complete

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4TH QUARTER 2018**

<p align="center">PROGRAM / ACTIVITY / PROJECT <i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p>	<p align="center">OBJECTIVES <i>Objectives of the Program/Activity/Project</i></p>	<p align="center">STATUS <i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
<p>agents, one (1) DOT Taiwan representative, and three (3) TPB representatives.</p>		
<p align="center">XL. TAIWANESE MEDIA FAMILIARIZATION TOUR TO BOHOL</p>		
<p>Inclusive Dates: 08 December 2018 to 12 December 2018 Venue: Manila Nature of Activity: M.I.C.E. Incentive Trip</p> <p>Short Description: The purpose of this familiarization tour is to promote the newly developed destinations and activities in Bohol. It will be a great opportunity to feature the province through these Taiwanese Media as the Panglao International Airport is set to open on the last month of the year. It has been estimated that the airport will accommodate more than 2 million passengers in its opening year alone. As such, the promotion of the newly developed destinations and activities aims to diversify the tourism products of Bohol in conjunction to the expected increase in tourism arrivals.</p>	<p align="center">11 participants</p>	<p align="center">Complete</p>
<p align="center">XLI. PHILIPPINE EDUCATIONAL TOUR OF LKY STUDENTS</p>		
<p>Inclusive Dates: 09 December 2018 to 14 December 2018 Venue: Manila</p>	<p align="center">56 participants</p>	<p align="center">Complete</p>

**ACCOMPLISHMENT REPORT
4TH QUARTER 2018**

PROGRAM / ACTIVITY / PROJECT <i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i>	OBJECTIVES <i>Objectives of the Program/Activity/Project</i>	STATUS <i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i>
<p>Nature of Activity: M.I.C.E. Incentive Trip</p> <p>Short Description: Travelite Travel and Tours Co. is conducting an educational tour around Manila for LKY School of Public Policy students</p> <p>The MICE Department of TPB provided the following assistance:</p> <ul style="list-style-type: none"> • Airport reception 		
XLII. VIP CHAIRMAN OF TAIWAN TRAVEL AGENTS ASSOCIATION FAMILIARIZATION TOUR		
<p>Inclusive Dates: 11 December 2018 to 16 December 2018 Venue: Cebu, Bohol and Manila Nature of Activity: Invitational / Familiarization Trip</p> <p>Short Description: The Department of Tourism in Taiwan, through the Tourism Promotions Board will organize a Familiarization Tour for the VIP Chairmen of the Taiwan Travel Agents Association on 20-25 February 2019.</p> <p>The Taiwan travel-trade and the Taiwan tourism industry are composed of several travel agency associations led by its respective Chairmen. Most of the Taiwan travel agents' associations are supportive to the Philippine Tourism. During our recently concluded Philippine Business Mission and</p>	12 participants	Complete

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4TH QUARTER 2018

<p style="text-align: center;">PROGRAM / ACTIVITY / PROJECT</p> <p style="text-align: center;"><i>Title of Program/Activity/Project; Inclusive Dates; Venue; Nature of Activity (if not indicated in the title); Short Description</i></p>	<p style="text-align: center;">OBJECTIVES</p> <p style="text-align: center;"><i>Objectives of the Program/Activity/Project</i></p>	<p style="text-align: center;">STATUS</p> <p style="text-align: center;"><i>Present Status of Program/Follow-ups: Completed/Ongoing/Cancelled/Rescheduled (please provide reason for non-implementation)</i></p>
<p>MICE Presentation held at Le Meridien, Taipei last 26 September 2018, the Chairmen of the associations attended and actively participated in the said event and they even wore Barong Tagalog to symbolize their cooperation, friendship and continued support to the Philippines.</p> <p>It was indeed an overwhelming gesture from these leaders from the Taiwan travel-trade media. However, not all Chairmen have been to the Philippines. Hence, the Department of Tourism Office in Taiwan decided to organize a familiarization trip.</p>		