



Narrative Accomplishment Report
2nd 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
Indicate the name of the activity or project	Provide a narrative background of the project or activity, indicating the specific and measurable actions	Indicate the Objective, stating the aim of the project or activity	Indicate the Intended Outcome, highlighting what is hoped to be achieved by the project or activity in line with its objective	Indicate the: a) Target stakeholders and number of participants; and b) Target number of projects or activities	State the: a) Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies; and b) Applicable Policy Thrusts and Directions	Provide the actual accomplishment/s that the delivery unit was able to achieve vis-à-vis the targets/objectives	Indicate the challenges and constraints that the delivery unit has encountered in project implementation	State the mitigation measures that the delivery unit undertook to avoid or minimize the risks
INTERNATIONAL PROMOTIONS DEPARTMENT								
TRAVEL TRADE AND CONSUMER FAIR								
Arabian Travel Market 06-09 May 2024 Dubai World Trade Centre Dubai, UAE	ATM is the leading global event for the Middle East travel industry for over 30 years. It promotes more than 2,800 products and destinations annually with over 30,000 attendees, including 1500 exhibiting organizations from more than 150 countries.	- Meet international buyers, generate sales leads and rekindle business relationships - Gather market intelligence and continue to understand the diverse Middle East Region - Sustain Philippine tourism presence in the Middle East, and - Keep abreast with current updates in global tourism		Invite a minimum of 12 Philippine private sector companies	2 Cohesive and Comprehensive Digitalization and Connectivity 4 Equalization of Tourism Product Development and Promotion 7 Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	Budget Utilization = Php21,022,687.70 Sales Leads Generated = Php430,748,900		
Asia Dive Expo (ADEX) 2024 12-14 April 2024 Suntec Convention and Exhibition Center, Singapore	ADEX is the largest and longest-running dive consumer and trade show in Asia. TPB participates in ADEX to provide a venue for our dive tourism industry partners to generate new businesses and further expand their network.	- generate top of mind recall of the Philippines - Heighten the position of the Philippines as one of the best dive destinations in Asia Pacific - Re-establish and sustain the interest of international dive buyers and consumers to include the Philippines in their travel plans, and programs and transform interests in to sales through our private sector counterparts		Target no. of participants: 12 Philippine dive resorts / tour operators / stakeholders	2 Cohesive and Comprehensive Digitalization and Connectivity 4 Equalization of Tourism Product Development and Promotion 7 Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	Budget utilization = Php 6,887,531.74 Sales leads generated = Php 197,219,062.09		
Blue Ocean Fes Kansai 01-02 June 2024 Osaka, Japan	The Blue Ocean Dive Fes Kansai is the second largest dive event in Japan, second to the Marine Diving Fair (MDF) held annually in Tokyo. This event is similar to MDF which features scuba diving and other water sports suppliers. Water sports suppliers are comprised of travel agents and dive service providers retailing their respective products.	The objectives of the event are as follows: 1 Create awareness and position the Philippines as a preferred destination for water sports activities among travelers from West Japan. 2 Strengthen the position of the Philippines as a preferred general tourist destination for the Japanese market, and 3 Establish and sustain the goodwill between PDOT Osaka and the dive travel influencers in West Japan.	The event concluded with a reported sales lead generated amounting to PHP 6,129,780.00 or resulting to a Projected Economic Impact of 512.98%	Philippine dive-related establishments, companies, and dive-related Philippine government offices Target No. of Seller Companies: Three (3)	-Enhancement of Overall Tourist Experience -Equalization of Tourism Product Development and Promotion -Diversification of Portfolio through Multidimensional Tourism	The event concluded on a high note with a resounding success with a reported sales lead generated amounting to SIX MILLION ONE HUNDRED TWENTY NINE THOUSAND SEVEN HUNDRED EIGHTY PESOS (PHP 6,129,780.00) or resulting to a projected economic impact of 512.98%		
Connections Luxury Philippines 2024	After the successful hosting of the Connections Wellbeing Philippines last April 2023 with around PHP 600 million sales leads, the team approached the TPB and proposed that the country be the host of the next Connections Luxury event in Asia, instead of having it bided out to other Asian countries. This year, instead of focusing on wellness, the event will feature luxury travel, per se. Their community of luxury buyers boasts a spending power of GBP 4.25 billion (or PHP 298 billion) per member.	• Position the country as an emerging luxury travel destination in Asia • Create awareness and travel interest in the Philippines as a preferred luxury destination among international luxury travelers. • Promote the Philippines' "Love The Philippines" brand to enhance the market-product association and brand loyalty among our target high-spending travelers. • Provide stimulating dialogue with the 40 leading decision-makers in the luxury travel industry with no less than the Philippines' showcasing our luxury offers. • Promote the Philippines as a prime travel destination by showcasing the diverse experiences it offers through the eyes of prominent Fil-Am influencers from Hollywood. • Introduce and promote the new tourism app to a broader audience.	Participating in this Bespoke event emphasizes the importance of continued partnership with the Connections group and keeping the momentum of promoting the Philippines to the global luxury market.	40 International Luxury buyers to meet with 40 PH Luxury Sellers	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 7 Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	Sales: PHP 1,000,500,000.00 (US\$ 17,250,000.00) Investment: PHP 18,000,000.00 ROI: 5458.33% Participants: 37 Luxury Buyers participated from 18 countries, 35 Sellers participated, 4 Tour Operators, 31 Hotels / Resorts Assisted by 3 DOT Regional Offices	Recruitment of 40 Philippine Luxury sellers	1 Tapped DOT regional offices to represent the properties of their respective regions and augment the number of sellers. 2 Limited the Luxury buyers to 37

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Diving, Resort and Travel (DRT) Show Taiwan	The DRT Show is an annual dive consumer and trade show, staged in several countries in Asia	- Promote Philippine Diving Sports to Taiwanese dive enthusiasts and interested travelers - Provide a platform for Philippine and Taiwanese dive tourism stakeholders to establish and re-establish relationships to develop and promote Philippine tourism products - To update the latest travel SOPs in the Philippines - Increase dive tourist arrivals in 2024 - Generate actual bookings to maximize financial benefits and return on investments		Target no. of participants: 10 Philippine dive tourism stakeholders	2. Cohesive and Comprehensive Digitalization and Connectivity 4. Equalization of Tourism Product Development and Promotion 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	Budget utilization = Php 2,938,869.55 Sales lead generated = Php 31,370,752.88		
Go Philippines Fair	The Go Philippines 2024 is the first B2C Fair exclusive to Philippine tourism product offerings. It is a physical consumer fair which holds a crucial position creating enthusiasm and promoting awareness about the Philippines as a leading destination in Asia for the Singaporean market	- Promote the Philippines as a world-class tourism destination - generate top-of-mind recall of the Philippines - Re-establish and Sustain the interest of the consumers	To be highlighted and promoted by the Top Travel wholesalers in Singapore	Target number of participants: 12. Philippines-based airlines, establishments, hotels or resorts	2. Cohesive and Comprehensive Digitalization and Connectivity 4. Equalization of Tourism Product Development and Promotion 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	Budget utilization = Php 366,031.50 Sales lead generated = Php 917,037.56		
Malaysia International Diving Expo (MIDE) 2024	MIDE is a one-stop hub for all things diving, including equipment, courses, travel, conservation, dive education and boating, in Malaysia. The event does not only bring international dive brands to Malaysia, but it also helps exhibitors achieve impressive returns on investment via sales leads, interest garnered and visitor spending	- Greater market coverage of the Malaysia market and create awareness about the dive activities and destinations in the Philippines - Heightened awareness of the large market on the dive destinations in the Philippines - Increased arrivals of dive enthusiasts to the Philippines - Enhanced understanding of the Malaysia market on Philippine dive tourism - Introduce Philippines as a dive destination to new / potential divers		Target number of participants: 8-10 dive tour operators, resorts, stakeholders	2. Cohesive and Comprehensive Digitalization and Connectivity 4. Equalization of Tourism Product Development and Promotion 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	Ongoing preparation of Terminal Report		
Marine Diving Fair (MDF) 2024 05-07 April 2024 Sunshine City Convention Center, Ikebukuro, Tokyo, Japan	Marine Diving Fair is an annual dive show and is considered as the largest dive resort and consumer fair focusing on scuba diving and water sports activities in Japan. The Philippine, as one of the most popular destinations for the Japanese dive enthusiasts and resort lovers, has been participating in this dive fair since it started in 1993. In 2019, Japan was the country's 4th largest source of foreign travelers with a total of 682,788 Japanese visiting the Philippines. The COVID-19 pandemic disrupted the growth of travelers. Japan market started to increase again with 99,557 travelers in 2022. In 2023, Japan jumped to become the 3rd largest source with 275,818 tourists to the country. The Philippines is one of the most favorite dive and beach destination of the Japanese as shown in the reader's survey of the Marine Diving, the five publication of the organizers of Marine Diving Fair	To promote the Philippine as a top diving destination to the Japanese dive clubs, shops, operators, travel agents, media and consumers. To maintain the Philippine presence and visibility in Japan's largest dive travel show. To exhibit Philippine dive attractions and facilities. To provide business opportunities for the Philippine dive operators and establishments	Booth participation (90 sqm) to invite at least eight (8) PH local dive establishments Consumer activation - online promotions using PDOT Official Social Media Accounts Networking Dinner - Invite at least 100 Japanese dive partners, media, and counterparts	Booth participation (90 sqm) to invite at least eight (8) PH local dive establishments	2. Cohesive and Comprehensive Digitalization and Connectivity 4. Equalization of Tourism Product Development and Promotion 6. Maximization of Domestic and International Tourism 7. Strengthening Tourism Governance Through close collaborations with National and Local Stakeholders	Private sector participants generated a total of Php50,524,680.00 projected sales lead revenue, contributing to an overall 802.226% Projected Economic Impact for the Philippines.	Provide new and innovative ways of promotions through the networking dinner as the program may still need to improve Language barrier on the side of the supplier/booth contractor and Project Officer as some instructions were not produced properly Highlight new destinations as many of the booth visitors have been to the Philippine dive destinations that we are offering	Get more information on which dive sites the Japanese market has already been to in the PH and recommend conducting a short online survey for booth visitors Conduct new ways of raffling prizes to make the networking dinner more fun and engaging
Marketing Partnership with American Society of Travel Advisors (ASTA) 2024 ASTA Global Convention (ASTA Travel Advisor Conference) 29 to 31 May 2024 Hilton Anatole, Dallas, Texas, USA	ASTA is the leading global advocator for travel advisors, the travel industry and the traveling public in the USA. The marketing partnership with ASTA aims to strengthen the relationship with members and encourage them to include the Philippines in their portfolios.	• 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	• Meet, networked and built relationships with travel suppliers, • Built and renewed trade and market confidence in the Philippines as a preferred and sophisticated destination in Asia, • Gained more insights and information about tourism trends	- Meet and network with atleast 15 travel advisors during the two-day trade show including the scheduled and free-flowing appointments	2. Cohesive and Comprehensive Digitalization and Connectivity 4. Equalization of Tourism Product Development and Promotion 5. Diversification of Portfolio through Multidimensional Tourism 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	Based on the Sales Lead Form Twenty-One (21) Leads worth of Php 11,386,411.20 (Benefits - Cost) ÷ Cost × 100% (11,386,411.20 - 2,029,478.00) ÷ 2,029,478.00 × 100% Projected Economic Impact = 461.05%	- Remittance of project funds to PDOT SF	- Constant follow up with DOT HD
Taipei Tourism Expo 2024	TTE is regarded as the second biggest, annually-held travel fair in Taiwan promoting domestic and international travel for the Taiwan market. The Philippines participates by securing a booth space to accommodate 4-6 Taiwan-based tour operators promoting the Philippines, to include ESL packages	- Strengthen relationship with the Taiwan travel associations and event organizers by supporting such events as mutually beneficial - generate sales leads and actual bookings of Philippine tour packages during the TTE - Contribute to the Increase of Taiwanese arrivals in the Philippines.	Boost the number of arrivals from Taiwan by promoting new products such as ESL for the Taiwanese travelers	Target number of participating sellers: 5 Taiwan-based travel companies	2. Cohesive and Comprehensive Digitalization and Connectivity 4. Equalization of Tourism Product Development and Promotion 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	1 Six (6) Taiwan-based ESL and travel companies generated onsite bookings amounting to PHP 3,274,144.19 and sales leads worth 7,980,641.37 with a ROMI of 83% 14% based on the utilized budget 2 Budget utilization: PHP 1,251,662.00 (100% utilization rate)		

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INVITATIONAL/FAMILIARIZATION TOUR								
Malaysia Dive Familiarization Trip With Dive Agents and Media	The Malaysian Dive Media Familiarization Trip is part of a series of invitational programs for the TPB ASEAN and the Pacific Markets. Each trip is curated for each market's characteristics and preferences. Themes are identified for each itinerary and market depending on the types of activities and one of which is diving. Travel trade and media participants are invited to experience first-hand the Philippine tourism products which they are able to promote to their markets through tour packages or viral travel content, respectively.	- Introduce lesser known destinations in the Philippines which are ready to cater to international markets - create opportunities for the travel trade and media industry partners to experience first-hand the Philippines tour programs - create opportunities for the travel trade and media partners to meet and establish relationships with local tourism stakeholders - Boost awareness, media exposure and market interest in the ASEAN and the Pacific markets		Target number of participants: 12 Malaysia-based dive tour agents, media, and Key Opinion Leaders (KOLs) or influencers	3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 6. Maximization of Domestic Tourism 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	- Ongoing preparation of Terminal Report		
Familiarization Trip For Travel Agents From USA 24 - 19 April 2024 Bohol - Cebu	The PDOT New York collaborated with EVA Air to conduct a familiarization trip with US Tour Operators, and Agents. This is a good opportunity for the participants to meet and network with industry partners and to instill travel confidence in the Philippines as markets and destinations rebound from the pandemic. This trip highlighted nature-based tourism, gastronomy, and heritage and culture.	•Raise awareness and interest in Philippine tourism destinations and activities. •Partner with airlines and travel trade in promoting the Philippines' domestic destinations and attractions to US tour operators and agents. •Reassert the message that the Philippines remains a safe destination to the public and regain the confidence of tour operators to sell the Philippines to their clients, and •Encourage synergies and the creation of new tour packages for the consumers.		10 participants •Seven (7) Travel Agents •One (1) EVA Air Representative •One (1) PDOT San Francisco representative •One (1) TPB representative	3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 6. Maximization of Domestic Tourism 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	Projected Economic Impact (PEI) Number of participating agents X number of group tours per agent X number of participants per group tour X average daily expenditure (ADE) X average length of stay (ALS) 7 travel agents X 4 groups X 6 participants per group X USD 48 X 14.70 nights = USD 118,540.80 X 57 (conversion rate) = PhP 6,756,825.60 (Benefits - Cost) ÷ Cost × 100% = (PhP 6,756,825.60 - PhP 1,284,225.80) ÷ PhP 1,284,225.80 X 100% PEI = 426.14%		
Korea Media and Influencers Familiarization Trip (Cebu & Dumaguete Leg) 15-20 April 2024 Manila, Cebu & Dumaguete	With an approximate population of about 400-500,000 licensed scuba divers in Korea, only about 20% of them visits the Philippines annually. With this in mind, the TPB recognized the opportunity to strengthen the marketing and promotional initiatives towards the diving market. Furthermore, with an estimate of about 15,000 diving certificates issued to Koreans annually, and about 34.37 Million of projected growth in scuba diving market share within 2022-2025, this will be the best time to focus promotions of diving into the Korean market.	To develop visual and creative contents that can be used to promote new tourist circuits; To boost popularity of the destinations and to help in the increase/spur local economy, and Highlight diving and strengthen the country's branding as one of the top of mind diving destination.	Invite at least ten (10) participants from the invited dive partner entities of PDOT Korea, Introduce new diving destinations to invited partner participants as well as re-introduce usual destinations for the market, Create and strengthen new partnerships through camaraderie created during the trip.	Participants: 10 Korean Divers/Diving enthusiasts and Influencers Activities: Moatboal- Sardine Run Sumilon - water activities/diving Dumaguete - Apo Island, local cuisine	2. Cohesive and Comprehensive Digitalization and Connectivity 3. Enhancement of overall tourist experience 4. Equalization of Tourism Product Development and Promotion 6. Maximization of Domestic and International Tourism 7. Strengthening Tourism Governance through close collaborations with National and Local Stakeholders	Projected Economic Impact: 958.18%	#NAME?	#NAME?
China (Beijing & Shanghai) Media and Influencers Familiarization Trip (Bicol Leg) 16-21 April 2024 Manila and Bicol	In this familiarization tour, the selected Chinese media and influencers visited Bicol to experience the different tourist attractions and specialized tourist facilities that include restaurants, hotels/resorts, and activity areas that were featured in their social media channels. These exciting activities and tourist destinations of the Bicol Region helped build the image of the Philippines as a fun and sustainable destination in the Chinese market, showcase its diverse product offering and entice Chinese tourists to travel to the Philippines during the summer season. Furthermore, it drummed up the awareness of the Chinese tourists about the region and highlighted the activities and destinations to be featured in this familiarization trip. Subsequently, this familiarization trip will help bring back the charter flight from Xiamen to Legaspi and help jumpstart new flights from other Tier 1 cities such as Shanghai and Guangzhou.	1. To develop visual and creative content that can be used to promote new tourist circuits of Manila-Bicol in China. 2. To boost the popularity of Manila as a cultural and culinary tourism destination while Bicol as an adventure destination. 3. To highlight culinary facilities/restaurants and introduce the country as a culinary destination.	I. Travel Magazine a. Magazine Feature Story (1) b. Posting in official Wechat (1) c. Posting in official Weibo (2) d. Travel Vlog (1) II. Top KOL a. Tiktok (2) b. Weibo (4) c. Travel Vlog (2)	Participants 10 Chinese Media and Influencers from Beijing and Shanghai 2 TPB Project Officers 2 PDOT China staff 1 Philippine Airline Representative	2. Cohesive and Comprehensive Digitalization and Connectivity 3. Enhancement of overall tourist experience 4. Equalization of Tourism Product Development and Promotion 6. Maximization of Domestic and International Tourism 7. Strengthening Tourism Governance through close collaborations with National and Local Stakeholders	Projected Economic Impact (PEI): (Estimated) Media Mileage: Php 29,583,333.33 (awaiting other pending issues to be published) Actual Utilization: Php 1,746,037.00 ROI = Php 29,583,333.33 - Php 1,746,037.00 ----- x 100% Php 1,746,037.00 = 1,594%	1. There was minor challenges encountered on the firming since it took time for some media to take photos in a given destination.	1. Schedules were reminded to the group prior to departure to ensure that the activities will not be hampered.

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Osaka Media and Influencers Familiarization Trip 20-25 May 2024 Metro Manila, Tagaytay, and Batangas	TPB and DOT Osaka, in partnership with Cebu Pacific, conducted a familiarization trip for 7 Japanese media/influencers to promote Cebu Pacific's direct flight from Osaka to Manila, and to feature several PH hotels/resorts and destinations in their respective social media pages.	1 To develop visual and creative content that can be used to promote tourism products of NCR and Region IV-A to the Japanese travellers, 2 To boost the popularity of Metro Manila, Tagaytay, and Batangas as a cultural, wellness, and culinary tourism destination, 3 To promote direct flights from Osaka to Manila	Deliverables -Spin Out Articles -Website posts -SNS posts Commercial Value : PHP 12,300,000.00	7 Japanese media 2 DOT Osaka staff 1 TPB Project Officer	1 Cohesive and Comprehensive Digitalization and Connectivity 2 Enhancement of overall tourist experience 3 Equalization of Tourism Product Development and Promotion 4 Maximization of Domestic and International Tourism 5 Strengthening Tourism Governance Through close collaborations with National and Local Stakeholders.	Projected Economic Impact: 515%	#NAME?	#NAME?
DOMESTIC PROMOTIONS DEPARTMENT								
TRAVEL TRADE AND CONSUMER FAIR								
2nd Philippine Tour Guides Conference	After the success of PH Tour Guides Hybrid Conference in 2023, the Tourism Promotions Board (TPB) Philippines in partnership with the Philippine Federation of Professional Tour Guides, Inc. (TGFed) stage the 2nd PH TOUR GUIDES CONFERENCE last 9-12 June 2024 in Tacloban City	The Conference emphasize and foster the importance of Filipino Brand Service and Excellence The Tour Guides provides adepth understanding of the National Tourism Development Plan 2023-2028 Key, Strategic and Emerging Markets of the Philippines, and the importance of tour guides in achieving sustainable development growth, community engagement and resiliency	1 Serves as extending and promoting the underrated province in the Philippines 2	Target No of Pax: 150 / Actual No of Registrant 221	Enhancement of Overall Tourist Experience Equalization of Tourism Product Development and Promotion			
MEMBERSHIP PROGRAM								
2024 TPB Membership Program Applications (Year-round)	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 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	- 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.	#NAME?	a) DOT-Accredited Establishments b) Target Income of PhP2,000,000.00 Generated from Membership Dues	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	a) Total Members as of 30 June 2024 - 404 104 Paid Members - 64 Renewed and Paid - 275 New - 65 b) Verified Income Generated as of 30 June 2024 - PhP3,400,000.00	Volume of applicants (new and renewal)	Consider hiring additional personnel to handle the TPB Membership applications directly as well as setting a deadline or a limited time to apply for the Program.
Tourism Marketing Training and Workshop for the Province of Batanes 13-17 May 2024	The recent TPB Members' Familiarization Tour in 2023, along with a mini business-to-business (B2B) event in Batanes, marked a significant milestone in fostering dialogue between the Philippine tourism industry and local stakeholders. Amidst the stunning landscapes and rich cultural experiences, it became clear that Batanes' local stakeholders require substantial training and workshops, particularly in marketing, with an emphasis on B2B transactions. To address this need, a comprehensive training and workshop program was developed and implemented for the Province of Batanes. The training included digital marketing techniques, such as social media marketing and search engine optimization (SEO), tailored to the needs of both B2B and B2C interactions. The workshop also focused on creating effective posters for marketing various destinations.	1 Equipping local stakeholders in Batanes with advanced marketing skills and knowledge, 2 Focusing on business-to-business (B2B) and business-to-consumer (B2C) marketing, 3 Enhancing participants' digital marketing skills, 4 Instilling an understanding of sustainable tourism practices within the marketing framework, 5 Developing the ability to build, nurture, and maintain productive business relationships, 6 Empowering local stakeholders to create marketing strategies that give them a competitive advantage in the tourism marketplace, and 7 Facilitating practical application of the knowledge gained	That the Participants are able to produce marketing plans and digital/e-posters for their respective establishments, which serve as a foundation for business advancements and strategic marketing improvements including the creation of marketing plans and digital posters aimed to significantly boost the visibility of the Provincial Government of Batanes' initiatives to promote the province as a tourism destination	a) Target participants: 30 LGU personnel b) One project/activity	1 Enhancement of Overall Tourist Experience 2 Equalization of Tourism Product Development and Promotion 3 Diversification of Portfolio through Multidimensional Tourism 4 Maximization of Domestic Tourism 5 Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders.	a) Actual number of participants: 35 LGU personnel b) One project/activity		<ul style="list-style-type: none"> Consider conducting a similar activity in other provinces/municipalities, especially small-island destinations that are in need of marketing skills development or enhancement. Focus on the art of brand storytelling and promoting cultural heritage. Next workshops should teach participants how to craft compelling narratives around their unique attractions and services, emphasizing the rich cultural heritage of their destination.

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TPB Members' Familiarization Tour of Pampanga and Bataan 27-30 May 2024	The Tourism Promotions Board (TPB) Membership Program recognizes the crucial role of its members in revitalizing the tourism industry in the Philippines. To enhance collaboration and promote lesser-known destinations, a familiarization tour in Pampanga and Bataan was organized. Familiarization Tours are a valuable tool for tourism stakeholders, particularly tourism businesses, to experience destination products and services first-hand, enabling them to relay information to their clients and create and sell packages to the public.	1. Provide first-hand experience of the destination's tourism products and services for participants to adequately sell to the public; 2. Increase product knowledge by educating TPB members about the destination's tourism products and services with the end view of promoting these to existing and potential clients; 3. Benchmark the best practices of the destinations, including sustainable tourism and the implementation of new normal standards and protocols; and 4. Strengthen relationships among tourism stakeholders, growing TPB members' network of tourism professionals.	It was expected that members would be able to learn and adopt some of the destinations' best practices as a standard in their respective practices, and at the same time promote the destination to their markets.	a) Target participants: 20 TPB Members b) One project/activity	1. Improvement of Tourism Infrastructure and Accessibility 2. Enhancement of Overall Tourist Experience 3. Equalization of Tourism Product Development and Promotion 4. Diversification of Portfolio through Multidimensional Tourism 5. Maximization of Domestic Tourism 6. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	• 21 TPB members (all from the tour operations and travel agency sector) • 3 TPB personnel • 1 DOT- R3 Staff	It is of utmost importance that the tour operator/handler is knowledgeable, organized, and able to monitor if all the requirements set by TPB are met. However, from what occurred during the tour, it is evident that certain aspects were not adequately considered. Despite the detailed event planning provided by TPB, the tour operator still struggled to fulfill requirements related to bookings, reservations, and stakeholder coordination. This was particularly evident in meal planning, where discrepancies between instructed menu lists and actual offerings, especially for those with dietary restrictions, caused confusion and inconvenience.	The presence of a local ground handler is crucial for the successful implementation of the tour. For example, during the Batanes Fam tour last year, the orientation conducted by Batanes Travel and Tours effectively set participant expectations and provided detailed local insights. Local handlers can address issues promptly, enhancing the overall tour experience. Therefore, incorporating a local ground handler should be a best practice for all future tours if possible.
TPB Members' Corporate Social Responsibility (CSR) Activity 5-7 June 2024	The TPB Membership Program is committed to making a meaningful and lasting impact on the communities that lie at the heart of the Philippine tourism industry. For the second consecutive year to encourage sustainable efforts, we embarked on a Corporate Social Responsibility (CSR) activity in Zambales, strengthening our bond with the Yangil community, demonstrating our unwavering commitment to their well-being and prosperity. In addition to the activities mentioned in our CSR initiative in Zambales with the Yangil community, the Membership Program recognizes the paramount importance of environmental conservation. Therefore, a tree planting program as part of our holistic approach to community empowerment.	1. Environmental Restoration: Tree planting serves as a practical means to restore and protect the local ecosystem. It helps combat deforestation, soil erosion, and enhances biodiversity by providing habitat and food. The act of planting trees aids in offsetting carbon emissions, contributing to climate change mitigation. It demonstrates our commitment to sustainable practices in the tourism industry. 2. Sustain Community Development: Build on the progress made in the previous year and contribute to the ongoing development and empowerment of the Yangil community. Tree planting offers a hands-on, collaborative experience that unites TPB members and the Yangil community in a common cause. It fosters a sense of shared responsibility for the environment. 3. Strengthen TPB Member Engagement: Further engage TPB members in social responsibility activities, encouraging their active participation and dedication to community development. 4. Promote Sustainable Practices: Showcase sustainable and responsible practices to the community, inspiring them to continue adopting these principles for long-term growth.	For the Members to not only be able to promote the community's tourism features but to also become changemakers by adapting best sustainable practices that would make a social impact towards the local community in alignment with selected Sustainable Development Goals.	a) Target participants: 25 TPB Members b) One project/activity	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	a) Actual participants: 24 TPB Members and 6 TPB personnel b) One project/activity	One (1) participant did not show up nor inform any TPB personnel about their plans to back out or not attend the activity. Because of this, the participants along with the TPB Members' departure time was delayed and had to rush through the schedule to ensure that the other activities are met and on time.	Properly remind and obtain commitment of participants regarding their involvement with the activities and TPB's Cancellation Policy should they either inform the organizers days before the event and/or no-show during the event proper.
TPB Members' ThinkTalk Sessions Session 1 26 June 2024	The TPB Members' ThinkTalk Sessions is an enhanced version of the Weekly Members' Chat. From serving as a venue to share relevant topics/ATF updates and best practices in coping with the pandemic, it shall now serve as a platform for the TPB to conduct formal, mini-skills enhancement and capacity-building sessions in specialized areas including but not limited to sales and marketing, sustainability, customer service, collaboration, and the like.	1. To strengthen the partnership between TPB and its members, encouraging active involvement and commitment to the recovery and growth of Philippine tourism. 2. To encourage strong collaboration and partnership with the private sector and tourism stakeholders in marketing the Philippines as a premier tourism destination. 3. To strengthen the marketing capability of members. 4. To educate TPB members on the principles of sustainable tourism and inspire them to advocate for responsible travel practices within their networks. 5. To provide a platform to build business, insights, network, and brand for the TPB members. 6. To professionalize the tourism industry through improved reputation, greater customer satisfaction, and effective management.	It is expected that the Members would be capacitated with the necessary skillset needed to boost and strengthen their businesses.	a) Target participants: 120 TPB Members b) Three (3) sessions	1. Cohesive and Comprehensive Digitalization and Connectivity 2. Enhancement of Overall Tourist Experience 3. Equalization of Tourism Product Development and Promotion 4. Maximization of Domestic Tourism 5. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	a) Actual number of participants: 213 including interested TPB personnel b) One session (remaining sessions will be conducted in Q3 and Q4 2024 respectively)	Late submission of proponent for communication collaterals for the COO's approval caused uncertainty in the content and execution of the session, including how to properly promote the activity to the TPB Members.	Close coordination with the proponent is needed to ensure all necessary requirements are met and on-time. To prevent possible reactive measures, obtaining all communication collaterals at least 2-3 weeks before the execution date of activity is ideal. Continuous conduct of a raffle draw at the end of each session, featuring staycation and travel-related prizes and Slido questions with prizes to encourage participants to stay and listen throughout the keynote messages.


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BISITA, BE MY GUEST (BBMG)								
Bisita, Be My Guest (BBMG) International Promotions in Taipei, Taiwan 20 April 2024	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	The BBMG Program aims to - 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	1 Boost awareness of the BBMG Project, and 2 Be an avenue to increase the number of enrollees, thereby strengthening the BBMG Program's impact on Philippine inbound and domestic tourism	a) The event targeted the attendance of 250 guests from the Filipino community in Taiwan b) 4 projects/activities	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	a) Filipino Community- 195 pax MECO and DOT Taiwan Officials, DOT, and TPB personnel- 17 pax b) One (1) project/activity (three remaining activities will be implemented within the year)	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	Coordinates alignment meetings with the events management company at least 3-4 months prior to the main event to ensure smooth preparations
BOOKED EVENTS								
Support to Stakeholders and Associations Philippine Airlines (PAL) Awards (Domestic and International) International 23 April 2024 Domestic 8 May 2024	The Philippine Airlines (PAL) Awards is the airline's way of recognizing and thanking its loyal international and domestic general sales agents, consolidators, and top travel agents, all of whom not only support PAL routes and services but also promote and sell the Philippines as a destination of choice.	The event aims to recognize and thank PAL's loyal agents. For the TPB, the event is an opportunity to 1 Promote and showcase world-class Philippine destinations and hospitality to the airline's top international and local agents, and 2 Demonstrate DOT-TPB support and generate goodwill with the country's flag carrier and strategic partner in the promotion of Philippine tourism Moreover, the TPB's attendance in the event is to 1 Monitor the deliverables/mileages as stipulated in the contract agreement, and 2 Network and establish relations with PAL's executives and international and local travel agents	To recognize and highlight individuals and entities who support PAL routes and services	International 250 pax consisting of top international travel trade partners and consolidators and PAL executives, with awardees originating from the USA, Canada, Australia, SEA, China, UAE, Middle East, Offline GSAs, etc. Domestic 250 pax consisting of top domestic travel trade partners and consolidators and PAL executives, with awardees originating from Luzon, Visayas, Mindanao, and Metro Manila	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	Actual participants International 250 pax Domestic 250 pax	Due to delay in compliance with the needed legal requirements to produce and execute the contract agreement between the two parties, there was a high risk of possible reactive measures that might have undertaken should it be further delayed	Close coordination with the proponent and constant reminder to submit the necessary requirements early ahead for quicker execution and implementation of needed requirements as stated in the contract agreement.
Support to Stakeholders and Associations 2nd Mindanao Tourism Expo 25-29 April 2024	The Mindanao Tourism Expo represents a new era of tourism development in Mindanao. The 1st Mindanao Tourism Expo, held in Davao City last January 2023, marked a significant step in the region's efforts to reopen its doors to both international and local travelers. This year, this Expo serves as a platform to showcase the beauty and potential of the region, encouraging tourism development and attracting visitors from across the Philippines and around the world.	1 To sustain and increase the annual growth rate of tourist arrivals in Mindanao 2 Promote the Love the Philippines brand in the island of Mindanao 3 Promote the Philippine experience and enhance tourism linkages and tourism inter-regional exchange 4 Highlight the tourism products of each region in Mindanao 5 Engage our stakeholders and ensure simultaneous promotions of our inter /intra- regional circuits across the Mindanao region and beyond 6 Create and restore direct air routes to and from Cagayan de Oro City and the Mindanao regions 7 Promotion of Cagayan de Oro as a MICE hub		DOT-Accredited establishments	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	Secured four (4) on-site sign-ups (with a projected service income of PHP 40,000 00)	Due to budget constraints and pressed for time, a supplier for booth construction was not procured which led to improvisation and finding alternative solutions to implement the ideal booth design for the Expo.	Ensure that all TPB-participated activities, especially those participations in travel trade fairs, would have enough lead time and budget to enable proper booth construction to showcase the innovative, creative, and eye-catching design to market the Philippines.

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ADMINISTRATIVE DEPARTMENT								
PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION								
A. In-house and Public Trainings								
Operations Audit 11-12 April 2024 via Zoom		<p>COURSE OBJECTIVES</p> <ul style="list-style-type: none"> To provide guidance and assistance to the Internal Auditors in adequately discharging their statutory and professional responsibilities in auditing their respective agencies; To provide the IAS auditors with the different concepts of audit key processes in Compliance and Operations audits in relation with the principles outlined in the IASFPS of COA and Revised PGIAM 2020; To provide operational tools/templates for Operations Audits for the Internal Auditors to carry out the design, scoping, planning, reporting, and follow-up of its audits and reports; To provide the IAS auditors with the knowledge to manage the day-to-day work by providing reports to the Management which add value to the organization's operations; To provide the IAS auditors with the techniques on root cause analysis to analyze the different audit situations and to come out with an objective analysis on the given situation, and To enhance the knowledge and skills of the Internal Auditors in evaluating the outcome, output, process and input of a program or project and whether these are effective, efficient, economical and ethical including compliance with laws, regulations, managerial policies, accountability measures and contractual obligations. 		1 TPB employee Roselle Martinez				
Policy-Guided Strategies for Developing Effective Records Disposition in Public Offices 8- 10 May Crown Legacy Hotel, Baguio City		<ul style="list-style-type: none"> - to increase awareness and enhance the competence of participants of a sound records disposition practices and proper identification and preservation of permanent records with reference to the relevant records retention schedule and disposal authority - to reduce the volume of unnecessary records kept in storage areas to create spaces for new and frequently used records and most important is the minimization of an agency's expenditures for records management. 		2TPB employees - Atty. Jemimah Nissi Tiambang - Lyka Bastong				
Advanced Secretarial and Administrative Competencies 24 May 2024 Zoom		<ul style="list-style-type: none"> Have a clear understanding of what administration is and expected duties Awareness of the qualities of the ideal administrative assistant and their importance Adding professional value through one's appearance, behavior and communication Develop your skills related to organizing & managing a workplace Embrace the skills & responsibilities of an effective office assistant Tips to become an indispensable team member How to showcase your executive coordinator abilities To set in motion consistency in communicating your brand & message Demonstrate concrete examples of effective communication for the ideal EA Develop 3 game plans to level up participants from vulnerable to versatile! 						
GSC NCR 2024 Regional HRMP Congress 26-27 June 2024 Taguig City		The theme for the congress is "The Future Workplace: Balancing Technology and Humanity" aims to highlight the strategic roles of Human Resource Management Officers in collaboration and partnership with the line managers in achieving harmonious integration of technology and human-centric values in the workplace through plenary and panel discussions.		2 TPB employees - Janet W. Canoy - Rosandra Amythea Q. Cayago				

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Management Audit 27-28 June 2024 Zoom		<p>COURSE OBJECTIVES</p> <ul style="list-style-type: none"> To provide guidance and assistance to the Internal Auditors in adequately discharging their statutory and professional responsibilities in auditing their respective agencies; To provide the IAS auditors with the different concepts of audit key processes in Compliance and Management Audits in relation with the principles outlined in the IASPPS of COA and Revised PGIAM 2020. To provide operational tools/templates for Management Audit for the Internal Auditors to carry out the design, scoping, planning, reporting, and follow-up of its audits and reports; To provide the IAS auditors with the knowledge to manage the day-to-day work by providing reports to the Management which add value to the organization's operations; and To provide the IAS auditors with the techniques on root cause analysis to analyze the different audit situations and to come out with an objective analysis on the given situation. 		1 TPB employee Roselle Martinez				
B. Employee Welfare and Health and Wellness Programs								
Physical								
Flu and Pneumonia Vaccine 13-14 June 2024 TPB Auditorium				All TPB Personnel				
Spiritual								
Thanksgiving Mass TPB Lobby 03 April 2024								
TPB Office Blessing Legaspi Towers 300 11 April 2024								
TPB Light Moments with Pfr. Sharoo Bhalerao 18 April 2024								
D. Employee Engagement								
126th Anniversary of the Proclamation of the Philippine Independence (Kalayaan 2024)		To Commemorate the 126th Anniversary of the Proclamation of the Philippine Independence		19 TPB Personnel: Sheena Arjeli M. Botwey Billie John Casabuena Allan Esteban Roselle Martinez Kevin Remo Reynaldo Mallari Jr. Arienne Mae Inosanto Shania Bahen Lyka Ragot Ada Josefina Cruz Ma. Chrystal Pintac Kristine Heizelle Aclan Jelissa Bel Galvez Sandy T. Vargas Jobelle Mae Bondame Jesamy Laura Precious Anne Terceno Benjamin Jose Guierrez				
CORPORATE PLANNING AND BUSINESS DEVELOPMENT DEPARTMENT								
Effective Internal Auditing ISO 9001:2015 QMS Based on ISO 19011:2018 Training and Workshop 01 - 02 April 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 concepts, principles of risk-based auditing based on ISO 19011:2018; Plan, conduct and report Internal Audits based on ISO 9001:2015 requirements 		TPB Personnel, 32 personnel	N/A	N/A	N/A	N/A
Calibration on Understanding the ISO 9001:2015 Requirements as Audit Criteria in the Conduct of Internal Quality Audit 25 - 26 April		<ul style="list-style-type: none"> Understand the requirements of ISO 9001:2015; Audit the requirements in their respective assigned audit areas 		TPB Personnel, 40 personnel	N/A	N/A	N/A	N/A

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ISO 9001 2015 Root Cause Analysis and Corrective Action Training and Workshop 02 - 03 May 2024		<ul style="list-style-type: none"> Understand and apply proper techniques in determining root causes of problems; Formulate and implement corrections and corrective actions; and Improve relevant QMS documented information 		TPB Personnel, 40 personnel	N/A	N/A	N/A	N/A
ISO 9001 2015 Opportunity and Risk Identification, Evaluation and Control Training and Workshop 27 - 28 May 2024		<ul style="list-style-type: none"> Understand the requirements and apply the concepts of risks and opportunities in ISO 9001 2015 QMS 		TPB Personnel, 39 personnel	N/A	N/A	N/A	N/A
Calibration of Internal Quality Auditors on Technical Writing of IQA Findings and Preparation of IQA Reports 03 - 04 June 2024		<ul style="list-style-type: none"> To write and finalize effective ISO 9001 2015 QMS internal audit reports. 		TPB Personnel, 36 personnel	N/A	N/A	N/A	N/A
Corporate Social Responsibility 2024: SUSTAINABLESEA SPSF x TPB Create Hope: Bridging Sustainable Tourism with Environmental Welfare and Community Empowerment	<p>As an effort to support the celebration of the Philippine Environment Month and World Environment Day this June 2024, the Tourism Promotions Board (TPB) through its Corporate Social Responsibility (CSR) Program will conduct a collaborative initiative with the Save Palawan Seas Foundation (SPSF). These two environmental celebrations are the country's effort to give importance towards the protection, enhancement, and development of the Philippine environment.</p> <p>This collaboration with SPSF aims to foster sustainable tourism, community empowerment, and environmental conservation in Taytay, Palawan. It also aims to bridge TPB's tourism objectives with SPSF's environmental and community development efforts and seeks to promote sustainable tourism by empowering local communities and conserving the natural resources upon which their livelihoods depend. The two-day project is tentatively scheduled on 05-07 June 2024 and will take place in Barangay Casian, encompassing Calabugting Island, the base of SPSF's operations, and Barangay Bates in Taytay, Palawan. Expected participants are volunteers from SPSF and (14) TPB, the local community and leaders, teachers, and students from the partnered schools. The chosen barangays in Taytay are remote and underserved communities, with limited access to necessities such as water and electricity. By collaborating with these communities, we aim to address their pressing needs while promoting environmental conservation and sustainable development. The selected schools in Taytay, Palawan are SPSF's partner institutions, strategically located in areas where the impact of environmental education and community engagement will be most significant.</p>	<ul style="list-style-type: none"> Preserve marine ecosystems in Taytay, Palawan, through active community involvement in conservation efforts. Raise awareness about marine conservation issues and empower local communities to participate in conservation endeavors. Foster sustainable tourism practices that benefit both the environment and the local economy. Enhance community safety and security by providing illumination in critical areas. Extend productive hours for economic and social activities, promoting local livelihoods. Promote sustainable energy practices and environmental conservation, reducing reliance on fossil fuels. To highlight the importance of education through the provision of materials and resources to the students in Taytay, Palawan. To give importance to the hard-to-reach communities of the Philippines. To immerse with the people and culture of Cuyonon/Cuyonin in Taytay, Palawan. 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 	<ul style="list-style-type: none"> Increased awareness and understanding of marine conservation among local stakeholders. Restoration of degraded coral reefs and establishment of sustainable practices for long-term environmental preservation. Direct economic benefits to the local community through improved livelihood opportunities. Enhanced media visibility for TPB's CSR efforts, promoting its commitment to environmental sustainability (certificates, logo placements, soomed posts, article, photo doc and others). Strengthened partnerships between TPB, SPSF, and local communities for future collaborations. More environmentally, socially, and culturally aware TPB personnel 	<p>Target Demographic and Expected Participants:</p> <ul style="list-style-type: none"> SPSF staff and volunteers 14 TPB representatives Local community members and leaders Teachers and students from partner schools Volunteer stakeholders 	<p>TPB donated 40 units of solar street lights, marking the start of the CSR program. Additionally, the TPB provided school materials to students and teachers in these sites and organized a soup kitchen during the activity. The next day included coral propagation activities and marine conservation awareness. The seminar, which included practical instruction and direction by marine professionals and was organized in association with the Palawan Council for Sustainable Development (PCSD), was held in the SPSF sanctuary. The participants planted around 200 coral fragments.</p>	<p>Tight timeline for the procurement of the tour operator, car shirts and bucket/hats and tokens.</p> <p>Weather and tide conditions affected the implementation of the activities.</p>	<p>Close coordination with the LGU and CSR Partner</p>	

Prepared By:


ATTY. VENANCIO C. MANUEL III
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Date: _____

Vetted By:


MARIA MARGARITA MONTEMAYOR NOGRALES
 Chief Operating Officer

Date: _____