

DOT YEAR-END ACCOMPLISHMENT REPORT TEMPLATE
1ST QUARTER CY 2021

AGENCY: TOURISM PROMOTIONS BOARD

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAPs that are INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2021. Inputs should answer the following:</i> 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event contribute to the development of the Philippine tourism industry?	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)</i>	If applicable:					Others, if applicable
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INTERNATIONAL PROMOTIONS DEPARTMENT									
TRAVEL FAIR									
Fukuoka Travel Exposition 2021 13-14 February 2021	1. TPB and PDOT Osaka (organizer of the event is Mainichi Newspaper and RKB Mainichi Broadcasting) 2. 13-14 February 2021 3. Fukuoka International Convention Center 4. The objectives of the event are: > Strengthen the position of the Philippines as the preferred travel destination for outbound travel market in Fukuoka particularly the Joshi Tabi; > Ensure the steady presence of the Philippines in the Kyushu region specifically among the travel trade and consumers attending the event; > Sustain goodwill and harmonious working relationship with the mainstream and online media in Fukuoka; and > Augment the lack of mainstream advertisement of the Philippines in the area through the print and online broadcasts of the organizing company	N/A	PDOT Osaka and Philippine Airlines were invited for an onstage interview with famous Japanese blogger, Mr. Hirofumi Tomatsu, to discuss the new Philippine tourism products and services as well as the safety protocols in the Philippines to address the current pandemic. The onstage interview and booth participation of PDOT Osaka will help maintain the presence of the Philippines among the travel trade and consumer participants in Fukuoka prefecture and nearby areas.	No Philippine private sector participant Number of consumer event attendees (2-day event) 2021: 2,922	Decrease Number of consumer event attendees (2-day event) 2020: 4,638	There is a decrease in the number of consumer event attendees due to the continuing risk of COVID-19 infections.	N/A	N/A	Based on the terminal report submitted by PDOT Osaka, here are some findings and observations: 1. Despite the ongoing State of Emergency (SOE) in Japan, the event was well attended (but still not comparable to last year's attendees). 2. A lot of "Joshi Tabi" (ladies market) and families visited the event which shows their interest and willingness to travel again outside Japan once the borders open. 3. The Philippine booth received more than 500 visitor inquiries about the opening of the Philippine borders to foreign travelers. 4. Most of the inquiries were about how soon the Philippines will open the borders for the Japanese tourists. 5. There were lots of inquiries about Philippine ESL offerings and Retirement in the Philippines. 6. Some Japanese dive enthusiasts also inquired about the best diving sites in the Philippines.
Internationale Tourismus Borse (ITB) Berlin NOW 2021	1. TPB and DOT-Frankfurt (implementing body) 2. 9-12 March 2021 3. Virtual platform (ITB Brand Card) 4. Our participation in this project aims: •To regain the European tourist arrival to the Philippines; •To provide a venue for the Philippine private sector partners for B2B meetings to establish and renew linkages with travel industry partners; •To communicate the health and safety protocols being done promoting country as a safe and fun destination; •To enhance the image of the Philippines as a country on its way to economic progress and as a must-visit-travel destination; •To highlight the destination's latest development in the tourism industry that would position the country as an attractive and competitive destination for the German market. •To maintain the Philippines' presence in the international market; and •To generate marketing and promotions leads that the Board can support further to meet its goals in the market place.	During the Exhibition Presentation, various topics featuring importance of sustainable tourism development in preserving the environment and providing livelihood to the local community were presented. COO MAVA discussed the efforts both the Philippine government and private sectors are doing in promoting sustainable tourism. Mr. Boboi Costas, Founder of grassroots Travel, talked about community-based tourism and Mr. Raf Dionisio, CO-Founder and President of MAD Travel discussed their programs that allow tourists to contribute to sustainability, inclusivity, and cultural preservation across various destinations in the country		Despite the announcement of the organizers that the ITB this year will be entirely virtual, TPB met the target number of participating companies. 25 co-exhibitors/Private Sector	Decrease 27 co-exhibitors/private sector participated last ITB 2020	Dissemination of invitation circular, some of the private did not get the invite.	9	33	
SALES/BUSINESS MISSIONS									
TPB/DOT Korea - Philippine Product Presentation to Travel Trade 8-21 March 2021 (initial date)	1. PDOT Korea, Korean Travel Trade 2. 8-21 March 2021 3. Seoul, Korea 4. Objectives: To share to tour operators and travel agents updates on Philippine travel destinations as well as on the existing health / safety protocols in the destinations amid the COVID-19 pandemic; To raise awareness on the Philippine tourism products; To encourage them to gear up in selling the Philippine travel products post-pandemic and, in effect, contribute to the recovery of Philippine tourism. 5. This product presentation is designed to be accessible online for 24 hours on 8-21 March, 2021 to accommodate more participants among the travel trade partners in Korea, so that it can eventually contribute to the recovery of Philippine tourism thru the upcoming joint promotional activities being planned by PDOT-Korea.								

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JOINT PROMOTIONS									
Sydney Mardi Gras Parade 2021	1. DOT Sydney and the Filipino Lesbian and Gay Community (FLAGCOM) in Sydney 2. 06 March 2021 3. Sydney Cricket Grounds (SCG), Sydney, Australia 4. To boost awareness and interest in the Philippines as a holiday destination to the contemporary Australian society; To be able to benefit from the audience exposure during the Sydney Mardi Gras parade by showcasing the Philippines as an ideal holiday destination for the Australian market; and To promote Filipino culture and heritage to the Australian market. 5. Given the pandemic situation, the level of exposure that the Mardi Gras Parade will give the Philippines will ensure our country will be at the top-of-mind of Australians. By participating in this event, we can get the consumer's attention by employing a "mere exposure effect" strategy. The Philippines' participation also promotes cultural heritage through the showcase of Philippine traditional fashion and costumes.	N/A	N/A	23,000 spectators 5,000 participants	Decrease	COVID-19 Country Restrictions on large-scale events in Australia	N/A	N/A	
Ctrip Online Promotion Campaign January-February 2021	1. PDOT Beijing, Ctrip 2. January-February 2021 3. China 4. To enhance the travel content of the Philippines on Ctrip platforms; To strengthen the brand image of the Philippines; To provide more Philippine travel information and reach extensive Chinese travelers through online promotion campaign 5. The online promotion campaign enabled us to attract more Chinese travelers to add the Philippines in their future travel wish list once the pandemic is over and the borders reopen.		The online promotion campaign was organized in partnership with Ctrip wherein a Philippine Flagship Store was established in Ctrip platform to increase the Chinese market's awareness on unique Philippine experience and lifestyle and to help potential visitors to easily access Philippine travel information anytime on any device.	The total impressions gathered from the campaign is 6,847,810	N/A	N/A	N/A	N/A	N/A
TACTICAL CAMPAIGN									
Ad Placement in Partnership with Travel+Leisure 05 February to 19 March 2021	1. Travel+Leisure (T+L) Southeast Asia 2. 05 February to 19 March 2021 3. Social Media and Online Platforms: T+L Asia Website, T+L SEA Instagram Account, T+L SEA Facebook Page, T+L SEA Newsletter 4. Objectives: • To create a favorable image of the Philippines as a fun and safe travel destination • To utilize digital platforms as a means to promote the travel products and services of the Philippines • To forge partnerships with travel media companies such as Travel+Leisure	N/A	We aimed to have a partnership with T+L using their online platform for more reach, considering the shift of consumers to digital media for information and purchase. Said advertising included the following, for the period February to March 2021: 1 x Instagram Takeover (Stories as Highlights) 1 x Virtual Getaway Video (posted and boosted on T+L SEA Facebook Page) 1 x Dedicated Newsletter Blast 1 x Online Article 1 x Instagram Post (Ad) 1 x HERO Online Banner 1 x Facebook Banner of video for an entire month of March	N/A	N/A	N/A	N/A	N/A	N/A
TPB/DOT Korea - Social listening Tools Subscription, Analysis and Management November 2020 - November 2021 (on-going) - may extend	1. PDOT Korea and SM2 Networks Co.,Ltd. Digital Business Division, Marketing Intelligence Team 2. Report for the month of December 2020, January 2021 and February 2021 3. Seoul, Korea 4. Objectives: Obtain great insights into the tourism industry and our target audience; Gather intelligence on our competitors; Understand what our audiences' interests are and what influencers they follow; Provide quality content to our audience and make better decisions for future marketing campaigns. 5. With social listening, we can track the overall image of the Philippines as perceived by Koreans, create content our audience wants to see, generate ideas for future campaigns, improve our customer experience, and drive strategic marketing and promotion decisions								
Chengdu Elevator Advertising February-March 2021	1. PDOT Beijing 2. February-March 2021 3. Chengdu, China 4. To provide destination information and tour packages directly to about 900,000* families through community coverage in middle to high-end community compounds in Chengdu 5. The elevator ads will attract the Chinese travelers to add Philippines in their future travel wish list once pandemic is over and the borders reopen			4570 elevator screens	N/A	N/A	N/A	N/A	N/A

