

2024 TPB Calendar of Events

**This is a tentative calendar of selected TPB Domestic events that will most likely require influencers. Dates may change.*

**To help guide you in drafting your monthly social media content plan, refer to the links below:*

For TPB events calendar, please visit <https://www.tpb.gov.ph/marketing-and-promotions/>

For more information on TPB programs, projects, and events, check <https://www.tpb.gov.ph/newsletter/>

Date	Event/Program	Brief Description
03-05 September	Philippine Travel Exchange	PHITEX is the biggest government organized travel trade event in the country first held in 1996. Patterned after the ASEAN Tourism Forum, this event hosts qualified international buyer delegates all over the world to participate in table-top business appointments with accredited Philippine tourism suppliers. Invited foreign participants are also given a chance to experience what the country can offer as a tourism destination during pre and post tours featuring key Philippine attractions and destinations.
25 June to 01 July 2024	Tourism Marketing Educational Seminar	Tourism Marketing Educational Seminars aims to create innovative and new initiatives for the marketing officers of Department of Tourism Regional Offices (DOT ROs) as well as designate tourism officers of Local Government Unit (LGUs). These seminars shall focus on tourism trends, best practices, and new marketing approaches to increase marketability of tourism destinations including sustainable community-based tourism sites.
Year-round	Philippine Motorcycle Tourism (Support to Motorcycle Association events)	Philippine Motorcycle Tourism pushes for alternative ways of traveling, highlighting motorcycles as an effective means to kickstart domestic tourism recovery and boost the local economy in these difficult times.
year-round April to December	Domestic Tourism Invitational Program	<p>The Domestic Tourism Invitational Program (DTIP) is a product of the Tourism Promotions Board's alignment with the Department of Tourism's Thrusts: Branding, Marketing and Promotions, Product Development, and Destination Management.</p> <p>The DTIP is a series of familiarization trips participated by TPB Member Tour and Travel Agents (TTA), Tour Operators (TOP), Online Tour Operators (OTA), Travelling Media, and Key Opinion Leaders.</p>

<p>year-round April to December</p>	<p>Community Based Tourism</p>	<p>The Community-based Tourism (CBT) Enhancement Program aims to empower the CBT Small and Medium Scale Enterprises (SMSEs). Through developing CBTs, it is believed that communities will be able to offer an enhanced tourist experience and an opportunity to experience community life.</p>
<p>Indicative dates: 28 - 30 June 2024 VENUE: General Santos City (Region XII)</p> <p>11-15 OCTOBER 2024 VENUE: Iloilo City (Region VI)</p>	<p>Regional Travel Fair</p>	<p>The Regional Travel Fair (RTF) is a government-initiated travel and trade event organized by the Tourism Promotions Board Philippines (TPB) since 2018, in partnership with the Department of Tourism (DOT), through its Regional Offices. The RTF is a 4-day program that features the following components: o Tourism Seminar o Business-to-Business (B2B) Networking Meetings/Sessions o Business-to-Consumer (B2C) Trade Fair/Exhibit o Pre and Post Event Tours within the Host Region</p>
<p>Indicative Dates: TPB Members' Familiarization Trip Leg 1: April 2024 Leg 2: September 2024</p> <p>Corporate Social Responsibility (CSR) Activity of TPB Members June 2024</p> <p>Hybrid Seminar on Digital Marketing, Capacity Building and Skills Development (Regional) July 2024</p> <p>Annual TPB Members' Night</p>	<p>TPB Membership Program</p>	<p>Mandated by Republic Act 9593, the TPB Membership Program, now in its 4th year, 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, 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>

November 2024		
10-12 July 2024	MICECON 2024	<p>Metro Clark will host the conference for the second time since 2014. MICECON 2024 will provide an opportunity for Clark and its adjacent communities to showcase again the areas' rich history, culture, and heritage to local and global MICE delegates.</p> <p>The event is also envisioned to usher in new investments and business opportunities that will contribute significantly to the city's economic growth.</p> <p>Clark is set to highlight its strengths as a first-rate destination to host world-class conferences, with its modern infrastructure facilities, beautiful attractions and strategic location at the heart of growing markets in Asia Pacific that make it attractive for meetings, business transactions and hosting events.</p>
N/A	Corporate Social Responsibility	TPB takes initiative to engage creatively in programs, projects and activities that increase environmental awareness of all tourism stakeholders, resulting in greater respect for nature and deeper appreciation of local culture and heritage, in TPB's pursuit of GREEN and SUSTAINABLE TOURISM.
<p>Indicative Dates:</p> <p>Taiwan - January 2024</p> <p>Canada - February 2024</p> <p>Italy - March 2024</p> <p>Hawaii - April 2024</p>	Bisita Be My Guest (BBMG) Program Consumer Activations and Promotions	The BBMG Program is an incentivized promotional campaign wherein Filipinos, specially Overseas Filipino Workers (OFW), Overseas and Former Filipinos who invite foreigners to visit the country will be entitled to a raffle ticket and have a chance to win special prizes. Additionally, participants can access exclusive discounts, special rates, and packages during the campaign period by using the BBMG Travel Passport and BBMG Privilege Card.
N/A	Launching of the new MICE Brand / Campaign	There will be a "pre-launch" of the new MICE brand / campaign during MICECON 2024. Afterwhich, a full-blown digital launch will be conducted, to cover all major digital platforms.
November 2024	Associations Summit 12	The Associations Summit (AS) is the annual flagship program of the PCAAE. It is an

		<p>educational and networking event that brings together association leaders and executives. The event has been jointly organized and supported by TPB since 2013 with the goal of strengthening the Philippine associations industry, building partnerships and recognizing it as the driver of meetings, conventions and international events in the country.</p>
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