



Narrative Accomplishment Report
2nd Quarter CY 2023

Office / Agency: TOURISM PROMOTIONS BOARD PHILIPPINES

Name of Activity / Project	Background and Goal of the Activity/Project	Objective/s	Intended Outcome	Target/s	Alignment with the NTDP, Strategies, and Policy Thrusts	Actual Accomplishment	Challenges and Constraints	Action Taken
<i>Indicate the name of the activity or project</i>	<i>Provide a narrative background of the project or activity, indicating the specific and measurable actions</i>	<i>Indicate the Objective, stating the aim of the project or activity</i>	<i>Indicate the Intended Outcome, highlighting what is hoped to be achieved by the project or activity in line with its objective</i>	<i>Indicate the: a)Target stakeholders and number of participants; and b)Target number of projects or activities</i>	<i>State the: a)Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies; and b)Applicable Policy Thrusts and Directions</i>	<i>Provide the actual accomplishment/s that the delivery unit was able to achieve vis-à-vis the targets/objectives</i>	<i>Indicate the challenges and constraints that the delivery unit has encountered in project implementation</i>	<i>State the mitigation measures that the delivery unit undertook to avoid or minimize the risks</i>
INTERNATIONAL PROMOTIONS DEPARTMENT								
TRAVEL FAIR								
Arabian Travel Market	The Arabian Travel Market (ATM) is the leading global event for the Middle East inbound and outbound travel industry for the last 30 years. Over 2,800 products and destinations from around the world are promoted annually at the ATM with more than 30,000 buyers and travel trade visitors in attendance across four days of the travel extravaganza. More than 1500 companies from 151 countries exhibited in 2022.	<ul style="list-style-type: none"> Meet top international buyers in the annual show, especially from the Middle East, generate sales leads and rekindle business relationships; Explore trade and media partners to strengthen the promotion of the country as a holiday destination; Gather market intelligence and continue to understand the Middle East for strategic promotional plans in the future; Maintain Philippine presence in the Middle East region; and, Keep abreast with current updates in global tourism. 	<ol style="list-style-type: none"> Philippine Pavilion Philippine brand 80sqm stand. Digital Brochures In addition to the printed tourism literature, Quick Response (QR) Codes were created to serve as digital brochures.. Postcards and printed brochures Dissemination of postcards featuring the award-winning destinations: Cebu and Bohol, Palawan, Manila, Boracay and Siargao with corresponding brochure map print outs. The postcards also contained QR code containing the digital version of the brochures. 	a) Target number of seller companies: 12 co-exhibitors		<ol style="list-style-type: none"> Philippine Pavilion Philippine brand 80sqm stand with a delegation from 9 DMCS, 4 accommodation facilities, 2 airlines, including representatives from TPB, DOT and the PRA promoting the archipelago. Digital Brochures In addition to the printed tourism literature, Quick Response (QR) Codes were created to serve as digital brochures.. Postcards and printed brochures Dissemination of postcards featuring the award-winning destinations: Cebu and Bohol, Palawan, Manila, Boracay and Siargao with corresponding brochure map print outs. The postcards also contained QR code containing the digital version of the brochures. 	<ol style="list-style-type: none"> Lack of marketing representative to assist in the procurement of necessities for the event. Ineligible bidder for the EMC requirement. 	Sourced out suppliers for the requirements such as meals, brochures, giveaways and transportation.
	With its global reach and world class travel buyers, the ATM guarantees achieving the following benefits from participating in the fair: <ul style="list-style-type: none"> Generate new sales leads; Network with the key decision makers, exclusively picked; Re-ignite existing business relationships; Gather market intelligence on the latest technology and innovation; Increase brand exposure; Access a larger network than ever before through the live and virtual elements; and, Gain the latest industry insights – hear from the top experts in the industry in the fantastic conference sessions about how to recover. 		<ol style="list-style-type: none"> Promotional Materials and VIP gifts To promote the culture and products of the country, travel organizers decorated with variety of Philippine textile and box of healthy sustainably made chocolates sourced from Mindanao. Smart Badge <ul style="list-style-type: none"> Business cards and exhibitor information were easily exchanged with the visiting travel trade via a contactless engagement device; Updated the Philippines' profile to include website, travel app, social media links, description, brochures and photos of tourism offerings. ATM Speed Networking 4 of the private sector participants – Earth Explorers, JLT Travel & Tours, CTPH Tours and Atlantis availed of the ATM Speed Networking module held prior to the official Opening Ceremony. 			<ol style="list-style-type: none"> Promotional Materials and VIP gifts To promote the culture and products of the country, travel organizers decorated with variety of Philippine textile and box of healthy sustainably made chocolates sourced from Mindanao. Smart Badge <ul style="list-style-type: none"> Business cards and exhibitor information were easily exchanged with the visiting travel trade via a contactless engagement device; Updated the Philippines' profile to include website, travel app, social media links, description, brochures and photos of tourism offerings. ATM Speed Networking 4 of the private sector participants – Earth Explorers, JLT Travel & Tours, CTPH Tours and Atlantis availed of the ATM Speed Networking module held prior to the official Opening Ceremony. 		

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Asia Dive Expo (ADEX) 2023 on 31 March - 02 April 2023	ADEX is the largest and longest-running dive consumer and trade show in Asia. Since 2020, the event was conducted virtually due to the COVID-19 pandemic. In 2021, the Philippines was invited to be the event's official country partner, which provided an opportunity for our industry stakeholders to showcase their products and sustain their network. The TPB's participation in the event aims to provide a venue for our dive tourism industry partners to generate new businesses and further expand their network. In effect, this has greatly encouraged more participants from the private sector to continuously join the Philippine delegation in this event. TPB also continues to strengthen promotional efforts to build up the country's dive market and to be able to achieve actual tourism arrivals in the near future.	Joining this event aims the following: • Generate top-of-mind recall of the Philippines; • Heighten the position of the Philippines as one of the best dive destinations and most-preferred tourist destinations for safe, uniquely diverse, and fun travel in the Asia Pacific; • Provide information and educate the attendees on the health protocols and measures being undertaken to ensure the safety of all tourists; and • Re-establish and sustain the interest of international buyers to include the Philippines in their travel programs and transform these interests into sales through our private sector counterparts.		Target number of sellers: 20 private sector dive resorts/dive tour operators Actual number of sellers joined: 22 private sector dive resorts/dive tour operators; DOT Regional Office: 4A, 4B, and 7		22 Private Sector Participated 3 TPB Official and Officers 3 DOT Regional Office Officials/Officer Media Onsite Advertisement Value = USD 53,171.44 (PHP 2,955,747.178) Media Online Advertisement Value = USD 63,600 (PHP 3,535,460.4)	The initial Dive map that was printed does not reflect the updated signage of the Dive Site	The team immediately contact its creative team to send the revised/updated Dive Map and asked the supplier to re-print it.
ASTA Global Convention 02 to 04 May 2023 San Juan, Puerto Rico	Known as the "Essential Industry Event for Travel Agency Professionals," the annual ASTA Global Convention is where the best in the travel agency industry convenes for three days of inspiration, education, and entertainment. ASTA Global Convention is home to over 1,500 travel professionals playing a key role in improving their business and the travel industry. Attendees can expect to grow relationships with suppliers from cruise lines, destinations, hotels, and more. The three-day event also offers a multitude of educational offerings from marketing, selling tips, ethics, destination expertise, market trends post-COVID 19 pandemic and more.	1. To meet, network and build relationships with travel suppliers and attending member travel agents; 2. To build and renew trade and market confidence in the Philippines as a preferred and sophisticated destination in Asia; 3. To explore possible areas of cooperation with ASTA as a whole and its members; 4. To gain more insights and information about tourism trends and how the tourism industry will move forward during the Covid-19 and post-pandemic recovery periods.	1. Meet and network with at least ten (10) agents during the 2-day trade show (B2B); 2. Out of the 10 potential meetings, 7 travel advisors will be able to develop tour packages to the Philippines;	No private sector participation	Cohesive and Comprehensive Digitalization and Connectivity by partnering with ASTA and their members in promoting the Philippines through online and digital platforms. Enhancement of Overall Tourist Experience from the point of inquiry to experiencing our country's tourism offerings, we are partnering with the American travel trade industry to conduct offline and online promotions for effective and seamless bookings.	1. Met and networked with thirty-one (31) agents during the 2-day trade show (B2B); 2. This will be a work-in-progress target; however, we have received a large number of interest to join the Philippine Specialist program for them to be able to know more about the Philippine tourism offerings;	N/A	N/A
Connections Wellbeing Philippines	Connections Wellbeing Philippines 2023 will bring 40 influential luxury buyers, with a GBP 2.4M (or PHP 155M) Average Budget Responsibility, to meet 40 exceptional Philippine luxury wellness companies, and offer them an immersive cultural and wellness experience. This bespoke event differs from the usual B2B table meetings as the shared experiences provide a stimulating dialogue between the buyers and the sellers which can create long-lasting business relationships with each other. After the B2B event, Buyers will be treated to a 3D/2N Familiarization Tour of either Cebu, Bohol, Boracay, Coron, or El Nido.	• Position the country as the regional leader in luxury health tourism. This will also improve the country's standing in Wellness Tourism Indices. • Create awareness and travel interest in the Philippines as a preferred luxury wellness destination among the international travelers. • Showcase the Philippines' wellness circuit to the luxury wellness travelers. • Promote the Philippines' brand to enhance the market-product association and brand loyalty among our target high-spending travelers.	1. Recruitment of 40 Luxury buyers to meet 40 Philippine luxury sellers 2. Introduction of the wellness tourism offers of the country	Target of 40 Luxury sellers		39 Luxury Sellers participated: 16 Resorts, 7 Hotels, 6 Travel Agencies, 6 PDOT offices, 3 TPB officers, 1 Events place	Recruitment of 40 Philippine Luxury sellers	Tapped DOT regional offices to represent the properties of their respective regions and augment the number of sellers
Diving, Resort, and Travel (DRT) Show Taipei 2023, Taipei Flora DOME Expo, 10-12 March 2023	DRT Show is the largest B2B2C platform and diving expo in Asia Pacific	1. To promote the Philippine Diving Spots to Taiwanese dive enthusiasts and interested travelers; 2. To create a platform to raise awareness to the visitors, existing divers, and future divers; 3. To provide a platform for our Philippine and Taiwanese dive tourism stakeholders, to establish and re-establish relationships to develop and promote Philippine dive packages in Taiwan; 4. To tap into general leisure market and develop new players in the dive market; 5. To update the latest travel Standard Operating Procedures (SOP) in the Philippines; 6. To increase tourist arrivals from Taiwan to the Philippines in 2023; 7. Generate actual bookings to maximize financial benefits and return on investments; and 8. Opportunity to establish connections and face-to-face networks with the Taiwan buyers.		a) Target number of Philippine dive stakeholders: 10 co-exhibitors		10 Philippine dive stakeholders, 4 PDOT Taiwan and 1 TPB Market Officer	The TPB/PDOT Taiwan team also organized the Philippine Dive Product Presentation with an actual attendance of 62 Taiwanese dive operators, and media influencers.	Tapped the PCSSD Accredited Dive Resorts/operators

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Travel and Adventure Show Series (Dallas) 01-02 April 2023	The Travel and Adventure Show (TAS) series has established itself as the premier consumer marketing platform in the U.S. travel industry. Dubbed as "America's Favorite Travel Shows", the TAS which is now on its 17th year, have staged over 100 completed events and has connected over 2.1 million travelers find, plan and book their dream vacation. It attracts an estimated 35,000 to 45,000 visitors per city with over 500 exhibitors coming from national tourist organizations, airlines, hotels, resorts, travel agents, travel media and other tourism stakeholders.	<ul style="list-style-type: none"> Boost public perception of the Philippines as a premiere, sustainable, and safe destination Sustain market presence in the U.S. Southwestern States Help sell specialized tour packages 	Reinforces the market presence of the Philippines in the U.S. as a premier and safe destination for Americans. Good opportunity to meet travel experts, network with new contacts that could possibly lead to future project collaboration, and learn the latest tourism promotion strategies and travel developments in the US	not applicable	not applicable	<ul style="list-style-type: none"> The Philippines occupied two (2) 10 x 10 booth space PDOT LA invited EVA Airways Houston office to promote their new route to Clark The booth received an estimated 300 people in the 2-day event who are interested about different regions and destinations in the Philippines, as well the inquiries on airline deals and tour packages 	not applicable	not applicable
INVITATIONAL/FAMILIARIZATION TRIP								
TPB/DOT Korea- Media Familiarization Trip 08-11 May 2023 Boracay	TPB and PDOT Korea conducted a familiarization trip for six (6) Korean media representatives last 08 to 11 May 2023. The group is composed of eight (8) pax of six (6) Korean media representatives, one (1) PR Agency Korea staff, and one (1) TPB Project Officer.	<ul style="list-style-type: none"> To create and expose a variety of Philippine-tourism related content that is closely aligned to the Korean traveler's interests. To introduce the changes in Bohol after the COVID-19 pandemic, especially about its health and safety protocols. To create videos/digital materials promoting Bohol. 	As part of the market recovery and to further enhance the country's positioning as a tourist destination for the Korean market, the participants visited Boracay with the end goal of featuring several locations in their creation of online and printed articles, promote the direct flight from Incheon to Kalibo, and to introduce the changes in Boracay after the COVID-19 pandemic, especially about its health and safety protocols.	The group is composed of eight (8) pax of six (6) Korean media representatives, one (1) PR Agency Korea staff, and one (1) TPB Project Officer.		<ol style="list-style-type: none"> Met the target of inviting 6 Korean media representatives Awaiting the final wrap up report from PDOT Korea, including the final PR value and media mileage of the articles produced 	1. Time constraint due to the contracted tour operator's unresponsiveness, resulting to lack of preparations and delayed payment to the accommodation	1. Asked assistance from DOT Regional offices in the provision of lei reception, validation of itinerary, and to accompany the group throughout the whole duration of the tour
TPB/DOT Osaka- West Japan Agents Familiarization Tour 22-26 June 2023 Cebu and Manila	TPB and PDOT Osaka, in partnership with Air Asia, conducted a familiarization trip for five (5) Japanese travel agents last 22-26 June 2023. The group is composed of eight (8) pax of 5 Japanese travel agents, one (1) Air Asia representative, 1 (one) DOT Osaka staff, and one (1) TPB Project Officer.	<ol style="list-style-type: none"> To make the Japanese travel agents experience new developments in Manila and Cebu. To introduce new travel products and information to agents with the end view of developing new travel packages/itineraries for the Philippines. To communicate to these agents that the Philippines' travel and safety protocols are at par with Japan and the global standards To help reposition the country as a value for money tourist destination in Southeast Asia 	To help revitalize and stimulate the Japanese travel market, a familiarization tour for travel agents was conducted. With the easing of border restrictions, it is high time to bring back travel agents' familiarization tour so that they are updated about the new developments of our destinations. More importantly, it will help assure them that the Philippines is a safe destination and is tourist-ready for their clients in the "new normal" environment.	Participants: 5 Japanese travel agents, one (1) Air Asia representative, 1 (one) DOT Osaka staff, and one (1) TPB Project Officer.				
DOMESTIC PROMOTIONS DEPARTMENT								
BBMG International Launch	The Bisita, Be My Guest is a multi-agency program, in which TPB is tasked primarily with the marketing and promotions of the project, including the provision of the logistical requirements for its launch activities in key cities abroad. The ongoing campaign is being integrated in all major TPB and DOT events/roadshows and presentations to Filipino communities overseas, in cooperation with DOT Foreign offices, Department of Migrant Workers and Philippine embassies. Last April 2022, the program has been launched in the cities of Los Angeles and San Francisco, USA.		Strengthened involvement of OFWs, OFs and Filipinos in the promotion of the country in their role as mini tourism ambassadors International publicity for the Philippines resulting to heightened interest to visit		7-Point Agenda: <ol style="list-style-type: none"> Cohesive and Comprehensive Digitalization and Connectivity Enhancement of Overall Tourist Experience Maximization of Domestic Tourism NTDP: <ol style="list-style-type: none"> Attract tourism investments and improve business environment Design and implement an expanded marketing program Promote initiatives in embracing quality standards 		Procurement and budget concerns due to limited lead time	Reprogramming of funds, close coordination with foreign offices

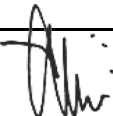
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Domestic Tourism Invitational Program	As part of the government approach to reopening the tourism industry amidst current public health concerns. The Tourism Promotions Board (TPB) Philippines aligns its program by working through a coordinated approach with the Department of Tourism's (DOT) 2021 Thrust: Branding and Marketing and Promotions, Product Development, and Destination Management. The Tourism Promotions Board (TPB) conducted a series of familiarization trips under the TPB's Domestic Invitation Program - Philippine Tourism Influencers Program (PTIP) participated by TPB Members such as travel & tour operators and agents media, bloggers, Influencers, celebrities, key opinion leaders, in restoring confidence build and trust in restarting tourism.	Specifically, the DTIP aims to: 1.To rebuild the confidence of the public to travel Domestically 2.To showcase new destinations and tourism product circuits that are resilient, inclusive, sustainable, and engaging. 3.To market and promote the newly developed tourism circuit that is multi-dimensional and diversified ready to accept visitors	1. Develop Tour Package Offerings 2. Create awareness of the new tourism circuit 3. Market and Promote multi-dimensional and diversified tourism products and services offered.	Target Numer of Participants: 15 pax (combination of Tour Operators/ Agents/ Media and Tourism Influencers	7-Point Agenda: 1. Cohesive and Comprehensive Digitalization and Connectivity 2. Enhancement of Overall Tourist Experience 3. Maximization of Domestic Tourism NTDP: Establish a Philippine tourism industry anchored on Filipino culture, heritage, and identity, which aims to be sustainable, resilient, and competitive in order to transform the Philippines into a tourism powerhouse in Asia. AMBISYON 2040 / SDG 2030	Tour Packages / New Write-ups ONLINE and OFFILINE	Procurement concerns due to limited lead time/ change of destination/ Weather disturbance	Flexibility on the TOR/
	This promotion and marketing effort focused on showcasing on the Department of Tourism agenda of Secretary Maria Christina Frasco focusing on "enhancement of over-all tourist experience", "equalization of tourism product development and promotions" including highlighting the "diversification of portfolio through multidimensional tourism".							
Marketing Workshop for Community-based Tourism Destinations	One of these government supports is the conduct of Marketing Enhancement to Community-Based Tourism (SCBT) Workshop, an intervention that can improve the community's capacity in terms of digital marketing, social media management, content creation and product branding and sustainable packaging design. As a new component of this program, DPD intends to invite media practitioners to cover the event. This will also maximize mileage for the community as potential tourism sites and attractions that can provide travelers with unique community experience.	1.To provide capacity building activities to Community Based-Tourism members in terms of digital marketing, social media management, content creation and product branding and sustainable packaging design. 2.To provide marketing and promotions opportunities for the community as potential tourism sites and attractions that can provide travelers with unique community experience. 3.Enhancement of marketing and promotional activities by providing appropriate venue and platform to promote and market their local tourism products and services. 4.To assess and validate existing and potential Community-Based Tourism sites for the next batch of beneficiaries of the program.	1. Provide starter kits to the community 2. Established their own FB page and other social media platform 3. Developed their own content and product branding 4. Developed a sustainable packaging design. 5. Promote the developed tour packages 6. Promote untapped destination offering and services of the community and the destination	Target Number of Participants: 25 community and Target Number of media/ tourism influencers/ entrepreneur/ fashion designer and colourers (option), experts in different fields of nature based tourism, culture and heritage: 15	7-Point Agenda: 1. Cohesive and Comprehensive Digitalization and Connectivity 2. Enhancement of Overall Tourist Experience 3. Maximization of Domestic Tourism NTDP: Establish a Philippine tourism industry anchored on Filipino culture, heritage, and identity, which aims to be sustainable, resilient, and competitive in order to transform the Philippines into a tourism powerhouse in Asia. AMBISYON 2040 / SDG 2030		Procurement concerns due to limited lead time/ change of destination/ Weather disturbance	
Philippine Airlines Awards 2023 PAL Awards International 2023 01 June 2023, Dusit Thani Mactan, Cebu PAL Awards Domestic 2023 14 June 2023, Crimson Resort & Spa Boracay, Boracay Island	This year marks the resumption of the annual Philippine Airlines "PAL Awards International" and "PAL Awards Domestic". The PAL Awards is the airline's way of recognizing and thanking its loyal international and domestic general sales agents, consolidators, and top travel agents, all of whom not only support PAL routes and services but also promote and sell the Philippines as a destination of choice. The TPB extended support to the project by way of dinner hosting for the PAL Awards International and PAL Awards Domestic events.	The event aims to recognize and thank PAL's loyal agents. For the TPB, the event is an opportunity to: 1. Promote and showcase world-class Philippine destinations and hospitality to the airline's top international and local agents; and 2. Demonstrate DOT-TPB support and generate goodwill with the country's flag carrier and strategic partner in the promotion of Philippine tourism.	To demonstrate goodwill and support to PAL as an integral partner in the promotion of Philippine tourism.		1. Improvement of Tourism Infrastructure and Accessibility 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders		Procurement concerns due to limited lead time	Explored other ways of supporting the event

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Philippine Motorcycle Tourism	<p>The Philippine government's latest effort to revive the tourism industry and bounce back from the economic setback of the pandemic, the Philippine Motorcycle Tourism (PMT) Program, was a resounding success following numerous events requested and staged by various motorcycle rider associations for CY 2022 which generated impressive feedbacks and appreciation.</p> <p>The Department of Tourism (DOT) and the Tourism Promotions Board (TPB) Philippines, in cooperation with various motorcycle rider associations and clubs spearheaded the innovative program to bring back the confidence of the public to travel within the country while exercising "new normal" guidelines and safety protocols on the road, on two wheels.</p> <p>In order to sustain the interest and passion of motorcycle tourism riders to engage in a fun drive while promoting domestic tourism, the TPB for CY 2023, will continue the Philippine Motorcycle Tourism (PMT) Campaign.</p>	<ol style="list-style-type: none"> To help rebuild the confidence of the traveling public to travel domestically and eventually for the tourism industry to bounce back from the negative impact of the recent COVID-19 pandemic crisis. To encourage more motorcycle sports enthusiasts to engage in a motor sports tourism activity as a potential niche tourism product. To tap motor riders as domestic tourism ambassadors who will help promote the Philippines as a country of fun and diverse experience. To instill a culture of tourism and pride of place among the riders as well as advocate responsible and sustainable tourism. To promote road safety travel among the participants and adapt the government's safety guidelines and protocols in the hospitality industry as a new normal. 	<ul style="list-style-type: none"> Generate public interest in domestic travel; Provide opportunity for the participants to travel within the country and imbibed upon themselves and the host communities the "culture of tourism" and "Pride of Place"; Generate media mileage published and posted through blogs, news articles and social media from both the media invitees and participants; Generate goodwill and business network among the participants and local communities/stakeholders; Increase awareness on environmental protection and sustainable tourism; and Opportunities by local tourism suppliers and LGUs to improve and enhance their tourism products and services. 	Various Motorcycle Riders' Associations	<ol style="list-style-type: none"> Improvement of Tourism Infrastructure and Accessibility Enhancement of Overall Tourist Experience Maximization of Domestic Tourism Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders 	<p>Supported seven (7) motorcycle events for 2Q:</p> <ol style="list-style-type: none"> IISCCOR Motorcycle Tourism Adventure, 14-15 April, Ilocos Sur 26th NFMCP Annual Convention, 28-29 April, Davao Philippine Vespa Days, 30 April - 01 May, Pasay City Yamaha Club Day, 21 May, Alabang Vespa Kasarinlan Ride, 12 June, Bulacan 3rd Pina Festival Ride and Unity Ride, 15-17 June, Ormoc and Tacloban Cities 	Procurement concerns due to limited lead time of abrupt/numerous requests	<ol style="list-style-type: none"> Flexibility on the Technical Specifications Provision of available giveaways in the absence of financial support Attendance of TPB to events with motovloggers
Tourism Marketing Educational Seminar	With the approval of the Tourism Board, the Tourism Promotions Board (TPB) extended the waiver of its Membership Program's Registration/Annual Fee amounting to PhP10,000.00 until 30 June 2023, subject to review for amendment, if necessary, before the end of the period.	<ol style="list-style-type: none"> Encourage strong collaboration and partnership with private sector and tourism stakeholders in marketing the Philippines as a premier tourism destination; Provide a platform to build business, insights, network and brand for the TPB members; Support the DOT's progressive accreditation scheme for tourism-related establishments; and Professionalize the tourism industry through improved reputation, greater customer satisfaction and effective management. 	To bring together various entities, groups and individuals with interest in travel trade, in a strategic partnership geared towards the goal of marketing and promoting Philippine tourism. At the same time, it allows members to enjoy benefits to aid in the sustainable development of their business.			<p>No. of new members generated (from January 2023): 155 No. of renewal processed (from January 2023): 485 TOTAL: 640 members</p> <p>*as of 29 June 2023</p>	<ol style="list-style-type: none"> The expected continued increase in the number of new registrants demands increased servicing among the currently limited TPB workforce. Need for a specialized team to work on developing and expanding the TPB Membership Program to improve engagement among its members. Lower customer satisfaction or possible complaints from stakeholders 	<p>Render overtime services</p> <p>Request assistance from other offices in terms of manpower to implement scheduled programs and activities.</p>
Tourism Marketing Educational Seminar (charged to 2022 budget) 24-28 April 2023, Bohol 15-19 May 2023, Ilocos Norte Topic: Understanding Marketing and Promotions for New Local Government Unit Tourism Officers*	TPB conducts the Tourism Marketing Educational Seminars (TMES) yearly that aims to create innovative and new initiatives for the marketing officers of Department of Tourism Regional Offices (DOT ROs) as well as designate tourism officers of Local Government Unit (LGUs). These seminars shall focus on tourism trends, best practices, and new marketing approaches to increase marketability of tourism destinations including sustainable development for tourism. In addition, the support to develop skilled and passionate workforce will help reach the line of excellence geared towards developing new strategies and solutions that will improve tourism arrivals, investment and receipts.	<ol style="list-style-type: none"> To upgrade the skills and competency levels of the participants through understanding of new marketing approaches and techniques to increase marketability of their tourism destination. To contribute to the global competitiveness while advocating for sustainable and responsible tourism. To capacitate and retool the participants on marketing methodology adapting to the new normal. 	<ol style="list-style-type: none"> Demonstrated improved skills relative to the topics and learning of the seminar session. Created a digital library as a source for accessible and convenient source of teaching and learning materials for tourism stakeholders. 	<p>Target participants per run: 56 Actual participants for Run 1: 46 Actual participants for Run 2: 54</p>	<ol style="list-style-type: none"> Enhancement of Overall Tourist Experience Maximization of Domestic Tourism Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders 	<p>Creating a Tourism Marketing / Destination Plan Pitching and Negotiating Exercises</p>	<p>Given the magnitude of the topic, the 3 whole days was not enough to provide a more in-depth discussion on some concerns of the tourism officers such as crisis management and social media planning.</p>	Trim topics for next seminar
ADMINISTRATIVE DEPARTMENT								
PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION								
A. Gender and Development								
Friday: PRIDE DAY 02, 09, 16, 23 and 30 June 2023 TPB Office	The GAD approach seeks to empower TPB personnel to be advocates for equality and respect for all individuals, regardless of SOGIE, and to create a safe and welcoming environment in the workplace and society as a whole.	A mini-activity during flag-lowering ceremony for TPB personnel to come together and celebrate Pride. Awards/prizes were awarded to the participants.		TPB Employees				

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<i>Indicate the name of the activity or project</i>	<i>Provide a narrative background of the project or activity, indicating the specific and measurable actions</i>	<i>Indicate the Objective, stating the aim of the project or activity</i>	<i>Indicate the Intended Outcome, highlighting what is hoped to be achieved by the project or activity in line with its objective</i>	<i>Indicate the:</i> a)Target stakeholders and number of participants; and b)Target number of projects or activities	<i>State the:</i> a)Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies; and b)Applicable Policy Thrusts and Directions	<i>Provide the actual accomplishment/s that the delivery unit was able to achieve vis-à-vis the targets/objectives</i>	<i>Indicate the challenges and constraints that the delivery unit has encountered in project implementation</i>	<i>State the mitigation measures that the delivery unit undertook to avoid or minimize the risks</i>
Love Laban Pride Festival Organized by Pride PH 24 June 2023, Quezon City, Memorial Circle.		The event serves as a platform to celebrate the rights of LGBTQ+ individuals that may allow participants to appreciate equality and respect for all individuals, regardless of SOGIE, and to create a safe and welcoming environment in the workplace and society as a whole.		2 TPB personnel 1. Allan Esteban 2. Benjamin Jose Gutierrez				
B. In-house and Public Trainings								
1. In-house Supervisory Development Course I 13-16 June 2023, TIEZA Multi-Purpose Hall	To promote continuous learning, the TPB Personnel and Human Resources and Development Division (PHRDD) provided alternative platform for Learning and Development.	The course aims to enhance the quality of first line supervisors by enabling participants to: - Re-examine attitudes toward self and their career - Differentiate supervisor's responsibilities and that on non-management staff - Provide road maps on how supervisors can become leaders and make difference - Discuss the essence of communication process and its importance to organizational effectiveness		26 TPB personnel: Arturo Z. Gatus Sheryll Ann R. Karunungan Nollie Jay A. Rafer Emmanuel A. Zarate Jocelyn C. Casiano Dan Joseph B.Ferrolino Arnold T. Gonzales Micka Anjella D. Calzado Nerissa Jean B. Cruz Jaimee Lyn C. Descallar Carmela Joy A. Febrio				
				Gemma Aileen S. Isic Michael M. Malonda Marivic M. Sevilla Ronileen Rae T. Bauto Jameson B. Caranza April Rose M. Enerio Anthea Reine Q. Ifurung Ma. Nedaïm L. Miranda Kazumi Lili A. Policarpio Jennifer A. Alor Jemary Lizbeth D. Cangco Nelson D. Lopez Paula Jesusa C. Granale Karen A. Padolina Janet G. Villafranca				
Public Offerings 1. Competency Based-Behavioral Event Interview 2 and 4 May 2023, Zoom	To promote continuous learning, the TPB Personnel and Human Resources and Development Division (PHRDD) provided alternative platform for Learning and Development.	By the end of the two-day online course, the participants shall be able to discuss and differentiate the two structured interviewing processes and come up with an action plan to develop their agency assessment and selection tool kit, either for BEI or CBI, depending on the assessment system that is in currently in place.		6 TPB employees - Ma. Febbie R. Alacapa - Donna Vee V. Baranda - Janet W. Canoy - Grace C. La Rosa - Atty. Gregory A. Nuega - Socrates G. Torres				
2. OGCC Legal Summit in partnership with the PAGCLAW "Government Corporate Lawyers: A Force in the New Normal" 17 May 2023, GSIS Gymnasium		The theme of this year's event is "Government Corporate Lawyers: A Force in the New Normal" to honor, recognize, and celebrate the hard work, dedication, and continuing legal service of government corporate lawyers for the government corporations.		1 TPB employee - Atty. Gregory A. Nuega				
3. Supervisory Development Course (SDC) Track II 6-9 June 2023, CSC NCR		Course designed to continuously develop the supervisor as the best decision-maker, problem-solver and counselor to their direct reports and define the job competencies of a good leader.		1 TPB employee - Hazel G. Francisco				

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4. 3rd Government Internal Auditors Summit: "Capacitating IAS on Fraud Prevention and Detection Towards Better Governance" 22-23 June 2023, Zoom		The virtual Summit aims to underscore the basics of fraud and the participant's role in preventing and detecting fraud, and the thin line between fraud audit and investigation.		1 TPB employee - Jerson C. Tomoling				
C. Employee Welfare and Health and Wellness Programs								
1. Physical - Medical Consultation with TPB Medical Consultant (April to June 2023)	To provide medical personnel to assist the medical needs of TPB personnel through medical consultation.			TPB employees and JO personnel				
- Health Forum: Mental Health Problem: A Worldwide Issue		- To discuss the most common types of mental health issues, their warning signs and management - To present mental health status in the Philippines and what the government is doing		TPB employees and JO personnel				
- APE and Drug Test	Pursuant to A.O. 402, an annual medical check-up for government officials and employees is authorized to be established since 1998. A.O. 402 provides that all government agencies and GOCCs shall provide, among others, a health program for their employees. This includes free annual mental and medical-physical examinations to all permanent employees who have been in the government service for at least one (1) year as of 30 April 2023. The Annual Physical Examination (APE) is a mandatory tool to monitor health status of employees by providing laboratory/medical services like routine diagnostic, screening and other ancillary procedures to ensure early detection and adequate treatment of any illness. The APE of employees shall be administered at TPB office (Pantry) (on site administration).			TPB employees				
DOT Tourism Run Organized by DOT 07 May 2023, Quirino Grandstand		To foster greater sense of harmony and cooperation in the Department's continued efforts to boost the speedy recovery of tourism by strengthening partnerships with stakeholders, the "Tourism Run" shall be participated by officials and employees of the DOT, attached agencies, partners, and other tourism stakeholders.		TPB Employees				
2. Spiritual - 1st Friday Thanksgiving Mass	To uplift the spiritual needs of personnel.			TPB employees and JO personnel				

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CORPORATE PLANNING AND BUSINESS DEVELOPMENT DEPARTMENT								
ISO 9001:2015 Awareness	As an ISO 9001:20215 certified organization, the Tourism Promotions Board (TPB) endeavors to further improve the application and implementation of the established Quality Management System (QMS) in the different respective areas to achieve an efficient and effective long-term maintenance.	<ul style="list-style-type: none"> Understand the benefits, key concepts and requirements of ISO 9001:2015; Apply the principles and requirements to their respective organizations. 		TPB Personnel; 20 personnel				
Effective Internal Auditing in ISO 9001:2015 QMS Based on ISO 19011:2018		<ul style="list-style-type: none"> Understand the concepts, principles of risk-based auditing based on ISO 19011:2018; Plan, conduct and report Internal Audits based on ISO 9001:2015 requirements. 		TPB Personnel; 34 personnel				
Calibration of Internal Quality Auditors in Understanding ISO 9001:2015 QMS Requirements as Basis for Audit Criteria		<ul style="list-style-type: none"> Understand the requirements of ISO 9001:2015; Audit the requirements in their respective assigned audit areas. 		TPB Personnel; 33 personnel				
Calibration on How to Become an Effective Documented Information Control Officer (DICO) in ISO 9001:2015 Quality Management System		<ul style="list-style-type: none"> Know the importance, requirements and techniques for maintaining and retaining documented information in an ISO 9001:2015 QMS. 		TPB Personnel; 30 personnel				

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Date: _____

Date: 11 July 2023