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DOMESTIC PROMOTIONS DEPARTMENT									
WEEKLY MEMBERS' CHAT	<p>Conducted 11 weekly chat meetings (as of 25 March) attended by TPB members and DOT/TPB with speakers from tourism associations, DOT foreign and regional offices, attached agencies and LGUs.</p> <p>The meetings were held via Zoom on the following dates: January 6, 13, 20 & 27, February 3, 10, 17 & 24, and March 3, 10 & 24.</p> <p>The regular membership meetings serve as virtual gatherings of TPB members to discuss relevant topics, interact, engage and network, share best practices, and enable stronger partnership between TPB and the private sector.</p> <p>The objectives are: 1.To provide a platform for regular communication and dialogue between TPB and its members, particularly during this period of pandemic 2. To assist members in recovery efforts by providing them with timely updates and information 3.To aid TPB in assessing the needs of the industry.</p>		Strengthened support of TPB to its members						
TPB MEMBERSHIP PROGRAM - REGISTRATION OF NEW TPB MEMBERS	<p>The TPB Membership Program welcomed 91 new members in the 3rd quarter, broken down by sector is follows: hotels (20), resorts (10), travel and tour agencies (55), tourist transport operators (1), MICE organizers/facilities (2), Mabuhay accommodation (2), and apartment hotel (1).</p> <p>TPB has waived annual membership fees until Dec 2021, to enable it to extend support to a greater number of private sector enterprises especially during this period of pandemic.</p>		Forged new partnerships with new members	405 Members (104 paid, 301 waived) as of 25 March 2021	Increase of 58 members (17%) from 347 members as of 31 December 2021				
ASSISTANCE TO DOT REGIONAL OFFICES AND TOURISM STAKEHOLDERS	<p>FINANCIAL SUPPORT TO DOT REGION VIII (Eastern Visayas) Project: Ha Sinirangan: Discoveries of the Past 500 Years and Stories of Refuge and Resilience of Eastern Visayas Amount: Php 8,600,000.00 Date of Implementation: January to December 2021</p> <p>As the Philippines joins several countries in commemorating the first circumnavigation of the world, the DOT VIII and the entire Eastern Visayas region, being one of the places where these historical events unfolded, will roll out activities celebrating the 500 th year anniversary anchored on the following objectives: 1. Promote local and national tourism; 2. Reignite the nationalism of every Filipino; 3. Inculcate values for the common good; 4. Strengthen social cohesiveness in the communities; 5. Intensify social awareness; and 6. Foster the Filipino creativity and innovation for our socio-economic growth.</p>		Strengthened support and partnership with regions/LGUs						
	<p>FINANCIAL SUPPORT TO THE PROVINCE OF NEGROS OCCIDENTAL Project: Negros Occidental Tourism Recovery Projects Amount: Php 4,454,000.00 Date of Implementation: March to December 2021.</p> <p>The project aims to undertake initiatives that will encourage safe, fun and sustainable travel to Negros Occidental and support tourism workers. Specifically, the project seeks to highlight the Five Reasons to Visit Negros Occidental.</p>		Strengthened support and partnership with regions/LGUs						
	<p>ASSISTANCE TO DOT REGION IV-B (MIMAROPA) Project/Activity: Provision of 50 MalasaKits (PhilCare Kits) for the Department of Tourism 4B (MIMAROPA) to be given to the Participants of the Inspection and Assessment Activity Amount: N/A Date: 03 to 05 March 2021</p> <p>The project's main objective is to evaluate the enforcement of protocols in tourist attractions and tourism establishments included in the travel bubble and make recommendations to further enhance the system. They will also assess the alignment of policies implemented with the issued guidelines and orders of the Municipality vis-à-vis the practices implemented.</p>		Strengthened support and partnership with regions/LGUs						

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ASSISTANCE TO DOT REGIONAL OFFICES AND TOURISM STAKEHOLDERS	<p>ASSISTANCE TO DOT REGION VIII (Eastern Visayas) Project/Activity: Provision of 200 MalasaKits (PhilCare Kits) PhilCare Kits for the Department of Tourism Region 8 (Eastern Visayas) to be given to the Guests of the Quincentennial Commemoration in the Philippines (QCP): The Philippine Part of the First Circumnavigation in the World Amount: N/A Date: 15 to 16 and 31 March 2021</p> <p>The program has the following objectives: - To ensure the strict compliance to the health and safety guidelines imposed for meetings/events and the operation of tourism enterprises - To adhere to measures on environmental sustainability - To provide Essential Hygiene Kits to guests as a preventive measure to combat the spread and protection to COVID-19 - To provide assistance on the regional offices and partner agencies in mitigating the spread of the COVID-19 - To provide a quick and relevant response to ensure sustained tourism interest in the country while addressing the negative effects of the emergency.</p>		Strengthened support and partnership with regions/LGUs						
PRODUCT AUDIT AND MARKET UPDATE OF PUERTO GALERA	<p>The Product Audit aims to support the Municipality of Puerto Galera in their re-opening efforts amidst the challenges of the Covid-19 Pandemic and highlight the Health and Safety Protocols being implemented in the Municipality. In order to help the stakeholders in upgrading their services, we plan to conduct a market update, wherein invitees will update the LGUs on the needs of the Manila and CALABARZON Market.</p> <p>The event was attended by Mr. Milo S. Oropeza which was held last 17-20 February 2021.</p>								
LAUNCHING OF TPB-NCIP COFFEE TABLE BOOKS	<p>The Commemorative Coffee Table Books serves as a marketing collateral, promotions and knowledge product that narrate and illustrate culture tourism and its relationship to Indigenous Cultural Communities and Indigenous People (IPs) as a tourism product.</p> <p>The launching was attended by Mr. Alberto B. Gadia, Jr. last 14 March 2021 at SMX Aura, Taguig City.</p>								
CALIBRATED TOURISM CIRCUIT VALIDATION	<p>The validation of the identified tourism circuits is one of the essential steps in its development, taking into account the specific measures of readiness and quality of tourism products (sites and attractions) that will be promoted and marketed under the DOT Region IV – A's flagship program for tourism recovery and response under the new normal, The Green Corridor Initiative.</p> <p>Quezon Province Circuit to be attended by Mr. Cesar R. Villanueva on 23-24 March 2021 Cavite Province Circuit to be attended by Ms. Rona Jean N. Olaivar on 25-26 March 2021</p>								
FULLY SUBSIDIZED RT-PCR SWAB TEST FOR TPB AND DOT EVENTS	<p>The fully subsidized RT-PCR Swab Test program, in partnership with the Philippine Children's Medical Center (PCMC), covers the requesting Motorcycle Associations / Riders / Tour Groups in support of the Motorcycle Tourism (MOTOURISMO) Philippines Program initiative of the Tourism Promotions Board.</p> <p>Other than the MOTOURISMO Philippines Program, this also covers official travels of DOT-TPB Personnel and participants of tourism events supported by the Tourism Promotions Board.</p> <p>A total of FOUR HUNDRED FORTY-TWO* (442) people were endorsed for RT-PCR Swab Test in PCMC - as of 25 March 2021. <i>*please note that this is a rough estimate based on the DPD RT-PCR team's monitoring and does not reflect actual figures yet.</i></p>								

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MARKETING COMMUNICATION DEPARTMENT										
MEDIA RELATIONS AND COMMUNICATIONS DIVISION										
Airport Rebranding Initiatives <i>(from 2020 budget allocation - continuing)</i>	The TPB through its Marketing Communications (MARCOM) Department collaborated with the Manila International Airport Authority (MIAA) and the National Commission on Culture and Arts (NCCA) in the rebranding initiatives of the country's gateway for travelers - the Ninoy Aquino International Airport (NAIA), Iloilo International Airport, Bohol-Panglao International Airport (Bohol) and Francisco Bangoy International Airport (Davao)- with tourism and cultural designs to give local and international visitors alike a genuine sense of arrival at the Philippines. This targeted to be finished by the 4th quarter of 2021.	Promotion of the top destinations and activities in the country through a creative, cost-efficient and sustainable scheme which aligns with DOT's branding directives	MIAA and NCCA and other 3 airport hubs in Davao, Panglao, Bohol and Iloilo	Improvement of 5 airports - NAIA 1 and 3, iloilo international airport, panglao international airport and francisco bangoy international airport	N/A	N/A	N/A	N/A	N/A	N/A
	On-going coordination with NCCA, MIAA and other airport administration offices in securing approval on the identified sites for enhancement. Todate, NCCA is currently working on the preparation of MOA with LGUs of Davao, Bohol and Iloilo. Awaiting final meeting schedule with the Business Development team of the Civil Aviation Authority of the Philippines (CAAP) to ensure cohesiveness in the efforts of DOT, TPB, NCCA and the LGUs.									
TPB Online Media Monitoring	As the marketing and implementing arm of the Department of Tourism (DOT), the Tourism Promotions Board (TPB) is responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination. TPB Media Relations Division monitors tourism-related news and press releases on the Philippines to gauge online media and stakeholder sentiment. TPB monitored 1,536 tourism-related news for the month of January, 977 for February and 1,321 for March.	monitor tourism-related news and press releases	partnership with several media outfits - locally and internationally	Q1 2021 Monitoring of Tourism-related news January- 1582 February- 977 March- 1,321	NA	exponential increase of tourism-related news monitoring and pick-ups were caused by the migration from traditional to digital media coverages for the past year due to the COVID-19 pandemic	NA	NA		
TPB PWA (Progressive Web Application) and Native App Project - Travel Philippines	In 2020, TPB partnered with tech venture builder Himo Global Inc., to develop a Progressive Web Application (PWA) with a native application in Google Play and App Store to support current and emerging tourism promotion thrusts and make the Philippines a top-of-mind destination for tourists. Named "Travel Philippines," the app was launched on 30 October 2020 online, led by DOT Secretary Bernadette Romulo-Puyat and TPB COO Maria Anthonette Velasco-Allones together with President of HIMO Global Inc, Mr. Winston Damarillo. The app initially featured six destinations including Palawan, Boracay, Bohol, Baguio, Ilocos Norte, and Metro Manila. To date, it has 12 destinations.	The PWA has a responsible tourism section on its Help Center. Some articles are also geared toward ensuring that tourist remembers sustainable practices when traveling to a destination.	Partnership with HIMO has concluded last 31 January 2021. Currently exploring the possibility of partnering with Multisys for the upgrading and enhancement of the PWA features	Oct 30, 2020 - Dec 31, 2020 = 248,373 users accessed the app January 1 2021 - March 31 2021 = a total of 408,824 users accessed the app	Increase of 160,451 users	In January of 2021, we had a contest in which users who register will get a chance to win travel items (c/o our partner, Himo Global Inc)				
	Regular updating of information on the Safety Protocols as aligned with the pronouncements of the IATF, DOT and the LGUs of the various tourist destinations.									
BRAND MANAGEMENT AND ADVERTISING DIVISION										
Under 2020 WFP: Creative Agency to develop the New Normal Safety Protocols Campaign	The safety campaign aims to highlight the new standard health and safety protocols adopted by the tourism industry during the "new normal", to target and reach all local tourists/travelling public and give them the confidence and assurance that it is safe to travel again within the country. This campaign aims to support the domestic tourism promotions through creating awareness and educating both tourists and stakeholders on new safety and health protocols adopted by the Philippine Tourism industry as we transition to the new normal. Release of "HANDA" (safety protocols) AVP on 03 February 2020 through TPB, DOT and The Philippines Facebook Pages and also shared the video with DOT Overseas Offices.	AVP featured different destinations, "tourism workers", and local products.	Consultation with DOT-OTSR, CAAP, Marina and PCSSD on the vetting of protocols to be communicated through the materials	N/A	N/A	N/A	N/A	N/A		
	On-going production of the creative materials for both campaigns									
Under 2020 WFP: Production of Headsets with microphone and Green Screens	Delivery of 1,200 sets of Headsets with microphone and green screens on 14 January and 08 February 2021. To nourish, develop and strengthen the relationship between TPB, DOT, stakeholders and media by sending Year-End tokens.	N/A		N/A	N/A	N/A	N/A	N/A	N/A	
Under 2020 WFP: Printing and production of Safety Protocol Stickers	The Tourism Promotions board is in the process of producing 15,000 sets of Safety Protocols Stickers. This project aims to: (1) assist the DOT regional offices, accredited establishments, TPB Members and Tourism Stakeholders by providing 15,000 sets of materials and paraphernalia as additional support in their required compliance with the Government's new standard health and safety protocols in the industry as they slowly reopen, (2) increase and maintain awareness on new normal and safety reminders to avoid the spread of the disease, (3) give assurance to our domestic and international visitors that their safety and well-being in the country is our priority, and (4) strengthen the partnership between DOT, its accredited establishments, TPB Members, and stakeholders.	N/A		N/A	N/A	N/A	N/A	N/A	N/A	
	The quality of the stickers have been inspected on March 31, 2021 and cleared for initial delivery of 5,000 sets on April 5, 2021. The delivery will be directly transferred to the courier's truck for shipping to the different DOT Regional Offices.									

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Under 2020 WFP: Ad Placement in Tatler Traveller December 2020 issue	Tatler Philippines produced a 2-page spread for TPB as part of their Inspired Journeys collection in their December 2020 magazine issue to update the target audience on the tourism industry's New Normal for Travelling and inspire future domestic travel on the reopened destinations in the country. The article was also posted in Tatler Philippine's website. . In addition to the print and online component, a virtual event was organized by Tatler last 24 Feb, logos placement for DOT and TPB were provided and flashed during the virtual event while Under Secretary Bengzon represented the Tourism Industry sector as the a key speaker in the forum. The Project aimed to reach and promote domestic tourism to the affluent and influential market in country.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Under 2020 WFP: Media Buy in Metro Channel's TV and Digital Platform	Metro Channel committed to work with TPB by producing 13-episodes for newest season of FoodPrints. FoodPrints is a food & travel show hosted by Filipino Chef & food personality Sandy Daza. Shooting wrapped up in March and episodes will air starting April until July 2021. Episodes will feature various cuisines, restaurants, and artisans in the reopened destinations. In addition, Metro Channel has provided a total 117 TV spots to air TPB's "Handa" TVC as well as logo inclusions in the 13 episodic plug via Metro Channel's FB page and a feature article on metro.style website. The program aims will complement and support the efforts being developed by the DOT and aTPB to promote and revive not only domestic tourism, but also culinary/gastronomic tourism in the country. This will also help highlight and feature the regions/destinations that has reopened for domestic travel.	The episodes will feature the sources of livelihood in various communities and promote sustainable development	N/A	N/A	N/A	N/A	N/A	N/A	
MICE DEPARTMENT									
Tourism & Technology Forum (TTF)	1) Attendees: Tourism Stakeholders and Public Sector Professionals Attendees; Event Suppliers: Okada Manila, Total Exhibit and Expo Solutions Inc, Nicatto Events Marketing & Dynamics Corporation, Mooncake Educational Travel and Tours, PATA, Globe myBusiness 2) 17-18 March 2021 3) Hybrid Event: Okada Manila / streamed live via Zoom and TPB FB Page	It presents various topics featuring global and local experts that aimed to promote Sustainable and Smart Tourism within the local Philippine Tourism	The first version of TTF required the services of selected private sectors. Similarly, the event has worked with public agencies, local and international associations, media, and industry stakeholders to increase participation and engagement for the event.	Onsite Attendance: 68 (1st Day) and 71 (2nd Day) Online Attendance: 1,127	N/A	N/A	380	817	
	4) The event aims the following: - Provide a learning and engaging platform to help enhance business tools of industry stakeholders to encourage travel in the Philippines; - Raise awareness on current developments and best practices on technological innovations which will allow stakeholders to understand better and manage market behavioral shifts so they can adjust their products and offerings; - Generate valuable inputs and ideas from tourism stakeholders to aid future expansion and enhancement of the Travel Philippines Progressive Web Application (PWA) - Improve the ability of the local tourism sector in responding to present situation through the adoption of technological innovations to stay globally competitive; - Establish alliances and encourage collaboration with other related industries to aid in the recovery of the tourism industry		The DTI thru its Bureau of Domestic Promotions and the TPB committed to provide assistance						
	5) It will help to strengthen the sector's awareness and understanding of technological advancements and its potential impact on the recovery and growth of the Philippine tourism industry. As a result, it would help in the continuous progress of businesses in the local tourism sector as well as the professionalization of stakeholders.								
IBTM Americas 2020 Virtual Appointment (Round 3)	1. DOT Los Angeles Office and four stakeholders (Annsett Holidays, Divaisharvi Intl, Intas Destination and Travelite 2. 08-12 March 2021 for the Round-3 Appointments 3. Virtual B2B appointments 4. • Continue to introduce and showcase the Philippine capabilities and MICE offerings to the North and Latin American markets; •Expand network of the Philippines with the outbound MICE market of US, Canada and the Latin America and local Mexico MICE media. 5. The Philippines was introduced as a MICE destination		The stakeholders who signified interest in 2020 to participate in the IBTM Americas, were invited to the virtual B2B organized by Reed Exhibition in lieu of the cancelled physical event.						

PROGRAM/ACTIVITY/ PROJECT (Include here PAPs that are INCLUDED in your Work and Financial Plan)	Major Accomplishments (Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2021. Inputs should answer the following: 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event contribute to the development of the Philippine tourism industry?	Initiative/s on Sustainability (Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)	Partnerships Developed/Forged/ Established (Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)	If applicable:					Others, if applicable
				Volume/ Number for 2021 (Qualify also what the quantitative figure represent)	Increase/ Decrease (Comparison with 2020 data)	Factors for Increase/ Decrease (Indicate here what contributed to the increase or decrease as reported, in qualitative and/or quantitative format)	Total Number of Participants		
							Male	Female	
ASEAN International Furniture & Furnishings Show (AIFFS)	1. ASEAN Member countries furniture makers and other related suppliers 2. 09-18 March 2021 3. Virtual Event 4. To bring together the entire ASEAN furniture industry through a joint project where its members' mutual interests are considered; to provide an alternative solution for AFIC members to promote the products and services of its members to potential buyers and clients and contribute in accelerating the growth of the ASEAN furniture industry globally; to showcase the Filipino designers; ingenuity and craftsmanship in comparison with other ASEAN neighbors 5. The Philippines will be promoted thru various platforms of the event i.e. websites of AFIC and CFIP, press releases and brand establishments of the Philippines through the showing of various tourism video materials.		The DTI thru its Bureau of Domestic Promotions and the TPB provided financial assistance for the participation fees of legitimate furniture makers to allow more participation from the Philippines	There are about 100 participants from the ASEAN countries; 40 from the Philippines No available data on the number of buyers from proponent	N/A	N/A			
Travel Warehouse Inc. Site Inspection of Boracay	1. Cebu Pacific and Hennan Boracay Group in participation of different companies such as AXA Philippines, Ayala Land, NCH, Philgem and CEMEX Philippines. 2. 18-20 February 2021 3. Boracay 4. Aims to build confidence to the Boracay MICE market 5. Recovery of domestic tourism, Promotion of destinations that are open for accepting MICE domestic groups, Improvement of current health and safety protocols being enforced in local destinations, Stronger collaboration between the TPB, LGU and private sector, Strengthening of TPB's database of domestic MICE market/clients	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Travel Warehouse Inc. Site Inspection of Coron, Palawan	1. Seven (7) owners of DOT accredited travel agencies, 4 bloggers, 1 print media and the group of Wil Dasovich, Alodia Goseingfiao, composed of 8 popular influencers, plus representatives from Cebu Pacific, Club Paradises and Bacau Bay Resort 2. 8-11 March 2021 3. Coron Palawan 4. To bring back MICE in Coron 5. Recovery of domestic tourism, Promotion of destinations that are open for accepting MICE domestic groups, Improvement of current health and safety protocols being enforced in local destinations, Stronger collaboration between the TPB, LGU and private sector, Strengthening of TPB's database of domestic MICE market/clients	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
47th Annual Regional Convention of the Geodetic Engineers (Hybrid Event)	1. Geodetic Engineers from Region IV: Cavite (50 delegates), Laguna (35 delegates), Batangas (40 delegates), Rizal (30 delegates) and Quezon (35 delegates), Mindoro (20 online delegates) and Palawan (50 online delegates). 2. 5 March 2021 3. Hotel Marciano, Calamba Laguna 4. Uplifting the Geodetic Engineering Role; Leading in the Time of Pandemic, To deal of selfless sacrifice and resiliently managing activities pursuing our profession's vision and mission. 5. Stronger collaboration between the TPB, LGU and private sector,	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
ADMINISTRATIVE DEPARTMENT									
PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION									
LEARNING AND DEVELOPMENT	To promote continuous learning during the Community Quarantine due to the COVID-19, the TPB Personnel and Human Resources and Development Division (PHRDD) implemented a Learn from Home Program (LFH) as an alternative platform for Learning and Development to address the learning needs that includes in virtual house learning interventions and participation to public learning sessions.								
A. INHOUSE INTERVENTIONS									
Learning Over Lunch (LOL): Worship From the Heart (WFH) by Pastor Jeff Eliscupidez	1. All TPB Personnel 2. 08 January 2021 3. Zoom / streamed live at closed TPB FB Group 4. Motivational learning session to jumpstart the year	N/A	N/A	N/A	N/A	N/A	N/A		
Town Hall Meetings for 1st Quarter	1. All TPB Personnel 2. 08 January, 05 February and 05 March 2021 3. Zoom / streamed live at closed TPB FB Group 4. An avenue to employees to connect, collaborate, and share updates; opportunity to enhance camaraderie in the middle of our work schedules; show appreciation for the contribution of each personnel to the objectives of TPB; and celebrate birthdays of personnel.	N/A	N/A	N/A	N/A	N/A			

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAPs that are INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2021. Inputs should answer the following: 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event contribute to the development of the Philippine tourism industry?)</i>	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)</i>	If applicable:					Others, if applicable
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B. VIRTUAL PUBLIC SEMINARS									
CARES 2.0: A Framework for Mental Health Strategy and Plan	Objectives: 1. Describe the biopsychosocial factors that impact mental health 2. Apply the CARES 2.0 framework in identifying employee needs and organizational resources that can guide strategy-and-policy formulation 3. Create initial strategies and policies that will help promote mental health in the workplace 4. Develop an evaluation plan that will help monitor implementation, results, and sustainability of initiatives	N/A	N/A	N/A	N/A	N/A	0	2	
	20, 22, 27, 29 January 2021								
	1. Janet Canoy 2. Evelyn Soriano								
Philippine Government Accounting Standards facilitated by Association of Government Internal Auditors, Inc. (AGIA)	Objectives: 1. To enable the Internal Auditors to fully understand the major standards adopted under the Philippine Public Sector Accounting Standards (PPSAS) required to be adopted by the government agencies and instrumentalities classified as non-government business entities 2. To ensure uniformity in the application of the pertinent provisions of the Philippine Public Sector Accounting Standards to the various transactions of their government agency 3. To enable the Auditors to identify the appropriate accounting standards that govern the collections and utilization of government funds and to recommend measures for audit deficiencies	N/A	N/A	N/A	N/A	N/A	1	0	
	22-24 February 2021								
	1. Marito Rodriguez								
Updates on Tax Rules and Regulations facilitated by Association of Government Internal Auditors, Inc. (AGIA)	Objectives: 1. Introduction and Withholding Tax on Wages with an Overview on Fringe Benefits Tax 2. Expanded Withholding Tax on Wages and Administrative Tax Compliance 3. Final withholding taxes (corporate and individual) and Business Taxes withhold by government	N/A	N/A	N/A	N/A	N/A	0	1	
	22-25 February 2021								
	1. Hazel Francisco								
Introduction to Succession Planning facilitated by QUHO Inc	Objectives: 1. Understand the competency-based succession framework 2. Learn the different succession plan assessment tools 3. Imbibe the concept of management development program	N/A	N/A	N/A	N/A	N/A	0	2	
	03 March 2021								
	1. Karen Padolina 2. Evelyn Soriano								
2021 UST MCLE Online Seminar facilitated by UST	The objective of the MCLE is to ensure that lawyers throughout their career, shall be up-to-date with law and jurisprudence; to maintain the ethics of the profession and enhance the standards of the practice of law. 6, 13, 20 and 27 March 2021	N/A	N/A	N/A	N/A	N/A	0	1	
	1. Atty. Jemimah Nissi Tiambeng								
Operations and Management Audit Training facilitated by Association of Government Internal Auditors, Inc. (AGIA)	16-18 March 2021	N/A	N/A	N/A	N/A	N/A	1	0	
	1. Jerome Velasco								
C. GENDER AND DEVELOPMENT									
Virtual Gender Sensitivity Training on 15-16 February 2021 via Zoom	1. TPB Personnel and TPB GAD Focal Point System Secretariat 2. 15-16 February 2021 3. Zoom 4 Objectives: -To enhance self-awareness on the gender-issue affecting relationship within the family, workplace and community, share and demonstrate individual experiences using creative learning approaches. -To develop trust and sensitivity towards working harmoniously within the group.	N/A	N/A	N/A	N/A	N/A	9	21	

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAPs that are INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2021. Inputs should answer the following: 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event contribute to the development of the Philippine tourism industry?)</i>	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)</i>	If applicable:					Others, if applicable
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							Male	Female	
Virtual Harmonized Gender and Development Guidelines Wokshop on 05 March 2021 via Zoom	1. TPB GAD Focal Point System Technical Working Group Members and Secretariat 2. 05 March 2021 3 Zoom 4. Objectives: -To assist TPB in complying with Section 36 of the Magna Carta of Women (MCW) mandates that the GAD budget shall be at least five percent (5%) of the agency's total budget appropriations. -To capacitate the members of Technical Working Group in writing gender responsive project proposal for the agency.	N/A	N/A	N/A	N/A	N/A	3	13	
2021 Women's Month Celebration Online Forum	1. TPB GAD Focal Point System Technical Working Group Members, Secretariat TPB Personnel and DOT and its attached agency 2. 26 March 2021 3 Zoom 4. Objective: -To increase awareness on good practices, gaps, challenges, and commitments in pursuing gender and development (GAD) and to strengthen implementation of the Magna Carta of Women.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	

Prepared by:

MARIVIC M. SEMILLA
Signature over Printed Name of Focal Person

Vetted by:

MARIA ANTHONETTE C. VELASCO-ALLONES
Head of Agency

Date:

DOT YEAR-END ACCOMPLISHMENT REPORT TEMPLATE
1ST QUARTER CY 2021

AGENCY: TOURISM PROMOTIONS BOARD


PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAPs that are NOT INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2021. Inputs should answer the following: 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?)</i>	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)</i>	Volume/ Number for 2021 <i>(Qualify also what the quantitative figure represent)</i>	If applicable:		Total Number of Participants		Others, if applicable
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INTERNATIONAL PROMOTIONS DEPARTMENT									
TRAVEL FAIR									
Philippine Online Travel Fair	<p>1. There were 44 Philippine private sectors who participated and 392 Chinese buyers.</p> <p>2. 14-18 December 2020 however the online platform was opened for casual B2B networkings until Feb 2021</p> <p>3. It was an online event</p> <p>4. The objectives of the event are as follows: a. provide an online platform where Philippine sellers and Chinese buyers could meet b. conduct a minimum of 600 B2B meetings c. conduct a minimum of 32 webinar presentations from Philippine sellers to their Chinese counterparts d. create a new contract and establish new businesses between the Philippines and Chinese travel sector e. encourage Chinese tour operators to bring Chinese tourists to the Philippines once restrictions have eased.</p> <p>5. The said event contributed to the development of Philippine tourism industry because there were several new players from the Philippines who joined the said event. In addition, the Philippine sellers were able to update their profile to their Chinese counterparts especially on the new health and safety protocols that they have. It also heightened the awareness of the Chinese tour operators on the existing and new Philippine products to be offered to their clients.</p>	N/A	There were 1, 535 successful appointments. TPB got a 4.80 overall rating from the 35 respondents of the evaluation form given to the Philippine private sectors. The Philippine product presentation last January 18 had 228 views. There were four news releases shared in the online platform	N/A	There was a 50% increase in the number of participants from 2019.	The increase in the number of participants were due to the waived participation fee and the online platform used.	11	33	
DOMESTIC PROMOTIONS DEPARTMENT									
Celebration of Annual College Day "CHM Days" and University Week of the College of Hospitality Management of Centro Escolar University (CEU) – Malolos Campus	<p>The College of Hospitality Management in CEU Malolos has been consistent in conducting an annual event called the "CHM Days". As a matter of fact, the previous CHM Days were all successful with the undying assistance of TPB (Tourism Promotions Board). Due to uncertain times, this year's CHM Days was held online last 20 March 2021. with the theme "ALPAS: Travelers Transcending throughout the Digitalized Era".</p> <p>The objective for the staging of the event is to ignite the students' passion in the tourism and hospitality industry despite the challenges brought by the pandemic.</p> <p>TPB co-sponsored the event through the provision of collaterals as event prizes</p>		Strengthened support and partnership with tourism and hospitality educational institutions						
2021 Resilient Eco-Agri Tourism Travel and Trade Exhibit	<p>2021 Resilient Eco-Agri Tourism Travel and Trade Exhibit, now has a total of 45 organizations, government offices, and exhibitor's group who have expressed their interests to be part of the event. The event is in partnership by Urban Green Communes (UGC), a grassroots organization that exists to reconnect people with themselves, their community, and the environment to regenerate the ecosystem.</p> <p>Held last 29 to 31 January 2021 at the New Trade Hall of Robinsons Nova Mall, the event is a call to the public who are into agri-tourism and trade which will showcase best practices and products of agriculture.</p> <p>Due to time constraints, TPB declined the participation to the event as one of the exhibitors and instead supported the event through the provision of collateral materials to support the marketing and promotional value to domestic tourism.</p>		Strengthened support and partnership with private stakeholders						
MARKETING COMMUNICATION DEPARTMENT									
MEDIA RELATIONS AND COMMUNICATIONS DIVISION									
TPB Quarterly Social Media Report	There is a significant increase in the audience and post reach of TPB's social media accounts, particularly Facebook, mainly due to organic efforts and initiating a monthly social media content plan; Creation of the PH Moto Turismo (Motourismo PH) official Facebook and Instagram account.	Through publishing/sharing of TPB's latest news and engagements, online platforms remain to be the best, cost-effective and timely vehicle to deliver information aligned with DOT's thrust on sustainable tourism. Through being active in posting organic and timely original posts, engagements increased that leads to increased no. of likes	Creation of the official Social Media accounts of PH Moto Turismo (from Motourismo PH) - an initiative spearheaded by the TPB to promote domestic motorcycle tourism	As of Q1 FB-40, 840 TW-1,864 IG-1,969 YT-180	As of Q4 FB-39,511 TW-1,834 IG-1,417 YT-68	Organic engagement to boost relevant social media ads contributed to a higher page and post reach. Atleast minimum of 3x original post/repost promoting tourist sites/informative content cross post. Increased responsive through direct messaging addressing concerns of the public	43% - (as of Apr. 05 2021)	57% - as of April 05 2021	

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							Male		Female
SPOTLIGHT Newsletter	This is a quarterly digital production of TPB newsletter hosted on the website and distributed via email list to members and media 2020 4th Quarter Issue released last 15 January 2021	Instead of mass printing, TPB adapts a sustainable practice by doing a digital production which is cost-effective and has a wider audience reach.	Collaboration with TPB members/stakeholders by giving them a spot to feature their best practices	To release four (4) issues of Spotlight digitally; the 2021 Q1 issue is currently in production and will be released 2nd week of April.	Released four (4) issues in 2020	N/A	N/A	N/A	
e-Bulletin	This is a monthly digital production of TPB hosted on the website and distributed via email list to DOT and its attached agencies and members February 2021 issue released last March 05, 2021	Instead of mass printing, TPB adapts a sustainable practice by doing a digital production which is cost-effective and has a wider audience reach.	Collaboration with TPB stakeholders to continue and to deepen swift members' and audiences' engagements. To retain and to gain more TPB members	To release monthly issues of Spotlight e-Bulletin. February 2021 issue was released in March 5, 2021	N/A	N/A	N/A	N/A	
BRAND MANAGEMENT AND ADVERTISING DIVISION									
Collaterals support for the Philippine Embassies of the Philippine Tourism's top 30 markets	Released via DFA diplomatic pouch the assorted destination brochures to the top twelve (12) Priority and eighteen (18) Secondary markets foreign posts namely: Korea Embassy, China, USA, Japan, Australia, Taiwan, Canada, United Kingdom, Singapore, Hongkong and Germany; Indonesia Embassy, France, Thailand, Vietnam, Saudi Arabia, Spain, Netherlands, Italy, New Zealand, Guam, Switzerland, Russia, Sweden, Norway, Israel, Ireland and Denmark. Brochures delivered to the DFA Manila Office on 18 February 2021.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
	List of Destination Brochures: Manila, Cebu/Bohol, Boracay, Davao, Iloilo, Palawan, Subic/Clark, Surigao/Siargao, Primer brochures, Tearable brochures, and Dive brochures To support the foreign posts by supplying tourism promotional brochures that they can share with their visitors, and to promote the Philippine tourist spots and destinations.								
Support to the newly appointed Philippine Ambassador to Morocco (Ambassador Leslie Baja) by providing Tourism paraphernalia for its clientele	Released assorted destination brochures, Bucketlist coffee table book and destination posters, items picked-up on 22 February 2021 at TPB office. To promote Philippine tourist spots and destinations through the Philippine embassy in Istanbul.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
MICE DEPARTMENT									
Critical Care Nurses Association of the Philippines, Inc. (CCNAPI) Virtual Conference	1. Nurses in the Philippines 2. 23 - 27 February 2021 3. Virtual 4. It aims to provide the different characteristics of critical care nursing practice and nurses as they rise above the challenges of the COVID-19 pandemic during this declared year of the nurses. 5. It contributes to the number of MICE events organized in the country	N/A	N/A	N/A	N/A	N/A	N/A	N/A	

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ADMINISTRATIVE DEPARTMENT									
PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION									
LEARNING AND DEVELOPMENT	To promote continuous learning during the Community Quarantine due to the COVID-19, the TPB Personnel and Human Resources and Development Division (PHRDD) implemented a Learn from Home Program (LFH) as an alternative platform for Learning and Development to address the learning needs that includes in virtual house learning interventions and participation to public learning sessions.								
A. VIRTUAL LEARNING SESSIONS E-Learning Sessions via Zoom									
CYBER-SECURITY: are you at risk? with Mr. Emmanuel Zarate, Acting Head, MISD	1. All TPB Personnel 2. 18 January 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies, Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A	15	48	
Valuing Ethics in the Public Service with Ms. Jocelyn Patrice Deco, Deputy Chief Operating Officer for Corporate Affairs	1. All TPB Personnel 2. 25 January 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies, Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A	15	50	
ABCs of Event Planning with Ms. Raquel Ruth Tria, Acting Head, MICE	1. All TPB Personnel 2. 01 February 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies, Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A	18	56	
Internal Control System and Internal Auditing in the Public Sector with Mr. Jerson Tomoling, Internal Auditor IV, Internal Audit Office	1. All TPB Personnel 2. 08 February 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies, Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A	15	49	
Design 101: Creating an Effective Trade Show Display with Ms. Ma. Nedalin Miranda, Acting Head, Marcom Department	1. All TPB Personnel 2. 15 February 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies, Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A	14	49	
Smart Investments During Pandemic with Mr. Marito Rodriguez, Department Manager III, Finance Department	1. All TPB Personnel 2. 22 February 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies, Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A	8	25	

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				Volume/ Number for 2021 <i>(Qualify also what the quantitative figure represent)</i>	Increase/ Decrease <i>(Comparison with 2020 data)</i>	Factors for Increase/ Decrease <i>(Indicate here what contributed to the increase or decrease as reported, in qualitative and/or quantitative format)</i>	Total Number of Participants		
							Male		Female
Get Ready for the Next ISO Audit with Ms. Teresita D. Landan, Department Manager III, Domestic Department	1. All TPB Personnel 2. 01 March 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies, Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A	13	55	
Thriving and Flourishing in the New Normal: A Session on Mental Health Awareness and Wellbeing with Mr. Christian Ranche, RPh, LPT, MA*, MBA*	1. All TPB Personnel 2. 08 March 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies, Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A	17	48	
Updates on Administrative Discipline with Statement of Assets, Liabilities, and Net Worth (SALN) with Mr. Ariel Ronquillo, CSC Assistant Commissioner	1. All TPB Personnel 2. 15 March 2021 3. Zoom / streamed live at closed TPB FB Group 4. Learning sessions were conducted every Monday (or the next working day should it fall on a holiday) after the TPB Flag Raising Ceremony to keep the employees engaged and continuously gaining knowledge on the different topics including but not limited to Leadership Competencies, Core and Functional Competencies, Work-life integration and Psychosocial well-being	N/A	N/A	N/A	N/A	N/A	13	38	
B. FREE PUBLIC ONLINE LEARNING SESSIONS	Objective: To provide personnel with significant on-line materials while working from home.								
HR-Related: 1									
Measuring Training Effectiveness facilitated by Certified Human Resource Management Professional (CHRMP)	1. All TPB Personnel 2. 20 January 2021; 6:30PM	N/A	N/A	N/A	N/A	N/A			
Tourism-Related: 5									
Meet Israel 101: Hebrew Language Course and Kosher-Friendly Cuisine Food Demonstration	1. All TPB Personnel 2. 26 January 2021 @ 2:00PM and 27 January 2021 @ 8:00AM	N/A	N/A	N/A	N/A	N/A			
Creating Positive Culture in a Digital/Remote Environment facilitated by Department of Tourism	1. All TPB Personnel 2. 02 February 2021; 9:00AM-4:00PM	N/A	N/A	N/A	N/A	N/A			
Culture Management: Sustaining High Performance Work System in the New Normal facilitated by Department of Tourism	1. All TPB Personnel 2. 03 February 2021; 9:00AM-4:00PM	N/A	N/A	N/A	N/A	N/A			
PATA Youth Webinar: The role of Smart Tourism & Smart Cities in Recovery and Development facilitated by Pacific Asia Travel Association (PATA)	1. All TPB Personnel 2. 18 February 2021; 6:00PM	N/A	N/A	N/A	N/A	N/A			
Philippine Deep Blue: Diving Into a New Era facilitated by DIVE Philippines	1. All TPB Personnel 2. 26 February 2021; 4:00PM	N/A	N/A	N/A	N/A	N/A			
Personal and Lifestyle: 4									
E-Mail Tactics That Get Faster & Decisive Responses facilitated by Jonathan Yabut	1. All TPB Personnel 2. 28 January 2021; 5:00 PM - 6:00 PM	N/A	N/A	N/A	N/A	N/A			
ILS: Start a Passion Project for Year 2021 facilitated by People Ignite	1. All TPB Personnel 2. 23 February 2021; 5:00PM	N/A	N/A	N/A	N/A	N/A			
The Art of Wordsmithing, Part 4 facilitated by Jonathan Yabut	1. All TPB Personnel 2. 25 February 2021; 5:00PM-6:00PM	N/A	N/A	N/A	N/A	N/A			
Introductory Email Etiquette for Professionals facilitated by Jonathan Yabut	1. All TPB Personnel 2. 02 March 2021; 5:00PM-6:00PM	N/A	N/A	N/A	N/A	N/A			

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are NOT INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2021. Inputs should answer the following: 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?)</i>	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)</i>	If applicable:				Others, if applicable	
				Volume/ Number for 2021 <i>(Qualify also what the quantitative figure represent)</i>	Increase/ Decrease <i>(Comparison with 2020 data)</i>	Factors for Increase/ Decrease <i>(Indicate here what contributed to the increase or decrease as reported, in qualitative and/or quantitative format)</i>	Total Number of Participants		
							Male		Female
Leadership: 1 How To Give Constructive Feedback To Employees & Colleagues facilitated by Jonathan Yabut	1. All TPB Personnel 2. 23 February 2021; 5:00PM-6:00PM	N/A	N/A	N/A	N/A	N/A			
Technical: 1 How to Manage the Attention of Your Audience in Virtual Meetings, Part 2 facilitated by Jonathan Yabut	1. All TPB Personnel 2. 04 March 2021; 5:00PM-6:00PM	N/A	N/A	N/A	N/A	N/A			

Prepared by:

 MARIVIC M. SEVILLA
 Signature over Printed Name of Focal Person

Vetted by:

 MARIA ANTHONETTE C. VELASCO-ALLONES
 Head of Agency

Date:

DOT YEAR-END ACCOMPLISHMENT REPORT TEMPLATE
1ST QUARTER CY 2021

AGENCY: TOURISM PROMOTIONS BOARD

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAPs that are NOT INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2021. Inputs should answer the following: 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?)</i>	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)</i>	Volume/ Number for 2021 <i>(Qualify also what the quantitative figure represent)</i>	If applicable:		Total Number of Participants		Others, if applicable
					Increase/ Decrease <i>(Comparison with 2020 data)</i>	Factors for Increase/ Decrease <i>(Indicate here what contributed to the increase or decrease as reported, in qualitative and/or quantitative format)</i>	Male	Female	
PROJECTS CHARGED UNDER TPB SPECIAL CONTINGENCY FUND (SCF) FOR COVID-19 EFFORTS									
Market and Stakeholder Research Studies on Travel and Tourism During and After the COVID-19 Pandemic. The studies are composed of the following: a. Community Panel Survey for Tourism Stakeholder Engagement (Mitigation, Recovery, and New Normal Phases) b. Online Travelers' Survey (residents of South Korea, China, Taiwan, Japan, and the Philippines). c. Trend Spotting Reports (Historical Scanning) covering the periods of February 2019-January 2020 and February 2020-July 2020 d. Monthly Tracking and Rapid Response Information Reports covering the period of August 2020 to January 2021.	1. TPB commissioned the services of the Philippine Survey and Research Center, Inc. (PSRC) to facilitate the implementation of the studies. As part of the project, a TPB Online Community Panel Survey was conducted which was participated by tourism stakeholders. 2. The project commenced in June 2020. It is expected to conclude within April 2021 with the submission and presentation of the full report on the TPB Online Community Panel Survey (New Normal Phase) from PSRC. 3. To prevent the risk of COVID-19 transmissions, the TPB decided to implement the survey fieldwork online. 4. The primary objective of the project is to gather data/information and insights which will help TPB to create or come up with plans, programs, and activities that are responsive to the needs of the tourism industry amid the COVID-19 pandemic. 5. The studies will ultimately help TPB to prepare for the new normal of travel and identify new opportunities to assist the tourism industry.	N/A	N/A	a. Community Panel Survey for Tourism Stakeholder Engagement (Mitigation Phase) - a total of 126 respondents. b. Community Panel Survey for Tourism Stakeholder Engagement (Recovery Phase) - a total of 86 respondents. c. Community Panel Survey for Tourism Stakeholder Engagement (New Normal Phase) - at least 75 respondents. d. Online Travelers' Survey (residents of South Korea, China, Taiwan, Japan, and the Philippines)- a total of 500 respondents (400 leisure travelers and 100 business travelers).	N/A	N/A	N/A	N/A	N/A
RT-PCR Test Subsidy for Qualified Tourists in Partnership with University of the Philippines- Philippine General Hospital (UP-PGH)	TPB has partnered with the UP-PGH last December 15, 2020 to subsidize 50 percent of the cost of its pre-scheduled swab testing to restore confidence in safe travel and support the gradual reopening of specific domestic travel destinations. The program was initiated to aid about 11,111 qualified domestic tourists in accomplishing their RT-PCR tests as a requirement to visit their destination of choice and eventually contribute to the increase of domestic travels in the country. The top three destinations of choice for tourists that applied for the subsidy are Boracay, Palawan, and Baguio.	N/A	N/A	17,273 approved applicants. Please note that the 2,543 applicants from the report last week were duplicates hence they have to be removed. 9,995 applicants endorsed to PGH but only 6,744 were successfully swabbed at UP-PGH. 2,844 did not accomplish the Case Investigative Form (CIF). Please note also that there were no endorsement to PGH starting March 24-March 30, 2021 in compliance with IATF Resolution 104. 7,278 of the total approved applicants were either endorsed to PCMC (PGH is closed for swabbing on Sundays and holidays; PGH has a cap of 160 pax per day), have later flights, or were Senior Citizens (FOC in PGH). 3,406 applicants are affected by the IATF Resolution No. 104. These applicants are yet to submit their revised flight itinerary and booking details	N/A	N/A			
RT PCR TEST 50% SUBSIDY FOR QUALIFIED DOMESTIC TOURISTS IN PARTNERSHIP WITH PHILIPPINE CHILDREN'S MEDICAL CENTER (PCMC) and UP-Philippine General Hospital (UP-PGH)	The TPB has partnered with the Philippine Children's Medical Center (PCMC) to administer the RT-PCR test to approximately 11,600 qualified domestic tourists. The project aims to achieve the following: 1. Support the qualified tourists in having their RT-PCR testing as a requirement for their domestic travel through a subsidy; 2. Provide the opportunity for qualified domestic tourists to visit their destination of choice; 3. Create awareness among domestic tourists on COVID-free destinations; and 4. Harness the domestic travel market and restore confidence in travel. As of 31 March 2021 21,727 of the total approved applicants were endorsed to PCMC (including 3,446 approved applicants endorsed by UP-PGH to PCMC); and 15,267 of the total approved applicants were successfully swabbed at PCMC.								

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are NOT INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2021. Inputs should answer the following: 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?)</i>	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)</i>	If applicable:				Others, if applicable	
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							Male		Female
ADMINISTRATIVE DEPARTMENT									
PPE and Other Occupational Safety and Health Measures for TPB Guests and Personnel (POSH)	1. Shuttle services were provided to the TPB's personnel who reported for work during the community quarantine period	N/A	N/A	TPB Employees 168 (Regular 109, JO 59)	TPB Employees 168 (Regular 108, JO 60)	Same total number of employees as of Dec. 31, 2020 and Mar. 31, 2021	67	101	
	2. Health kits were provided to the TPB's personnel who reported for work during the community quarantine period			TPB Employees 168 (Regular 109, JO 59)	TPB Employees 168 (Regular 108, JO 60)	Same total number of employees as of Dec. 31, 2020 and Mar. 31, 2021	67	101	
	3. Care Packages were provided to the TPB's personnel who tested positive with COVID19, to contribute in their recovery				10 Increased	No care package provided to COVID19+ staff in 2020	5	5	
	4. Disinfection treatments were conducted at TPB office premises			TPB Employees, Support Staff and Guests	TPB Employees, Support Staff and Guests	N/A			

Prepared by:

 MARIVIC M. SEVILLA
 Signature over Printed Name of Focal Person

Vetted by:

 MARIA ANTHONETTE C. VELASCO-ALLONES
 Head of Agency

Date: