



Narrative Accomplishment Report
1st Quarter CY 2024

Office / Agency: TOURISM PROMOTIONS BOARD PHILIPPINES

Name of Activity / Project	Background and Goal of the Activity/Project	Objective/s	Intended Outcome	Target/s	Alignment with the NTDP, Strategies, and Policy Thrusts	Actual Accomplishment	Challenges and Constraints	Action Taken
<i>Indicate the name of the activity or project</i>	<i>Provide a narrative background of the project or activity, indicating the specific and measurable actions</i>	<i>Indicate the Objective, stating the aim of the project or activity</i>	<i>Indicate the Intended Outcome, highlighting what is hoped to be achieved by the project or activity in line with its objective</i>	<i>Indicate the: a) Target stakeholders and number of participants, and b) Target number of projects or activities</i>	<i>State the: a) Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies; and b) Applicable Policy Thrusts and Directions</i>	<i>Provide the actual accomplishment/s that the delivery unit was able to achieve vis-à-vis the targets/objectives</i>	<i>Indicate the challenges and constraints that the delivery unit has encountered in project implementation</i>	<i>State the mitigation measures that the delivery unit undertook to avoid or minimize the risks</i>
INTERNATIONAL PROMOTIONS DEPARTMENT								
TRAVEL TRADE AND CONSUMER FAIR								
ASEAN Tourism Forum	The ASEAN Tourism Forum is a cooperative regional effort to promote the ASEAN region as one tourist destination. It recognizes that ASEAN is stronger and more compelling as one collective destination. The region offers countless exciting experiences in a seamless journey of different identities, an important proposition that has kept ASEAN's appeal strong throughout the world.	The ATF serves as a platform for collaboration and to holistically promote the region as one destination, with diverse cultures, cuisines, and communities. The Philippines' participation in one of the biggest tourism events in the Southeast Asia Region is integral for the collective promotion of Southeast Asian hospitality and cultural diversity. The role of TPB is to provide updated destination information as well as an opportunity for the Philippine private sector to create and/or strengthen business relationships with international buyers.	<ul style="list-style-type: none"> Promote the Philippines' new tourism campaigns and to provide updated information on tourism products, health and safety protocols, and other necessary regulations to the international buyers; Project ASEAN, specifically the Philippines, as an attractive, multifaceted single destination; Create and increase awareness of the ASEAN as a highly-competitive regional tourist destination in the Asia Pacific; Attract more tourists to the Philippines; Promote intra-ASEAN travel; Generate onsite or actual sales of Philippine tour packages during the event; Generate top-of-mind recall of the Philippines' branding; Provide an opportunity for Philippine private sectors to meet and network with international buyers and generate sales leads; and Strengthen cooperation among the various sectors of the ASEAN tourism industry. 	14-15 Philippine seller companies (Airlines, Inbound Travel Agents / Tour Operators, Hotels and Resorts)	The project aligns with TPB's mandate in marketing and promoting tourism destinations, highlighting their uniqueness and assisting in the development of its tourism products and services, with the end view of increasing tourist arrivals and tourism investment;	<p>Sales leads: PHP 402,575,228.00</p> <p>Number of ATF 2024 pickups: 18 pickups as of 10 February 2024</p> <p>Media value estimated at PHP 2,643,900.00</p>	The team encountered problems in implementing the planned Philippine hosted function sponsorship	<ul style="list-style-type: none"> To avoid the similar problems encountered by the team with this year's hosted function, clarify with the ATF 2025 official organizers early on the inclusions and entitlements for the hosted function sponsorship; Ensure clear communication and coordination that, for the Philippines' dinner or late night function hosting of the ATF in 2025, the official event organizer company will not be charging the ASEAN member states any additional costs for paid advertisement placements or function hosting.
Boat Dusseldorf 2024	Boat Dusseldorf is the world's largest marine sports show with scuba diving among the principal highlights. Its nine-day run makes it the longest too, drawing over 250,000 visitors from more than 100 countries and an exhibitor count exceeding 1500 from over 70 countries. Serving as a platform to promote the archipelago's diverse dive destinations, the Philippines reserved an 84 sqm. space for the country showcase. The Philippines booth accommodated 16 diving related accommodation facilities and outfitters generating in excess of PHP168 Million worth of on-site bookings and sales leads.	Participation in Europe's largest dive exhibition serves to support our stakeholders in promoting their dive programs in the generally affluent market and its neighboring states. It likewise aims to sustain and enhance awareness of the Philippines' inherent underwater wonders, the most biodiverse marine life on the planet	<ul style="list-style-type: none"> position the Philippines as the "top of mind" destination provide a venue for Philippine private sector partners to conduct b2b meetings, establish rapport and renew relationships with their industry counterparts explore partnership opportunities with various stakeholders of the dive industry, including OTAs, new online distribution channels, travel and dive websites and communities, journalists and influencers contribute to the Philippines' overall targets in tourist arrivals and receipts. 	<ul style="list-style-type: none"> targetted 10-13 Philippine private sector with dive-travel accommodation facilities and outfitters invited renowned dive coffee table book author and photographer to serve as presenter of Philippine Diving Highlights - Reefscares, Plankton, Pelagics, Wrecks and Underwater Caves 		<ul style="list-style-type: none"> Anticipated and onsite bookings based on the sales lead forms exceeded PHP 168,000,000.00 Sponsored presentation of Philippine Diving Highlights - Reefscares, Plankton, Pelagics, Wrecks and Underwater Caves Features in Tauchen and Plongee magazines 	There was a train workers strike throughout the event supposed to limit attendance but foot traffic remained brisk	
Caravan, Motor and Tourism (CMT) Stuttgart	The CMT Stuttgart is recognized as the world's largest public fair for tourism and leisure and has been organized by Landesmesse Stuttgart GmbH. The event provides a platform to showcase the most beautiful destinations worldwide. The trade fair represents Germany's most significant tourism consumer events, visited by high-income travel consumers from areas with highest propensity to travel, of which 25% have intentions of spending their holidays in long-distance destinations.	The participation in the consumer fair strategically aims to highlight the different Philippines' tourism products such as sun and beach, soft adventure, and culture to the German traveling public and encourage them to consider the Philippines as their next holiday destination	<ol style="list-style-type: none"> Promote and sell Philippine travel packages generated by German tour operators to gain actual bookings and sales leads for 2024 to 2025 Provide comprehensive information, highlight unique attractions, and address any concerns related to safety and security to interested travelers; Facilitate collaboration and partnership opportunities with tour operators, which could lead to increased promotion and sales of Philippine travel packages in the German market. Gather valuable insights on consumer behavior and preferences which could be used to tailor marketing strategies, develop targeted promotional campaigns, and align tourism offerings with the interests and preferences of the German market. Strengthen relations and encourage new German travel trade engagement. 	Target of 10 Philippine-based seller companies exclusively promoting/selling Philippine tour packages	<ul style="list-style-type: none"> TPB's participation in the event will directly contribute to the Strategic Measure 3 of the Performance Scorecard: Percentage of planned marketing and promotional programs implemented/organized. The project aligns with the TPB's mandate in marketing and promoting tourism destinations, highlighting their uniqueness and assisting in the development of its tourism products and services, with the end view of increasing tourist arrivals and tourism investment; and Contributes to the achievement of the Functional Quality Objective Targets, particularly on the Budget Utilization of the 2023 COB of the Germany market. 	<p>Six (6) Germany-based seller companies who sold Philippine tour packages reported actual bookings onsite worth PHP 7,628,178.60 and negotiated sales leads amounting to PHP 29,665,139.00</p> <p>The total PR value is PHP 847,575,400.00.</p> <p>Target PEI: 3,533.17%</p> <p>Actual PEI: 12,744.68%</p>		

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Diving, Resort and Travel (DRT) Shanghai 2024 22-24 March 2024	The DRT Show is the largest gathering of diving enthusiasts, marine conservationists and anyone with a passion for the underwater world. The event has met an overwhelming response as an important regional event. Supported by top-level exhibitors, tourism boards, training systems, leading dive equipment manufacturers, water sport equipment.	1. Invite Philippine Commission on Sports SCUBA Diving (PCSDD) accredited dive operators and resort owners to offer tour packages for both trade and consumers; 2. Showcase the Philippine underwater resources to Chinese consumers and trade sectors as well as foreign divers; 3. Establish new contracts and generate business opportunities for the Philippine dive operators; 4. Meet with trade and consumer visitors and promote diving in the Philippines; 5. Gather more information about the Chinese dive market and; 6. Contribute to the increase of Chinese arrivals to the Philippines	Most Chinese divers from Southern China prefer to travel overseas for diving especially to Malaysia, Philippines and Indonesia. This is because their area did not have many diving sites to offer. Considering the geographical feature of the Philippines and its numerous dive sites that can offer variety of dive experience as well as its proximity to China, this gives us advantage over our Asian competitors in luring the Chinese divers from this area. Being in a strategic position for diving, TPB took advantage by showcasing our dive products during the DRT Expo Shanghai show. There were several consumer activations in booth that captured the interests of the Chinese consumers during the show. Similarly, the 10 minute product presentation about Philippine dive products on the main stage of the DRT Expo show also caught the awareness and interest of the audiences,	There were 12 dive tour operators and resort owners 3 airlines 2 TPB project officers FOOT Shanghai office	The project aligns with TPB's mandate in marketing and promoting tourism destinations, highlighting its uniqueness and assisting in the development of its tourism products and services, with the end view of increasing tourist arrival receipts and tourism investment. Likewise, the project aims to enhance overall tourist experience especially in diving	36 actual onsite bookings with an estimated projected revenue amounting to Php 999,702.00 352 leads from 12 participating seller companies amounting to Php 14,466,798.72 Projected Revenue of Php 21,448,894.05 from 121 meetings for three days at the Philippine booth as declared by 15 Philippine seller companies Media value from three platforms: OTA platforms and DRT Show platform worth Php 62,388,000.00 2 page ad the the DRT dive catalogue amounting to Php 220,000.00	With the strong firewall in China, the Travel App was not easily accessible especially to Android and Huawei users in addition, downloading the digital dive map through the TPB website was also a challenge	There were printed copies of the dive map distributed onsite.
Go Diving Show 2024	Organized by two of the most influential dive publications in UK, Scuba Diver Magazine and Deepblue.com, GO Diving Show is making a name among dive operators and aficionados. This trade and consumer event offers concepts and initiatives in the diving community that attracted 5,000 active dive visitors. Go Diving Show is now bigger being merged with The Dive Birmingham Show as a result of the buyout of Rork Media (publisher of Scuba Diver and organiser of Go Diving Show) of The Diver Group publication (organiser of the Dive Birmingham Show)	Further increase the UK outdoor market by targeting the dive segment; Leverage on new and existing products for the underwater market; Provide avenue for Philippine Stakeholders to promote their dive packages; Meet with possible dive partners to further promote the country to the market.	Position and present the Philippines as a 'top of mind' choice for dive holidays; Create new linkages through one to one sessions with dive experts and European counterparts to expand their portfolio and entice their clients to opt for the country as their next dive destination; Generate valuable sales leads and eventual bookings and consumer research/behaviour from relevant audiences, and, Maximize the opportunity for exposure, engagement and conversion through online and offline activations.	a) Invitation of Seven (7) dive operators/establishments to take part in the event; and, b) Re-create awareness and re-install knowledge about the country among potential trade partners and visitors.		Anticipated bookings and onsite bookings (based on sales lead forms) = PHP 32,150,800.00 Inclusion in the brochures of exhibiting dive operators in the show, including: Dive Worldwide, Ultimate Diving, Regal Dive, Master Liveboards, Conasdivers, Scuba Place Consumer activities like spin the wheel and visitor engagements throughout the event; Distribution of Philippines souvenir bags and other small giveaways such as dive bag, microfibre towel and cache bag with Philippines pin		
Internationale Tourismus Borse 2024	Staged annually in Berlin, Germany, the Internationale Tourismus Borse (ITB) Berlin is the world's largest travel and trade event, and leading business-to-business platform of all tourism industry offers ranging from hotels, tourist boards, tour operators, system providers, airlines, and car rental companies, among others, with over 10,000 exhibitors and 160,000 visitors from Europe, Asia, Africa, America, and Oceania expected to be in attendance	The Philippines' participation at the ITB Berlin aims to strengthen the country's global tourism campaign through partnership opportunities with various tourism private sectors including tour operators, online travel agencies, new online distribution platforms, travel websites and communities, journalists, and influencers, among others.	Participation at the ITB Berlin would provide a platform for the Philippines to: • Sustain a strong and distinguished presence in the global tourism industry; • Network with new stakeholders in existing and emerging tourism source markets, and generate new business deals; • Resume tourism businesses with existing partners; • Explore partnership opportunities with various tourism stakeholders, including tour operators, OTAs and new online distribution platforms, travel websites and communities, journalists, and influencers, among others; • Strengthen the Philippines' global tourism branding campaign	Twenty-five (25) DOT-accredited tourism establishments to include airline company, one (1) local government unit (LGU), and DOT-attached agency.	The project aligns with TPB's mandate in marketing and promoting tourism destinations, highlighting their uniqueness and assisting in the development of its tourism products and services, with the end view of increasing tourist arrivals and tourism investment.	Anticipated bookings and onsite bookings (based on sales lead forms) = PHP 489,129,353.80 30 Co-exhibitors. The delegation consisted of fourteen (14) Destination Management Companies / Tour Operators, eleven (11) Accommodation properties, two (2) DOT-attached agencies, and three (3) Local Government Units. Inclusion in the dailies during the show, including ITB Berlin News and TTG Show Daily Consumer activities like Filipino coffee service, national costume wearing, indigenous instruments playing, and visitor engagements throughout the event. Two (2) Philippine Networking Night hosted by TPB/DOT and the other hosted by Bohol LGU Appreciation dinner for the PH Delegation Distribution of Philippines souvenir bags and other small giveaways such as LTP Shirt, coasters, etc.	Widespread Transport Strike during the event which hindered traffic to the event	Coordinate with overseas office possible group transfers which the private sector can pay to mitigate transport challenges

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Korea Underwater Sports Expo (KUSPO) 23-25 February 2024	Korea Underwater Sports EXPO (KUSPO) is Korea's largest underwater sports expo and takes place in conjunction with the Seoul International Sports & Leisure Industry Show (SPOEX). SPOEX is a top trade show leading the latest trends in Korea's sports and leisure industry. It is an outstanding show attracting more than 60,536 visitors from the domestic and overseas sports and leisure industry every year.	1. Showcase the Philippines' underwater resources to Korea, as well as to other foreign dive enthusiasts 2. Establish new contacts and sustain old ones to generate business opportunities for the Philippine dive operators 3. Contribute and/or sustain the increase of arrivals from Korea to the Philippines	1. Business Leads Generations 2. Attendance Rate and Foot Traffic	6 sellers		Actual sellers: 5 (1 no show) Target PEI: 1,550% Actual PEI: 1,408.11% Sales lead generated: ₱ 30,800,764.29 (\$ 540,364.29)	One of the sellers was a no show. There was not enough to find a replacement seller. The projected PEI would have been 1,785.14% should there have been 6 sellers.	Project Officers exhausted all efforts to contact the seller, but they were no longer reachable.
Outbound Travel Market	The Outbound Travel Market (OTM) is the largest travel trade show in Asia and is considered as the gateway to India's largest travel market. The event gathers over 30,000 visitors, 1,250 exhibitors (comprised of suppliers and tourism boards) and 1,000 top buyers from 50 countries for 3-day fair, bringing together India and Asia's travel community under one roof.	The Philippine participation in OTM can strategically boost the Philippines' presence in the significant Indian Outbound market, as well as to encourage international tourists to actively seek the country's destinations.	•Establish and renew linkages with travel industry partners specifically in the growing Indian outbound market to encourage new tourism business and tourist arrivals for the Philippines; •Sustain and increase the market's awareness and interest about the Philippines; •Promote the Philippines as a viable tourism destination for leisure, MICE and weddings, and •Strengthen partnerships and support to the Indian stakeholders.	TPB will be reserving a 100 sqm booth space allowing 8-10 private sector companies to conduct business meetings with interested buyers.	1. The event aligns with TPB's mandate in marketing and promoting tourism destinations, highlighting its uniqueness and assisting in the development of tourism products and services, with the end view of increasing arrivals and tourism investments; and 2. It contributes to the achievement of the Functional Quality Objectives targets, particularly on the Budget Utilization of 2022 and 2023 COB. 3. It contributes to the achievement of the Performance Scorecard and Corporate Quality Objectives, specifically: oSM1 – International Visitor Arrivals oSM2 – International Business Meetings oSM3 – Implementation of PAPs	Anticipated bookings and onsite bookings (based on sales lead forms) = PHP 99,780,300.00 13 Co-exhibitors. The delegation consisted of four (4) DMC / Tour Operator, six (6) Resorts / Hotels, one (1) Airport Operator, and two (2) DOT Regional Offices. Consumer activities like Paraw Photoshoot, Travel PH App registration, and visitor engagements throughout the event; and 2023 COB. Hosted a Philippine Networking Night for around 200 Indian buyers. Distribution of Jeepney, Philippines souvenir bags, and other small giveaways such as TPB 2024 Calendar and Filipino snacks	The Indian market are more into negotiating first with DMCs than the Accommodation properties as they are just exploring / adding the Philippines in their portfolio	Prioritize recruitment of DMCs / Tour Operators rather than Accommodation Properties to boost sales leads.
INVITATIONAL/FAMILIARIZATION TOUR								
Scoot Airlines Familiarization Tour	Scoot Airlines, DOT Region XI, and the TPB Market Representative in Singapore led to the idea of organizing a familiarization trip to Davao for some of the Singaporean travel agents to experience first-hand what Davao has to offer for their market. Moreover, Scoot Airlines also intends to increase their flight frequency to Davao in 2024, hence their willingness to offer a 62% discount on round-trip airfare for the agents. The DOT Region XI offered to host the ground arrangements, land transportation, accommodation, and meals for the group, while the TPB is proposed to cover the air tickets of the group on a reimbursement basis to the TPB Market Representative in Singapore.	•To raise awareness of Davao as a holiday and MICE destination •To increase visitor arrivals and tourist expenditure in the said destination. •To reinforce the Philippines as a top-of-mind destination among traveler in Singapore.	•Creation of more holiday packages for Davao; •Singapore travel/tourism and MICE stakeholders will be led to include Davao as a new holiday and MICE destination, and •Increased sales on direct flights from Singapore to Davao.	8 Singaporean Travel Agents and 1 TPB-Singapore Representative	1. The project aligns with TPB's mandate in marketing and promoting tourism destinations, highlighting its uniqueness and assisting in the development of its tourism products and services, with the end view of increasing tourist arrivals and tourism investment. 2. Cohesive and Comprehensive Digitalization and Connectivity 3. Enhancement of Overall Tourist Experience	There are 8 agents assuming that agents would be bringing in at least 2 groups with 5 pax each. 8 x 2 groups x 5 pax = 80 pax PEI = ADE x ALS x 50.50 x 80 pax – Budget x 100% Budget = (54.21 x 6.60 x 50.50 x 80) – PHP 94,500.00 x 100% PHP 94,000.00 = PHP 1,445,455.44 – 94,500.00 PHP 94,500.00 = 1,350,955.44 x 100% 94,500.00 = 14.2958 x 100% = 1,429.58%	Since this is a discounted airfare rate there is always a possibility that priority will always be given to the paying passengers.	Re-scheduled the date of implementation

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Marketing Partnership with American Society Travel Advisors (ASTA): Familiarization Trip with ASTA Members (2023 COB)	<p>The American Society of Travel Advisors (ASTA) is the leading global advocate for travel advisors, travel industry, and traveling public in the USA. ASTA's history of industry advocacy traces back to its founding in 1931 when it was launched with the mission to enhance the professionalism and profitability of member agents through effective representation in industry and government affairs, education, and training, and by identifying and meeting the needs of the traveling public.</p> <p>For 2024, the PDOT San Francisco expanded its marketing partnership with ASTA to strengthen the relationship with members and encourage them to include the Philippines in their portfolios. The PDOT San Francisco recommended conducting a familiarization trip for selected ASTA Members.</p>	<ul style="list-style-type: none"> - Meet, network and build relationships with travel suppliers and attending member travel agents; - Build and renew trade and market confidence in the Philippines as a preferred and sophisticated destination in Asia; - Explore possible areas of cooperation with ASTA as a whole and its members; - Gain more insights and information about tourism trends. 	<ol style="list-style-type: none"> 1. Expanded its marketing partnership with ASTA 2. Included the Philippines in the portfolio of the ASTA members 3. Increased sales on the direct flight and tourist arrivals 	8 participants and 1 PDOT San Francisco representative		<p>Actual number of participants are 8: - Six (6) ASTA Members - One (1) Starlux Airlines representative - One (1) PDOT San Francisco representative</p> <p>The PDOT San Francisco collaborated with Starlux Airlines to secure sponsorship for airline tickets, but it was approved one (1) week prior to the actual tour. As a result, the TPB was only able to accommodate eight (8) participants, given the short lead time to confirm the accommodation, domestic flights, and other ground arrangements, thus the increased prices.</p> <p>There are 6 operators assuming they will be bringing 8 groups with 8 participants: 6 operators X 8 groups X 8 participants per group X 48 ADE X 14.70 ALS = USD 270,950.40 X 57 (conversion rate) = PhP 15,444,172.80</p> <p>(Benefits - Cost) ÷ Cost × 100% = (PhP 15,444,172.80 – PhP 2,385,684.00) ÷ PhP 2,385,684.00 X 100% PEI = 547.37%</p>		
PDOT/TPB-PAL Golf Familiarization Trip 21-24 March 2024	To continually strengthen the Philippine golf campaign, increase awareness and boost online buzz among the various targeted segments, the Tourism Promotions Board (TPB) and the Philippine Department of Tourism Korea office (PDOT Korea) will be conducting a familiarization tour composed of travel agents to experience and cover the Philippine golf destinations within Metro Manila and its environs.	To increase knowledge among travel agents on the newly developed tourism circuits in the key Philippines destinations and learn about the respective health and safety protocols, the end goal is to equip the agents to recommend Philippine destinations to their respective clients and thus, contribute to generating tourist arrivals to the country	To achieve the 2023 target arrivals from Korea of 775,200, PDOT Korea has identified this market segment to be one of the low-lying fruits that will contribute to the achievement of the target given its significant share to visitor arrivals since 2019.	Confirmed participants: 9 Korean travel agents, 2 PAL Representatives, and 1 TPB project officer		The Tourism Promotions Board (TPB) and the Philippine Department of Tourism – Korea office (PDOT Korea), in partnership with Philippine Airlines (PAL), conducted a golf familiarization tour for nine (9) Korean travel agents and two (2) Philippine Airlines representatives last 21 to 24 March 2024 covering Manila and its Environs.		
DOMESTIC PROMOTIONS DEPARTMENT								
TRAVEL TRADE AND CONSUMER FAIR								
Travel Tour Expo 2024	<p>Last 02-04 February 2024, the Tourism Promotions Board Philippines participated in the 31st TravelTour Expo (TTE) held at the SMX Convention Center Manila. Organized by the Philippine Travel Agencies Association, Inc. (PTAA), the TTE successfully celebrated the 3-day fair</p> <p>The 31st Travel Tour Expo is aptly themed "The World Within Reach" which allowed expo goers to access various exciting travel deals and products. With over 700 booths on display, this year's expo made it easier for travelers to get everything they need for their dream vacation to come to fruition.</p> <p>The TPB booth featured the following hidden destinations, hoping to set and transport expo visitors to enchanting locales brimming with culture, adventure, and unforgettable experiences in the future. The TPB booth's "Love the Philippines" campaign proved to be a resounding success. This promotional effort effectively provided visitors with compelling reasons to develop an affinity for the Philippines.</p>	<p>The 3-day trade fair aimed to:</p> <ul style="list-style-type: none"> - be a prominent event for the local and international tourism industry in the Philippines; - bring together destinations, tourist attractions as well as organizations and business trade relations in the field of hotels, airlines, cruise and other means of travel around the world; - help the public how to practice safe travel under the new normal; and - tap families and vibrant youth-driven market with its experiential exhibits, affordable tour packages, and novel destinations to fill bucket lists and fulfill travel goals. 	Promote tourism destinations, highlighting its uniqueness and assisting in the development of its tourism products and services, with the end view of increasing tourism arrivals and tourism investment.	NA	<ol style="list-style-type: none"> 1. Strengthen partnership with private sector 2. Cohesive and Comprehensive Digitalization and Connectivity 3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 5. Diversification of Portfolio through Multidimensional Tourism 6. Maximization of Domestic Tourism 	Mounting of 135 sq.m. booth display highlighting emerging destinations, and LTP and BBMG campaigns, with booth and on-stage activations	Delayed approval of booth design and placement of LTP brand from the DOT	Consider the number of days required by the DOT to review/approve the design

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MEMBERSHIP PROGRAM								
2024 TPB Membership Program Applications	<p>Since its approval by the TPB Board in May 2019, the TPB Membership Program has served as the principal link of the TPB to the tourism private sector, providing marketing services and benefits to its members through various activities, which promote, advocate, and represent their interests for the sustainable development of the industry.</p> <p>During the COVID-19 pandemic, the Program evolved into a platform for the TPB to strategically assist the industry in coping with the crisis through initiatives which supported digital transformation, capacity building, and other areas of business survival and recovery. To provide financial relief and enable the TPB to reach out to as many private sector stakeholders as possible, a waiver of registration/annual fees amounting to 10,000.00 was granted, initially for the period 2020-2021, and later extending up to 31 December 2023.</p>	<ul style="list-style-type: none"> - Strengthen the partnership between TPB and its members, encouraging active involvement and commitment to the recovery and growth of Philippine tourism; - Educate TPB members on the principles of sustainable tourism and inspire them to advocate for responsible travel practices within their networks; - Encourage strong collaboration and partnership with private sector and tourism stakeholders in marketing the Philippines as a premier tourism destination; - Provide a platform to build business, insights, network and brand for the TPB members; - Support the DOT's progressive accreditation scheme for tourism-related establishments; and - Professionalize the tourism industry through improved reputation, greater customer satisfaction and effective management. 	<ol style="list-style-type: none"> 1. Increased involvement and commitment 2. Awareness and adoption of sustainable tourism practices 3. Enhanced collaboration and marketing efforts 4. Provide a platform for business growth and brand building 5. Professionalism of the tourism industry 	<ol style="list-style-type: none"> a) DOT-Accredited Establishments b) Target Income of PhP2,000,000.00 Generated from Membership Dues 	<ol style="list-style-type: none"> 1. Improvement of Tourism Infrastructure and Accessibility 2. Cohesive and Comprehensive Digitalization and Connectivity 3. Equalization of Tourism Product Development and Promotion 4. Maximization of Domestic Tourism 5. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders 	<ol style="list-style-type: none"> a) Total Members as of 27 March 2024 - 262 104 Paid Members - 55 Renewed and Paid - 179 New - 28 b) Verified Income Generated as of 27 March 2024 - PhP2,070,000.00 	Volume of applicants (new and renewal)	<ul style="list-style-type: none"> Consider hiring additional personnel to directly handle the TPB Membership applications Set deadline in the application
Enhanced Travel App and TPB Membership Program Event	<p>With the resumption of the collection of annual membership dues, the event presented the enhanced benefits of the program to its members, encouraging former members to renew membership and other DOT-accredited establishments to join the Program. It also highlighted how, through the Travel Philippines App, members can showcase their programs, products, and services.</p>	<p>The event aimed to serve as a platform to unite the TPB members to build awareness about the Travel PH App and foster a deeper connection with the DOT, TPB and other tourism stakeholders</p>	<ol style="list-style-type: none"> 1. Achieve substantial increase in user engagement on the Travel Philippines App 2. Increase global awareness of the Travel Philippines App, positioning it as the ultimate travel companion for exploring the country 3. Establish a strategic partnership with key players in the tourism industry to amplify the app's reach and credibility. 4. Establish a platform for showcasing the enhanced benefits of the TPB Membership Program 5. Provide a venue for networking and rapport-building among the existing TPB members 6. Strengthened partnership between the TPB and its members 	<ol style="list-style-type: none"> a) TPB Members - 450 b) Number of Projects/Activities - 1 	<ol style="list-style-type: none"> 1. Improvement of Tourism Infrastructure and Accessibility 2. Cohesive and Comprehensive Digitalization and Connectivity 3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 5. Diversification of Portfolio through Multidimensional Tourism 6. Maximization of Domestic Tourism 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders 	<ol style="list-style-type: none"> TPB Members - 314 TPB Personnel - 37 DOT Personnel - 42 VIPs - 12 		
BISITA, BE MY GUEST (BBMG)								
Bisita, Be My Guest (BBMG) International Promotions in Singapore	<p>The Bisita, Be My Guest (BBMG) Program emerged as a spin-off from the Balikbayan Program initiated during the administration of President Ferdinand E. Marcos. It has since evolved into a vital platform connecting overseas Filipinos (OFs) and overseas Filipino workers (OFWs) to the Philippines. The BBMG Program is an incentivized promotional campaign wherein Filipinos, specially OFWs, OFs and Former Filipinos who invite foreigners to visit the country are entitled to join a raffle draw for 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.</p>	<p>The BBMG Program aims to:</p> <ul style="list-style-type: none"> - Promote Philippine tourist destinations to overseas/international tourists and contribute to the increase in tourist arrivals in the Philippines - Reinforce the role of Overseas Filipinos and Overseas Filipino Workers' as "tourism ambassadors", promoting the country through word-of-mouth - Provide a platform for OFWs and overseas Filipinos to reconnect with their families and motherland - Generate increased recognition of the Philippines as the preferred destination among the 2nd/3rd generation, enticing them to discover their roots and reconnect with their heritage - Provide enhanced experience of Balikbayans and foreign visitors through direct immersion in the country's different attractions and socio-cultural activities 	<p>Boost awareness on the BBMG Project, and Be an avenue to increase the number enrollees, thereby strengthening the BBMG Program's impact on Philippine inbound and domestic tourism</p>	<ol style="list-style-type: none"> a) The event targeted the attendance of 200 guests from the Filipino community in Singapore b) 3 projects/activities 	<ol style="list-style-type: none"> 1. Enhancement of Overall Tourist Experience 2. Equalization of Tourism Product Development and Promotion 3. Maximization of Domestic Tourism 4. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders 	<ol style="list-style-type: none"> Filipino Community- 110 pax Philippine Embassy officials, DOT and TPB personnel- 10 pax 	<p>It has been observed that the program souvenirs differed from those approved by the TPB due to delayed approvals, resulting in a short lead time for production.</p>	<p>Coordinate alignment meetings with the events management company at least 3-4 months prior to the main event to ensure smooth preparations</p>

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<i>Indicate the name of the activity or project</i>	<i>Provide a narrative background of the project or activity, indicating the specific and measurable actions.</i>	<i>Indicate the Objective, stating the aim of the project or activity</i>	<i>Indicate the Intended Outcome, highlighting what is hoped to be achieved by the project or activity in line with its objective</i>	<i>Indicate the: a) Target stakeholders and number of participants, and b) Target number of projects or activities</i>	<i>State the a) Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies, and b) Applicable Policy Thrusts and Directions</i>	<i>Provide the actual accomplishment/s that the delivery unit was able to achieve vis-à-vis the targets/objectives</i>	<i>Indicate the challenges and constraints that the delivery unit has encountered in project implementation</i>	<i>State the mitigation measures that the delivery unit undertook to avoid or minimize the risks</i>
PHILIPPINE MOTORCYCLE TOURISM								
Philippine Motorcycle Tourism (PMT)	<p>The Philippine government's latest effort to revive the tourism industry and bounce back from the economic setback of the pandemic, the Philippine Motorcycle Tourism (PMT) Program, was a resounding success following numerous events requested and staged by various motorcycle rider associations for CY 2022-2023 which generated impressive feedbacks and appreciation.</p> <p>The Department of Tourism (DOT) and the Tourism Promotions Board (TPB) Philippines, in cooperation with various motorcycle rider associations and clubs spearheaded the innovative program to bring back the confidence of the public to travel within the country while exercising "new normal" guidelines and safety protocols on the road, on two wheels.</p> <p>With the resumption of leisure travel across diverse local destinations, TPB and DOT are optimistic that the continuing programs of the PMT will help kickstart domestic tourism and the local economy in the new normal as riders take the wheel in promoting Philippine tourist spots and helping local businesses and tour operators recover from the pandemic's effect on their livelihood.</p>	<ol style="list-style-type: none"> To encourage more motorcycle sports enthusiasts to engage in a motor sports tourism activity as a potential niche tourism product. To tap motor riders as domestic tourism ambassadors who will help promote the Philippines as a country of fun and diverse experience. To instill a culture of tourism and pride of place among the riders as well as advocate responsible and sustainable tourism. To promote road safety travel among the participants and adapt the government's safety guidelines and protocols in the hospitality industry as a new normal. 	<ul style="list-style-type: none"> - Generate public interest in domestic travel; - Generate media mileage published and posted through blogs, news articles and social media from both the media invites and participants; - Generate goodwill and business network among the participants and local communities/stakeholders; - Increase awareness on environmental protection and sustainable tourism, and - Opportunities by local tourism suppliers and LGUs to improve and enhance their tourism products and services. 	<ol style="list-style-type: none"> Motorcycle Rider Clubs and/or Associations public and Private Sectors. 	<ol style="list-style-type: none"> Improvement of Tourism Infrastructure and Accessibility Enhancement of Overall Tourist Experience Equalization of Tourism Product Development and Promotion Maximization of Domestic Tourism Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders 	<ol style="list-style-type: none"> United Women Who Ride <ul style="list-style-type: none"> - Activation of Travel Philippines App at the United Women Who Ride in MMDA Training Center, Pasig City on 09 March 2024 attended by around 400 motorcycle riders (majority female riders) Conduct of Motorcycle Riding Safety Training and Activation of Travel Philippines App at the 2nd National Riding Skills Competition in StoTomas City, Batangas on 02 March 2024 attended by around 200 motorcycle riders Bohol Loop 2024 - March 22-24, 2024 <ul style="list-style-type: none"> - Dinner sponsorship for 80 VVIPs at the Best Western Ivywall Panglao, Bohol during the Bohol Loop 2024 - Registered motorcycle participants 2,002 - Bohol Loop covered 9 checkpoints and 19 geosties around Bohol - Activation of Travel Philippine Application during the event 	<p>Bohol Loop 2024</p> <ol style="list-style-type: none"> Local news and social media news on vehicle accidents, environmental and noise pollution brought about by the event. Organizer and LGU's management on damage control (ie the vehicle accidents) 	<ol style="list-style-type: none"> To remind the Organizer that participants should strictly adhere to road rules and regulations. To recommend a 'safer' riding route or road movement (in groups or by associations, etc)
BOOKED EVENTS								
Open Water Swim Challenge: Experience Western Visayas 2nd Leg	<p>A project by the Department of Tourism Region VI - Western Visayas and supported by the TPB amounting to PHP 600,000.00. The event will venture on human-nature mixed with culture, wellness, sports, ecotourism advocacy programs that aim to position the Western Visayas as a premier destination for sports adventure while highlighting the unique cultural experiences in Western Visayas.</p>	<p>The program aims to:</p> <ol style="list-style-type: none"> Promote Sports and Ecotourism as one of the primary tourism products of Western Visayas Region, promoting the coastal communities as premier Open Water Swimming destinations; Revitalize the brand of Western Visayas as an Eco-Cultural Adventure destination; Include sports tourism as a product portfolio for Western Visayas; Gather and build a network of sports enthusiasts from the country and around the world to consider Western Visayas as a destination for outdoor sports, cultural destination and sustainable practices; Increase tourist arrivals and build new market segment for Western Visayas; and Identify new areas as a primary eco-sports destination in Western Visayas. 	<p>Promote tourism destinations, highlighting its uniqueness and assisting in the development of its tourism products and services, with the end view of increasing tourism arrivals and tourism investment.</p>		<ol style="list-style-type: none"> Enhancement of Overall Tourist Experience Equalization of Tourism Product Development and Promotion Maximization of Domestic Tourism Strengthening Tourism Governance through Close Collaboration with DOT Regional Offices, LGUs and Stakeholders 	<p>Disbursement of the financial assistance amounting to PHP 600,000.00 last 29 February 2024</p>		
MEETINGS, INCENTIVE TRAVEL, CONVENTIONS, EXHIBITIONS (MICE) DEPARTMENT								

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<i>Indicate the name of the activity or project</i>	<i>Provide a narrative background of the project or activity, indicating the specific and measurable actions</i>	<i>Indicate the Objective, stating the aim of the project or activity</i>	<i>Indicate the Intended Outcome, highlighting what is hoped to be achieved by the project or activity in line with its objective</i>	<i>Indicate the a) Target stakeholders and number of participants, and b) Target number of projects or activities</i>	<i>State the a) Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies, and b) Applicable Policy Thrusts and Directions</i>	<i>Provide the actual accomplishment/s that the delivery unit was able to achieve vis-à-vis the targets/objectives</i>	<i>Indicate the challenges and constraints that the delivery unit has encountered in project implementation</i>	<i>State the mitigation measures that the delivery unit undertook to avoid or minimize the risks</i>
Participation in the 2024 Professional Convention Management Association (PCMA) Convening Leaders	<p>Founded in 1956, the Professional Convention Management Association (PCMA) stands as the largest global network of Business Events Strategists, boasting over 7,000 members and a readership exceeding 50,000 worldwide. Based in Chicago, PCMA operates across 37 countries, with significant activity in North America (17 chapters), Europe, the Middle East, and Asia. The association is guided by three core missions: to enhance its global impact by prioritizing audience needs, to lead the industry through innovation, education, events, and engagement, and to establish a sustainable structure for membership, audience, and revenue growth.</p> <p>PCMA offers an array of services catering to its members' needs, including standardized curriculum for convention management, career development support, training programs, advocacy campaigns, and networking opportunities. A flagship event for PCMA is the Convening Leaders, which was held last January 5-12, 2023, at the San Diego Convention Center in California, USA. Themed "Think Bigger," this conference aimed to facilitate networking, learning, and the envisioning of future possibilities without constraints.</p> <p>Convening Leaders served as a pivotal gathering for business event professionals worldwide, fostering unique experiences, lively discussions, and impactful networking opportunities geared towards propelling the business meeting industry forward. Through cutting-edge education, research, and networking, the conference explored on how business events contribute to economic and social legacies for businesses and communities globally.</p> <p>Given its significance, the PCMA stands as a vital organization for convention industry professionals, offering myriad advantages for current and aspiring.</p>	<p>The PCMA (Professional Convention Management Association) is noted as a crucial organization for professionals in the convention industry. Participating in its conferences, such as the 2024 PCMA Convening Leaders conference, can offer numerous benefits for countries like the Philippines, but it requires a well-coordinated approach including effective marketing, engaging presentations, and active networking.</p> <p>The objectives of the Philippines' participation in the PCMA Convening Leaders 2024 align with the Tourism Promotions Board's strategic directions, focusing on partnership and tourism recovery. These objectives include connecting and collaborating with industry professionals, renewing leads, learning about industry trends and innovations, accessing tourism market knowledge, and maximizing return on investment.</p>	<ol style="list-style-type: none"> Relevant inputs on strategic directions and programs for MICE Generation of topics and speakers for MICECON and other related MICE activities 	N/A	<ol style="list-style-type: none"> Improvement of tourism infrastructure and accessibility Cohesive and comprehensive digitalization and connectivity Enhancement of overall tourist experience Equalization of tourism product development and promotion Diversification of portfolio through multidimensional tourism Maximization of domestic and international Tourism Strengthening tourism governance through close collaborations with national and local stakeholders 			
Philippines' Bid to Host the 2025 Fédération Internationale de Volleyball (FIVB) Men's Volleyball World Championship 20 March 2024 Switzerland	<p>The PNVF has formalized its intent to bid for the 2025 Fédération Internationale de Volleyball (FIVB) Women's Volleyball World Championship, proposing to host two (2) pools of the Group Phase, and the Finals. The biennial event will feature the top 32 women's teams in the world, with the opportunity for the host countries to field in their home teams.</p>	<p>Assistance to bids is in line with the TPB's mandate to promote the Philippines as a MICE destination and to attract more local and international organizers to bring more MICE/business events to the Philippines.</p>	<p>To win the rights to host the 2025 Fédération Internationale de Volleyball (FIVB) Men's Volleyball World Championship in the Philippines</p>	<ol style="list-style-type: none"> Bidding local association (as event planner/organizer) N/A 	<ol style="list-style-type: none"> Enhancement of Overall Tourist Experience Equalization of Tourism Product Development and Promotion Diversification of Portfolio through Multidimensional Tourism Maximization of Domestic Tourism 	<p>As officially announced during the presentation of bid last 20 March 2024 in Switzerland, the Philippines successfully won the bid to host the Fédération Internationale de Volleyball (FIVB) Men's Volleyball World Championship in September 2025.</p>	<p>Time constraints (received request from the proponent last 19 January, less than 2 months before the actual bid presentation)</p>	<p>Immediate preparation of the necessary documents for the approval of the assistance and procurement of the AVP on the set deadline</p> <p>Close coordination with the proponent and winning supplier to deliver the AVP on the set deadline</p>
Successful Meetings Universities (SMU) International 11 - 13 March 2024 New York, USA	<p>Organized by Northstar Meetings Group, the Successful Meetings University (SMU) is a tabletop B2B event which fosters collaboration between suppliers of international destinations (CVBs, DMCs, hotels and resorts) with incentive buyers and meeting planners who are placing corporate programs across the world.</p>	<p>Participation in the SMU 2024 is geared towards the following:</p> <ul style="list-style-type: none"> Reconnection with old Corporate Clients / Buyers Generation of new leads and follow through of pending business Enhancement of the Philippines' image as an ideal destination for MICE and corporate events 	<ul style="list-style-type: none"> Development of new business connections with top executives of MICE Organizers from the USA and from around the world Generation of market intelligence and global trends, specifically within the North American market 	No private sector participants	<ol style="list-style-type: none"> Cohesive and Comprehensive Digitalization and Connectivity Enhancement of Overall Tourist Experience Equalization of Tourism Product Development and Promotion Diversification of Portfolio through Multidimensional Tourism 	<p>Target number of b2b meetings: 17 meetings Actual accomplishment: 25 meetings</p>	None	N/A
MARKETING COMMUNICATIONS DEPARTMENT								
TPB Pasasalamat 2024	<p>The Tourism Promotions Board (TPB) Philippines organized a Thanksgiving celebration called "TPB Pasasalamat" for its media partners and content creators on 18 January 2024 at the BGC Immersive Exhibit in Taguig City. It was an event dedicated to expressing gratitude for their unwavering support to the Philippine tourism industry and their participation and coverage of TPB events and programs held in 2023.</p> <p>About 80 media partners and content creators witnessed an immersive experience of the country's tourism campaign "Love the Philippines" from a tableau of cultural performances from Luzon, Visayas, and Mindanao to a virtual auditory 180-degree experience with the Philippine Virtual Tours. The main hall had a 360-degree immersive screen, showing a vibrant and interactive presentation of TPB Chief Operating Officer Maria Margarita Montemayor-Nogralas on the agency's 2023 achievements and upcoming programs.</p>	<p>The TPB Pasasalamat aimed to:</p> <ul style="list-style-type: none"> Build stronger relationships with the media and influencers; Show appreciation for the hard work and dedication of the media and influencers for attending and covering TPB events held in 2023; Provide updates about the newest Philippine tourism products and offerings; and Build an overall positive image of TPB. 	<p>This event served as an occasion for TPB to thank its media partners, institutions, and individuals who have consistently covered and supported TPB's programs, contributing to the promotion of the Philippines as a premier tourism destination.</p> <p>Likewise, it rekindled relationships with existing media and influencers while developing new ones. It also provided a platform to educate guests on the latest developments in the tourism industry and reinforced a positive image of TPB as the marketing and promotions arm of the Department of Tourism.</p>	<p>The target audience of TPB Pasasalamat were media and content creators who expressed their unwavering support to Philippine tourism and TPB in the past years.</p>	<ol style="list-style-type: none"> Cohesive and comprehensive digitalization and connectivity Equalization of tourism product development and promotion Diversification of portfolio through multidimensional tourism 	<p>The actual number of media and influencers who joined based on the event's attendance sheet: 65 participants plus guests from the DOT and TPB</p>	<p>Given its innovative approach, more time should be given for tech preps for a smoother execution. Since it was held within the mall, attendees should wear visible wristbands, stickers, or badges for easier recognition of organizers, staff, and security. Having multiple prizes for the raffle is advised as it encourages the media to stay longer and offers more guests a chance to win.</p>	
Spotlight Newsletter	<p>This is a quarterly digital production of TPB newsletter hosted on the website and distributed via social media and email list to members and media.</p>	<p>This serves as an information material consolidating the tourism events organized, sponsored, assisted by the TPB. It also features Philippine destinations. TPB members also get a chance to be featured. Build an overall positive image of TPB.</p>	<p>Cultivate a positive image of TPB and its contributions to Philippine tourism.</p> <p>Enhance awareness of tourism events organized, sponsored, or assisted by TPB.</p> <p>Showcase Philippine destinations.</p> <p>Feature TPB members.</p>	<p>This newsletter is targeted for private and public tourism stakeholders and the media.</p>	<ol style="list-style-type: none"> Cohesive and comprehensive digitalization and connectivity Equalization of tourism product development and promotion Diversification of portfolio through multidimensional tourism 	<p>Q4 2023 - Released January 30 Q1 2024 - in production, to be released on April 2024</p>		

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ADMINISTRATIVE DEPARTMENT								
PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION								
A. Gender and Development								
All Women's Run Asia 03 March 2024, SM Mall of Asia Complex	Annual all women running event organized by HyveSports PH. It is a celebration of women's strength, empowerment, and health, bringing together women of all ages and backgrounds to participate in a fun and inspiring run.	The event aims to promote fitness, camaraderie, and women's well-being, making it a memorable and meaningful experience for all participants.		Eight (8) TPB Personnel 1. Roselle S. Martinez 2. Kristine Heizella B. Aclan 3. Jellisa Bel P. Galvez 4. Jasmine Dana C. Parras 5. Jemary Lizbeth D. Cangco 6. Riezel R. Umali 7. Bernadette B. Kalingag 8. Diana B. Rosima				
Ceremonial Signing of TPB Policy on Mainstreaming Gender and Development (GAD) 13 March 2024, TPB Office	Reformulates TPB's commitment GAD POLICY to integrate gender and development (GAD) principles in its operations. This ceremony strengthens TPB's advocacy in promoting gender equality and empowering women and men within the organization and the tourism industry.	Aims to publicly demonstrate the TPB's commitment to integrating gender perspectives into its policies and activities. It also serves to raise awareness, engage stakeholders, and inspire action towards creating a more inclusive and gender-responsive tourism industry.		All TPB Personnel				
NWMC Film Showing Activity 13 March 2024, TPB Office	An activity gathering TPB personnel in a venue to participate in the film showing activity featuring "Barbie" a film that portrays a strong, independent female character overcoming challenges and breaking stereotypes, making it a fitting choice for an event focused on women's issues and achievements. The movie may also inspire and empower women and girls to pursue their dreams and aspirations without limitations.	To promote gender equality, empower women, and raise awareness about women's issues and achievements. The movie likely showcases a strong female protagonist and themes that resonate with women's experiences, serving as a platform for discussion and reflection on gender roles and stereotypes.		TPB Personnel				
Self-Care Fair (Massage, Manicure, Pedicure, Haircut, and provision of personal care kits) 26-26 March 2024, TPB Office	A 2-day activity that offered a range of pampering services such as massages, manicures, pedicures, and haircuts to promote health and well-being among employees. It provides a relaxing and rejuvenating experience, encouraging self-care and stress relief. The fair aims to enhance overall well-being, boost morale, and foster a positive work environment, prioritizing the health and wellness of TPB staff.	-To provide participants with access to activities and resources that promote physical, mental, and emotional well-being, ultimately contributing to a healthier lifestyle. - To help participants develop a positive self-image, fostering self-confidence and self-acceptance. - Mainstream Gender and Development in the organization and ensure the conduct of the National Women's Month Celebration in March 2024.		TPB Personnel				
Make-up Tutorial for Females and Grooming Sessions for Males 26 March 2024, Five Ecom	The make-up tutorial for females and grooming sessions for males are interactive workshops conducted as part of the National Women's Month celebration. The make-up tutorial covers topics such as basic make-up application, skincare, and tips for enhancing natural features. Professional make-up artists provide demonstrations and hands-on guidance, allowing participants to practice and experiment with different looks. The grooming sessions for males focus on topics like skincare, facial hair grooming, hairstyling, and overall grooming etiquette. Participants receive personalized advice and recommendations tailored to their specific grooming needs and preferences. Both activities aim to empower participants by equipping them with knowledge and skills to enhance their personal grooming routines. They also promote inclusivity and diversity by embracing a wide range of beauty standards and self-expression.	The make-up tutorial for females and grooming sessions for males aim to help participants enhance their appearance, boost confidence, and express their individuality. Also, The activity creates a social and supportive environment where participants can learn from each other, share experiences, and build camaraderie.		TPB Personnel				

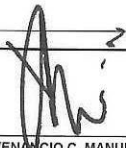
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B. In-house and Public Trainings								
Public Training Public Procurement Specialist Certification Course Level 1 (Basic) Zoom 20-23 and 26-29 February 2024	To promote continuous learning, the TPB Personnel and Human Resources Development Division (PHRDD) provided alternative platform for Learning and Development.	This course which aims to produce certified procurement specialists and practitioners imbued with the required body of knowledge, sets of skills, and right attitudes and behaviors for public procurement is a response to Section 16 of the Revised IRR of R.A. 9184 requiring agency heads to send procurement personnel to procurement training or capacity development program within six (6) months upon designation		1 TPB employee: Atty. Venancio C. Manuel III		Improved competency of the participant		
In-house 2024 Open Water Dive Course Scandi Divers Resort, Puerto Galera 21-23 February 2024		The Open Water Dive Course aims to: 1. Understand the knowledge and concepts of diving protocol and etiquette. 2. Enhance the marketing proficiency of TPB personnel. 3. Develop plans and programs pertinent to marketing the country as a diving destination. 4. Increase awareness on environmental hazards, and health and safety protocols in diving, and 5. Ensure the safety and security of TPB personnel on field works.		20 TPB employees: Jemimah Nissi Tiambeng Nollie Jay Rafer Morris Christopher Basilan Billy John Casabuena Nerissa Jean Cruz Jane Marielle Francisco Chelsea Luna Trixia Medina Coryne Angela Seneres Hannah Yababin Rose Anne Cruz Jameson Caranza Ma. Janelle Crisha Cu April Rose Enero Milo Cropeza Maria Mikaela Fuentes Dan Joseph Ferrolino Donna Vee Baranda Jemary Lizabeth Cango Genesis Weilyn Lee Diana Rosima - secretariat		Improved competency of the participant/s Additional personnel with license for scuba diving		
C. Employee Welfare and Health and Wellness Programs								
Physical TPB Health Forum Please Be Careful With My Heart TPB Pantry 14 February 2024		The objective of the event aims to: 1. Understand how the heart works, 2. Familiarize with different types of chest pains and their symptoms, 3. Learn first aid for heart attack, and 4. Learn how to take care of the heart.		13 TPB employees: Jane Marielle Francisco Miguel Clemente Diana Sarmiento Jasmin Pata Johnell Ignacio Diana Rosma Elijah Marcus Ylarde Remigio Pagaduan Jr. Edmon Gerald Loza Shania Bahan Mary Inycka Dela Cruz Ada Josefina Cruz Lyka Ragot		Improved awareness of the participants		
Spiritual Thanksgiving Mass TPB Lobby 05 January 2024		To uplift the spiritual needs of personnel		All TPB Personnel		Uplifted spiritual needs and improved spiritual engagement		
TPB Light Moments with New Office Dedication Activity Five E-com Auditorium 25 January 2024		In the hustle of our daily routines, it's crucial to take a break and enjoy some lighthearted moments with our colleagues. It's an opportunity to step away from our desks, unwind and connect with fellow team members in a fun and creative way		All TPB Personnel		Uplifted spiritual needs and improved spiritual engagement		
TPB Light Moments with Ptr. Sharoo Bhalerao TPB Pantry 29 February 2024				All TPB Personnel		Uplifted spiritual needs and improved spiritual engagement		
Thanksgiving Mass TPB Lobby 07 February 2024		To uplift the spiritual needs of personnel		All TPB Personnel		Uplifted spiritual needs and improved spiritual engagement		
Thanksgiving Mass TPB Lobby 06 March 2024		To uplift the spiritual needs of personnel		All TPB Personnel		Uplifted spiritual needs and improved spiritual engagement		

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<i>Indicate the name of the activity or project</i>	<i>Provide a narrative background of the project or activity, indicating the specific and measurable actions</i>	<i>Indicate the Objective, stating the aim of the project or activity</i>	<i>Indicate the Intended Outcome, highlighting what is hoped to be achieved by the project or activity in line with its objective</i>	<i>Indicate the: a)Target stakeholders and number of participants, and b)Target number of projects or activities</i>	<i>State the: a)Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies, and b)Applicable Policy Thrusts and Directions</i>	<i>Provide the actual accomplishment/s that the delivery unit was able to achieve vis-à-vis the targets/objectives</i>	<i>Indicate the challenges and constraints that the delivery unit has encountered in project implementation</i>	<i>State the mitigation measures that the delivery unit undertook to avoid or minimize the risks</i>
TPB Time of Reflection: FLY (First, Love Yourself) Oasis of Prayer 20-21 March 2024		The activity aims to provide personnel an avenue for self reflection in view of the upcoming Lenten Season.		35 TPB personnel Roselle S. Martinez Niña Noreen V. Mercado Kristine Heizelle B. Aclan Mikee Florence E. Antonio Jelissa Bei P. Galvez Sheryll Ann R. Karunungan Pedro S. Camantes Grace C. La Rosa Chelsea P. Luna Trixia D. Medina Perfecto C. Realino Jr Kyle Randy B. Robles Najjay R. Calinao Shirley C. Espadero Dafreco M. Fragnal Donna Vee V. Baranda Johelle Mae N. Bondame Jesamy D. Laurea Jemary Lizbeth D. Cangco Reazel R. Umali Atty. Venancio C. Manuel III Shania C. Bahan Janet W. Canoy Mary Irycka R. Dela Cruz Soleil Moon A. Fajardo Hazel G. Francisco		Personal upliftment		
TPB Light Moments with Ptr. Sharoo Bhalerao TPB Boardroom 25 March 2024		In the hustle of our daily routines, it's crucial to take a break and enjoy some lighthearted moments with our colleagues. It's an opportunity to step away from our desks, unwind and connect with fellow team members in a fun and creative way.		All TPB Personnel		Uplifted spiritual needs and improved spiritual engagement.		
TPB Stations of the Cross TPB premises 26 March 2024		The activity aims to provide personnel an avenue for self reflection in view of the upcoming Lenten Season.		All TPB Personnel		Uplifted spiritual needs and improved spiritual engagement.		
D. Employee Engagement								
Learning Over Lunch (L.O.L.) I.L.E.A.P. (Love, Excel, Achieve, Prosper) Sheraton, Manila Bay 12 January 2024		An avenue to employees to connect, collaborate, and share updates, opportunity to enhance camaraderie in the middle of our work schedules, and show appreciation for the contribution of each personnel to the objectives of TPB.		All TPB Personnel		Increased employee engagement.		
MANAGEMENT INFORMATION SYSTEMS DEPARTMENT								
QR Code In-house Training, 08 February 2024	Provide our team with in-depth knowledge and practical skills concerning Quick Response (QR) codes. Given the growing importance of QR codes in digital interactions, mastering their functionalities is vital for improving operational efficiency and user experiences. Specific and Measurable Actions 1. Conduct an introductory session on QR code history and relevance. 2. Demonstrate QR code generation and customization. 3. Engage in hands-on activities for scanning, decoding, and analysis. 4. Discuss best practices for QR code integration.	Equip team members with comprehensive knowledge and practical skills related to QR codes, enhancing operational efficiency and user experiences.	Mastery of QR code concepts and applications among team members, leading to optimized operational processes and improved user interactions.	37 TPB Personnel	Action Program: Enhancement of Overall Tourist Experience Strategy: Cohesive and Comprehensive Digitalization and Connectivity	1. Increased team proficiency in generating, customizing, and integrating QR codes into marketing and operational strategies. 2. Improved operational efficiency by using QR codes in relevant processes. 3. Enhanced user experiences demonstrated by positive feedback or increased user interactions with QR code-enabled content.	1. Limited prior knowledge among participants regarding QR code functionalities and applications. 2. Restricted or Limited access To relevant software tools. 3. Challenges integrating QR codes effectively into current marketing and operational strategies due To some resistance To change or uncertainties about the best implementation methods.	- Ensured adequate provision of relevant software tools and resources for hands-on activities during the training session. - Implemented strategies for change management to handle challenges, which involved clearly communicating the advantages of QR code integration and offering detailed step-by-step implementation guidance.

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Social Media Data Analytics and Monitoring Tools In-house Training, 15 February 2024	<p>Designed to enhance our team's proficiency in leveraging data analytics tools to monitor and optimize social media performance. In today's digital landscape, data-driven insights play a pivotal role in shaping successful social media strategies and fostering meaningful engagement with our target audience.</p> <p>Specific and Measurable Actions:</p> <ol style="list-style-type: none"> 1. Provide an overview of key social media platforms and their analytics capabilities, emphasizing data collection, interpretation, and actionable insights. 2. Conduct hands-on exercises to analyze social media metrics, track campaign performance, and identify trends using selected analytics tools. 3. Facilitate discussions on data-driven decision-making, audience segmentation, and content optimization strategies for social media platforms. 	Improve team proficiency in using data analytics tools for social media monitoring and optimization, leading to informed decision-making and enhanced audience engagement.	Enhanced proficiency in using data analytics tools for social media, resulting in better-informed decision-making, targeted audience engagement, and improved social media performance metrics.	32 TPB Personnel	Action Program: Equalization of Tourism Product Development and Promotion Strategy Cohesive and Comprehensive Digitalization and Connectivity	<ol style="list-style-type: none"> 1. Enhanced team proficiency in using data analytics tools for social media monitoring and optimization. 2. Enhanced audience engagement and improved social media performance metrics due to optimized use of analytics tools. 3. Challenges in translating data insights into actionable strategies. 	<ol style="list-style-type: none"> 1. the complexity of data analytics tools leads to a learning curve for participants, especially those with limited technical backgrounds. 2. Limited access to comprehensive social media data for practical exercises and case studies, affecting the depth of learning and analysis. 3. Challenges in translating data insights into actionable strategies. 	<ol style="list-style-type: none"> 1. Provided sessions to familiarize participants with basic concepts and functionalities of data analytics tools. 2. Collaborated with relevant departments or external partners to access comprehensive social media data for practical exercises and case studies. 3. Facilitated post-training follow-ups or consultations to help participants apply data insights effectively in their respective roles.
Adobe Acrobat In-house Learning Session, 19-21 February 2024	<p>Designed to empower our team with advanced skills in utilizing Adobe Acrobat for document management, collaboration, and productivity enhancement. As digital documentation becomes increasingly prevalent across various workflows, proficiency in Adobe Acrobat is essential for streamlining processes and ensuring document integrity.</p> <p>Specific and Measurable Actions:</p> <ol style="list-style-type: none"> 1. Deliver comprehensive training on Adobe Acrobat features such as PDF creation, editing, conversion, and digital signature workflows. 2. Explore advanced functionalities including form creation, document security settings, OCR (Optical Character Recognition), and batch processing capabilities. 3. Guide participants in leveraging collaboration tools within Adobe Acrobat, such as commenting, reviewing, and version control mechanisms. 4. Demonstrate best practices for optimizing document accessibility, device compatibility, and compliance with industry standards. 5. Assess participant competencies through hands-on exercises, collaborative projects, and knowledge assessments to validate mastery of Adobe Acrobat tools and techniques. 	Enhance team skills in utilizing Adobe Acrobat for document management, collaboration, and productivity enhancement, ensuring streamlined workflows and document integrity.	Advanced skills in utilizing Adobe Acrobat for document management, collaboration, and productivity, leading to streamlined workflows, enhanced document security, and compliance with industry standards.	68 TPB Personnel	Action Program: Cohesive and Comprehensive Digitalization and Connectivity Strategy: Enhancement of Overall Tourist Experience	<ol style="list-style-type: none"> 1. Advanced skills among team members in utilizing Adobe Acrobat for document management, collaboration, and productivity enhancement. 2. Streamlined workflows and improved document integrity demonstrated by increased efficiency in document handling and collaboration processes. 3. Compliance with industry standards and enhanced document security through the effective utilization of Adobe Acrobat features. 	<ol style="list-style-type: none"> 1. Varied levels of familiarity with Adobe Acrobat among participants, leading to discrepancies in learning pace and skill acquisition. 2. Challenges in ensuring sustained adoption of Adobe Acrobat features and best practices post-training, requiring ongoing support and reinforcement efforts. 	<ul style="list-style-type: none"> - Implemented a phased training approach to accommodate participants' varying levels of familiarity with Adobe Acrobat. - Established post-training support channels, such as helpdesk services or user communities, to address ongoing questions and challenges related to Adobe Acrobat usage.
LEGAL DEPARTMENT								
Strategy Workshop for the Review and Updating of Republic Act No. 9285 or the Alternative Dispute Resolution Act of 2004	Pursuant to the Implementation of the Justice Sector Reform Programme Governance in Justice II (Go Just) initiative jointly implemented by the Government of the Republic of the Philippines with the support and sponsorship of the European Union, the Office of the Alternative Dispute Resolution (OADR) of the Department of Justice initiated a drafting workshop intended to update, harmonize and improve legal framework to strengthen the use of ADR in the public and private sectors in accordance with international standards aligned with the 2023-2028 Philippine Development Plan.	The objective is an omnibus draft bill for the consideration of the Philippine Congress that will aim to comprehensively update the RA No. 9285 or the Alternative Dispute Resolution Act of 2004 and consolidate relevant laws and regulations covering ADR.	Submission of suggestions, recommendations or clarifications based on points of consideration in order to update existing ADR law.	2 TPB Legal Personnel				
Drafting Workshop for the Amendment of Republic Act 9285 or the Alternative Dispute Resolution Act of 2004	The drafting workshop is intended to update, harmonize and improve legal framework to strengthen the use of ADR in the public and private sectors in accordance with international standards aligned with the 2023-2028 Philippine Development Plan.	The objective is an omnibus draft bill for the consideration of the Philippine Congress that will aim to comprehensively update the RA No. 9285 or the Alternative Dispute Resolution Act of 2004 and consolidate relevant laws and regulations covering ADR.	Revision of the submission of suggestions, recommendations or clarifications based on points of consideration in order to update existing ADR law.	2 TPB Legal Personnel				
Stakeholder Consultation for the Implementing Rules and Regulations of Republic Act No. 11966 or the Public-Private Partnership Code of the Philippines	The formulation of the IRR and its benefits from all concerned stakeholders by providing their insights within a reasonable time, through an early publication of the draft text for comments, inputs, and feedback and further consultation sessions.	The objective of the consultation is a harmonized effort of the concerned stakeholders translated through an IRR of the Public-Private Partnership Code of the Philippines in order to implement the enabling provision, Section 34 under the said Code.	Submission of inputs and clarificatory questions on the draft IRR of the Public-Private Partnership Code of the Philippines.	2 TPB Legal Personnel				

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Reviewed and finalized 41 Contracts/Agreements					N/A	N/A	N/A	N/A
Prepared and Issued three (3) Legal Opinions					N/A	N/A	N/A	N/A
Reviewed three (3) TPB Guidelines: - Guidelines for Brand Ambassador for TPB's Philippine Motorcycle Tourism Program - Guidelines on Inviting Key Opinion Leader - Internal Guidelines on the Provision of Specific Membership Benefits					N/A	N/A	N/A	N/A
CORPORATE PLANNING AND BUSINESS DEVELOPMENT DEPARTMENT								
ISO 9001:2015 Awareness 03 March 2024	As an ISO 9001:2015 certified organization, the Tourism Promotions Board (TPB) endeavors to further improve the application and implementation of the established Quality Management System (QMS) in the different respective areas to achieve an efficient and effective long-term maintenance.	<ul style="list-style-type: none"> Understand the benefits, key concepts and requirements of ISO 9001:2015; Apply the principles and requirements to their respective organizations 		TPB Personnel, 24 personnel	N/A	N/A	N/A	N/A
Calibration on How to Become an Effective Documented Information Control Officer (DICO) in ISO 9001:2015 Quality Management System 12 March 2024		<ul style="list-style-type: none"> Know the importance, requirements and techniques for maintaining and retaining documented information in an ISO 9001:2015 QMS. 		TPB Personnel, 33 personnel	N/A	N/A	N/A	N/A
Corporate Social Responsibility Assistance to the Tourist Boatmen and Community of Palau Island, Sta. Ana, Cagayan Province	TPB conducted a community assistance to the tourist boatmen and residents of Palau Island. The organization provided the tourist boatmen with 52 motorboat roof covers, 52 solar-powered lamps, 102 tote bags with rubber slippers, dri-fit long sleeves, and bucket hats. Since one of the main focuses of TPB's CSR program is highlighting the importance of education and the youth, during this project, 260 students of Palau Island received 210 elementary kits and 50 kindergarten kits. They also received CSR drawstring bags containing a raincoat, rubber slippers, and a bucket hat. In addition to these items, 300 kids on the island also enjoyed the soup kitchen prepared by the Palau Women Catang, the official caterer of Palau Island.	<ul style="list-style-type: none"> To aid the local fishermen and boatmen of San Vicente and Palau in their livelihood through the donation of the tarpaulin covers, dri-fit long sleeves shirts, bucket hats, slippers, raincoats, and heavy-duty solar flashlights/lamps. To provide educational materials to the students in Palau Island. To give importance to the hard-to-reach communities of the Philippines. To immerse with the people and culture of Aeta and Agla in Palau Island. To cultivate the culture of giving and volunteerism among TPB personnel, and To comply with GCG Memorandum Circulars 2012-07 and 2015-07 which require GOCCs to include their interaction with communities and other corporate social responsibility activities in their adherence to the Code of Corporate Governance 	The needed assistance and materials of the fishermen and students of Palau Island are provided through the CSR project.	Volunteers: 10 TPB personnel/volunteers Beneficiaries: <ul style="list-style-type: none"> The 51 boats and 102 local boatmen/crew of PASAMOBA and SAMOBA. The children including 163 students from Palau Integrated School and 45 students Agla Degits Elementary School in Palau Island 				

Prepared By:


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Date:

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Date: