

TPB PHL
TOURISM PROMOTIONS BOARD PHILIPPINES

Transforming Together

TPB Annual Report 2021

ABOUT THE COVER

The Tourism Promotions Board (TPB) Philippines further refocused its program thrusts in the belief that tourism recovery happens through shared success. In 2021, TPB fostered stronger, better, and closer partnerships with its stakeholders, both public and private, to transform the industry and prepare it for the new normal.

SCOPE OF REPORT

This report covers the programs, projects, and activities of TPB from 01 January to 31 December 2021, highlighting the Corporation's strategies, practices, and accomplishments in its fiscal and administrative operations.

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MESSAGE OF THE TOURISM SECRETARY AND TPB CHAIRPERSON

Warm greetings to the Tourism Promotions Board (TPB) Philippines and congratulations on the publication of its 2021 Annual Report.

2021 was a challenging year as we rolled out new policies for the development of our tourism destinations. This required reshaping mindsets and strengthening relationships in order to reopen our borders with health and safety as a pillar of our campaigns.

We began our campaigns by leveraging on the strength of our domestic tourism. It gave us the opportunity to redevelop our destinations and tourism circuits as we prepared for tourists abroad to come to our shores. Together, we were able to transform this industry into a more sustainable and inclusive space for all travelers exemplified by the strong demand from our local and international stakeholders and the amazing feedback we received when we welcomed guests back in February 2022.

Indeed, the partnerships we built in 2021 paved the way for more

opportunities that now abound in our sector. The support and the creativity of TPB, guided by the able leadership of its Chief Operating Officer (COO) Anthonette Velasco-Allones, have contributed greatly to this success.

It is now incumbent upon us to not rest on our laurels. A lot of work still has to be done for the Philippines to fully bounce back. It would involve a shift in priorities and metrics, mainly towards restoring traveler confidence and meeting our commitments towards sustainability and inclusivity on our road to a circular economy. The role of TPB as the marketing arm of the Department of Tourism will be more crucial than ever as we communicate to our stakeholders that the Philippines is safe and ready to welcome back our guests.

There is much to be said to what makes our tourism sector great, but at the heart of it are our travelers, suppliers, tourism workers, and everyone working behind the scenes to truly fulfill that It's More Fun in the Philippines.


BERNADETTE ROMULO-PUYAT
Secretary of Tourism
Chairperson, TPB Board of Directors

FOREWORD BY THE TPB CHIEF OPERATING OFFICER

The Tourism Promotions Board (TPB) Philippines entered the year 2021 still reeling from the fallout of the COVID-19 pandemic. The word "challenged" is an understatement to describe what the Corporation had to overcome. Despite the seemingly insurmountable obstacles, TPB bravely and creatively took steps to rethink and reassess how to come up with innovative and customer-centric programs, projects and activities (PPAs), noting that if 2020 was about resiliency, 2021 was about inventiveness, which is equally essential to fully recover as an industry.

We bolstered our three key strategic objectives - SMARTourism, Partnership as Pathways, and Safe Bangon Turismo - through various programs from mounting educational seminars for tourism players to subsidizing the RT-PCR tests of tourists. We embraced technology by way of digital applications, online platforms, and innovative ICT, enabling us to make large hybrid events possible and giving countless opportunities to those within the industry to test their readiness to be "out there" and boost their confidence to participate actively, albeit remotely.

We launched our grassroots initiative called the "Habi, Hilot/Hilom, and Halal Program" that aims to uplift the local weaving community, sustain traditional healing practices, and support the

livelihood of our Muslim communities. The past year also saw us work closer than ever with our stakeholders through a ramped up TPB Membership Program that saw the roll-out of the TPB Viber Community, a venue for TPB Members where they can share their concerns, needs, and expectations.

Most of all, we kept the spirit of fun alive by launching initiatives that would increase travel demand such as the "Travel Bingo Challenge" and the "Philippine Motorcycle Tourism".

This report provides more information on these programs and activities, including the results of our customer satisfaction survey and updates on organizational effectiveness and good governance for better appreciation of our internal efforts to create a stronger organization. It also gives a clear picture of where we stand at the moment and how it could translate into future successes.

The results here, however, did not stem from individual undertakings. It is a collective achievement, with the TPB team working harmoniously with the national government, the local government units (LGUs), and the private sector to promote and market the Philippines. Having each member working hard and striving to be better especially as a new reality unfolds, the future of the Philippine tourism industry is indeed something to look forward to.


MARIA ANTHONETTE C. VELASCO-ALLONES
Chief Operating Officer
Tourism Promotions Board (TPB)



INTRODUCTION

THE YEAR 2021 SAW A GLIMMER OF HOPE

According to the United Nations World Tourism Council (UNWTO), there was a 4% rise in international tourist arrivals. The easing of travel restrictions plus the rise in vaccination rates contributed to this upturn.

The overall picture, however, still showed figures lower than pre-pandemic statistics given the “varying degrees of mobility restrictions, vaccination rates and traveler confidence”¹ worldwide. In Asia, for instance, the numbers are 94% lower because not all destinations have reopened.

In the Philippine context, the number of international tourist arrivals significantly declined in 2021 compared to pre-COVID-19 pandemic years according to Statista. From approximately 8.26 million foreign tourists who came to the Philippines in 2019, this figure dropped to just about 0.16 million in 2021, even lower than the arrival figures in 2020. Lockdowns issued to curb the spread of the COVID-19 virus had tremendous negative impact on the inbound tourism market.

Despite these figures, the World Travel & Tourism Council’s latest Economic Impact Report (EIR) released last April 2022 indicated that the Philippine Travel and Tourism sector achieved positive gains in 2021 with a contribution to the national economy of 129.5% year on year (2021 against 2020) or 10.4% economic contribution share in 2021 equivalent to US \$41 billion. This rise ranked the Philippines fourth globally in terms of the fastest growing travel and tourism economy for 2021.

The EIR also reported that the Travel and Tourism sector supported 7.8 million jobs or 1.3 million more jobs than in 2021. This represented a substantial 20.5% rise from 2020 compared with a global year-on-year average increase of 6.7%.

The recent data is a clear indication of the Philippine tourism industry on its way to recovery, and TPB contributed to this achievement through close communication, targeted assistance, and shared responsibility with tourism stakeholders.

TPB’s programs, projects and activities (PPAs), aligned with the vision that underlines the goal to make the Philippines a destination for sustainable, uniquely-diverse and fun travel by 2028, are important for a realistic industry recovery.

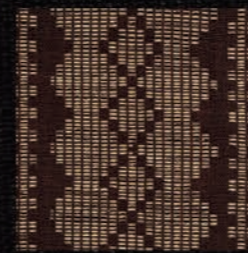
However, it is leveraging on relationships that also enable remarkable results, especially in a period of crises. Previously in 2020, the focus was more on SMARTourism as technology and ICT allowed the industry to remain connected and maintain visibility on virtual platforms.

While TPB continued to anchor its endeavors on its four strategic directions in 2021, it was Partnerships as Pathways that took front and center. Beyond marketing and promoting the Philippines as a top of mind destination to would-be travelers even as borders remain closed, it was value to stakeholders, solutions or workarounds under the new normal and innovations to spark renewed dynamism that maintained the relevance of TPB in 2021.

TPB sought to understand what was really needed by stakeholders for recovery. Through dialogue, constant membership engagements and maintaining an open line of communication it was able to cull and repeatedly deliver on information useful to stakeholders. Further, it applied the multi-faceted marketing and promotions expertise and experience on hand to maintain forward focus on recovery allowing it to optimize and align benefits to customers’ needs and expectations. Merging its internal expertise with that of external experts within the tourism industry and beyond enabled everyone to harness combined ideas, experience, and resources towards positive and impactful results.

Included among these initiatives were community engagements for “Habi, Hilot/ Hilom, Halal,” educational marketing seminars and bringing faith and motorcycle tourism to the fore. TPB’s commitment to these is long-term to truly support community development and prosperity.

¹ “Tourism Grows 4% in 2021 but Remains Far Below Pre-Pandemic Levels” UNWTO, 18 January 2022, <https://www.unwto.org/news/tourism-grows-4-in-2021-but-remains-far-below-pre-pandemic-levels>



2021 MILESTONES / HIGHLIGHTS



PARTNERSHIPS AS PATHWAYS

"Partnerships as Pathways" was built to cultivate more partnerships between the public and private sectors towards tourism recovery by:



Providing relevant information through programmed interactions



Providing opportunities to synergize industry expertise and geographic reach of stakeholders, including customers



Leveraging on broad marketing and promotions expertise and providing innovative solutions to clients



Exhibiting flexibility and responsiveness on the domestic tourism front based on sound information, consideration, and goals

Deepening Stakeholder Relations

TPB undertook the role of the industry's synergy builder and shared best practices that can be replicated and scaled up across the country while ensuring that recovery initiatives are made more sustainable. This role extended to the expansion of its Membership Program, which continued to provide support to private tourism stakeholders by means of financial assistance, marketing and promotions, networking, capacity-building, and business development opportunities. Additionally, weekly TPB Members' Chat sessions were held to provide industry updates, including current safety, health and marketing practices, and tourism-related learning relayed by experts in the field.

As of 31 December 2021, TPB's Membership Program already gained 517 members, reflecting a 49% increase over the previous year. Majority of these members continue to be active in the group's separate Viber community.

Despite frequent changes to local or regional safety, health and travel policies, TPB kept up with evolving travel requirements, enabling it to continue supporting tourism associations and stakeholders such as the Philippine Travel Agencies Association (PTAA),



Tourism Congress of the Philippines (TCP), National Association of Independent Travel Agencies (NAITAS), Philippine Tour Operators Association, Inc. (PHILTOA), and various LGUs in their events, marketing, branding and digital campaigns.

Other initiatives included the spearheading of the Philippine Tourism Influencers Program for the continuous rediscovery of Philippine tourism destinations including existing and emerging tourism products, and the waiving of participation fees in select events to encourage the participation of local sellers and buyers from the local travel and tourism trade.

Sustaining Tourism Marketing Educational Seminar (TMES)

Two runs of TPB's Tourism Marketing Educational Seminar (TMES), covering the topics "Reviving Growth in the Philippine Tourism – Creating the Digital Blueprint for Recovery" (Run 1) and "Digital Marketing Presence and Marketing Performance Audit for Local Tourism" (Run 2), were conducted virtually with a total attendance of 347.

Tourism and marketing officers from various Department of Tourism (DOT) Regional Offices and LGUs attended the event which was organized by the Sales Division of the Domestic Promotions Department (DPD) and facilitated by Enderun Colleges, Inc. (ECI).



Promoting Faith Tourism

In December of 2021, DPD launched the Pilgrim Tours Heritage Tourism Program with a familiarization tour of Manila as part of the commemoration and celebration of the 500 Years of Christianity (YOC) in the country.

In partnership with Creative Travel and Tours International (CTTI) and Radio Veritas (RV) Global Broadcasting System, the program aims to strengthen and relive faith based and heritage tourism. In the words of COO Maria Anthonette C. Velasco-Allones, "Our shared faith as pilgrims has been our source of strength, hope and compassion as a people through this pandemic. This Program is our modest contribution to the various celebratory activities to commemorate the 500 years of our Catholicism".



Maintaining the Philippines as a Destination Focus

While much focus and resources were allotted to marketing and promoting local travel, TPB remained active on the international travel and trade front despite global events being consistently staged virtually.

Events participated in by TPB included ITB Berlin, ITB Asia, the Great 2021 ASEAN Travel Fest, Arabian Travel Market, Virtual PATA Travel Mart, Incentive Travel and Conventions Meetings, ASTA Global Convention, World Travel Mart, Matta International Travel Fair, and the Taipei Tourism Expo.

"The Philippines as a preferred and sophisticated destination in Asia" was the subject of digital promotion initiatives along with staged consumer activations and tactical ad campaigns to maintain the interest and confidence of foreign markets.



Strengthening MICE

TPB's MICE Plus Program was also enhanced to encourage local and foreign organizers to bring meetings, incentive travel, conventions and exhibitions to the country.

Virtual and Hybrid events were supported with TPB providing financial incentives and/or assistance in terms of coordination with tourism industry players, liaising with government contacts (as needed), provision of Philippine tourism-related collaterals, providing technical advice on event planning, and supplier selection.



SMARTourism

TPB's SMARTourism strategy optimizes the use of technology by strengthening digital platforms, ensuring data-driven planning, and expanding technological tools to implement innovative marketing and promotions programs.

In 2021, the Corporation further embraced the shift to digital for specific campaigns, midterm goals, and permanent needs. It also invested in marketing and technology initiatives designed to position the Philippines' and TPB's brand for long-term growth and leveraged technological innovations to be used during events and campaigns to bridge gaps among different consumer segments.

Pursuing Hybrid Events

One of the outcomes in 2021 saw TPB shifting to Hybrid events, ably challenging the current norm by blending in-person and virtual setups.

Big-ticket hybrid events organized by TPB in 2021 included the second hybrid Philippine Travel Exchange (PHITEX) in Subic, two hybrid editions of the Regional Travel Fair in Eastern Visayas and Zamboanga Peninsula, two editions of the Tourism and Technology Forum in March and October, and the MICECONnect 2021 in October – in hybrid edition and for the first time held outside of Metro Manila.



121 foreign buyers from 32 countries

156 Sellers (33 onsite, 123 virtual)

2,172 Virtual Engagements

PhP 42M Estimated Revenue

688 webinar attendees (457 via Zoom, 127 FB Live, 104 RTF's Platform)

85 Buyers

54 Sellers

PhP 45.54M Estimated business leads generated

71 on-site attendees

541 attendees via Zoom

7 Topics

16 Speakers (5 global, 11 local)

10,500 FB Total Views

45 Buyers (14 local, 14 foreign)

50 Sellers

985 Meeting requests

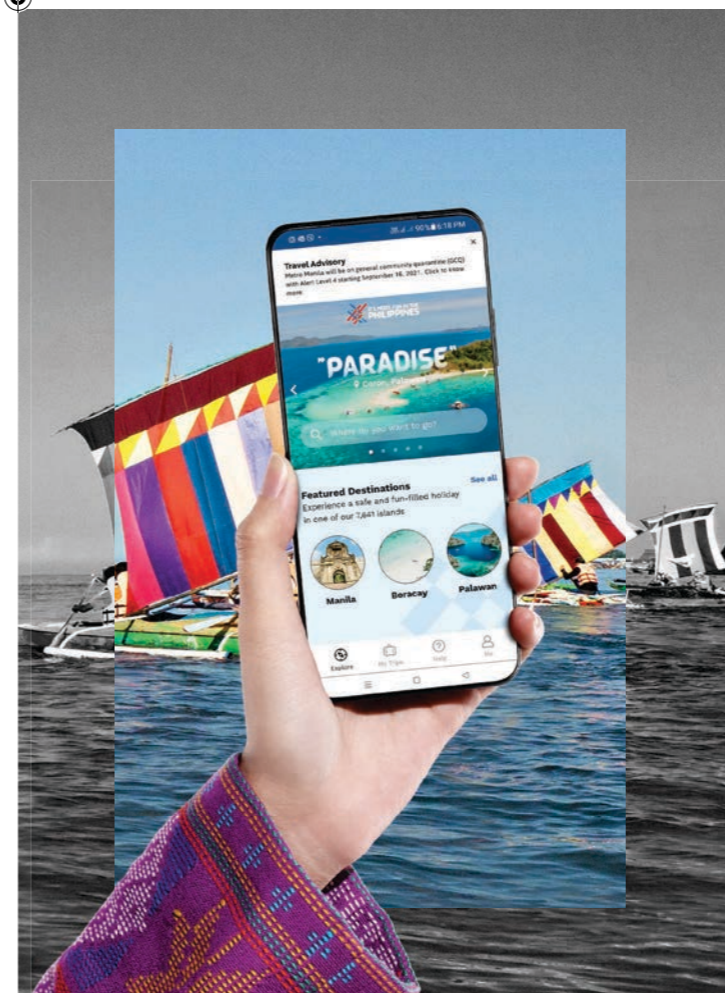
3,687 Chat messages

9 Solid leads

PhP 27M Estimated revenue



2021

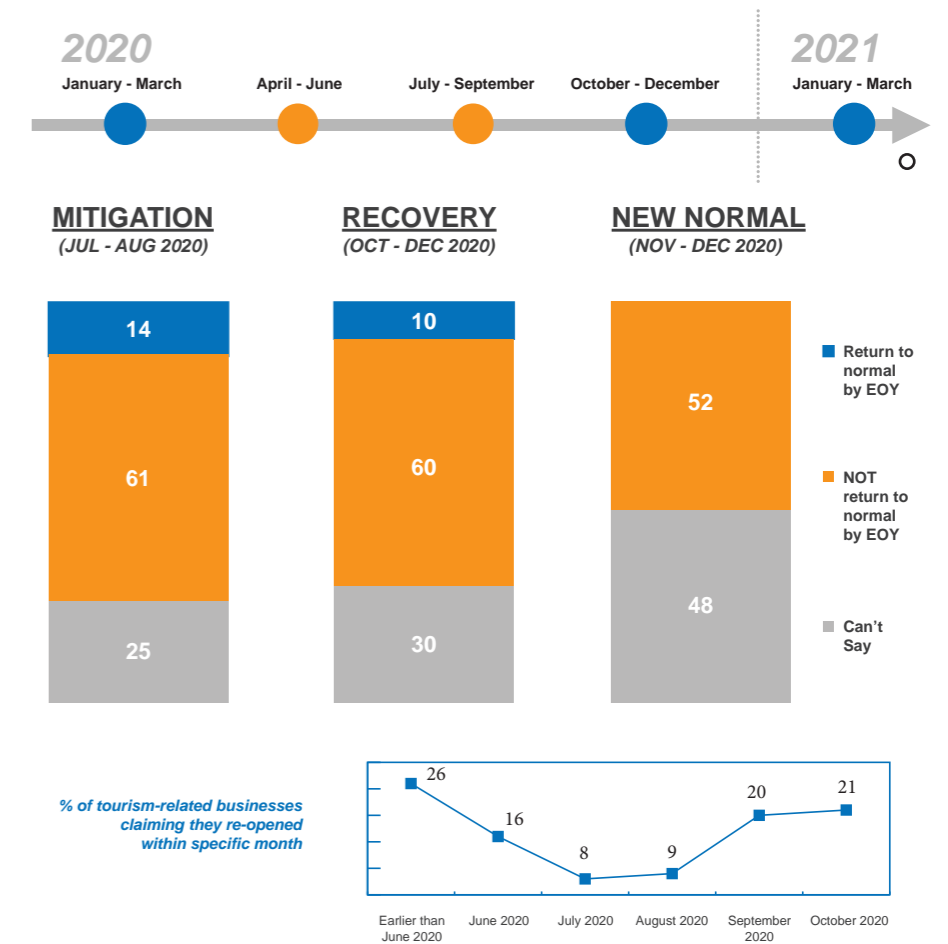


Enhancing the Travel Philippines Mobile Application

TPB continued to develop and improve the "Travel Philippines App" to help potential tourists get to know local destinations. Since its launch in 2020, the application expanded with added destinations, a link to consolidated domestic travel requirements and protocols, and a listing of DOT-accredited accommodation establishments allowed to operate and accept tourists. The app can now be downloaded from the App Store and Google Play.

Institutionalizing Data-driven Planning

TPB's SMARTourism strategy also ensures data-driven planning for the agency's plans, programs, and activities to be responsive to the needs of the tourism industry amidst the pandemic. Relative to this, a Market and Stakeholder Research Study on Travel and Tourism in times of COVID-19 pandemic was conducted (from May 2020 to May 2021) to serve as a "temperature check" to help market officers gauge the suitability of programs and projects as well as getting timely feedback on prevailing consumer travel sentiments.





Updating Stakeholders through Digital Publications

TPB was able to release on time its monthly E-Bulletin for the entire year and its quarterly newsletter called "Spotlight" to keep tourism stakeholders and the general public updated on the agency's activities. Both electronic publications can be accessed via the TPB official website.



SAFE BANGON TURISMO

Safe Bangon Turismo ensures the gradual, safe and steady resumption of the industry by prioritizing domestic tourism.

This involves (1) continuous implementation of Travel Safety campaigns, (2) expansion of high-potential market segments including niche and emerging markets, (3) expansion of TPB's geographic footprint particularly with educational marketing seminars and community-based sustainable tourism, and (4) delivery of full product access to established partners down to new community-based partners.

Subsidized RT-PCR Tests

TPB subsidized the RT-PCR test kits for local travel resulting to almost 55,000 domestic tourists visiting reopened destinations. The said tourist support program was conducted in partnership with the Philippine General Hospital and the Philippine Children's Medical Center. Additionally, TPB procured 12,500 PHILCare Kits that were distributed to tourism workers and local travelers nationwide. These efforts were in line with TPB's goal to encourage travel while always keeping in mind the safety of travelers and the host destinations plus their communities.



Highlighting the Habi—Hilot/Hilom—Halal Program



Three banner programs were also launched by the TPB to usher in a cultural renaissance:

- **Habi** (weave), seeking to assist weaving communities in sustaining traditional weaving traditions and practices passed on from one generation to another; enhancing their capacities for marketing and promoting the woven products, including expanding know-how on product packaging and the use of digital media to reach their customers;
- **Hilot** (massage)/**Hilom** (heal), promoting transformative journey using an age-old indigenous Filipino art of healing practice; and
- **Halal** (permissible cuisine), driving socio-economic growth to the Muslim community of the Philippines by developing capacities for and promoting Halal-certified food, products and dining places.

TRAVEL

B I N G O

Marketing through Travel Bingo

The TPB Travel Bingo is an interactive game-based tourism marketing platform launched last 24 June to 12 July 2021. The game aimed to rebuild traveler confidence by allowing participants to score free trips to their favorite Philippine destinations once a 'Bingo' pattern is completed.



Exploring the Country on Two Wheels: The Philippine Motorcycle Tourism Program

The Philippine government's latest effort to revive the tourism industry and bounce back from the negative economic effect of the pandemic was The Philippine Motorcycle Tourism Program which had a successful kick-off ride last 19 to 21 November 2021.

The innovative program was envisioned by TPB, in partnership with the Breakfast Ride Community, to bring back the confidence of the public to travel within the country on two wheels while upholding new normal health and safety protocols.

A hybrid webinar on safe riding, off-road driving techniques and skills, and adventure tourism geared towards beginner to advanced riders was aired from the Philippine International Convention Center (PICC). Thereafter, PMT riders from participating motorcycle clubs and associations set off in two major loops for the CALABARZON Ride.

The Taal Lake Loop (Cavite-Batangas) included tourist attractions along stops in Maragondon (Habi of Maragondon, Simbahan ng Maragondon, Caingin River), Tagaytay, Taal (Basilica San Martin De Tours, Marcella Agoncillo Historical Landmark, Apacible Historical Landmark), San Juan (Laiya), Lipa (Mary Mediatrix of All Grace Church), Mataasnakahoy (My Honey's Farm), Sto. Tomas (National Shrine of Padre Pio), and Sta. Rosa (Nuvali Park).

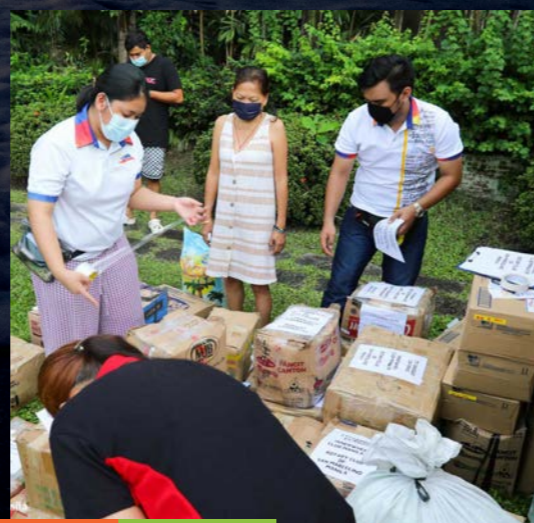
On the other hand, the Laguna Lake Loop (Rizal-Laguna-Quezon) covered Antipolo (Antipolo Cathedral, Hinulugang Taktak), Tanay (Daranak Falls), Pililia (Pililia Windmills, Pakil (St. Peter of Alcantara Parish Church), Paete, Luisiana (pandan weaving), Lucban (Kamay ni Hesus), San Juan (Laiya), Dolores (Bangkong Kahoy Valley), San Pablo City (Sulyap Gallery Cafe), and Sta. Rosa Nuvali Park.

The program will continue in 2022 and beyond to encourage more motorcycle sports enthusiasts to engage in a motor-sports tourist activity as a potential niche tourism product, tap motorcycle riders as domestic tourism ambassadors to help promote the Philippines as a fun destination where tourists can experience diverse activities, and help rebuild the traveling public's confidence for the resumption of domestic travel.

Doing our Share of Social Responsibility: Relief Drive for Typhoon Odette Victims in partnership with TPB Members

As tourism is for everyone, the TPB Members Community Passion (ComPassion) Project was actualized on 22 December 2021 at the Puerto Real Gardens, Intramuros. TPB spearheaded the relief drive for victims of Typhoon Odette with donations from TPB member establishments and organizations.

More than 50 boxes of goods composed of bottled water, milk, food items, hygiene supplies, and sacks of rice were collected. The donations were shipped through the Philippine Air Force to the affected areas in Siargao, Bohol, Cebu, Palawan, and Negros Island, all regarded as among the Philippines' prime tourism destinations.



ORGANIZATIONAL EFFECTIVENESS AND GOOD GOVERNANCE

TOWARDS A COMMON GROWTH

TPB is reinforcing its internal and external process architectures to enable better allocation and spending of capital and drive performance. Its continuing investments on ISO 9001:2015 and Quality Management System help to bring consistency and clarity on how performance is viewed and measured.

While additionally placing more accountability for performance within each office, department or division, clear and appropriate authority is also afforded to be more accountable and responsive to stakeholders and prevailing market conditions. Through these approaches, TPB can withstand or even derive benefit from difficult times by being very deliberate in its allocations and decisions.

Continuing ISO 9001:2015 Certification

TPB successfully secured another three-year ISO 9001:2015 Certification last 21 October 2021 as TUV Nord validated its continuing commitment to improve the Corporation's Quality Management System.

Sustaining Growth, Learning and Development

Apart from being ISO Certified, TPB increased its workforce by appointing 12 new employees and promoting 16 existing personnel in 2021.

Moreover, personal development for all was promoted with ThinkTalk, a regular Monday virtual learning session featuring curated topics conducted by subject matter experts.

Public seminars for employees (including access to more than 100 free webinars) and other in-house learning and development interventions were also offered as well as paid trainings/webinars for identified TPB personnel.

Employee engagement activities:

- Monthly Town Hall Meetings
- Learning-Over-Lunch
- Bible Study
- Taunang Parangal sa Bayaning Pilipino
- Virtual Team Building Activity
- Year-end Activity
- HUGS (Help, Understand and Give Support) – TPB's Mental Health Initiative





Fostering Employee Welfare

Safety, Health and Wellness

- The administration of vaccines (anti-flu, anti-pneumonia and anti-COVID-19)
- Annual physical examination
- Medical consultancy services
- Emergency Quick Response
- “Get Well Soon” boxes

Employee Care Allocation Program

for personnel physically reporting to the office

- Regular office disinfection (defogging, UV light treatment, pest control and surface disinfection)
- Hand-sanitizing stations
- Body temperature scanning tools and recording system
- Safe drinking water
- Personal protective items such as facemasks, face shields, gloves, alcohol and vitamin supplements

The workforce support mechanism covered the provision of PHILCare kits to TPB personnel, security guards and janitors, shuttle service for personnel reporting physically to the office, and defrayment of internet account charges from January to December 2021 for those qualified under alternative work arrangement or working from home.

In addition to augmenting its workforce, four (4) new motor vehicles were acquired to replace units for disposal as approved by the Board under the Re-fleeting Program.



Championing Gender and Development



TPB remained active in the Gender and Development sector by implementing policies and awareness programs that highlighted gender equality at the workplace.

Capacity building covered in-house Gender Sensitivity Training for regular and job order personnel and Virtual Harmonized Gender and Development Guidelines Workshop for the TPB GAD Focal Point System and Technical Working Group (TPB GFPS and TWG). The latter group also engaged in regular GAD Quarterly meetings.

To heighten GAD awareness further, TPB GAD Policies Nos. 1 and 2 were circularized enabling (1) the gathering of sex disaggregated data in all implemented TPB PPAs and (2) reiteration to attribute major projects in the GAD Budget towards calibrating and improving TPB's GAD Budget utilization.

Banner months continued to be upheld with the celebration of the National Women's Month in March 2021 and the observance of the 18-Day Campaign to End Violence Against Women (VAW) from 25 November to 12 December 2021. Both campaigns aimed to heighten awareness on gender equality, women empowerment and respect for the human rights of women. These also included TPB initiated activities in line with the events, specifically the 2021 Women's Month Online Forum entitled: "Our Wonder Juana Online Talakayan" and the End VAW Webinar Series.

Of note, TPB received in 2021, the Philippine Commission for Women's (PCW) endorsement/approval of its 2022 GAD Plan and Budget for implementation where 6.53% of its total budget allocation found merit as GAD Budget.

Going Digital

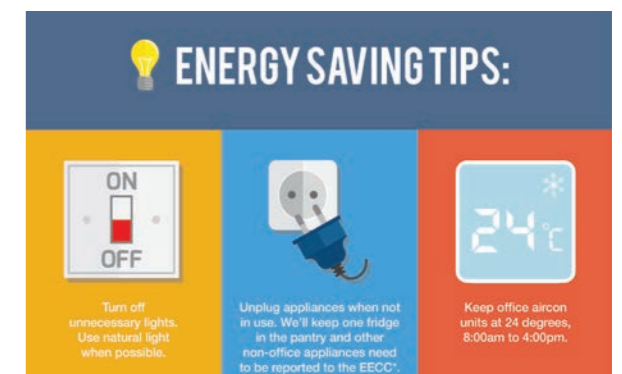
TPB also adopted technology solutions in personnel management such as the web-based integrated Human Resource Management Information System. The tool provided support to human resource management functions and processes by integrating these with operational links and interdependencies, aligning with policies, and preparing data extraction to support people analytics and reports.

Concurrently, the Procurement and Assets Management System (PAMS) is undergoing development to maintain efficient, accountable, and transparent administrative process and systems.

Doing Our Share of Energy Usage Efficiencies

TPB established its Energy Efficiency and Conservation (EEC) Committee to reduce the monthly electricity and fuel consumption resulting in savings of more than 10% in electricity consumption for 2021 (against a 2019 consumption baseline). This was achieved through the implementation of the TPB Energy Efficiency and Conservation Plan (EECP) in compliance with Republic Act (R.A.) No. 11285 or the Energy Efficiency and Conservation Act (EEC Act) and other relevant policies.

All 40-watt and 20-watt fluorescent lamp tubes in use at the office were replaced with 18 watts or less slim type lamp tubes. All rapid start electromagnetic ballasts were changed as well to preheat type electromagnetic/electronic ballasts; compact fluorescent lamps (CFLs) are no longer used. Strictly followed is limiting the use of all air-conditioning units up to a maximum of eight (8) hours with the exception of server rooms with an extension of an hour's use during the summer months as TPB follows flexible works hours and only during weekdays. Lights are also turned off during lunch breaks and after office hours excepting frontline service units. Also limited are the use of computers and printers for official use only, which are shut down when not in use. A corresponding action plan for efficiency and conservation in the fuel use of TPB vehicles was also implemented.



2021 TPB CUSTOMER SATISFACTION SURVEY – HIGHLIGHTS

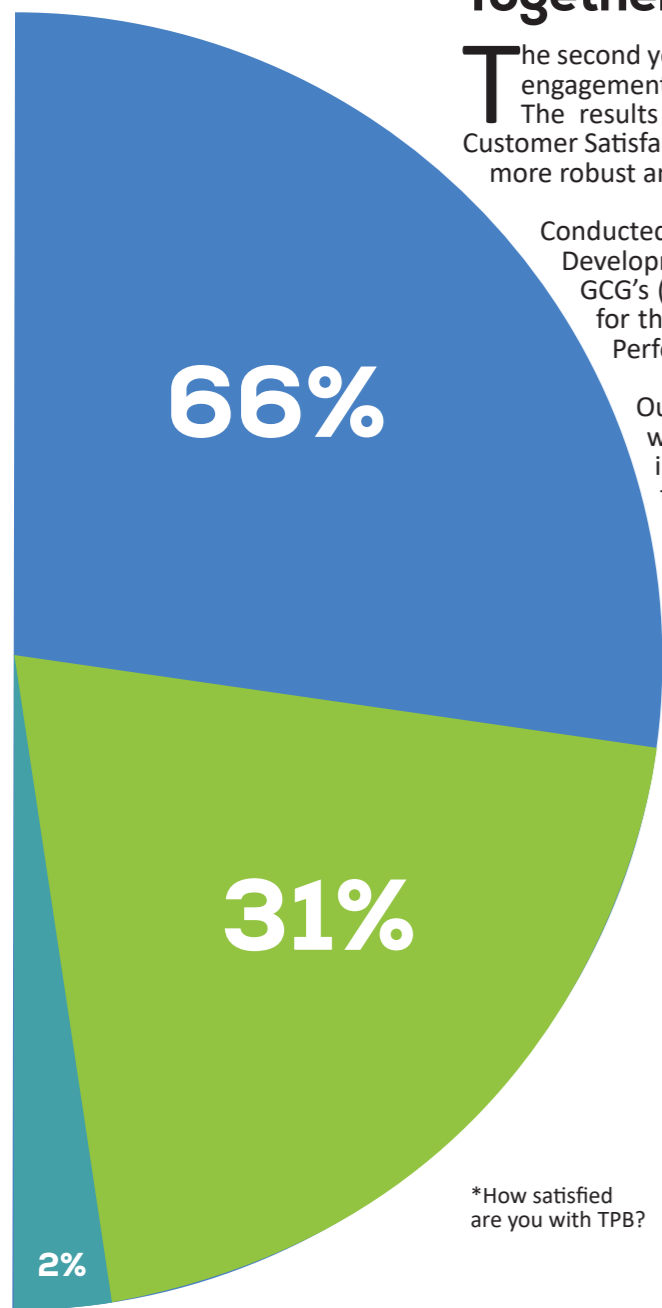
Validating the Journey of Transforming Together with Stakeholders

The second year of the COVID-19 pandemic compelled the TPB to further redesign its engagements, bank on the leveraging of connections, and trust in its partnerships. The results of this strengthened collaboration reflected well on the 2021 TPB Customer Satisfaction Survey (TPB CSS), which continues to inspire the Corporation to be more robust and be the best it can be.

Conducted by third-party consultant, The All-Asian Centre for Enterprise Development (ASCEND), Inc., the survey was implemented in accordance with the GCG's (Governance Commission for GOCCs) Enhanced Standard Methodology for the Conduct of Customer Satisfaction Survey and forms part of the 2021 Performance Scorecard of TPB.

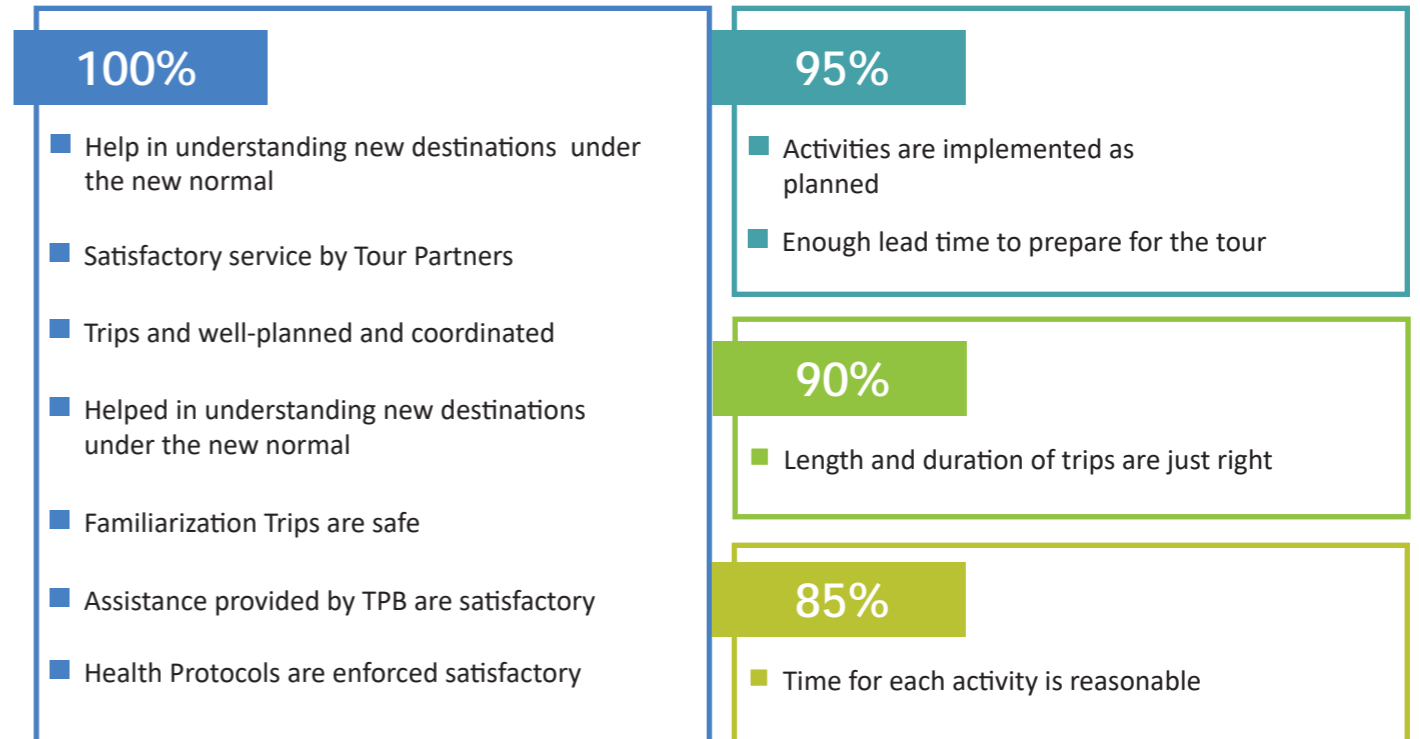
Out of 337 respondents, 96.74% stated that they are satisfied/very satisfied with the services provided by TPB. The results also showed significant increase in the percentage of very satisfied customers from 52% in 2020 to 65.58% in 2021.

*Overall satisfaction with TPB



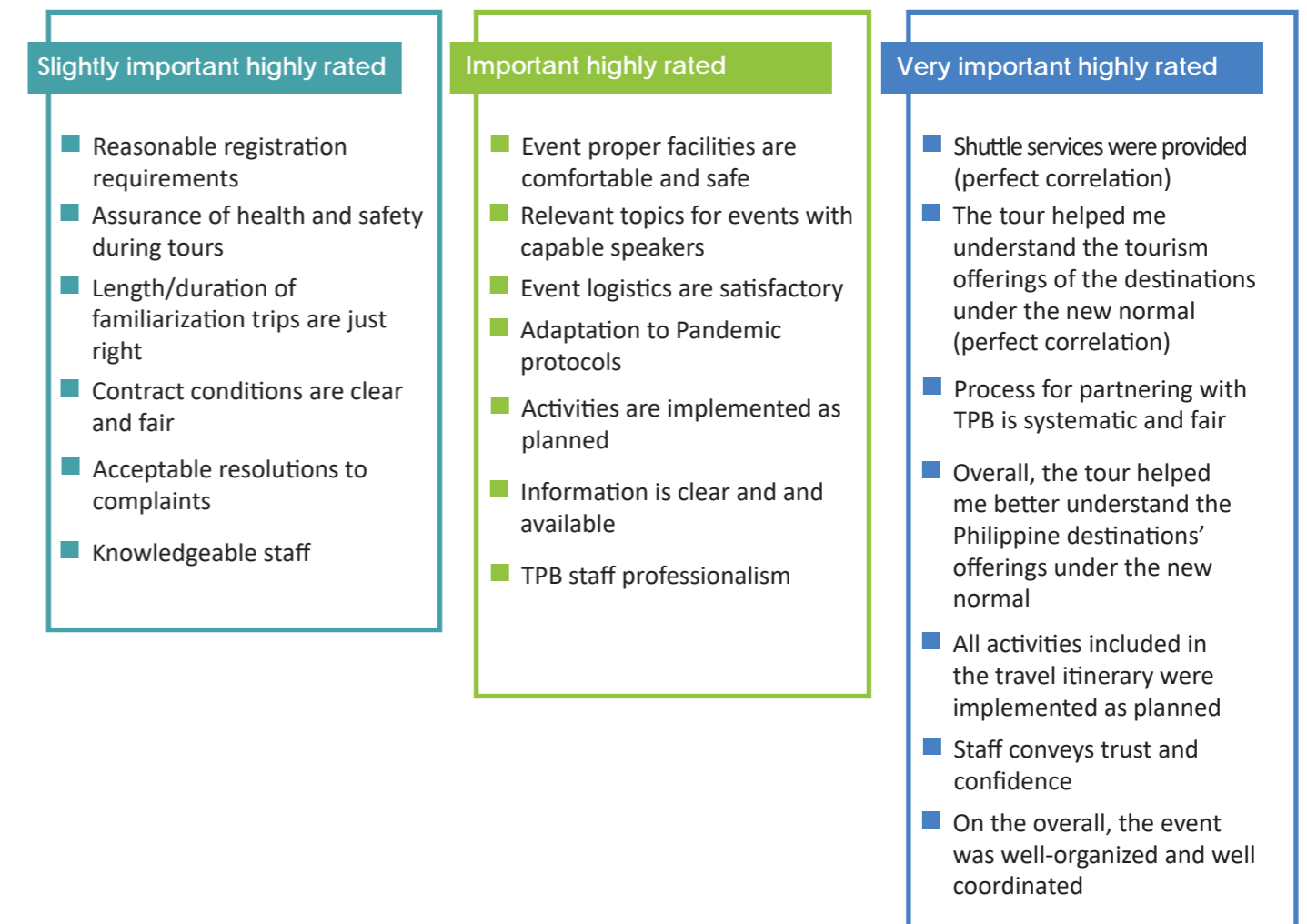
*How satisfied are you with TPB?

Partnership with TPB



Parameters based on Importance and Satisfaction Ratings

(using the Kruskal Driver Analysis)



REFOCUSING OUR CORPORATE SOCIAL RESPONSIBILITY PROGRAMS

MOVING FORWARD TOGETHER



TPB expanded its focus community to cover Frontliner Heroes of the UP-Philippine General Hospital (UP-PGH) and Philippine Children’s Medical Center (PCMC), its co-partners in the DOT-TPB Subsidized RT-PCR Testing Program for qualified domestic tourists. Three out of the four Corporate Social Responsibility (CSR) Programs TPB conducted were in support of these institutions.

The first leg was in response to the fire that broke out on the third floor of the UP-PGH on 16 May 2021. TPB augmented UP-PGH’s medical supplies and other essentials critical to their day-to-day operations. The donated goods, which were delivered to UP-PGH on 28 May 2021, consisted of 10 gallons of alcohol, 350 pieces of impermeable surgical gowns, 30 boxes of KN95 and 25 boxes of N95 medical grade face masks, diapers of 12 packs for newborns and 10 packs each in small, medium and large sizes, 50 pieces of 500ml alcohol, and 50 packs each of paper towels and cotton balls (by 150 pieces per pack).

The second leg was directed to both UP-PGH and PCMC wherein the latter requested TPB to augment the hospital’s supplies of 3M N95 Particulate Respirator Face Masks for use of its non-health care worker staff. In response, TPB donated 50 boxes or 1,000 pieces of 1870+ Aura N95 Masks, 25 boxes or 1,250 pieces of 9105 Vflex N95 Masks, 25 boxes of 500 pieces of 8210 N95 Masks, and 40 boxes or 800 pieces of 1860 N95 Masks.

In addition to the requested facemasks, TPB also gave out 500 pieces of destination postcards with colored pens on 4 November 2021 through Ms. Shalimar P. Abalos, PCMC’s Donation Coordinator.

The UP-PGH Pediatric Ward likewise received 500 pieces of destination postcards with colored pens earlier in August 2021, while visitors to Museo Pambata and the beneficiaries of the museum’s annual December charity project received another 500 copies.

The third leg was the distribution of gratitude kits plus a simple meal for PCMC personnel. This was in response to a PCMC employee’s request for individual jackets for himself and his co-workers’ personal use. Due to time constraints, however, the provision of jackets could not be accommodated.

On 13 December 2021, 57 meal boxes and 60 Gratitude Kits consisting of a toiletries kit, rucksack laptop bag, the It’s More Fun in the Philippines shirt and passport organizer and wallet with weave cloth were handed over to PCMC. The initiative was a joint coordination by TPB’s Domestic Promotions Department (DPD) and Corporate Planning and Business Development Department (CPBD).

A CSR Program was also conducted before the year ended, focusing on education and community assistance. TPB received a letter from Project Kubo proponent, Dwight Salac, a Filipino traveler who saw the need to help the school children of the Bulabog community in Boracay, Aklan. The goal was to construct a shed for school children to take shelter while undergoing online classes via linkage to the free Wi-Fi connection extended by a local resort.

TPB covered the freight costs and donated 50 pieces of foldable backpack bags, 100 pieces of notebooks, 100 pieces of T-shirts, and 50 pieces of umbrellas with the latter two items given to tour guide “bangkeros” or sea guides in communities within Boracay, Aklan.



Mt. Pulag, Benguet
Gab Mejia

Collaboration in a crisis is vital as it enables risks and opportunities to be properly assessed before coming up with the right solutions. For TPB, this was key to its 2021 run.

With the agency opening its doors to the entire tourism and economic ecosystem, various viewpoints were allowed to take shape to highlight the many wonders of our country, provide opportunities, and create sustainable programs.

As any government agency, TPB experienced a few hiccups given the volatile environment of the tourism industry compounded with the sweeping changes as a result of the pandemic. However, it further learned to move forward not on its own; but give due value to the help of its constituents. More importantly, it has learned that with or without crisis, it will continue to evolve.

As TPB enters 2022, it will remain open for new ideas and opportunities, monitor and develop its plans and programs, strengthen its policies, and create bigger and better initiatives to stay relevant, innovative, and competitive. Collaboration will continue to be at the forefront, especially as the agency steers the tourism industry towards full recovery.

Though the future will always remain unknown, TPB’s capacity to adapt, grow, and become agile is guaranteed to help it navigate whatever lies ahead.

ABOUT THE TOURISM PROMOTIONS BOARD

The Tourism Promotions Board (TPB) Philippines was created by virtue of Republic Act (R.A.) No. 9563, also known as the Tourism Act of 2009.

As an attached agency of the Department of Tourism (DOT), TPB exists to market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination. Through strategic partnership with private and public stakeholders, we aim to deliver a unique high-value experience for visitors, significantly contributing to increased arrivals, receipts and investments to the country.

 <p>BERNADETTE ROMULO-PUYAT Secretary and Chairperson Department of Tourism</p>	 <p>BENITO C. BENGZON, Jr.* Undersecretary, Tourism Development Planning and Alternate Chairperson Department of Tourism <small>*retired July 2021</small></p>	 <p>HOWARD LANCE A. UYKING Assistant Secretary for Branding and Marketing Communications and Alternate Co-Chairperson Department of Tourism</p>	 <p>MARIA ANTHONETTE C. VELASCO-ALLONES Chief Operating Officer Tourism Promotions Board</p>
 <p>MARK T. LAPID Chief Operating Officer and Ex-Officio Member Tourism Infrastructure and Enterprise Zone Authority</p>	 <p>RAMON M. LOPEZ Secretary and Ex-Officio Member Department of Trade and Industry</p>	 <p>TEODORO L. LOCSIN, Jr. Secretary and Ex-Officio Member Department of Foreign Affairs</p>	 <p>ARTHUR P. TUGADE Secretary and Ex-Officio Member Department of Transportation</p>
 <p>JETRO NICOLAS F. LOZADA Assistant Chief Operating Officer and Alternate Member TIEZA</p>	 <p>ROSARIO VIRGINIA C. GAETOS Assistant Secretary Trade and Investments Promotions Group, and DTI Alternate Member</p>	 <p>LOURDES O. YPARRAGUIRRE Acting Undersecretary Office of the International Economic Relations DFA Alternate Member</p>	 <p>REINER PAUL R. YEBRA Undersecretary for Legal Affairs and DOTr Alternate Member Department of Transportation</p>
 <p>VANESSA L. SUATENGCO Representing: Accommodation Enterprises General Manager Diamond Hotel Philippines</p>	 <p>EDUARDO F. PELAEZ Representing: Other Accredited Tourism Enterprises President Mapawa Nature Park</p>		

VISION

By 2028, the Philippines shall be the preferred destination for safe, uniquely-diverse and fun travel

MISSION

To market and promote the Philippines, in partnership with our stakeholders, towards a dynamic tourism destination

CORE VALUES - A.G.I.L.E

ADAPTABILITY
GROWTH
INTEGRITY
LEADERSHIP
EXCELLENCE

Corporate Governance Confirmation Statement

The Tourism Promotions Board Philippines, being a Government Owned and Controlled Corporation (GOCC), observes full compliance with the code of corporate governance. Details on this may be accessed at the TPB corporate website under the Good Governance seal.

