

DOT YEAR-END ACCOMPLISHMENT REPORT TEMPLATE
4th Quarter CY 2020

AGENCY: TOURISM PROMOTIONS BOARD

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAPs that are INCLUDED in your Work)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</i>	Initiatives/ on Sustainability <i>(Include here an activity or project carried out by your office that is in</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/</i>	If applicable:			Total Number of		Others, If applicable
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INTERNATIONAL PROMOTIONS DEPARTMENT									
TRAVEL FAIR									
Luxperience Virtual Event 2020	<ol style="list-style-type: none"> Intas Destination Management Inc., Banwa Private Island, Chroma Hospitality Inc., Discovery Resorts, Flyeast Philippines Inc., Philippine Airlines 13-16 October 2020 N/A (Virtual Event based in Sydney, Australia) To reinforce the Philippines' relationship with global luxury travel specialists; To increase awareness of the Philippines as a holiday destination and inspire them to travel when restrictions start to ease; To identify new contact opportunities and generate active business leads; and to launch new products and experiences to highly qualified and verified buyers. The event will contribute to Philippine tourism through the new contacts and partnerships that the participants established which may lead to future bookings. These bookings will increase job sustainability in the country 	N/A		Target of 6 seller companies	Decrease	Budgetary constraints of tourism stakeholders due to the COVID-19 pandemic	1	5	
Girls' Travel Fes 2020	<ol style="list-style-type: none"> The Girls' Travel Fes is a popular travel event of Sankei Living Shimbun Inc. that caters to the growing Japanese ladies' travel market or called the Joshi Tabi market. 17 October 2020 Congress Convention Center (Grand Front Osaka), Osaka, Japan Strengthen the position of the Philippines as an ideal destination for the Japanese ladies' travel market in Osaka and nearby areas; Boost the mainstream advertisement of the Philippines in the area through the print and online broadcasts of Sankei Living Shimbun Inc., the organizer of the event; and Sustain the goodwill relationship of the country with the traditional and online media partners in Osaka prefecture 	N/A	<p>Last year's Girl Travel Fes garnered more than 800 young female attendees. The event is considered a somewhat semi-exclusive event since attendees have to pay a JPY 500 entrance fee, which is different from the most travel trade and consumer fairs in the country.</p> <p>The Philippines, through the Philippine Department of Tourism Osaka office, has been invited this year to participate in this event.</p>	No private sector participation	N/A	N/A			
	<ol style="list-style-type: none"> For the past three years, PDDOT Osaka did not have any major project/event participation that involved marketing and promoting to the Joshi Tabi market. This event will be a great avenue to focus the marketing and promotional strategy of the country to the growing Japanese ladies' travel (Joshi Tabi) market. 								
World Travel Market 2020 - Virtual Edition	<p>The virtual trade fair was participated by 18 seller companies and represented by 30 delegates. Representatives from DOT-UK and TPB also took part in the said event from November 09 - 12, 2020 via their virtual platform.</p> <p>The participation in the event aims to maintain the Philippines' presence in the international travel and tourism arena and communicate across the delegates the activities and initiatives in jumpstarting the industry amidst the pandemic, stay abreast with the latest developments in the travel industry as well as provide a venue for Philippine private sector partners to conduct business to business meetings to establish and renew linkages with their industry counterparts in Europe and other key travel and tourism markets of the world.</p>			Target of 20 seller companies	A decrease in participation of 5 seller companies compared last year.	Given the Philippines is still close for international tourists	14	21	
	<p>The continuous efforts to connect with the European travel trade and media partners keeps them up to date with the developments and minimum health and safety protocols put into place in anticipation for the reopening of the country in the new normal. Key activities such as the BBC interview and Minister's summit participation of Sec. Puyat as well as the destination briefing by COO Velasco Allones highlighted the experiences and opinions on re-building the tourist's confidence, best practices to safely reopen the country and extended support of the government to the private sector. This also helped in positioning the country as a safe destination and also featured tourism circuits and bubbles.</p>								
Tourism Expo Japan (TEJ) 2020	<ol style="list-style-type: none"> PDDOT Tokyo, TPB, Amorita Resort, Attic Tours Phils., Inc., Bluewater Resorts, Bohol Beach Club, Marco Polo Plaza Cebu, The Bellevue Bohol 20 October - 01 November 2020 (Okinawa) / 07-09 January 2021 (Tokyo) - ongoing preparations Okinawa Convention Center Objectives: <ul style="list-style-type: none"> To launch the Philippine tourism recovery program for the Japanese market; To sustain the Philippines' visibility and presence in Japan's largest and most prestigious fair; To provide a platform and venue for Philippine travel and tourism suppliers to meet with their Japanese counterparts to develop and/or renew business partnerships; To create awareness about Philippine tourism destinations and products to Japanese consumers; and To support Japan's most important travel event which is consistent with the concept of two-way tourism or mutual cooperation between Japan and the Philippines in the area of travel and tourism 		<p>Provided a platform for Philippine travel and tourism suppliers to meet with their Japanese counterparts to develop and/or renew business partnerships. This year's Philippine participation enabled participants who are unable to travel to Japan because of travel restrictions to conduct their meetings virtually.</p>	2019: 18 private sector participants 2020: 6 private sector participants	2019: 20 booth spaces 2020: 10 booth spaces	Booth space reserved can only accommodate a maximum of 6 private sector participants given the health & safety protocols that need to be followed in the booth setup such as physical distancing of the participants in the booth.			

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SALES/BUSINESS MISSIONS									
PDOT Taiwan product presentations	<p>The Department of Tourism Office in Taiwan (PDOT-Taiwan) through the Tourism Promotions Board (TPB) conducted product presentations in Yi Lan, Hua Lien, Pingtung, KenTing, Taitung, Miao Li and Chang Hua cities in Taiwan last October and November 2020.</p> <p>Travel and tourism business continuity is essential, but it is also vital to ensure that it is done safely for all tourism stakeholders. The PDOT Taiwan office proposes activities that are deemed fitting and more significant in educating the market on the value of Philippine tourism.</p> <p>These presentations to new cities aim to prepare the market for the resumption of the Taiwan outbound and when it is deemed safe traveling to the Philippines, and to revive the interest of the market towards PH tourism, that will usher the travelers back to the Philippines</p>								
PDOT Taiwan product presentations to new cities	<p>Apart from the previous product presentations held last October and November 2020, the Department of Tourism Office in Taiwan (DOT-Taiwan) and Tourism Promotions Board (TPB) will continuously conduct product presentations in Chia Yi, NanTao, Taoyuan, Yun Lin, Tainan, Keelung, New Taipei, Taichung, Kaohsiung, and Taipei cities in Taiwan from the final quarter of 2020 up to the first quarter of 2021.</p> <p>This is to reach-out to a wider and greater number of agents to educate and strengthen their awareness of Philippine tourism and to ensure the loyalty and strengthen good relations of industry partners. Total number of agents expected to attend is 650pax from the 10 cities.</p>								
Philippine Showroom in Korea	<p>1. Philippine Showroom in Korea 2. October-December 2020 3. President Hotel, Seoul, Korea 4. a. To serve as permanent advertisement space that will give the Philippines year-round visibility in its highly dense and strategic location, b. To serve as one-stop-shop for travel information about the Philippines and as venue for various marketing and joint marketing activities with travel trade partners and other organizations c. To provide the Korean public with a glimpse of the Philippines through destination graphics, crafts, videos, and other visuals displayed. 5. a. Year-round exposure of in-house Philippine ads to a combined daily foot and vehicle traffic patrol of about 445,337 b. Media exposure: Press releases about the Philippines and the marketing activities of the Philippine Showroom. d. Projected increase in tourist arrivals from Korea especially leisure travelers during winter and summer breaks and students for studying English in the Philippines.</p>		<p>The Philippine Showroom, has been serving as a one-stop-shop for travel information about the Philippines. During the COVID-19 pandemic, the showroom became a valuable means in maintaining the visibility of the Philippines in Korea especially in its highly dense location The showroom windows serve as permanent outdoor advertisement space that provide year-round exposure for the Philippines. It has been instrumental in maintaining the country's visual presence in Korea through appropriate messaging and images especially during the COVID-19 pandemic when everyone is looking forward to do outbound travel again once the health crisis is over.</p>						
			<p>As the only NTO in Seoul that has a showroom in the area, it provides the public with a glimpse of the Philippines through destination graphics, crafts, LED Window display, and other indoor visual displays. Its benefit of being located in the city center is the availability of significant amount of foot traffic. Its strategic location in front of the Seoul City Hall exposes the Philippine Showroom to a wider variety of potential visitors</p>						

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			· Being situated in a hotel and close to different tour operators also located in the building, the Philippine Showroom does not cater only to Koreans but also to foreign tourists as many tour buses pick up and drop off tourists in front of the Philippine Showroom. It is hoped that this situation will come back once the tourism industry recovers in 2021. · The Showroom serves as a venue for various marketing and joint marketing activities with travel trade partners and other organizations (e.g. lecture series on Philippine tourism, language, and culture, etc). This can still be continued while adopting new normal mediums and protocols as the situation will so require						
DOT-New York Showroom Electrical Consumption	The Philippine Center New York has two (2) large display windows fronting Fifth Avenue, which has been installed and used by the Tourism Promotions Board to promote Philippine tourism to the New York travel market and visitors of the New York City.		The Tourism Promotions Board through the Philippine Department of Tourism-New York entered into an Agreement with the Philippine Center Management Board for the use of the window display						
	On March 4, 2016, the Tourism Promotions Board through the Philippine Department of Tourism-New York came up with an agreement with the Philippine Center Management Board on the three (3) year contract period for the use of the window display.								
	On September 29, 2020, the Philippine Department of Tourism-New York (PDOT-NY) and the Philippine Center Management Board (PCMB) agreed to extend the operation of the video wall display from January 1, 2020 to December 31, 2020.								
	The Tourism Promotion Board pays for the power consumption attributable to the video walls for the year 2020.								
	The objectives are as follows: 1. To raise awareness and interest in Philippine tourism and convey messages to both mainstream and Fii-Am markets, including visitors of New York City. 2. To feature and showcase various country destinations, cultural events and attractions to promote the Philippines as a destination of choice.								
	Benefits included 1. Awareness from TPB addressed to PCMB on the renewal of hre use of the window display and 2. Increased tourist arrivals to the Philippines								
JOINT PROMOTIONS									
Philippine Dive Night in Fukuoka	1. Joint promotion project of PDOT Osaka with Ocean View Dive Tours and ST World Fukuoka 2. 10 October 2020 3. Hotel Monterey La Soeur Fukuoka, Japan.	N/A	This joint promotion with ST World Fukuoka and Ocean View Dive Tours Fukuoka is a strategy to position the Philippines as an excellent diving destination in Asia. The implementation of the Philippine Dive Night with Ocean View Dive Tours will be an effective marketing and promotional activity of the Philippines for the divers, families, businessmen, and the Joshi Tabi (Ladies' Market) in the Kyushu region of Japan	No private sector participation	N/A	N/A			
	4. Strengthen the position of the Philippines as an ideal dive travel destination for travelers in the Kyushu region; > Establish and maintain the linkages with the influencers, decision-makers, and trendsetters of the outbound travel market in Kyushu; > Foster goodwill and camaraderie with the dive operators and dive associations in the Fukuoka prefecture; > Introduce new dive destinations, products, services, facilities, and activities through the joint promotion with ST World Fukuoka; and > Gather market intelligence about the Japanese dive market in the Fukuoka prefecture and Kyushu region.								
	5. Establish and maintain the linkages with the influencers, decision-makers, and trendsetters of the outbound travel market in Kyushu. Foster goodwill and camaraderie with the dive operators and dive associations in the Fukuoka prefecture; and Introduce new dive destinations, products, services, facilities, and activities through the joint promotion with ST World Fukuoka								

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Philippine Product Update Seminar	<p>1. The Philippine Product Update Seminar is an annual activity of the Philippine Department of Osaka office to provide the latest update information on the various tourism products offered by the different tourism establishments in the Philippines. The conduct of the seminars will be held in three major cities (Osaka, Nagoya, and Fukuoka) with international airports.</p> <p>2. 20, 22, 23 October 2020</p> <p>3. Osaka, Nagoya and Fukuoka, Japan</p>	N/A	The seminar will be held in Osaka, Nagoya and Fukuoka. These cities are the top source of Japanese travelers to the Philippines from West Japan. More than six (6) daily direct flights per day are flying from Kansai, Chubu and Fukuoka International Airports to Manila and Cebu. PDOT Osaka will invite nine (9) major wholesalers and some retailers for the initial conduct of the Philippine Product Update Seminar.	No private sector participation	N/A	N/A			
	<p>4. Sustain and strengthen the position of the Philippines as a preferred destination for the travelers in West Japan; Provide a platform and venue for the Department of Tourism Osaka and West Japan travel trade to develop and strengthen business partnerships; Provide information to the West Japan travel trade on the new tourism products, services, and facilities in the Philippines; and Gather market intelligence about the Japanese travel market</p> <p>5. Target participants are wholesalers and travel/education agents. The product update seminar will be a multi-faceted event that also includes B2B meetings of PDOT Osaka officials with the agent participants. There will also be a cocktail reception for further networking in a more relaxed milieu</p>								
Pocket Product Update Seminar in Kanazawa	<p>1. The Product Update Seminar is an activity of the Philippine Department of Tourism Osaka office to provide the latest updated information on the various tourism products offered by the different tourism establishments in the country. The conduct of the first pocket seminar will be in Kanazawa City, Ishikawa Prefecture on 20 November 2020. This scheduled pocket seminar will be held in a smaller city and a lesser-known prefecture in Japan to promote awareness of the Philippines.</p> <p>2. 20 November 2020</p> <p>3. Kanazawa, Japan</p>	N/A	Target participants of the event are 20-30 wholesalers, travel trade, and education agents in Kanazawa City. This scheduled pocket seminar will be held in a smaller city and a lesser-known prefecture in Japan to promote awareness of the Philippines apart from cities with the top source of Japanese travelers like Tokyo, Osaka, Nagoya, and Fukuoka.	No private sector participation	N/A	N/A			
	<p>4. Strengthen and sustain the position of the Philippines as a preferred destination for the travelers in West Japan; Provide a platform for the Philippines and the Kanazawa City travel trade sector to develop and strengthen business partnerships; Provide information to the Kanazawa City travel trade sector on the new tourism products, services, and facilities in the Philippines; and Gather market intelligence about the Japanese travel market in the area</p> <p>5. Target participants are wholesalers and travel/education agents. The product update seminar will be a multi-faceted event that also includes B2B meetings of PDOT Osaka officials with the agent participants.</p>								
Philippine Dive Night in Osaka	<p>1. The Philippine Dive Night in Osaka is one of the marketing strategies of the Philippine Department of Tourism – Osaka to tap the Japanese diving market in West Japan. This event is proposed as part of PDOT Osaka's recovery program from the COVID-19 health pandemic.</p> <p>2. 27 November 2020</p> <p>3. Osaka, Japan</p>	N/A	Target of 40 attendees from various dive resort operators and dive associations in West Japan. PDOT Osaka has decided to coordinate with the dive resort operators in West Japan and the Blue Ocean Fes management to organize a dive night for the dive travel trade and associations in West Japan.	No private sector participation	N/A	N/A			
	<p>4. Strengthen the formed linkages and establish new ones with the decision-makers and trendsetters of the Japan dive outbound travel market in West Japan; Provide a platform and venue for the Philippines, through the Department of Tourism Osaka, and West Japan dive tour operators and dive associations to develop and strengthen business partnerships; Provide information to the West Japan dive market on the new dive destinations, products, services, and facilities in the Philippines; and Gather market intelligence about the Japanese dive market</p> <p>5. This event will help sustain the presence of the Philippines as a preferred dive destination among the Japan outbound dive market.</p>								

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Philippine Appreciation Night for Travel Trade Partners in Osaka	<p>1. This event is a way for the country to express gratitude for the unwavering support of the Japanese travel trade partners in promoting the Philippines to the Japanese travel market and increasing the number of visitors to the country. Likewise, the appreciation night will also help strengthen the business relationships of the Philippines with the travel trade partners in West Japan, particularly in the Osaka prefecture.</p> <p>2. 11 December 2020</p> <p>3. Grotta dell' Amore, Osaka, Japan</p>	N/A	PDOT Osaka has been undertaking many travel trade and consumer activities in West Japan, particularly in the Osaka prefecture as part of its marketing strategies. Further, PDOT Osaka is also strengthening the good business relationships it has with the top influencers and travel trade partners in the area.	No private sector participation	N/A	N/A			
	4. Recognize the contributions of the Japanese travel trade partners who played a major role in marketing and promoting the Philippines to their clients; Catalyze interest to travel to the Philippines post COVID-19 among the attendees of the event; Express gratitude for the unwavering support of the Japanese travel trade partners in promoting the Philippines to the Japanese travel market and increasing the number of visitors to the country, and Strengthen the business relationships of the Philippines with the travel trade partners in West Japan, through the networking dinner.		The Appreciation Night is one of the most effective strategies in promoting the Philippines among the key players in the Japan outbound travel industry. Apart from sustaining the commitment of the travel trade partners in promoting the Philippines, the Appreciation Night is also a great avenue to present the existing and new tourism products/services of the Philippines in the new normal.						
	5. Expected benefits are: Renewed and strengthen ties with the travel trade partners of PDOT Osaka in West Japan; Sustained position of the Philippines as the preferred tourist destination for the West Japan market; Established goodwill between PDOT Osaka and the travel influencers in West Japan; and Catalyzed interest to travel to the Philippines post COVID-19 pandemic through the marketing support of the travel trade partners.								
Joint Promotions Campaign with Henan Dahua International Travel Service	<p>1. PDOT Beijing and Henan Dahua International Travel Service</p> <p>2. November-December 2020</p> <p>3. Zhengzhou, Henan, China</p> <p>4. To market Boracay, and the Philippines as a whole, as a premier, sustainable destination and to increase arrivals through the direct flight from Zhengzhou to Kalibo, Boracay</p>		Providing support to encourage the resumption of flights and sustain direct flights from China to our tourist destinations will be a major contributing factor in achieving our targets for next year.	No private sector participation	N/A	N/A			
PDOT Taiwan year-end dinner meeting with Key Agents	<p>The Department of Tourism office in Taiwan, through the Tourism Promotions Board organized an appreciation dinner meeting with our Taiwanese key agents in Kaohsiung last December 2020 and another one in Taipei on January 2021.</p> <p>DOT Taiwan is confident that Taiwan travel-trade, ESL agents, Dive shops and associations, local government units and media will continue supporting Philippine tourism. With that in mind, the office will continue pursuing marketing activities leading to greater appreciation and awareness of PH tourism among the members of the Taiwan travel trade.</p> <p>This is to stimulate and relish the much-needed escape from almost a year of no outbound travels and push our #WakeUp in the Philippines in the minds of the market and to express gratitude to our key partners and celebrate previous success and milestone.</p>								
Philippine Holiday Destination Virtual Tours in Australia	<p>1. Filipino Food Movement Australia (FFMA), a registered not-for-profit organization composed of passionate foodies, business owners, and community members who promote Philippine Culture and Heritage through cuisine</p> <p>2. October to December 2020</p> <p>3. Virtual and in Filipino restaurants in Sydney, Australia</p> <p>4. To increase awareness of the Philippines as a holiday destination that offers a wide array of delicious dishes and inspire them to travel when restrictions start to ease, to promote Filipino cuisine through the food businesses around Sydney, undiscovered by most Australians; to highlight the various Philippine destinations to the Australian market through the food featured in the restaurants; and to highlight the Filipino-Australian Ancestry through the Christmas Cooking series.</p> <p>5. Promoting Food Tourism to increase awareness and interest of the Australian market to the Phils.</p>	N/A	N/A						
WePlanr Joint Campaign promoting the Philippines as a Wedding Destination	<p>1. WePlanr is the first Australia based service designed specifically to help Australian couples get married in the Philippines and also the first-ever combined wedding planning and marketplace platform</p> <p>2. Postponed to 2021</p> <p>3. Virtual/Online, Australia</p> <p>4. To increase awareness of the Philippines as an excellent wedding destination post COVID; to highlight the country's destinations and increase bookings for weddings in the Philippines, and to increase Australian tourism to the Philippines post-COVID.</p> <p>5. Promoting weddings in Philippine destinations will promote bigger groups to experience destination weddings.</p>	N/A	N/A						

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Joint Phil. Tourism Consumer Activation focusing on Filipino-Australians	1. TPB, Philippine Embassy in Canberra, Philippine Consulate in Sydney 2. November to December 2020 3. Virtual/Online (Singing Competition) and the Philippine Consulate Office in Sydney 4. To increase awareness of the Philippines as a holiday destination. To encourage future travel to the Philippines among Filipino-Australians through emotional affinity; and to benefit from the strategic location of the Philippine Consulate in Sydney to showcase Philippine destination images 5. Once the international borders for leisure travel are lifted, Filipino-Australians will be the first market segment to visit the Philippines	N/A	N/A						
Joint Promotions with Top UK Tour Operators: Premier Holidays, Flight Centre, Bamboo Travel, and Healing Holidays	1.) Joint Promotions with Top UK Tour Operators: Premiere Holidays, Flight Centre Travel Group, Bamboo Travel, and Healing Holidays; 2.) 4th Quarter 2020 3.) United Kingdom 4.) Objectives: a.) Enhance the market visibility for the Philippines as the featured product of the tour operators b.) To enhance the consumer awareness of the Philippines as a must experience destination for beach holidays, soft adventures, luxury travel and wellness vacations. 5.) Partnering with Tour Operators is deemed crucial during these times in rebuilding trust with travelers, and maintaining top-of-mind consideration for the Philippines for future travel as the British travel market tend to rely more on travel agencies (40%) and buy package holiday (49%) for overseas trips because this gives them ease of booking, saves them time, and provides them insurance and reliable travel protection.								
Joint Promotions with UK Online Travel Agencies (OTAs)	1. Joint Promotions with EDREAMS ODIGEO, LOGITRAVEL GROUP, LASTMINUTE.COM, HOTELS.COM, & SECRET ESCAPES 2.) 4th Quarter 2020 3.) Online 4.) a. Expand the online market visibility of the Philippines and improve our country image through brand association and through offering various exciting programs and more affordable travel options to PH. b. Engage the British online subscribers in the early stages of their travel search to raise awareness, create inspiration and ultimately drive bookings into the Philippines. 5.) Amidst the Covid-19 pandemic, partnering with OTAs is a great strategy for generating demand for the Philippines, rebuilding trust with travelers, and maintaining top-of-mind consideration for future travel.								
TACTICAL CAMPAIGN									
PR Agency of the Philippine Department of Tourism Office in Taiwan	The Philippine Department of Tourism Office in Taiwan through the Tourism Promotions Board utilized the services of a PR Agency covering September to December 2020. The PR Agency assisted and helped in presenting the Philippine Tourism in Taiwan in a unique way, by building a higher visibility to the public. Public relation is more than a necessity in identifying efficient ways in promoting Philippine Tourism products, building a positive image and increasing visibility of tourist destinations and attract a significant number of arrivals. The PR Agency aims to build the Philippines brand recognition and awareness and created an effective media visibility that will grow over time and amplify positive images in times of crisis.								
Various Online Travel Trade Campaigns in Australia	1. One Life Adventures (OLA) Travel company 2. Postponed to Feb 2021 3. Virtual/Online in Australia 4. To reinforce the existing knowledge of the partner travel agents about the Philippines; to assist and encourage the partner travel agents to register in the Philippine Tourism Travel Trade portal; to provide the wholesalers and retail agents essential information about the Philippines, such as connectivity, travel routes, specific itineraries, DOT accredited suppliers, among others; and to access to One Life Adventures social media followers through a joint campaign to target potential generation Y and Z Australian travelers. 5. Providing information and support to Aussie Travel Trade Industry to increase promotions to the Philippines as a holiday destination	N/A	N/A						
Asia Dive Expo (ADEX) Singapore Tactical Ad Campaign	1. Asian Geographic Magazines Pte Ltd 2. March-December 2020 3. Virtual/Online, Singapore 4. Promote the Philippines' diving attractions and facilities; Gather insight on consumers' trends and preferences; Sustain the interest of the international dive and water sports buyers to include the Philippines in their travel programs and transform these interests into sales through our private sector counterparts; and provide a venue and opportunity for casual business-like networking by the Philippine co-exhibitors and the invited travel agencies and other guests. 5. The campaign will contribute to Philippine tourism through consistent tactical ad placements in Asian Geographic, Asian Diver, and Scuba Diver Magazines and the AsianGeo.com and uv360.asia websites	N/A	N/A						

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DOMESTIC PROMOTIONS DEPARTMENT									
Motorcycle Tourism (Motourismo) Caravan	<p>With the rising threat of the pandemic and the public's hesitation in traveling within the country, the Tourism Promotions Board Philippines (TPB) is now geared towards bringing confidence back by spearheading safe and fun travel.</p> <p>With this in mind, TPB is organizing the MOTOURISMO campaign in collaboration and partnership with the Philippine Department of Tourism (DOT), Department of Transportation (DOT), RidePH, and various motorcycle rider clubs and associations in the Philippines. The MOTOURISMO campaign is a government's marketing effort to entice the public to travel within the Philippines by using motorcycles but with safety and precaution in mind.</p> <p>Participation in the activity will grant the riders freebies, giveaways, and prizes to the TPB and its partner agencies. This marketing activity will be open to motorcycle clubs and associations in the Philippines.</p>	To support the TPB's domestic tourism campaign - perfect timing to create noise that will signal the gradual bouncing back of the country's tourism industry after it was hardly hit by the COVID-19 pandemic crisis.	Department of Transportation, Department of Tourism Regional Offices, Motorcycle Riders Club and Associations, RIDE.PH	<p>Targeted 3,000 Motorcycle Riders to provide the following freebies</p> <p>ReflectORIZED Vest Long Sleeves T-shirts Stickers Patches</p> <p>Targeted 249 Motorcycle Riders RT-PCR Test</p> <p>Note: To be distributed to the evaluated and approved motorcycle clubs or association from January to March 2021</p>	n/a	n/a	103 Webinar	16 Webinar	
	Provision of the following: RT-PCR Test ReflectORIZED Vest Long Sleeves T-shirts Stickers Patches								
	<p>Virtual Media Launch on 27 November 2020</p> <ul style="list-style-type: none"> 102 zoom meeting attendees As of 22 Dec 2020, Facebook Analytics Livestreamed on 27 Nov 2020 Reach 29,101; Engagements 2,271 								
	<p>MOTOURISMO Webinar on 08 December 2020 it is a campaign and government's marketing effort to entice the public to travel within the Philippines by using motorcycles but with safety and precaution in mind.</p> <p>Special Message Senator Joseph Victor G. Ejercito</p> <p>Speakers: "Road Safety under the New Normal" By: Allan L. Garcia Driving Skills Rater Land and Transportation Office (LTO)</p> <p>"Philippine Motorcycle Escapades" By: Mr. Jay Taruc, President RidePH</p> <ul style="list-style-type: none"> 62 Attendees Zoom 103 FB Live attendees As of 22 Dec 2020, Facebook Analytics <p>Motourismo Webinar Poster Posted on 03 Dec 2020 Reach 1,943, Engagements 131</p> <p>Motourismo Webinar Livestreamed on 07 Dec 2020 Reach 3,005, Engagements 249</p>								

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAPs that are INCLUDED in your Work</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</i>	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/</i>	If applicable:				Others, if applicable	
				Volume/ Number for 2020 <i>(Qualify also what the quantitative figure represent)</i>	Increase/ Decrease	Factors for Increase/ Decrease	Total Number of		
							Male		Female
Weekly Members' Chat	<p>The prolonged period of the pandemic has heightened the need to address concerns of stakeholders, particularly tourism enterprises, on ways by which the government can assist them through the crisis.</p> <p>The regular membership meetings through Zoom serve as virtual gatherings of TPB members to discuss relevant topics, inter-act/engage/network, share best practices, and enable stronger partnership among TPB and the private sector.</p> <p>The following meetings were conducted, also listed are number of attendees and speakers for the respective meetings.</p> <p>11 November: 101 attendees; Ms. Catherine Turvill of Nurture Wellness Village and Fr. Val Pinlac of the Bohol Arts and Culture Heritage Council</p> <p>18 November: 55 attendees; Mr. Cesar Cruz of PHILTOA/TRIPS and Ms. Sharon Perez of The Travel Depot</p> <p>25 November: 102 attendees; Mr. Alec Mapalo of the City of Baguio and Ms. Melissa Corilla of Daluyon Beach and Mountain Resort</p>								
	<p>02 December: 75 attendees; Ms. Christine Ibarreta of HSMAGolden Phoenix Hotel and Mr. Preet Singh of The Farm at San Benito</p> <p>09 December: 87 attendees; Ms. Carmela Bocanegra of CHROMA Hospitality and Mr. Aian Raquel of Ilocos Norte Tourism Office</p> <p>16 December: 110 attendees on Zoom & 35 on Facebook Live; Gov. Arthur Yap of Province of Bohol, Mayor Jennifer Tan of Tanguib City, and National Artist/Composer Mr. Ryan Cayabyab <i>(note: the meeting served as platform to launch PASKO NA!)</i></p>								
"Rethinking Leadership" Webinars	<p>December 3 & 10, 2020</p> <p>The webinar is targeted at TPB-member CEOs, senior management, business owners and other leaders with the objective of motivating them and increasing their capacity in leading their organizations through the ongoing crisis and eventual recovery.</p> <p>Conducted via he 2-day webinar brings together world-class experts and leaders in emotional intelligence, mindfulness, peak performance, happiness and well-being under one platform.</p> <p>03 December (Day 1): 304 attendees; Mr. Scott Friedman of the National Speakers Association and Ms. JV Wong of People Ignite</p> <p>10 December (Day 2): 225 attendees; Mr. Nino Gruette of Tarsus Asia and Ms. Pacita Juan of Echostore</p>								
TPB Membership Program	<p>Year-round</p> <p>Paid members: 104 Waived: 242 Total Members: 346 (as of 28 December 2020)</p> <p>Mandated by Republic Act 9593, the TPB Membership Program aims to provide marketing services and benefits to its members through various activities that promote, advocate, and represent its members' interests for the benefit and sustainable development of their business and the tourism industry as a whole. The three (3) primary areas where TPB assists its members are promotional assistance, targeted market intelligence, and sustainable business generation.</p>								
Sustainable Community Based Tourism in Central Luzon	<p>November 27 to December 01, 2020</p> <p>The main focus for the previously conducted Site Validation with NCIP is to identify the Indigenous Cultural Community's Tourism Destinations and Visitors' Management System readiness regarding their conformity to the current government's safety guidelines and protocol in the new normal.</p> <p>Conducted the Site Validation together with representatives from the National Commission for Indigenous Peoples</p>	<p>Site Validation of Sustainable Indigenous Communities has been carried out for the production of the Coffee Table Book that will highlight their cultures and traditions.</p> <p>Tourism Promotions Board conducted assessment in Sustainable Communities in Pampanga, Tarlac, and Cordilleras to identify and share best practices for the improvement of the community</p>	Partnership with the National Commission on Indigenous Peoples	N/A	N/A	N/A			Assesment in Pampanga, Tarlac and Cordilleras was conducted 27 November to 01 December 2020

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				Increase/ Decrease	Factors for Increase/ Decrease	Male	Female			
Philippine Tourism Destination Inventory	As an approach to recovery, the TPB, in partnership with Philippine Tour Operators Association (PHILTOA), will conduct its 2nd Phase of the Philippine Tourism Destination Inventory (PTDI). This is in anticipation of the reopening of the tourism industry in concurrence with the local government units (LGU), easing travel restrictions as more places around the country transition to a modified general community quarantine (MGCC). The conduct of the destination assessment and inventory will be on the new normal health and safety guidelines on the following: - DOT-Accredited Restaurants and accommodation and MICE facilities - Recreations, special interest activities and other leisure activities - Tourist mode of transportation	Identification and Assessment of Facilities and Properties applying sustainable practices.	Partnership with PHILTOA, TPB Members, DOT Regional Offices, and LGUs	Baguio and Benguet 06-09 October 2020 15 participants (TPB Members - Tour Operators, DMC, Property Owners) and Travel Media (Bloggers and Mainstream Media) Samar and Leyte 05-09 November 2020 15 participants (TPB Members - Tour Operators, DMC, Property Owners) and Travel Media (Bloggers and Mainstream Media) Bohol December 07-10, 2020 24 participants (TPB Members - Tour Operators, DMC, Property Owners) and Travel Media (Bloggers and Mainstream Media) Pampanga and Tarlac 13-15 December 2020 15 participants (TPB Members - Tour Operators, DMC, Property Owners) and Travel Media (Bloggers and Mainstream Media)	Number of participants from the previous year's conduct were ranging from 20-30 pax per leg	the decrease in participants is an impact of the Pandemic. Due to safety protocols, only half of the original target number of participants were able to join the program.				
Regional Travel Fair Virtual Edition	The Tourism Promotions Board (TPB) will host for the first time a Virtual Edition of the Regional Travel Fair. The online event shall provide opportunities and innovative ways of developing new business connections, update local industry partners with the latest Philippine tourism offerings. The 6th RTF is scheduled on 17-20 December 2020 and will have four days business to consumer sessions, a one and half-day business exchange, half-day webinar, opening, and closing receptions, virtual tours, videos on demand, surveys, entertainment breaks, and many other online activities to keep engagement up for all the participants.	To support the TPB's domestic tourism campaign - perfect timing to create noise that will signal the gradual bouncing back of the country's tourism industry after it was hardly hit by the COVID-19 pandemic crisis.	DOT Regional Offices, Local Government Units and TPB Members	Implemented 17-20 December 2020 - RTF Virtual Edition Buyers Exhibitors - Tour Operators, Travel Agents and M.I.C.E Suppliers - 69 ; Seller Exhibitors - Hotels, Resorts, Parks -42 ; DOT Regions 16 ; Airline 1 = Total Number of Participants - 125 Business to COnsumer (B2C) 4 day activities Number of Visitors- 375 (Please note that this is the total number of unique logins and not cumulative of the 4 days) Total Number of Messages Exchanged - 9,606 Number of Business Card Exchange *business leads generated- 5,606 Tourism Webinar =262 Virtual Platform viewers- 200 Zoom - 62 TPB FB Page 1.7k views ; 152 Engagements (comments and like) as of 21 December 2020 Busy Bee FB Page 3.8K views; 1,444 Engagements (Clicks to the Event) as of 21 December 2020	2019 Participants - 76 Exhibitors Company 2020 Participants - 125 Exhibitors Company Increase of 49 Exhibitors Company	Actively participation to this event is to gradually bounce back from the hardly hit industry by recent COVID-19 pandemic crisis.	27	108		
Consumer Engagement Program	The Ultimate Bucketlist Challenge It is a consumer engagement incentive program where participants are required to finish a series of tours in specific destinations listed in the criteria of the challenge. Tours are arranged in a circuit destination based on NTDP cluster portfolio. Winners are entitled for a free full board domestic tour program		In partnership with PHILTOA	N/A	N/A	N/A				Launched 16 October in time for the 5th General Membership Meeting of PHILTOA

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Support to LGUs and Regional Offices	Region 10 Tourism in the New Normal Campaign (September to December 2020, Northern Mindanao) Remittance of Php4.85M under Support to DOT Regional Offices and Local Government Units of Domestic Promotions Department. The Department of Tourism 10 is currently establishing a program to engage the tourism stakeholders in our endeavour to revitalize the tourism industry and in the adaptation of the new normal protocols. This project will also help us sustain our past gains, build back the confidence of both travelers and stakeholders, and slowly start promotions to whet the appetites of traveler and encourage them to travel again.		Strengthened support and partnership with regions/LGUs						
	Metro Yummy Picks 2.0 : Rediscover & Reimagine (November to December 2020, Metro Manila) Remittance of Php2.5M under Support to DOT Regional Offices and Local Government Units of Domestic Promotions Department. The Metro Yummy Picks 2.0 will focus on identifying and promoting restaurants who have passed the new normal health and safety guidelines and are DOT-accredited. This will be done through the production of a list through My Metro Manila Mobile App where it identifies select restaurants in the Metro and its top food selections.		Strengthened support and partnership with regions/LGUs						
	Tourism Bouncing Back: Restoring the Confidence to Travel (October to December 2020, Tuguegarao City) Remittance of Php3,139,500 under Support to DOT Regional Offices and Local Government Units of Domestic Promotions Department. The Department of Tourism, Cagayan Valley and Northern Philippine Islands Region, plans to implement a marketing plan for recovery which is aimed to restore trust while ensuring a seamless journey anchored on the readiness of the LGUs in the region.		Strengthened support and partnership with regions/LGUs						
	Reinvent Central Visayas: The Regional Recovery Program (October to December 2020, Central Visayas) Remittance of Php6.04M under Support to DOT Regional Offices and Local Government Units of Domestic Promotions Department. The Regional Recovery Program calls for the re-imagining of the Central Visayas Tourism Brand. The development of a new brand will project the different measures implemented in the region to ensure that every visitor and traveler is safe and secure when visiting the region but still experience the same warmth and hospitality that Central Visayas is known for. This will be supported by a marketing campaign that shall not only create and regain awareness for the region's tourism sites and attractions but as well as fight hysteria and false information.		Strengthened support and partnership with regions/LGUs						
	Iloilo City is Ready for You! (October 2020 to January 2021, Iloilo City) Remittance of Php9,985,000 under Support to DOT Regional Offices and Local Government Units of Domestic Promotions Department. Iloilo City is ready for a safe cultural-ecotourism promotion as the Bike Capital of the Philippines. It is time to promote this to the general public to jumpstart the economy, encourage biking, and push Iloilo's brand. Aside from this, given the pandemic and the unpredictable nature of the virus, it must complement the branding campaign with A Safe, Clean, and Healthy Campaign For Iloilo to educate everyone on how to prevent getting sick from COVID-19 when we promote the branding of the city as the bike capital of the Philippines.		Strengthened support and partnership with regions/LGUs						
	Provision of 750 MalasaKits (PhilCare Kits) for the Department of Tourism Region III (Central Luzon) (4th Quarter 2020, Clark International Airport) Pursuant to Section 7.2.5 of the National Task Force Against COVID-19 Order issued on August 19, 2020 stating the Operational Guidelines on the Management of Returning Overseas Filipinos (ROFs), the Department of Tourism as part of the One-Stop-Shop (OSS) established in all ports of entry shall provide ROFs with information and self-care health kits, as necessary.		Strengthened support and partnership with regions/LGUs						
	Ridge and Reef: Baguio City-Region 1 Travel Corridor Phase 1 (September 30 – December 2020, REGION I (La Union, Pangasinan, Ilocos Sur, Ilocos Norte)) Remittance of Php8,912,100 under Support to DOT Regional Offices and Local Government Units of Domestic Promotions Department. Local Governments of Baguio City together with the Provinces of La Union, Pangasinan, Ilocos Sur and Ilocos Norte also known as BLUPISIN signed a Memorandum of Understanding (MOU) expressing their mutual support and understanding for the expansion of official and non-governmental exchanges and friendship through the promotion of tourism and stability geared towards greater heights and initiate reciprocation for the put up of a tourism corridor in northern Luzon.		Strengthened support and partnership with regions/LGUs						

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	<p>Baguio City Tourism Recovery Program: Request for Supplemental Funds to Procure COVID-19 Antigen Test Kits (October 2020, Baguio City)</p> <p>Remittance of Php1.8M under Support to DOT Regional Offices and Local Government Units of Domestic Promotions Department. As Baguio gradually resumes its tourism activities, it is imperative that the City is updated with latest health procedures and management. Antigen testing is a newer diagnostic technology for SARS-CoV-2 and promises a turn-around time of 15 to 30 minutes with minimal equipment and laboratory setup. It is approximately 20% less sensitive when compared to a PCR golds standard, and has a one to two log higher limit of detection than RT-PCR.</p>		Strengthened support and partnership with regions/LGUs						
	<p>Raise Your Flag Project (October 5 – 10, 2020, Zamboanga City)</p> <p>Remittance of Php40,000 under Support to DOT Regional Offices and Local Government Units of Domestic Promotions Department. The Department of Trade and Industry (DTI) in partnership with Department of Tourism IX fused its effort to showcase Local Products of the Micro and Small Enterprises in the Region with the primary goal of putting local produce in the spotlight through the One Town, One Product- OTOP program of the DTI dubbed as the "Raise Your Flag" Campaign on October 05-10,2020 in Zamboanga City.</p>		Strengthened support and partnership with regions/LGUs						
	<p>Japanese Market Travel Bubble Exploratory Dialogue with Familiarization in El Nido, Palawan (October 23-26, 2020, El Nido, Palawan)</p> <p>Remittance of Php378,700 under Support to DOT Regional Offices and Local Government Units of Domestic Promotions Department. The Department of Tourism (DOT) proposes to conduct the 4-day Japanese Market Travel Bubble Exploratory Dialogue with Familiarization Tour of El Nido which will showcase the standards and safety protocols of the destination bubble and encourage tourists to confidently travel in this destination. The DOT, Municipality of El Nido as well as the private sector are working closely for the safe, strategic, and gradual reopening of the tourist destinations.</p>		Strengthened support and partnership with regions/LGUs						
	<p>Innovating Tourism Promotions Through Dasig-Bohol's Digital Streaming Videos and Omnichannel Approach (November 2020 - March 2021, Province of Bohol)</p> <p>Remittance of Php9.75M under Support to DOT Regional Offices and Local Government Units of Domestic Promotions Department. To uplift the spirit of the Boholano people in the new normal, the Provincial Government initially launched a program called DASIG on June 12, 2020. "Dasig" is the vernacular word that means "to enliven" or "to inspire." It also became the title of the digital streaming program showcasing the artistic skills, craftsmanship and creativity of local artists and performers. The new DASIG series would continue to feature content that are entertaining, inspiring, informative and demonstrating the genius of the artists and cultural legends of Bohol. Each weekly episode is a full-blown production packed with artistic performances, creatively designed for video streaming.</p>		Strengthened support and partnership with regions/LGUs						
	<p>Responsible Tourism Restart/ Safe Trips Eastern Visayas: An Infinite Escapes Eastern Visayas Marketing and Promotions Program Under the New Normal (4th Quarter 2020 to First Quarter 2021, Tacloban City)</p> <p>Remittance of Php9M under Support to DOT Regional Offices and Local Government Units of Domestic Promotions Department. The Eastern Visayas tourism industry was doing well up until the COVID 19 global health pandemic came. Today, the region's tourism industry is suffering from the impact of the pandemic. Tourism enterprises are struggling to survive. Industry workers and community-based tourism service providers are having a hard time making ends meet. To respond to the needs of their stakeholders, DOT Region VIII plans to undertake a marketing and promotions campaign anchored on the following core messages: It's Still Fun in Eastern Visayas, Waray Undang it Adventure (there is no end to the adventure), Safe Trips Ahead!</p>		Strengthened support and partnership with regions/LGUs						
	<p>Digital Transformation of Lakbay Oriental Mindoro Circuit (4th Quarter 2020 to First Quarter 2021, Oriental Mindoro)</p> <p>Remittance of Php4.5M under Support to DOT Regional Offices and Local Government Units of Domestic Promotions Department. As the Province prepares for the new normal in the tourism industry, there is a need to prepare a more comfortable, seamless and smooth tourism experience for both domestic and foreign who would like to experience the beauty and bounty of the province of Oriental Mindoro. This can be achieved by coming up with innovative and comfortable way of booking, exploring, and experiencing #LakbayOrientalMindoro. The proposed digital transformation of Lakbay Oriental Mindoro Tourism Circuit will be done by creating a comprehensive tourism promotional plan using the integrated marketing communications approach which is necessary to further boost the tourism industry of Oriental Mindoro.</p>		Strengthened support and partnership with regions/LGUs						

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	Hinahapan – Hanap Kita Manila – A Manila Heritage Concert (December 13, 2020, Manila) Remittance of Php2,333,865.60 under Support to DOT Regional Offices and Local Government Units of Domestic Promotions Department. To continue the musical tradition of the "Concert at the Park" in Rizal Park and "Paco Park Presents" at Paco Park, the NPDC has presented an idea to the neighboring agencies which would serve to take the audience on a virtual tour of Manila's cultural heritage sites. This project marks the 200-year anniversary of Paco Park, 90 years of the Museo Pambata Bldg., 45 th Anniversary of the National Planetarium, the pre-celebration launch of the Quincentennial of the victory of Mactan, and the 450th Anniversary of the founding of Manila.		Strengthened support and partnership with regions/LGUs						
Support to Tourism Associations	HSMA Goes Virtual (September to December 2020, Virtual platform) Payment of financial support in tranches with amount of Php1,750,000 released as of December 2020. To address the current impact of the Covid-19 pandemic, the Hotel Sales and Marketing Association (HSMA) came up with a proposal to navigate this challenging and unprecedented situation. The association requested the Tourism Promotions Board (TPB) to embark on a joint marketing initiatives that will help them recover from the effects of the Covid-19 pandemic. September Online Sales (SOS) - On-line platform voucher selling from member hotels & resorts of HSMA Go Philippine Soar (GPS) - 1.5-hour television show that aims to reach out to target markets and/or audiences anew. 8th Virtus Awards 2020 - Annual HSMA awards program that recognizes outstanding sales and marketing practitioners who are role models and inspirations to current and aspiring players in the travel and tourism industry in the Philippines and Asia-Pacific		Strengthened support and partnership with tourism stakeholders						
	Association of Tourism Officers of the Philippines (ATOP) Digital National Convention October 29 - 30, 2020 Amount of Support: Php1,500,000.00 The ATOP has staged its Digital National Convention event broadcasted live on social media and remote communication platforms comprised of members' leadership trainings and the actual convention. It also included the conduct of the Association of Tourism Officers of the Philippines – Department of Tourism (ATOP-DOT) Pearl Awards, a yearly awarding ceremonies recognizing best tourism practices of the local government units and individuals.		Strengthened support and partnership with tourism stakeholders						
	The objectives are as follows: 1. To promote unity and camaraderie amongst tourism representatives of Local Governments, ATOP members. 2. To enlighten, empower, and inspire our tourism units by celebrating optimism through guest speakers known best for excellence in leadership training. 3. To revitalize our tourism units by re-aligning our mission and purpose through hearing testimonials from each provincial tourism leader. 4. To promote awareness and positivity among the different provinces, by showcasing their tourism platforms and showing the country that indeed, each province has an upcoming, upward progress. Furthermore, the convention aimed to revisit programs impeded by the pandemic and also served as a venue to discuss measures to assist organizations and businesses to address the current tourism landscape.								
MARKETING COMMUNICATION DEPARTMENT									
MEDIA RELATIONS AND COMMUNICATIONS DIVISION									
Airport Rebranding Initiatives	As part of its mandate to market and promote the Philippines internationally and domestically, the Tourism Promotions Board (TPB) continues to consider various means to strategically reach its target markets for effective promotions. In line with this, TPB, through its Marketing Communications (MARCOM) Department has collaborated with the National Commission on Culture and Arts (NCCA) in the rebranding initiatives of the country's gateway for travelers - the Ninoy Aquino International Airport (NAIA), Iloilo International Airport, Bohol-Panglao International Airport (Bohol) and Francisco Bangoy International Airport (Davao) - with tourism and cultural designs to give local and international visitors alike a genuine sense of arrival in the Philippines. The is projected to conclude by 4Q 2021.		This is collaboration with National Commission for Culture and the Arts (NCCA), Manila International Airport Authority (MAAA) and the Local Government Units and the various airport management of Iloilo, Panglao and Davao Airports.	NA	NA	NA	NA	NA	
Organized Press Conferences	Arranged several hybrid and virtual press conferences to support the publicity efforts of TPB events in close coordination with TPB's official PR Agency, Mediasense Inc. PWVA Launch - 30 October 2020 Motoualismo - 27 November 2020 MOA Signing with UP-PGH - 15 December 2020 Bohol Farm Tour - 08 December 2020 MOA Signing with PCMC - 28 December 2020	develop press releases and other publicity materials that promoted sustainable tourism	partnership with several media outfits - locally and internationally	5 press conferences	NA (no press conferences managed during 4Q of 2021)	NA	NA	NA	

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					Increase/ Decrease	Factors for Increase/ Decrease	Male	Female	
Services of a PR Agency	As the marketing and implementing arm of the Department of Tourism (DOT), the Tourism Promotions Board (TPB) is responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination. TPB contracted the services of a Communication / Public Relations Agency to design and implement its communication / public relations strategies and plan in order to positively highlight TPB as the marketing arm of the Department of Tourism (DOT) and the Philippines as a travel destination.	develop press releases and other publicity materials that promoted sustainable tourism	partnership with several media outfits - locally and internationally	Q4 2020 PR Pick Ups: October- 22 November- 26 December-	Q4 2019 PR Pick Ups: October- 48 November- 29 December-31	due to the current situation where majority TPB projects were suspended, PR efforts decreased	NA	NA	
Forbes Asia advertorial placement in the Dec 2020 issue	Magazine advertising placement in the Forbes Asia December 2020/January 2021 issue covered a full-color, two-page spread in print (60,000 circulation) and online edition. It also included banner placements targeting the Asia-Pacific region with a 500k digital impression reach. Main objective of this advertising placement is to generate reach and sustain awareness to the targeted A/B market audience in attempt to revive the travel demand, inspire future domestic travel and MICE-related needs.	featured Batangas, Boracay and Bohol as a sustainable tourism destinations	This engagement with Forbes Asia Magazine yielded more opportunities of placements at discounted rates as well as became an avenue in the possibility of forging more projects through its various media arms.	Print - 60,000 copies in print circulation Digital - 500,000 impression through banner and leaderboard units	NA	NA	N/A	N/A	
Progressive Web Application	The Travel Philippines PWA was launched to the public on 30 October 2020 via ZOOM. The media launch was headed by DOT Secretary Bernadette Romulo Puyat, TPB COO Maria Anthonette Velasco-Alloines, DOT Asoc for Branding and Marketing Communications Howard Uyking, and President of HIMO Global Inc (DOT and TPB's partner for this endeavor), Mr. Winston Damanilo. Travel Philippines initially featured six destinations that have reopened to domestic tourism such as Metro Manila (for staycations), Boracay, Bohol, Baguio City, Palawan, and Ilocos Norte. Each destination includes feature articles, general travel information, photos / videos, and health and safety protocols. Travel Philippines is continuously being developed with TPB and HIMO working with DOT regional offices to ensure that information is up-to-date and HIMO managing the technical side.	The PWA has a responsible tourism section on its Help Center. Articles are also geared toward ensuring that tourist remembers sustainable practices when traveling to a destination.	HIMO Global Inc. is the partner of DOT and TPB in this initiative. Share of contribution is as follows: PWA development: TPB=0% / HIMO = 100% Content Management: TPB=50% / HIMO = 50% Customer Management: TPB=0% / HIMO = 100% Digital Campaign: TPB=67% / HIMO = 33% Payments Platform: TPB=0% / HIMO = 100% Content Acquisition: TPB=50% / HIMO = 50% Marketing and Promotions: TPB=50% / HIMO = 50%	n/a	n/a	n/a will determine more appropriate number in 2021 in terms of users	n/a	n/a	
BRAND MANAGEMENT AND ADVERTISING DIVISION									
Creative Agency to develop the Domestic Tourism Welcome Back Campaign	The domestic tourism promotional campaign aims to assure and encourage local tourists that it is safe to travel domestically. Also, to position the Philippines as a viable destination among the local tourists with safety and fun as the main pillars. This campaign is expected to be a bounce back and recovery initiative to mitigate the impact of economic losses incurred brought about by the COVID-19 pandemic to the tourism industry. -Production of Pasko Na! AVP, music and lyrics by Ryan Cayabyab, performed by Ryan Cayabyab Singers, launched on 16 December 2020 through the TPB Weekly Members' Chat, DOT Philippines and TPB Facebook Pages		Commissioned Mr. Ryan Cayabyab to acquire rights to the Pasko Na song; Provided the Pasko Na AVP with English subs to the DOT Foreign Offices for social media uploading	N/A	N/A	N/A	N/A	N/A	
Creative Agency to develop the New Normal Safety Protocols Campaign	The safety campaign aims to highlight the new standard health and safety protocols adopted by the tourism industry during the "new normal"; to target and reach all local tourists/travelling public and give them the confidence and assurance that it is safe to travel again within the country. This campaign aims to support the domestic tourism promotions through creating awareness and educating both tourists and stakeholders on new safety and health protocols adopted by the Philippines Tourism industry as we transition to the new normal. -Shooting done for the omnibus sector protocols AVP "Hands" on 14-16 December 2020	Featured local products - face masks made from weave textiles, tissue and alcohol holder made from rattan/banig material, etc.	Consultation with DOT-OTSR, CAAP, MARINA and PCSSD on other vetting of the protocols to be communication through the materials	N/A	N/A	N/A	N/A	N/A	
Printing of Brochures and Production of Giveaways	TPB Marcom remitted Php 1,875,130.48 support to DOT Germany for the printing and production of destination brochures		Support for our DOT Foreign Office in order to produce the different marketing collaterals	N/A	N/A	N/A	N/A	N/A	
	Production of 15,000 sets of Accommodation Establishments Protocols Posters, shipped to DOT Regional Offices The objective of this project is to help the different Accommodation Establishments alleviate the cost in producing protocols posters for the guests' reference, to remind them of the guidelines to be followed, and to ensure them that their safety is the priority of the tourism industry.		Coordination with DOT on vetting the Accommodation Establishments Protocols Posters layout and in getting the list of accredited establishments nationwide, where these will be distributed. Coordination with different DOT Regional Offices regarding the distribution of the AE Posters	N/A	N/A	N/A	N/A	N/A	
	This project aims to: (1) assist the DOT accredited establishments, TPB Members and Tourism Stakeholders by providing 15,000 sets of materials and paraphernalia as additional support in their required compliance with the Government's new standard health and safety protocols in the industry as they slowly reopen, (2) increase and maintain awareness on new normal			NA	NA	NA	NA	NA	
	and safety reminders to avoid the spread of the disease, (3) give assurance to our domestic and international visitors that their safety and well-being in the country is our priority, and (4) strengthen the partnership between DOT, its accredited establishments, TPB Members, and stakeholders.								

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are INCLUDED in your Work</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</i>	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/</i>	If applicable:					Others, if applicable
				Volume/ Number for 2020 <i>(Quality also what the quantitative figure represent)</i>	Increase/ Decrease	Factors for Increase/ Decrease	Total Number of		
							Male	Female	
	Production of PhilCare Kits (12,500 sets + 2,500 additional face masks) The TOURIST PHILCare KIT will be given to tourists as part of promoting the new normal and safe way of travelling.	This is an initiative to mitigate the impact of losses from the crisis by supporting different Philippine-owned companies and local villages/communities.	Collaboration with different local communities in Abra, the Cordilleras, Iloilo (Kinablon), and Zamboanga (Yakan)	N/A	N/A	N/A	N/A	N/A	
		This will also serve as a promotion of local products by having different items in the Kit, such as washable face masks using assorted weave textiles from Luzon to Mindanao products, hand towel (using Inabel), items such as natural hand sanitizer, tissue paper		NA	NA	NA	NA	NA	
		travel pack, wet tissue made by Filipino-owned companies, together with bamboo toothbrush with bamboo tube case, unisex cotton scarf, and reusable kit bag with tinalak print pattern. 12,500 sets of kits and additional 2,500 pcs face masks will be produced for this project.							
Layout for New Normal Protocols - Health and Safety Guidelines for Island and Beach Destinations	Infographics ad layout on the New Normal Protocols - Health and Safety Guidelines for Island and Beach Destinations, published on 18 October 2020 on major broadsheets such as Philippine Daily Inquirer and Philippine Star, including social media cards posted on Department of Tourism - Philippines' Facebook Page to serve as guide to the public of the to do's should they plan to visit <u>Island and Beach Destinations</u>			N/A	N/A	N/A	N/A	N/A	
Advertising Placement in Tatler Traveller Magazine December 2020 issue and website	The Tatler Traveller is an insider's guide to luxury travel featuring amazing destinations and stories of memorable places to explore both here in the Philippines and abroad. For its 17th edition, Tatler Traveller's December issue will have a special inside supplement entitled "Inspired Journeys" which focuses on a brand's unique journey. The compendium offers a two-page spread in the December Tatler Traveller, the write-up and layout will be provided by Tatler while photos are to be supplied by the TPB. This also will include an online collection page in Tatler Philippines' website. The objective for this print advertising placement is to generate reach and sustain awareness to the targeted audience - A/B market in attempt to revive the travel demand or inspire future domestic travel A two-page spread in the Tatler Traveller magazine issue and an online collection page in the website www.ph.asiatatler.com, published and uploaded on December 2020								
Media buy in Metro Channel's FoodPrints by Chef Sandy Daza	Metro Channel's FoodPrints is a food & travel show hosted by Filipino Chef & food personality Sandy Daza. For its new season, Metro Channel has partnered TPB in marketing and promoting the Philippines as a world-class destination for safe, uniquely-diverse and fun travel, through producing and airing of 1 full season of Food Prints with thirteen (13) 30-minuter episodes (1 premiere and 8 replays per episode) beginning January 2021 (for production). With the upcoming launch of the Domestic Tourism Welcome Back and New Normal for Travelling Campaigns by the TPB, the program will complement and support the efforts being developed by the DOT and all its attached agencies to promote and revive not only domestic tourism, but also culinary/gastronomic tourism in the country. This will feature the local dishes and artisans in the different regions/destinations that has reopened for domestic travel.		Production and marketing of the new season (13 episodes) of FoodPrints program will be covered by Metro Channel while TPB has acquired TV and online spots/placements within program and in Metro Channel's online platforms	N/A	N/A	N/A	N/A	N/A	

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAPs that are INCLUDED in your Work</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</i>	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/</i>	If applicable:			Total Number of		Others, if applicable
				Volume/ Number for 2020 <i>(Qualify also what the quantitative figure represent)</i>	Increase/ Decrease	Factors for Increase/ Decrease	Male	Female	
MICE DEPARTMENT									
MICE + E Familiarization Trip	<p>1.) National Economic and Development Authority (NEDA), Department of Social Welfare and Development (DSWD), Small Business Guarantee and Finance Corporation (SBCorp), Light Rail Transit Authority (LRTA), Philippine Association of Convention/Exhibition Organizers and Suppliers (PACEOS), Department of Tourism (DOT) Region 7, Business Tourism / MICE Stakeholders from the Private Sector</p> <p>2.) 07-10 December 2020</p> <p>3.) Bohol Province</p> <p>4.) The Fam Trip aimed to showcase tourist attractions suitable for the MICE market while maintaining the fun, safe and uniquely diverse travel components, generate business and domestic MICE events for the province of Bohol, conduct a dialog with the LGU and discuss evaluations and recommendations on the feasibility of opening up to more tourists and stakeholders amid the New Normal, and help facilitate the recovery of the MICE stakeholders in Bohol</p>		The Fam Trip was culminated by a Press Conference and Consultation Session with the Bohol LGU that involved all organizations aforementioned and promoted collaboration between government agencies and the private sector to assist Bohol in the recovery of its tourism industry. The sessions provided a platform wherein local tourism stakeholders and the Bohol LGU were able to voice out concerns and their needed assistance for recovery. In return, government agencies were able to discuss each of the programs their organization has to offer for this endeavor.						
	5) The Fam Trip was part of the government's initiative to gradually open up the economy, especially the tourism sector which is badly affected by the pandemic. It involved not only site inspection of MICE facilities and attractions, but likewise identified and possibly developed, the province's products and services under the new normal								
MICECONline 2020 (Philippine MICE Conference Virtual Edition)	<p>1. HIMO Global Inc. / Talino Venture Labs, Philippine Association of Conference / Exhibition Organizers and Suppliers (PACEOS), Association of Destination Management Executives International (ADOME), International Congress and Convention Association (ICCA), Orange Gibbon, Jessica Cox Motivational Services, WARC, Philippine MICE Academy, Philippine Council of Association and Association Executives (PCAA), Gaining Edge, TTG Asia Media</p> <p>2. October 26 - 30 2020</p> <p>3. Via Conference Platform (Whova)</p>	TPB has organized an educational conference that is beneficial for the advancement of the local MICE and Tourism workforce and recovery of the business events industry.	MICECONline has worked to promote greater collaboration between industry stakeholders, private and public organizations to support the development and progress of the Philippine MICE industry.	<p>1,331 conference delegates</p> <p>Academe - 531</p> <p>Exhibition Organizers - 46</p> <p>Airlines - 10</p> <p>Government Agencies - 67</p> <p>Associations - 17</p> <p>Hotels and Resorts - 278</p> <p>Association Management Companies - 2</p> <p>Incentive Tour Organizers - 4</p> <p>Conference Organizers - 15</p> <p>LGU - 37</p> <p>Convention & Visitor Bureau - 1</p> <p>Media - 19</p> <p>Convention/ Exhibition Venue - 33</p> <p>Sea or Land Transport Operators - 3</p> <p>Corporate Companies - 16</p> <p>Travel/ Tour Agencies - 122</p> <p>Destination Management Companies - 12</p> <p>Foreign Delegates - 59</p> <p>Event Meeting Planners - 28</p> <p>Others - 21</p>	Number of delegates has increased compared to the generated attendees last MICECON 2018.	Factors for increase of number of delegates are as follows: - No registration fee - Open to all industry stakeholders, no limit of delegates per company - Conducted through virtual format - Conference platform is accessible via Web and Mobile - On demand videos are viewable by registered delegates for 1 month from the last day of the event	254	1077	
	4. MICECON has become an institutional development initiative of the TPB, which has been a place to gather and enhance all sectors of the industry and to increase the awareness of the Industry Meetings. The 2020 edition of MICECON aims to deliver a comprehensive virtual education program for Philippine MICE and Tourism Practitioners and Academe by generating useful knowledge from industry-leading speakers who will share their experience and insights into high-level MICE issues and other business event strategies and developments that will help the industry's recovery.								
	5. MICECONline 2020 has been able to provide significant learning to MICE and Tourism partners through a number of plenary and breakout sessions. This provided an opportunity for our local MICE stakeholders to share their experiences with other stakeholders that will be useful in building relationship and cooperation between private stakeholders and the government agencies concerned. As a result, the conference was able to promote the country's efficiency and ability to manage a conference either through a virtual or physical environment that would help develop the country's resilience and competitiveness as a preferred MICE destination.								
Associations Summit (AS8) Virtual Conference	(1) Philippine Council of Associations and Association Executives (2) 25-26 November 2020 (3) Virtual Event (4) To update members of current trends in MICE and association managements and for networking purposes (5) PCAA helps the TPB in reaching out to associations through regular activities they conduct and one of these is the Association Summit. The AS8 endeavor to equip the local associations to bid and host regional, international and world meetings in the Philippines.	Strengthening the relationship with local associations is a core marketing and promotional strategy of TPB. For AS8, the TPB sponsored the event management company that will provide platform and manage AS8 virtual event.	Thru the sponsorship of the event management company that run AS8 virtual event, PCAA were able to provide a well organized its members and other association executives venue for their progress and development of local associations.	Est at 300 virtual participants					

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are INCLUDED in your Work</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</i>	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/</i>	If applicable:				Others, if applicable	
				Volume/ Number for 2020 <i>(Qualify also what the quantitative figure represent)</i>	Increase/ Decrease	Factors for Increase/ Decrease	Total Number of		
							Male		Female
IBTM Americas Virtual One2One Appointments	(1) Annsel Holidays, Intas Destinations, Divaishnavi Int, Travelite and PDOT Los Angeles (2) 09-13 Nov 2020 for Round 1, 17-20 Nov 2020 for Round 2 and 06-12 March 2021 (3) Virtual (4) Continue to introduce and showcase the Phils capabilities and MICE offerings to the North and Latin American markets; continue the visibility of Phils in the North and Latin American markets; expand the network of Phils (5) Awareness on the Phils and its MICE capabilities, generate strong leads that may lead to the increase in number of conferences and events in the Phils and strengthen the collaboration among Phil delegation in uplifting the Phil image	Met Buyers, thru virtual appointments, who have interest in the Philippines and has potential to bring their groups and events in the country	Participation of Phil destination management companies that will support TPB's promotion of the Phils events in the country	4 DMCS and 1 DOT Foreign Office plus TPB	Same only		3	6	
Incentive Travel & Conventions, Meetings Asia (IT&CMA) 2020 - virtual edition	1. Forty (40) Participants under the Philippine Booth = TPB (1) + Private Sector Participants (39) Annsel Holidays Inc., CTPH Lifestyle & Travel Services, Divaishnavi International Inc., Earth Explorers Travel and Tours, Flyeast Philippines, Intas Destination Management, Lizmar Travel and Tours, Mooncake Educational Travel and Tours, Shroff International Travel Care Inc., Travelite Travel and Tours Co., Uni-orient Travel Inc., Travel Related Incentive Programs & Services (T.R.I.P.S.), Team Asia, SMX Convention Center, Astoria Current, Belmont Hotel Boracay, Bluewater Maribago Resort, Conrad Manila, Crimson Resort & Spa Boracay, Dusit Thani Manila, Hilton Manila Hotel, Makati Shangri-la, Marriott Hotel Manila, Mihi Resort & Spa, Movenpick Resort & Spa Boracay, Okada Manila, Pamilacan Island Dolphin & Whale Watching Tours, Pink Lily Travel and Tour Services Inc., Savoy Hotel Boracay, SEDA Lio,	Met Buyers, thru virtual appointments, who have interest in the Philippines and has potential to bring their groups and events in the country (for business sustainability of industry players)	Participation of Industry Stakeholders that will support TPB's promotion of the Philippines as a premiere MICE/ business events and tourist destination	TPB and 39 Private Sector co-exhibitors	Increase	Requested a higher allotment/ slots due to high demand from private sector. Participation fee was waived as additional support of TPB to industry stakeholders.	19	50	
	SEDA Verbis North, Shangri-la at the Fort, Shangri-la's Boracay Resort & Spa, Sofitel Philippine Plaza, The Lind Boracay, Waterfront Hotels and Casino, SM Hotels and Conventions Corporation (SMHCC), The Bellevue Hotels and Resorts, South Palms Resort Panglao								
	2. 15 - 20 November 2020								
	3. Virtual								
	4. To reinforce the Philippines' (through TPB and private sector participants) relationship with global Meetings, Incentive Travel, Conventions and Exhibitions (M.I.C.E./ business event and travel specialists; To increase awareness of the Philippines as a M.I.C.E./ business event destination and inspire them to travel when restrictions start to ease; To identify new contact opportunities and generate active business leads, and to launch new products and experiences to highly qualified and verified buyers.								
	5. The event will contribute to Philippine tourism through the forging of new contacts and partnerships by the participating co-exhibitors which may lead to business opportunities/ future bookings. The potential bookings, once these materialize, would bring in business travellers - arrivals, provide business opportunity that creates an economic multiplier effect as it benefits MICE suppliers and other auxiliary services								
Business World Economic Forum 2020 (Virtual)	The annual BusinessWorld Economic Forum is the flagship and award-winning event of Business World, which gathers local and international experts. The 2020 edition, which was held online on 25-26 November 2020, highlighted discussions on the great economic reset, as well as the future in a post-COVID era, in a premier virtual set-up.	One of the Forum's session highlights was about "Green Meetings and Sustainable Tourism" with participation from the DOT and the World Travel & Tourism Council (WTTC), with no less than our very own Tourism Secretary Bernadette Romulo-Puyat as speaker/panelist		This virtual event was participated in by an online audience of over 1,200 - exceeding its target of 1,000 participants.	The 2019 and 2018 Business World Economic Forum were both held in May at the Grand Hyatt, with around 700-800 and 685 attendees, respectively, while the 2017 Eco Forum was held in Shangri-La at the Fort, also in May, with over 800 attendees.	The 2020 edition was a virtual event. The 2019, and all other past editions of this annual forum, were live events.			
	The 2020 BusinessWorld Economic Forum, with the theme "Forecast 2021: ReBoot, ReThink, ReShape," provided quality virtual experience for the participants and featured inspirational and future-focused keynotes, interactive talks, breakout sessions, as well as connection with relevant markets through virtual networking and booth exhibits.			Participants included executives from all over the country, at least 50% of whom are C-level, comprising of decision-makers, government leaders, top company executives, and business professionals.					
	The support for this virtual Forum (under the enhanced MICE Plus Program) is in line with the TPB's mandate to promote the country as a MICE destination, and build up our national brand not only as an ideal destination for tourism, but for investments as well.			Around 50 delegates were from North America and Asia.					
ADMINISTRATIVE DEPARTMENT									
PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION									
Gender and Development									
Observance of the 18- Day Campaign to End Violence Against Women (VAW)	18- Day Campaign to End Violence Against Women (VAW) 25 November 2020 - 12 December 2020 All TPB Personnel								
	The Philippine Commission on Women (PCW) is spearheaded various online activities in consonance with the recurring theme "VAW-free community starts with Me" during the observance of 18 Day Campaign to End VAW. The activity aimed to promote awareness on the forms of violence women and girls experience, provide information on laws protecting women and girls and feature VAW-related services that people can access and avail.								

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAFs that are INCLUDED in your Work</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</i>	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/</i>	If applicable:		Total Number of		Others, if applicable
				Volume/ Number for 2020 <i>(Qualify also what the quantitative figure represent)</i>	Increase/ Decrease	Factors for Increase/ Decrease	Male	
	The 2020 Campaign comes at a time when the country is reeling from the COVID-19 pandemic that aggravated underlying gender issues and affected marginalized and vulnerable sectors. Women may experience different forms of VAW while locked down in their homes with the perpetrators, with tension rising from uncertainties in health, security, and economy creating a perfect storm. The implementation of varying community quarantine measures also hindered victims to seek help, report the abuse, and/or escape their perpetrators due to the suspension of public transportation, strict orders to stay home, and limited issuance of quarantine passes. Sexual harassment, victim-blaming, and several instances of online forms of VAW were also observed.		In cooperation with Philippine Commission on Women (PCW)					
2020 Online Talakayan Towards VAW Free Barangays	09 and 12 December 2020 Philippine Commission on Women Facebook Page The activity aimed to strengthen the protection of women from VAW in the grassroots by informing service providers of the roles and responsibilities of Barangay VAW Desks, laws on VAW including Republic Act 9262, role of other service providers, and the referral network in effect for victim survivors. The series also comprised of talakayan on sexual harassment, the Safe Spaces Act, and laws against trafficking in persons.							
Learning and Development:								
A. VIRTUAL LEARNING SESSIONS E-Learning Sessions via Zoom								
- Dealing with Workplace Problems with Mr. Philip Nucleus Sia I, CHRP, CLC, Managing Director, COMPETAD Training and Professional Development Services on 05 October 2020	To address the learning needs of TPB personnel on the following: 1. Leadership Competencies 2. Core/ Functional Competencies 3. Psychosocial Wellbeing 4. Work-Life Integration							
- Understanding Oneself: The Practice of Mindfulness with Coach Suzette C. Siapno, COMPETAD Training and Professional Development Services on 12 October 2020								
- Think like a Customer with Mr. Philip Nucleus Sia I, CHRP, CLC, Managing Director, COMPETAD Training and Professional Development Services on 19 October 2020								
- Dealing with Workplace Problems with Mr. Philip Nucleus Sia I, CHRP, CLC, Managing Director, COMPETAD Training and Professional Development Services on 26 October 2020								
- SHIFT FORWARD during crisis: From FIXED to GROWTH Mindset with Ms. Nancy L. Mendiola, People Ignite on 09 November 2020								
- ARTTherapy: Healing Power of Art for Well Being with Ms. April Salonga, People Ignite on 03 November 2020								
- Developing a Productive Mindset with Coach Suzette C. Siapno, COMPETAD Training and Professional Development Services on 09 November 2020								
- Developing Emotional Bank Account with Mr. Philip Nucleus Sia I, CHRP, CLC, Managing Director, COMPETAD Training and Professional Development Services on 16 November 2020								
- Coping with NERVES during Presentations with Mr. Philip Nucleus Sia I, CHRP, CLC, Managing Director, COMPETAD Training and Professional Development Services on 23 November 2020								
- Understanding the Grow Model for Coaching with Mr. Philip Nucleus Sia I, CHRP, CLC, Managing Director, COMPETAD Training and Professional Development Services on 01 December 2020								
- Time Management in the New Normal Suzette C. Siapno, COMPETAD Training and Professional Development Services on 07 December 2020								
B. VIRTUAL LEARNING SESSIONS In-house trainings (Technical)								
Virtual Planning and Execution Workshop (in-house) 29 - 30 October 2020 via Zoom	To understand strategic planning and executing tools, develop a digital event program plan, and to understand the various technological options available from small to large events.							
Virtual Training on Research and Analysis (in-house) 10 - 11 November 2020 via Zoom	To expand the participant's ability to collect information through various research methodologies; and to examine or appraise collected data and information in order to understand its nature, significance, and relevance to the successful implementation of a plan, program							
Virtual MS Excel (Basic, Intermediate and Advanced) Workshop (in-house) 23-25 November 2020 via Zoom	To gain knowledge on the MS Excel Basic, Intermediate and Advanced such as creating, editing formatting, basic and advanced functions and command analysis.							

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are INCLUDED in your Work</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following:</i>	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation)</i>	If applicable:				Others, if applicable
				Volume/ Number for 2020 <i>(Qualify also what the quantitative figure represent)</i>	Increase/ Decrease	Factors for Increase/ Decrease	Total Number of Male Female	
Virtual Training on Innovation (in-house) 19-20 November 2020 via Zoom	To understand the value of innovation to the organization, and improve the existing solutions and processes; to enhance the participant's ability to create fresh, unique and valuable ideas and to implement these into new methods or processes to further satisfy the needs and expectations of TPB and its stakeholders; and to identify opportunities for innovation in the organization.							
Virtual Training on Strategic Thinking (in-house) 26-27 November 2020	To provide participants with structure and tools to be used in the strategic thinking process; to understand how to identify and address barriers and risks inherent to plans and programs; and to learn how to effectively lead and communicate a strategic planning effort							
Employee Engagement and Health and Wellness Programs								
I. Physical								
Online Medical Consultation with TPB Medical Consultant (October to December 2020)	To attend medical needs of TPB personnel							
Virtual Health Forum entitled Pandemic Flu and You by Dr. Vienroy Lucido, TPB Medical Consultant 08 October 2020 via Zoom	To attend medical needs of TPB personnel							
II. Spiritual								
Virtual Bible Study once a month (October to December 2020)	To uplift the spiritual needs of personnel							
Monthly Mass once a month via TPB FB Group live streaming (October to December 2020)								
III. Engagement								
Virtual Town Hall Meeting 09 October 2020 20 November 2020, via the zoom and closed TPB FB group	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.							
Virtual Maskquerade 30 October 2020, via the zoom and closed TPB FB group								
TPB Year-End Activity 11 December 2020, via the zoom								

Prepared by:

 MARIVIC M. SEVILLA
 Signature over Printed Name of Focal Person

Vetted by: 
 MARIA ANTHONETTE C. VELASCO-ALLONES
 Head of Agency
 Date:

DOT YEAR-END ACCOMPLISHMENT REPORT TEMPLATE
4th Quarter CY 2020

AGENCY: TOURISM PROMOTIONS BOARD

PROGRAM/ACTIVITY/ PROJECT <i>(Include here PAs that are NOT INCLUDED in your Work and Financial Plan)</i>	Major Accomplishments <i>(Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following: 1. Who were involved? (indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?)</i>	Initiative/s on Sustainability <i>(Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)</i>	Partnerships Developed/Forged/ Established <i>(Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)</i>	Volume/ Number for 2020 <i>(Qualify also what the quantitative figure represent)</i>	If applicable:		Total Number of Participants		Others, If applicable
					Increase/ Decrease <i>(Comparison with 2019 data)</i>	Factors for Increase/ Decrease <i>(Indicate here what contributed to the increase or decrease as reported, in qualitative and/or quantitative format)</i>	Male	Female	
INTERNATIONAL PROMOTIONS DEPARTMENT									
TRAVEL FAIR									
8th Chengdu International Tourism Expo (CITE)	Inaugurated in 2012, Chengdu International Tourism Expo (CITE) is the leading tourism exhibition in the Sichuan province for professionals in the tourism industry to promote their latest travel packages, destinations, products, and services. The event is supported by the Sichuan Provincial Department of Culture & Tourism, Sichuan Provincial Tourism Association, Chengdu Culture, Radio and TV, Press and Publication Bureau, and Chengdu Municipal Bureau of Exposition. It was held last 26-28 November 2020 in Chengdu, China. The project aimed to restart outbound travel from Chengdu and Southwest China to the Philippines and to educate and update the Chinese agents and mass audience on the Philippines' recovery program.		The organizers of this event, CMEC International Exhibition Co., Ltd, extended an 18sqm booth. They also took care of the stand construction.	No private sector participation	N/A	N/A			
China-ASEAN Expo Tourism Exhibition (CAEXPO-TE)	The China-ASEAN Expo Tourism Exhibition (CAEXPO-TE), a subdivision of the original CAEXPO, started in 2015 with the Philippines as one of the founding members. Both the Ministry of Culture and Tourism of the People's Republic of China and the People's Government of Guangxi Zhuang Autonomous Region of China are sponsors of the event. The exhibition aims to expand the reach of tourism cooperation and enhance participants' comprehensive service capability by building a value chain among the tourism industry sector especially ASEAN and China.		Annually, the organizers designate the Guest Country of Honor among the ASEAN nations. For this year, the spotlight is on the Philippines as it was chosen to be the Guest Country of Honor. The organizers have provided the following free of charge: a. Booth space and construction: 54 square meter, a custom built booth subsidy of RMB 300 or Php 2,100/ square meters; b. Inviting the Secretary of Tourism or her representative and three (3) officials as VIPs to the Tourism Exhibition- organizers to provide international airfare, accommodation, meals and local transport for their four day/ three night stay in Guilin; c. Reception for Exhibitors (private sectors)- Standard room (less than 5 rooms) for 4 nights. As Guest Country of Honor, the Philippines will be able to render an official speech during the opening ceremony, conduct tourism promotion conference and media interview.	No private sector participation	N/A	N/A			
Philippine Online Travel Fair	The Department of Tourism Shanghai office in partnership with Dragon Trail will conduct an online travel fair that will run for thirty (30) days in the market. Dragon Trail, a company based in China, is the only one to offer this kind of technology at a very reasonable amount by providing 30% from its regular costs to the Philippines. Furthermore, it will also be a good opportunity for the Philippine private sectors to conduct business with their Chinese counterpart through a Wechat online system developed by Dragon Trail. Each seller joining the event will undertake business to business appointments as well as product presentation.		To maximize our online presence, Dragon Trail has provided a special offer by waiving our participation fee at the China Outbound Travel and Tourism Market (COTTM) online travel fair. The said event will run for three months and there will be Business-to-Business meetings conducted with China's top Online Travel Agents.	44 private sectors	Increased by 22 participants	More participated since there was no participation fee	17	51	

PROGRAM/ACTIVITY/ PROJECT (Include here PAPs that are NOT INCLUDED in your Work and Financial Plan)	Major Accomplishments (Indicate here big-ticket events that made a substantial impact in the Tourism Industry in 2020. Inputs should answer the following: 1. Who were involved? (Indicate our partners in the event) 2. When did it happen? 3. Where did it happen? 4. What were the objectives of the event? 5. How will the said event? contribute to the development of the Philippine tourism industry?)	Initiative/s on Sustainability (Include here an activity or project carried out by your office that is in line with the Department's thrust on sustainability. Indicate in qualitative format.)	Partnerships Developed/Forged/ Established (Indicate the nature of cooperation/ collaboration, partners involved and highlights of the partnership that contributed substantially to a success. Indicate in qualitative format)	Volume/ Number for 2020 (Qualify also what the quantitative figure represent)	If applicable:		Factors for Increase/ Decrease (Indicate here what contributed to the increase or decrease as reported, in qualitative and/or quantitative format)	Total Number of Participants		Others, if applicable
					Increase/ Decrease (Comparison with 2019 data)			Male	Female	
DOMESTIC PROMOTIONS DEPARTMENT										
Department of Tourism (DOT) Department Order No. 2020-068 Creating an Inter-Sectoral Team to Conduct Validation of Readiness of Local Tourism Destinations	November - December 2020 (or as advised by the Task Force)									
	Destinations Validated with TPB Involvement: 15-17 November 2020 - Ilocos Sur, La Union, and Tublay, Benguet 27 November 2020 - Mabini, Batangas 26-29 November 2020 - Siargao Island, Surigao Del Norte 27-30 November 2020 Boracay Island									
	Consistent with the Department Order No. 2020-050 that created the Task Force on Domestic Tourism Product and Marketing Development, an inter-sectoral team within the Department was created to conduct site validation and inspection on the compliance with issued guidelines of the Department on the opening of local tourism destinations and establishments. TPB, through its Domestic Promotions Department, is recommended to follow the Department Order No. 068 and to recommend representatives to be part of the Inter-Sectoral Team, with the approval of the Chief Operating Officer, following guidelines set forth by the Department Order No. 068.									
MARKETING COMMUNICATION DEPARTMENT										
MEDIA RELATIONS AND COMMUNICATIONS DIVISION										
SPOTLIGHT Newsletter	This is a quarterly digital production of TPB newsletter hosted on the website and distributed via email list to members and media	Instead of mass printing, TPB adapts a sustainable practice by doing a digital production which is cost-effective and has a wider audience reach.	Collaboration with TPB members/stakeholders by giving them a spot to feature their best practices	To release four (4) issues of Spotlight digitally	The production of the newsletter, formerly called Headlines, was handled by CPBD	N/A	N/A	N/A		
TPB Quarterly Social Media Report	There is a significant increase in the audience and post reach of TPB's social media accounts, particularly Facebook, mainly due to organic efforts and sponsored posts of relevant events.	Through publishing/sharing of TPB's latest news and engagements, online platforms remain to be the best, cost-effective and timely vehicle to deliver information aligned with DOT's thrust on sustainable tourism.	Collaboration with third party providers such as Himo Global, Inc for all PWA-related boosted posts	As of Q4 FB-39,511 TW-1,834 IG-1,417 YT-68	vs YE2019 FB-28,125 TW-362 IG-729 YT-N/A	Engagement with third party providers to boost relevant social media ads contributed to a higher page and post reach.	43%	57%		

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ADMINISTRATIVE DEPARTMENT										
PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION										
Public Online Learning Sessions	Objective: To provide personnel with significant on-line materials while working from home.									
	Mental Health: 2									
	Mental Wellness Tips for Remote Workers, Part 3									
	14 October 2020, 5:00PM-6:00PM									
	Jonathan Yabut									
	OVERWHELMED: Avoiding Burnout From Work and Home With Dr. Tito Almadin									
	22 October 2020, 5:00PM-6:00PM									
	Vertical Paralel Asia									
	HR-Related: 2									
	ASIA HR Forum 2020									
	10 December 2020, 10:30AM									
	ASIA CEO Forum									
	Interim Guidelines on Absences of Government Officials and Employees and Amendment to the Revised IGAWA									
	10 December 2020, 1:00PM									
	Civil Service Institute - CSC									
	Leadership: 4									
	How to Manage Politics and Conflicts at Work									
	9 October 2020, 5:00PM-6:00PM									
	Jonathan Yabut									
	The Art of Managing Politics & Conflicts At Work, Part 2									
	20 October 2020, 5:00PM-6:00PM									
	Jonathan Yabut									
	Leadership: How to Start Your 2021 Right (FREE Access)									
	24 November 2020, 4:00PM-5:00PM									
	Rhea Rita "RCee" Cruz-Mutuc, MBA / Limitless Power Coach Training & Consultancy Inc.									
	Servant Leadership (FREE Access)									
	11 December 2020, 3:00PM-4:00PM									
	Ray Marvin Flores/ Limitless Power Coach Training & Consultancy Inc.									
	Tourism-Related: 1									
	Sustainable Tourism for a Better Normal									
	15 October 2020, 10:00AM-1:00PM									
	DOT Trains									
	Technical: 10									
	Tips and Tricks for Gmail Users, Part 3									
	6 October 2020, 5:00PM-6:00PM									
	Jonathan Yabut									
	IGNITION LEARNING SERIES: Critical and Creative Thinking									
	8 October 2020, 10:00AM-11:30AM									
	People Ignite									

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	Protecting Connected Devices from Cyber Threats 9 October 2020; 3:00PM-4:00PM BrightTALK									
	LinkedIn Tips for Your Professional Branding 16 October 2020; 5:00PM-6:00PM Jonathan Yabut									
	How Platform Design Can Boost Productivity 20 October 2020; 1:00PM-2:00PM DAP as APO Center of Excellence on Public Sector Productivity									
	Google Drive Tips and Tricks, Part 2 23 October 2020; 5:00PM-6:00PM Jonathan Yabut									
	Introduction to Regulatory Impact Assessment 24 November 2020; 2:00PM Lea S. Peralta / DAP as APO Center of Excellence on Public Sector Productivity									
	Online Training on Digital Tools and Techniques in the New Normal and Webinar Netiquette 4 December 2020; 1:30PM-5:00PM Department of Tourism									
	[Webinar] APO Productivity Talk: Innovation Management Systems and the SDGs 8 December 2020; 1:00PM-2:00PM DAP as APO Center of Excellence on Public Sector Productivity									
	Integral Quality Management (IQM) Towards Sustainable and Smart Communities 9 December 2020; 10:00AM-12:00NN DAP as APO Center of Excellence on Public Sector Productivity									
	Marketing 5 Marketing Insights: COVID-19's Impact on Webinar and Virtual Event Strategies 9 October 2020; 2:00PM-3:00PM BrightTALK									
	5 Social Media Tips For Online Sellers 24 November 2020; 5:00PM-6:00PM Jonathan Yabut - The Apprentice Asia Winner									
	Business Strategy Planning Seminar and Workshop (FREE Access) 3 December 2020; 3:00PM-4:00PM Limitless Power Coach Training & Consultancy Inc.									
	5 (More) Social Media Tips for Online Sellers (Part 2) 8 December 2020; 5:00PM-6:00PM Jonathan Yabut - The Apprentice Asia Winner									
	How to Maximize QR Codes for Your Online Business 11 December 2020; 5:00PM-6:00PM Jonathan Yabut - The Apprentice Asia Winner									

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	Financial: 1 Introductory Financial Wellness for Millenials, Part 2 5 December 2020, 10:30AM-11:30AM Jonathan Yabut - The Apprentice Asia Winner									
	Personal and Lifestyle: 5 Make the Most of Life: Planning and Productivity Tips for Work and Personal Use (FREE ACCESS) 17 October 2020, 2:00PM-4:00PM Limitless Power Coach									
	IGNITION LEARNING SERIES: Community Care 22 October 2020, 10:00AM-11:30AM People Ignite									
	Adjusting Your Life & Career In The #NewNormal: An Adulting Discussion 29 October 2020, 6:00PM-7:00PM Jonathan Yabut									
	PATA 101 Webinar: Year-End Wrap-Up & Going Into 2021 with Dr. Mario Hardy 3 December 2020, 4:00PM Pacific Asia Travel Association									
	IGNITION LEARNING SERIES: Futures Thinking 4 December 2020, 10:00AM-11:30AM People Ignite									
	New Normal: 2 Time & Productivity Management in the #NewNormal 5 November 2020, 5:00PM-6:00PM Jonathan Yabut									
	Time & Productivity Management Part 2 27 November 2020, 5:00PM-6:00PM Jonathan Yabut - The Apprentice Asia Winner									
	Industrial/ Economical: 9 Greening the COVID-19 Response, Recovery and Redesign 6 October 2020, 1:00PM-2:00PM (APO) Asian Productivity Organization									
	Productivity & Quality Improvement Approaches for the Public Sector 21 October 2020, 2:00PM-3:00PM DAP as APO Center of Excellence on Public Sector Productivity									
	[Webinar] Prolific Productivity in the Public Sector during the Pandemic 23 October 2020, 2:00PM-3:00PM DAP as APO Center of Excellence on Public Sector Productivity									
	Webinar Series on Industry 4.0 and Emerging Trends Part 2: Best Practices and Working Models of Select Countries on the Application of Industry for MSMEs 24 November 2020, 3:00PM-5:00PM DAP as APO Center of Excellence on Public Sector Productivity									

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	Knowledge Sharing: How to Boost Innovation and Productivity in the Public Sector 25 November 2020, 4:00PM DAP as APO Center of Excellence on Public Sector Productivity									
	Asia Waste Management Forum 26 November 2020, 10:30AM Asia CEO Forum									
	INVITATION STRUCTURES OF MUTUAL SUPPORT: A Conversation to Examine Bayanihan and Other Mutual Support Practices 26 November 2020, 4:00PM-6:00PM Metropolitan Museum of Manila									
	Recovery Strategies for 2021 3 December 2020, 4:00PM Pacific Asia Travel Association Philippines Chapter									
	The Philippine Transportation Sector: What to Expect POST-COVID-19 11 December 2020, 2:00PM-3:00PM People Management Association of the Philippines									
Virtual Public Seminars	Strategic and Operational Planning 12-15 October 2020, 8:00AM-12:00NN Association of Government Internal Auditors, Inc. (AGIA) 1. Marilito Rodriguez 2. Irene Francisco									
	Internal Control for Property and Supply Management 13-16 October 2020, 8:00AM-12:00NN Association of Government Internal Auditors, Inc. (AGIA) 1. Paula Jesusa Granale 2. Eloisa Romero									
	Operations and Management Audit 20-23 October 2020, 8:00AM-12:00NN Association of Government Internal Auditors, Inc. (AGIA) 1. Marilito Rodriguez 2. Irene Francisco 3. Marian Sarah Garate 4. Jennifer Alor 5. Nelson Lopez									
	The Philippine Bidding Documents 26-28 October 2020, 8:00AM-5:00PM Association of Government Internal Auditors, Inc. (AGIA) 1. Jocelyn Patrice Deco									
	Cash Management and Its Internal Control System 27-30 October 2020, 8:00AM-12:00NN Association of Government Internal Auditors, Inc. (AGIA) 1. Marites Bathan 2. Mary Inycka Dela Cruz 3. Jerson Tomoling 4. Jerome Velasco 5. Marilito Rodriguez 6. Irene Francisco 7. Marian Sarah Garate Managing Employee Mental Health and Well-Being									

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	Objectives: 1. Have the knowledge and confidence to address mental health issues and concerns of their employees. 2. Recognize the signs of mental ill-health in the workplace and know what actions to take 3. Apply the PERMA (Positive emotion, Engagement, Relationships, Meaning, and Accomplishment) approach to managing employee well-being. 4. Display practical skills in managing employee emotions and performance: Stress and burnout management, building psychological resilience, and developing a growth mindset.									
	28-30 October 2020, 1:00PM-4:30PM Premier Value Provider 1. Patricia Alace Delas Alas									
	Government Procurement Reform (R.A. 9184) and Its Revised IRR and Updates 4-6 November 2020, 8:00AM-5:00PM Association of Government Internal Auditors, Inc. (AGIA) 1. Jemary Lizbeth Cangco 2. Riezel Umali 3. Janet Villafranca 4. Socrates Torres 5. Jocelyn Patrice Deco									
	Basic Internal Control Concepts and Internal Auditing Principles and Practices 9-12 November 2020, 8:00AM-12:00PM Association of Government Internal Auditors, Inc. (AGIA) 1. Irene Francisco 2. Jennifer Alor 3. Nelson Lopez 4. Victoria Supillo 5. Jemary Lizbeth Cangco 6. Riezel Umali									
	Guiding Principles on the Management of Government Funds and Properties (Laws, Rules and Regulations on Government Expenditures) 10-13 November 2020, 8:00AM-12:00NN Association of Government Internal Auditors, Inc. (AGIA) 1. Roselle Romero 2. Marito Rodriguez									
	Preparation of the PPMP and the Annual APP 16-18 November 2020, 8:00AM-5:00PM Association of Government Internal Auditors, Inc. (AGIA) 1. Marito Rodriguez 2. Irene Francisco 3. Jemary Lizbeth Cangco									
	Information System Audit Fundamentals 23-26 November 2020, 8:00AM-12:00NN Association of Government Internal Auditors, Inc. (AGIA) 1. Jerson Tomolina 2. Jerome Velasco 3. Marito Rodriguez									
	Corporate Governance Orientation Program for Government-Owned and Controlled Corporations 26-27 November 2020, 8:00AM-12:00NN Institute of Corporate Directors 1. Jocelyn Patrice Deco									

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	AGIA Annual National Convention 2-4 December 2020, 8:00AM-5:00PM Association of Government Internal Auditors, Inc. (AGIA) 1. Jerson Tomoling 2. Jerome Velasco									
	The Philippine Bidding Documents 14-16 December 2020, 8:00AM-5:00PM Association of Government Internal Auditors, Inc. (AGIA) 1. Marito Rodriguez									
	Basic Accounting and Internal Control for Non-Accountants 15-18 November 2020, 8:00AM-12:00NN Association of Government Internal Auditors, Inc. (AGIA) 1. Jemary Lizbeth Cangco 2. Reizel Umali									
	Online Forum on Online Volunteerism in the Public Sector 15 December 2020 Objective: Pay tribute to our frontline workers and volunteers while laying the groundwork towards a more resilient voluntary sector. Philippine National Volunteer Service Coordinating Agency (PNVSCA) 1. Jocelyn Pactrice Deco 2. Marito Rodriguez									

Prepared by:

 MARIVIC M. SEVILLA
 Signature over Printed Name of Focal Person

Vetted by: 
 MARIA ANTHONETTE C. VELASCO-ALLONES
 Head of Agency

Date: