



Narrative Accomplishment Report
3rd 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 |
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| INTERNATIONAL PROMOTIONS DEPARTMENT | | | | | | | | |
| TRAVEL FAIR | | | | | | | | |
| Four Cities Roadshow in India | The roadshow will comprise the principal activities of this 4-city undertaking, the former to update the participating travel trade with what's new in Philippine tourism while the latter offers training for each of the companies' front liners. A total of 50 plus travel agents, DMCs and India outbound specialists will be invited per city. | <ul style="list-style-type: none"> • Rekindle business relationships with the travel trade supportive of the Philippines or keen on promoting the Philippines in their programs. • Update participants on the developments in Philippine tourism and provide a training/workshop on how best to sell the destination for their front liners. • Sustain and increase the market's awareness about the Philippines. • Promote the Philippines as a viable tourism destination for leisure, MICE and weddings. • Increase arrivals from India. • Strengthen partnerships with and support to Indian stakeholders. | <ul style="list-style-type: none"> - Rekindle business relationships with Indian Trade - Entice Leisure and MICE attendees to book the Philippines for their next destination in 2024 - Reach the intended return of investments equating to 587.92% | <ul style="list-style-type: none"> Target Sellers/Exhibitor - 8-10 Target Buyers 50 per City Target ROI 587.92% | <ul style="list-style-type: none"> o SM1 – Number of International visitors from TPB Key Markets o SM3 – Percentage of Planned Marketing and Promotions PAPs Implemented / Organized | <ul style="list-style-type: none"> Sales Lead: Php 79,849,981.00 Actual Sellers/Exhibitor - 14 Actual Buyers per City 50-70 Actual ROI 1348.46% | N/A | N/A |
| Interdive Friedrichshafen 2023 | The Interdive Friedrichshafen is one of the leading trade fairs for diving, snorkeling and diving travel. With over 150 exhibitors and a variety of offerings, InterDive offers the platform for showcasing the latest diving equipment, technologies, destinations and services. Trade visitors can discover trends, exchange ideas about innovations revolving around this interest. | <ul style="list-style-type: none"> • To provide a venue for Philippine private sector partners to conduct business to business meetings to establish and renew linkages with their German dive industry counterparts, • To sustain awareness of the Philippines as a top-of-mind dive destination to the high-income markets, • To conduct meetings that will develop and enhance relevant programs for the market, and, • To contribute to the Philippines' overall targets in tourist arrivals and tourism receipts | <ul style="list-style-type: none"> - Rekindle with existing partners and update them with the latest diving destinations in the Philippines - Entice attendees to book for their next dive destination in 2024 - Reach the intended return of investments equating to 316.97% | <ul style="list-style-type: none"> a) Target of 8 co-exhibitors b) Exhibitors Party | | Ongoing collection of sales lead forms and preparation of terminal report | | |
| Malaysia International Travel Mart (MITM) 2023 | The Tourism Promotions Board (TPB) participated in the Malaysia International Travel Mart (MITM) 2023 held from 28 to 30 July 2023 at the Mid Valley Exhibition Centre in Kuala Lumpur, Malaysia. The three-day annual event included consumer activities at the Philippine booth where Malaysia-based agents and tour operators promoted and sold Philippine tour packages face-to-face | The following outputs are expected as a result from TPB's MITM Kuala Lumpur 2023 participation: To promote Philippine destinations to Malaysian and international tourists; To generate brand recall on the Philippines in Malaysia. To utilize the show as a platform to raise awareness to the visitors, travel consumers, and event attendees, and To provide an opportunity for the Philippine dive sellers to market their dive packages in the Malaysia dive market and retain the market share | The Philippine participation in the MITM Kuala Lumpur 2023 is part of continuing the Philippines' presence in the global tourism industry and a recovery initiative to mitigate the impact of the incurred economic losses brought about by the Covid-19 pandemic in the Malaysian market. | Three (3) Malaysia-based seller companies exclusively promoting/selling Philippine packages | | Projected Economic Impact (PEI) 1,846.04% | | |

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| Malaysian Association of Tour & Travel Agents (MATTA) International Travel Fair 2023 September | Organized by the Malaysian Association of Tour & Travel Agents (MATTA), the MATTA Fair is Malaysia's premier travel extravaganza that provides global exposure and business opportunities for its exhibitors. The MATTA Fair also offers visitors a host of exciting and value-for-money travel options and excellent business and travel opportunities. | The aim of this project is to continue to partner with MATTA in promoting the Philippines as one of the top destinations in the ASEAN Region. For the MATTA 2023 September leg, it is expected that there will be 180,000 visitors with a total of 2,000 exhibitors during the 3 days in which the fair will be held. The participating exhibitors are NTOs, travel agents, cruise lines, airlines, bankers, time share/vacation clubs, wellness clubs, membership, and travel-related products. The Philippines' pavilion will be 54 square meter to showcase Philippine Destinations. | Participation to the MATTA 2023 September leg aims to achieve the following: - Fostering continued partnership with MATTA, and support to its members promoting and offering tour packages to the Philippines - Promotion of Philippine destinations to the MATTA 2023 September leg visitors. | Three to five (3-5) Malaysia-based seller companies exclusively promoting/selling Philippine packages | | Ongoing preparation of terminal report. | | |
| INVITATIONAL/FAMILIARIZATION TRIP | | | | | | | | |
| Joint Familiarization Trip in Partnership with EVA Airways (17-23 September 2023) | The DOT/TPB in partnership with EVA Airways conducted a joint familiarization trip to promote Clark as an alternative gateways from the US to promote and highlight the destinations in region 3. The group is composed of ten (10) travel agents and one (1) TPB officer. | 1. To support the call to intensify promotional and marketing efforts of the DOT and TPB in the North American market 2. To partner with EVA Airways in promoting the Philippines domestic destinations and attractions to top revenue agents. 3. To promote other Philippine gateways and destinations. | To market and promote the Philippines as an adventure travel destination to the US trade industry, with the end view of increasing tourist arrivals and receipts | The trip is composed of ten (10) travel agents and one (1) TPB officer | N/A | Ongoing preparation of terminal report | N/A | N/A |
| DOMESTIC PROMOTIONS DEPARTMENT | | | | | | | | |
| TPB Members' ThinkTalk Sessions Session 1 - 09 August 2023 Session 2 - 06 September 2023 | The TPB Members' ThinkTalk Sessions is an enhanced version of the previously-conducted series of Weekly Members' Chat. From serving as a venue to share relevant topics/IATF updates and best practices in coping with the pandemic, it shall now serve as a platform for the TPB to conduct formal, mini-skills enhancement sessions on digital marketing, capacity building and skills development. | 1. To increase the marketing capability of members to address current and new normal needs 2. To assist members in recovery efforts, enabling them to come out of the ongoing pandemic with new strategies to move forward 3. To strengthen collaboration and partnership with the private sector | -Enhanced marketing capabilities of members to effectively address both current and emerging needs in the new normal -Strengthened collaboration among stakeholders in the promotion of domestic tourism | 800+ TPB Members PHITEX Sellers | 3. Enhancement of Overall Tourist Experience 6. Maximization of Domestic Tourism 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders | Session 1: 9 August 2023 Topic: The ABCs of B2B Forging B2B Partnerships: Strategies for Effective Communication, Relationship Building, and Professional Etiquette Speakers: (1) Mr. Joel Pascual, President of PEPTARSUS Corp., (2) Ms. Rachelle Estallilla, Corporate Trainer of Enderun Extension No. of Attendees: 224 Session 2: 6 September 2023 Topic: Sales Pitching 101 Closing the Deal: Unlocking the Secrets of Effective Sales Pitching and Negotiation Speakers: (1) Ms. Claire Del Rosano-Bernabe, Director of Customer Experience & New Ventures of Megaworld Hotels & Resorts, (2) Mr. Jose Clemente III, President of Rajah Tours Philippines No. of Attendees: 224 | N/A | N/A |

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| 11th Regional Travel Fair July 20-23, 2023 Cebu City | <p>In 2018, the Tourism Promotions Board (TPB) started conducting a series of Regional Travel Fairs (RTFs). The RTF aimed to aggressively promote and sell domestic tour packages and showcase the best regional tourism products and services.</p> <p>The RTF will feature a two-day Business-to-Consumer (B2C) online/onsite selling to the public/consumer of discounted domestic tour packages, airline tickets, accommodation, and other tourism-related products and services being offered by the regions.</p> <p>A pre/post tour for the buyers/sellers/exhibitors will be part of the program for them to be updated new destination circuits offered by the regions.</p> <p>Furthermore, RTF will highlight and feature the local artisans particularly the Philippine Weaves, aimed to promote their local products and sustain the community-based tourism enterprises in the regions.</p> <p>Estimated sales/business leads gathered from 2018 up to present ranges \$5.8M to 101 Million with at least 700% to 1,200% return of investments (ROI)</p> | <p>1 Generally, the objective of the conduct of online RTF is to regain the interest of the public to travel domestically following the new norms in travel and to help the industry bounce back from the impact of the COVID-19 pandemic.</p> <p>2 Specifically, the program aims to: a. Provide an online platform for the sellers and buyers to transact business. b. Conform with the government's safety guidelines and protocols in the hospitality industry in the new normal scenario. c. Generate domestic travel and spur the local economy.</p> <p>3 Promote the Philippines as a safe, uniquely diverse, and fun destination</p> <p>4. To promote gender-responsive governance and activities that will ensure the effective implementation of policies for the protection of women</p> | <p>Strengthened collaboration among stakeholders in the promotion of domestic tourism</p> <p>To bring the travel business closer to the public to have the opportunities to avail of discounted domestic tour packages from the sellers and exhibitors.</p> | <p>Target Sellers/Exhibitor - 30 vs Actual 74</p> <p>Target Buyers 30 vs Actual 50 Companies</p> <p>Target ROI 1,200% Vs Actual 2,726 % ROI</p> | <ul style="list-style-type: none"> - Enhancement of the Overall Tourist Experience - Equalization of Tourism Product Development and Promotion - Diversification of the Tourism Portfolio through Multidimensional Tourism - Maximization of Domestic and International Tourism - Strengthening Tourism Governance through Close Collaborations with National and Local Stakeholders. | <p>The RTF registered a record-breaking actual sale and negotiated sales amounting to Php26.09 Million and Php 222.26 Million for both B2B and B2C, respectively. The events were participated by fifty (50) Buyers from invited TPB Members and seventy-four (74) Sellers from the host region. This has accounted for a total of Php275.76 Million in sales leads which is equivalent to a 2,726% return on investments (ROI). The figure is expected to increase in the next few months. However, the generated media values from pre and post-publicity totaled Php 27,320,839.72.</p> | <p>Securing sponsorship for the venue of the Business-to-Consumer</p> <p>Timeline of Procurement of Public Bidding</p> | <p>Increase the budget of Lease of Venue</p> <p>Early Procurement of Public Bidding</p> |
| 34th Philippine Travel Mart 01-03 September 2023 | <p>The 34th Philippine Travel Mart was held last 01-03 September 2023 at the SMX Convention Center Manila Halls 1-4. This year's fair was participated by nearly 300 exhibitors from all 17 regions across the country and generated a total foot traffic for 3 days of 58,000 and sales amounting to PHP 160,000,000.00 (estimate). The TPB supported the event through financial assistance amounting to PHP 3,500,000.00.</p> | <ul style="list-style-type: none"> - To promote and showcase the diverse tourism offerings of the Philippines - To encourage domestic travel within the Philippines - Serves as a venue for travel industry stakeholders to connect and establish business relationships - Generation of tourism revenue - Support for sustainable tourism <p>Overall, the Philippine Travel Mart aims to stimulate tourism activities, enhance the country's image as a travel destination, and foster collaboration within the tourism industry to drive economic growth and development.</p> | <ul style="list-style-type: none"> - Increased awareness of the public and generate interest to travel domestically - Strengthened collaboration among stakeholders in the promotion of domestic tourism | N/A | <ul style="list-style-type: none"> 3. Enhancement of Overall Tourist Experience 6. Maximization of Domestic Tourism 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders | <ul style="list-style-type: none"> 1. The Philippines Pavilion featured some of the country's world-class and iconic attractions and activities 2. The pavilion also had a coffee station sponsored by Kaulayaw Coffee, a small business that is passionately driven to help sustain the coffee industry of the country 3. The TPB also facilitated games at the Philippine Pavilion and main stage with prizes 4. Overall, the 3-day event recorded an estimated foot traffic of 58,000 | N/A | N/A |
| Financial Support to Department of Tourism - Region 13 CARAGA Regional Rebranding and Launching of Tourism Circuits September 2023 | <p>The recent challenges faced by the tourism industry in the region has prompted the Department of Tourism Caraga Regional Office to embark on the opportunity to continue and sustain our promotional efforts to be able to proactively respond to the current realities of the tourism industry as it is happening on the ground by building a new regional tourism branding that shall highlight the interplay of the strong points of Caraga's various destinations and of the collective capacity of the region's tourism partners in their participation towards creating a distinct approach in the development and management of each tourism destination.</p> <p>The TPB provided financial assistance to DOT 13 in the amount of PHP952,500.00</p> | <p>In line with the need to do regional rebranding, below are the following objectives of DOT Caraga Region</p> <ul style="list-style-type: none"> - Gather key tourism stakeholders in the region for the creation of a new regional tourism brand, - Sustain the Department of Tourism Caraga Region's effort to promote inter and intra-regional tourism loops and clusters through the new tourism brand. - Recalibration and Diversification of tourism products that also introduces new tourism experience through dive and cruise tourism, and - Strengthen the identity of Caraga as an adventure and cultural destination capitalizing on our major destinations such as Siargao Island through the creation of intra and inter-regional circuits. - Develop new tourism marketing and promotion collaterals in support of the new brand | <ul style="list-style-type: none"> - Strengthened collaboration among the regions in the promotion of domestic tourism | N/A | <ul style="list-style-type: none"> 3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 5. Diversification of Portfolio through Multidimensional Tourism 6. Maximization of Domestic Tourism 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders | <p>Financial assistance for the program (remittance)</p> | N/A | N/A |

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| TPB Membership Program Applications | The TPB Membership Program welcomed 168 new members in the third quarter with 88 new members and 80 renewed members. TPB has waived annual membership fees until Dec 2023, to expand its support to a larger number of private sector enterprises in the post-pandemic period | Membership in the Program allows its members to take advantage of the following opportunities and benefits: 1. Marketing opportunities 2. Building your brand 3. Business opportunities 4. Networking and capacity building opportunities 5. Access to information of the TPB 6. Avail of promotional materials from the TPB | Established new partnerships with incoming members while maintaining ongoing collaborations with existing members | DOT-Accredited Tourism Establishments | 3 Enhancement of Overall Tourist Experience 7 Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders | New Members 88 Renewed Members: 80 TOTAL 168 | N/A | N/A |
| 360 VR Experiential Tours | This program hopes to augment in the scarcity of tourism information and travel experience for those who can't still afford to travel | To sustain the interest for the existing tourism destinations | To provide the tourists with immersive VR experience of different Philippine Tourist Destinations as well as increase their e-Publicity for a wider reach in the tourism industry | Public | 3 Enhancement of Overall Tourist Experience 4 Equalization of Tourism Product Development and Promotion 5 Diversification of Portfolio through Multidimensional Tourism 6 Maximization of Domestic Tourism 7 Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders | The VR Experiential Tour team was able to cover the following provinces: 1 Region VI 2 Region XI 3 Region XIII | N/A | N/A |
| MEETINGS, INCETIVE TRAVEL, CONVENTIONS, EXHIBITIONS (MICE) DEPARTMENT | | | | | | | | |
| M&C Asia Connection 15 - 16 August 2023 | M&C Asia Connections (MCAC) is a premier in-person event organized by the Northstar Meetings Group in Singapore that brings together highly qualified meetings and incentive professionals for pre-scheduled one-on-one appointments, in depth expert education sessions, curated Fam Trip (for Buyers) and results-driven networking activities | • To continuously position the Philippines as one of the top MICE destinations in Asia and raise the MCAC Buyers' awareness on the Philippine MICE brand • To present a strong MICE industry through the partnerships shown between TPB and its MICE stakeholders in featuring both established and new products and services • To support the local MICE suppliers selling to the Asia Pacific market in generating business | • To follow through the generated business leads from previous participation • To generate leads and build partnerships with the International MCAC Buyers | a) Target stakeholders • Hotels/Resorts • Destination Management Companies (DMCs) • Convention Centers • Event Management Companies • Professional Conference Organizers (PCOs) • Professional Event Organizers (PEOs) b) Target number of exhibitors: - 5 private sector companies | 2 Cohesive and Comprehensive Digitalization and Connectivity 3 Enhancement of Overall Tourist Experience 4 Equalization of Tourism Product Development and Promotion 5 Diversification of Portfolio through Multidimensional Tourism | | | |
| ADMINISTRATIVE DEPARTMENT | | | | | | | | |
| PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION | | | | | | | | |
| A. Gender and Development | | | | | | | | |
| B. In-house and Public Trainings | | | | | | | | |
| 1 in-house The Joy of TikTok Empowering Creativity in Tourism 10 August 2023, Century Park Hotel | To promote continuous learning, the TPB Personnel and Human Resources and Development Division (PHRDD) provided alternative platform for Learning and Development. | As part of the Learning and Development program, the PHRDD will be conducting an in-house training entitled The Joy of TikTok Empowering Creativity in Tourism on 10 August 2023 with the following objectives: - To show TPB the value of having TikTok in their marketing mix, showcasing how we can work together in promoting the beauty of the Philippines both locally and internationally - To equip the TPB team to be able to utilize and thrive in TikTok - To introduce TikTok and its resources to the Tourism Promotions Board of the Philippines team, and - To have a clear grasp of how TikTok works and how to use it, why it is an essential platform, and how the TPB can utilize it to market and promote the Philippines domestically and internationally as a major global tourism destination. | | 32 TPB Personnel Roa, Dara Eloisa D Bagatsing, Amanda Christina L Triambeng, Atty Jemimah Nissi M. Nuega, Atty Gregory A Rafar, Nollie Jay A Sarmiento, Diana D Zarate, Emmanuel A Santos, Jelline Jazel C La Rosa, Grace C La Bawar, Jen Marielle R Caranza, Jameson B Cu, Ma Janelle Crsha S Eneno, Apri Rose M Ilurung, Arthea Reine Q Policarpio, Kazumi Lil A Gadia Jr, Alberto B Gadia Miano, Cherry Concetta G Reyes, Raye Michelle Calzado, Micka Anjella D Casabuena, Billy John N Febrio, Carmela Joy A Francisco, Jane Marielle R Isic, Gemma Aileen S Malonda, Michael M Ochoa, Micaela B Seheres, Coryne Angela S | | | | |

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| Republic Act No. 9184 and its 2016 Revised Implementing Rules and Regulations 28-29 September 2023, Armada Hotel Manila | | As part of the Learning and Development program to improve the procurement management competency of TPB employees, the PHRDD will be conducting an in-house training on the Republic Act No. 9184 and its 2016 Revised Implementing Rules and Regulations. | | 33 TPB Personnel 1. Arnold Gonzales 2. Atty. Gregory Nuega 3. Enrico Mercado 4. Roselle Romero 5. Janet Villafranca 6. Genesis Welyn Lee 7. Socrates Torres 8. Soleil Moon Fajardo 9. Jose Duusin, Jr. 10. Mike Anthony Solo 11. Ma. Karizza Zapata 12. Emmanuel Zarate 13. Rose Ann Cruz 14. Milo Oropeza 15. Chelsea Luna 16. Mana Mikaela Fuentes 17. Arturo Gatus 18. Paula Jesusa Granale 19. Atty. Jemimah Nissi Tiambeng 20. Jose Teodoro Delos Reyes 21. Jocelyn Casiano 22. Grace La Rosa 23. Jasmin Parra 24. Micka Anyella Calzado 25. Carmela Joy Febrio 26. Michael Malonda | | | | |
| 2. Public Offerings Supervisory Development Course (SDC) Track II 12-15 September 2023, CSC NCR | | This course is designed for those who have completed the SDC Track 1 to continuously develop as the best decision-maker, problem-solver and counselor for their direct reports and define the job competencies of a good leader | | 9 TPB employees: Arturo Z. Gatus Sheryl Ann R. Karunungan Nolie Jay A. Rafer Emmanuel A. Zarate April Rose M. Ereno Anihea Reine Q. Ilurung Ma. Nedalin L. Miranda Atty. Venancio Manuel III Roselle D. Romero | | | | |
| Public Sector HR Symposium 26-27 September 2023, World Trade Center | | Performance Objective: At the end of the 2-day symposium, participants will be able to identify different strategies in developing and fostering dynamism at various levels: personal, organizational and societal to come up with an individual plan on how to apply these strategies in the workplace. Learning Objectives: Specifically, participants will be able to: Differentiate personal, organizational and societal dynamism and examine its benefits; Identify tools and techniques in developing dynamism in the workplace at various levels-- personal, organizational and societal; and Commit to change that will support the development of dynamic public sector organizations. | | 2 TPB employees: Karen A. Padolina Hazel G. Francisco | | | | |
| C. Employee Welfare and Health and Wellness Programs | | | | | | | | |
| 1. Physical Flu and Pneumonia Vaccine 29-30 August 2023 | As part of the TPB's Health and Wellness Program, please be informed that the COO has approved the procurement and administration of Flu and Pneumonia vaccine | | | TPB employees and COS personnel | | | | |

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| FATTY LIVER DISEASE What You Need to Know 27 September 2023 Hybrid | | The objective of the said health forum are as follows: 1. To help you understand the complexity of the disease; 2. To guide you on how we can prevent having the disease, and 3. To guide you on what to do next if diagnosed. | | | | | | |
| 2. Employee Engagement 2nd Quarter Town Hall meeting 07 July 2023 TPB Lobby | | 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. | | TPB employees and COS personnel | | | | |
| 3rd Quarter Town Hall meeting 07 September 2023 TPB premises | | | | TPB employees and COS personnel | | | | |
| 3. Spiritual Thanksgiving Mass 07 July 2023 Legaspi Towers 300 Ground Floor Lobby | | To uplift the spiritual needs of personnel | | TPB employees and COS personnel | | | | |
| Thanksgiving Mass 04 August 2023 TPB Lobby | | | | TPB employees and COS personnel | | | | |
| Thanksgiving Mass 01 September 2023 TPB Lobby | | | | TPB employees and COS personnel | | | | |
| Light Moments with Ptr. Sharoo Bhalerao 27 September 2023 TPB Pantry | | In the hustle and bustle of our daily routines, it's crucial to take a break and enjoy some lighthearted moments with our colleagues. It's an opportunity to step away from our desks, unwind and connect with fellow team members in a fun and creative way. We are excited to invite you to a unique and delightful event that may bring a spark of joy to our workplace. | | TPB employees and COS personnel | | | | |
| CORPORATE PLANNING AND BUSINESS DEVELOPMENT DEPARTMENT | | | | | | | | |
| Calibration of Internal Quality Auditors on Technical Writing of IQA Findings and Preparation of IQA Reports | As an ISO 9001:2015 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. | • Write and finalize effective ISO 9001:2015 QMS internal audit reports. | | TPB Personnel, 31 personnel | | | | |
| ISO 9001:2015 Root Cause Analysis and Corrective Action Training and Workshop | | • Understand and apply proper technique in determining root causes of problems; • Formulate and implement corrections and corrective actions; • Improve relevant QMS documented information. | | TPB Personnel, 48 personnel | | | | |

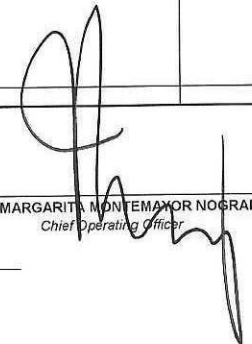
| Name of Activity / Project | Background and Goal of the Activity/Project | Objective/s | Intended Outcome | Target/s | Alignment with the NTDP, Strategies, and Policy Thrusts | Actual Accomplishment | Challenges and Constraints | Action Taken |
|--|--|--|--|--|---|--|---|--|
| <i>Indicate the name 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> |
| CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM 2022- 2nd Leg. Native Tree Trek in La Mesa Ecopark and Environmental support to the Southern Sierra Madre Mountains, Tanay Rizal | The Corporate Planning and Business Development Department (CPBDD) partnered again with Harbon Foundation to conduct various awareness training, educational and hands-on environmental activities such as an Online Learning Session, Native Tree Trek, Community Native Nursery Activity, and an Exclusive Tree Planting for the TPB volunteers. The CSR activity will be a steadfast contribution in the preservation of the Southern Sierra Madre Mountain Range as it provides a unique value to a large number of Filipinos whose water supply comes from its forests and whose protection from strong storms has been demonstrated in recent years. | <ul style="list-style-type: none"> To provide avenues that allow people to reconnect with green spaces and acknowledge the connection of nature and our environment in sustaining our basic needs To transform every individual into biodiversity champions Engage participants' awareness of their ecosystem and how their actions affect sustainability To engage in PPAs that increase the environmental awareness, respect for nature, and appreciation of local culture and heritage of its stakeholders. To comply with GCG's Memorandum Circulars 2012-07 and 2015-07 which mandates GOCCs to undertake activities on interaction with communities and also have a corporate social responsibility report as socially responsible and good corporate citizens To take part in activities that aim to spread green and environmental awareness and provide assistance to communities as partners in spreading sustainable tourism To encourage tourism stakeholders to engage in environmental sustainability projects To cultivate the culture of giving and volunteerism among TPB personnel | <ul style="list-style-type: none"> Increased awareness on environmental conservation and preservation practices A deeper appreciation of our natural environment through the different environmental activities Enriched commitment for TPB personnel as ambassadors of green and sustainable tourism Social media posts and feature articles from the partner NGO and invited travel vlogger or blogger/s | TPB Personnel: 30 Personnel/volunteers | | The TPB volunteers have planted a total of 1,299 native tree seedlings. | Limited to no connectivity in the area of project (Tanay, Rizal) | Ensured logistical requirements were arranged prior to the implementation. |

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