



Narrative Accomplishment Report  
4th Quarter CY 2023

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 accomplishments 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>
<b>INTERNATIONAL PROMOTIONS DEPARTMENT</b>								
<b>TRAVEL FAIR</b>								
Internationale Tourismus Borse (ITB) Asia 2023 25-27 October 2023 Manna Bay Sands Expo and Convention Centre Singapore, Singapore	ITB Asia is an annually-held three-day B2B trade show and convention for the travel industry, designed to become the primary event for the Asia Pacific travel industry, much like its parent event- ITB Berlin. Now in its 16th year in Singapore, ITB Asia will be taking place at Marina Bay Sands. It is organized by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau.	Promote the Philippines as a world-class tourism destination, Generate top-of-mind recall of the Philippines. Sustain the market share of the Philippine destination in Singapore and the Asia-Pacific region and Re-establish and sustain the interest of international buyers to include the Philippines in their travel programs and transform these interests into sales through our private sector counter arts.	a Business Leads and on-site booking b Established new contacts c Promote the Philippines, especially its new branding through the availing of event lanyards and ice cream kiosks	Initial Target: 23 Participants  Actual Twenty-three (23) Philippine private stakeholders and two (2) DOT-attached agencies namely the Philippine Retirement Authority (PRA) and the Tourism Infrastructure and Enterprise Zone Authority (TIEZA)	The reported generated sales leads for this event is PHP 190,739,275.41 with 51 onsite bookings from 25 Philippine seller companies	Total Amount of sales lead generated: PHP 190,739,275.41 Total sales lead: 413 Total Actual Bookings: 51	There was a big interest from the private sector to join the ITB Asia as evidenced by the 24 waitlisted companies who unfortunately were not able to join the event due to space limitations of the booth and budget constraints	The team accommodated an additional two (2) private sector as long as there is an enough space in the Philippine Booth
Taipei International Travel Fair 2023 (TITF) 03-08 November 2023 Taipei Nangang Exhibition Center, Taipei, Taiwan	The TITF is Taiwan's premier travel fair and one of the largest in the Asia Pacific, and it has been held for over 30 years. TPB and PDOT Taiwan's participation in the TITF aims to generate sales and business leads, reestablish the Philippines' brand campaign, share relevant Philippine travel information with the Taiwanese market, and support and strengthen TPB and DOT's good relations with travel associations, organizers, and other stakeholders in the travel fair.	Ensure that the Philippines will remain one of the top-of-mind destinations among the Taiwanese post-pandemic, Strengthen efforts in promoting various destinations and products across Taiwan, Provide an opportunity for our partner, Taiwanese agents, to sell their tour packages under the Philippine booth, Gain new perspectives and market opportunities, and create new business, Keep abreast and benchmark with the new promotional activities of other NTOs and tour operators. Contribute to instilling market confidence in Philippine tourism, and Continue building good relations with the Taiwan Visitors Association (TVA)	a Business Sales Leads and actual booking on-site b Established new contacts c The goal of the participation is to drive interest in the Philippines as a preferred destination and increase the number of travel professionals promoting and selling Philippine tour programs	Actual Number of Sellers: Three (3) Taiwanese Travel Agents (with 1 ESL provider)	The total actual bookings and onsite sales amounted to PhP 3,739,015.00, while the sales leads generated amounted to PhP 19,869,000.00.	Total Amount of sales lead generated: PHP 23,608,015.00 Total sales lead: 357 Total Actual Bookings: 83	Delayed remittance of project funds to the Philippine Department of Tourism - Taiwan Office	The Philippine booth was assembled only two (2) days prior to the TITF 2023 event due to the delayed remittance of the TITF 2022 project funds from the DOT Central office to the PDOT Taiwan office.
Diving Equipment and Marketing Association (DEMA) Show 2023	The Diving Equipment and Marketing Association (DEMA) is a non-profit trade association for the recreational diving and snorkeling industries with more than 1,100 members worldwide and whose mission is to bring business and grow the diving industry worldwide.  The event is expected to generate publicity and increase awareness about the Philippines as a premier dive destination that would translate to profitable business leads through established new dive contacts and existing ones.	a Connect with thousands of diving, travel, and action watersports professionals who direct, influence, and recommend purchases for their organizations b Support the Philippine dive operators in maximizing their aggressive push in selling their dive resorts, products, and services to the diving community in the United States. c To educate the diving community in the U.S about recent developments in the Philippine dive industry through conducting a speaking/networking session at the Philippine booth, mainly the health and safety protocols being imposed by the destinations.	a Established new dive contacts and reconnected with existing ones. b Educated at least 200 dive agents/operators and dive enthusiasts about the Philippines' recreational dive offerings. c Generated publicity and increased awareness of the Philippines as a premier dive destination, and d Generated profitable business leads	a Target no. of participants: 16 Philippine sellers Actual no. of participants: 15 Philippine sellers (1 company cancelled participation 2 days before event proper)  b Target no. of meetings: 48 meetings No. of meetings generated: 192 meetings	N/A	Total projected revenue based on sales leads generated: Php301,676,344.00	Delayed remittance of project funds to concerned overseas office	Constant follow-up with concerned overseas office for the liquidation of projects.

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<b>DOMESTIC PROMOTIONS DEPARTMENT</b>								
Philippine Motorcycle Tourism (PMT)	Philippine Motorcycle Tourism (PMT) Program is an institutional program of TPB started in 2020 but formally launched in November 2021. The program is in partnership with 43 motorcycle rider clubs and associations in the country and DOT Regional Offices and with the support of LGUs, tourism stakeholders and motorcycle brand sponsors and suppliers.	Help rebuild the confidence of the traveling public to travel domestically  Explore other tourism interests not accessible by 4-wheels  Tap motor riders as domestic tourism ambassadors who will help promote the Philippines tourism destinations through posting their photos and stories to social media  Help generate tourism receipts and ultimately help the local economy  Promote road courtesy and safety travel among the riders (covering Luzon, Visayas and Mindanao)	Generate public interest in domestic travel.  Provide opportunity for the participants to travel within the country and imbibed upon themselves and the host communities the "culture of tourism" and "Pride of Place";  Generate media mileage published and posted through blogs, news articles and social media from both the media invitees 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.	At least 3 to 5 Support to Motorcycle Association and Clubs	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	The following are PMT Support to Motorcycle Association by hosting meals for the attendees and provide giveaways during the ride.  Mindanao Freedom Ride 2023 – The Wonders of Muslim Mindanao 10-16 November 2023  PMT Motovloggers/bloggers Familianzation and Content Creation Rides – Juan Ride 2023 25-27 November 2023  Support Our Troops 3 2 December 2023  PMT Harley Owner's Group – United We Ride with Purpose 2 December 2023  Adventure Team Philippine, Inc. (ATPI) 03 December 2023, Lipa Batangas  2nd PMT Anniversary Vloggers' Conference and Riders' Night	1. Procurement timeline - Requested the proponents to submit their Request Letter for assistance at least 2 months before the event to procure the needed requirement.  2. Provision of PMT Giveaways - Requested winning supplier to expedite the production of giveaways to grant requesting Motorcycle Riders' Associations	Constant follow-up to the proponents and suppliers
1. Regional Travel Fair Laag City, Ilocos Norte October 12-15, 2023	The RTF will feature a two-day Business-to-Consumer (B2C) online /onsite selling to the public/consumer of discounted domestic tour packages, airline tickets, accommodation, and other tourism-related products and services being offered by the regions.  This will also highlight the one-day on-site Business-to-Business (B2B) session a platform for the Sellers and Buyers to renew and expand their business network and have opportunities to innovate and develop travel-related business operations aligned with the government's health and safety guidelines and protocols.  A pre/post tour for the buyers/sellers/exhibitors will be part of the program for them to be updated new destination circuits offered by the regions	1. Generate domestic travel and spur local economy; 2. Promote the Philippines as a safe, uniquely diverse, and fun destinations; 3. To improve the products and income of man and woman-owned or operated tourism enterprises; 4. To improve the representation of women and men as stakeholders of tourism development; 5. More active promotion of gender equality, respect for human rights, and economic empowerment of women in tourism through more gender-sensitive tourism-related establishments; 6. To build up a destination image from emerging and potential destination from different parts of the country; 7. Educate new products and change potential visitor's destination image, and 8. Provide facts about the tourism products of each region in the Philippines.	1. Business leads and on-site booking 2. Promotion of featured regional destinations 3. Establish and revive new and/or old contacts 4. Inclusion of new domestic tour programs being offered by buyers 5. New partnership and Joint promotions with invited participants.	A. Onsite Travel Exchange (TRAVEX)(B2B) 1. Domestic Sellers – 50 Seller delegates 2. Domestic Buyers – 50 Buyer participants  B. Business-to-Consumer (B2C) 1. Domestic Sellers – 50 Seller delegates 2. Exhibitors - 17 Regions + BARRM and 3 Attached Agencies of DOT 3. Consumers  C. Post Tour 1. 50 Sellers 2. 50 Buyers	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	Sellers/Exhibitors -Invited by the DOT Region I - 25 -DOT and its Attached Agencies – 19 including BARRM -Invited by Regional Offices - 19 -Airlines - 2 -Community Based Tourism (CBT) - 7 Total 83  Buyers -TPB Members 45 No Show 4 Emergency 1 Total 50	1. Limited hotel accommodation and banquet venue to cater 200 guests  2. Delayed responses and approval during the arrangements with the suppliers	1. We already booked the hotel accommodation earlier to minimize the risk to offer to other clients.  2. We conducted a second and final site validation in order to properly coordinate with the supplier and arrangements. Face-to-face meeting with the Local Government Units and suppliers during the visit.
Members' CSR Activity	The activity was conducted as part of the Program's commitment towards green and sustainable tourism. This year's activity highlighted initiatives that strengthened bonds with an indigenous community, countered carbon footprint in tourism, and advocated environmental restoration. The project included the following activities: 1. Tree planting 2. Lessons on environmental restoration 3. Coastal clean-up drive 4. Turn-over of school materials to the students in Yangi Community and Alon and Araw Club Through this CSR	To create deeper environmental awareness and assist communities as partners in spreading sustainable tourism	Enhanced commitment by TPB members to embrace sustainable practices, ensuring long-term preservation of the environment and culture	a) Target participants 25 TPB Members b) One project/activity	1. Enhancement of Overall Tourist Experience 2. Maximization of Domestic Tourism 3. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	Actual participants 25 TPB members	Schedule subject to seasonality	Early procurement to allow flexibility in implementation schedule

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Members' Familiarization Tour	To sustain recovery initiatives, the TPB Membership Program conducted a familiarization tour (Fam Tour) in Metro Manila with the theme, "Rediscovering Metro Manila"  Fam Tours were 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: 35 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	• 31 TPB members (all from travel agency sector) • 3 TPB personnel • 2 DOT- NCR Staff • Municipal Tourism Officers of Malabon	The originally proposed tour guide from the tour operator was unavailable on the scheduled dates of the actual tour. Consequently, during the site validation, an alternative tour guide was temporarily assigned. However, the DOT and TPB team later noticed a lack of knowledge, leading to efforts to rectify the situation and ensure that, during the actual implementation, the group would have a knowledgeable tour guide.	As part of the tour operator's commitment to delivering high-quality service, they took measures to ensure that the project would be completed with the utmost attention to service and deliverables
BBMG International Promotions in London	The Biista 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	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	a) The event targeted the attendance of 150 guests from the Filipino community in London b) 3 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	Filipino Community- 130 pax Delegates from the House of Representatives and WTM Philippine Exhibitors, DOT and TPB officials and other VIPs (50 pax)	The lack of coordination meetings with the supplier/EMC due to other TPB events the supplier was engaged in during the period of the event negatively affected the delivery of requirements.	The team built flexibility into event planning, established escalation procedures, continuously monitored for potential conflicts, and conducted a post-event evaluation for future improvements
Members' Night	The TPB Membership Program held its TPB Members Night in the last quarter of 2023 to showcase the milestones of the Tourism Promotions Board and its Membership Program. It aimed to recognize the success of its members, inspiring and motivating other partners to support and promote Philippine tourism. Additionally, the TPB Members' Night served as a platform for the TPB to express gratitude to its members for their unwavering support and dedication to the agency's mission.	<ul style="list-style-type: none"> <li>To showcase the milestones of the TPB and its Membership Program and recognize the skills, talents, and achievements of its members</li> <li>To provide a venue for networking and rapport-building among the TPB members</li> <li>To provide an opportunity for the TPB to thank its members for their support and contributions to the program in the past year</li> <li>To strengthen the partnership between the TPB and its members and boost the morale of the TPB members and other partners</li> </ul>	Overall, the intended outcome is to create a positive and collaborative atmosphere, where achievements are celebrated, connections are strengthened, and members feel valued and motivated to continue supporting the TPB and its Membership Program.	a) Target Participants: 400 TPB Members b) One project/activity	1. Maximization of Domestic Tourism 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders	TPB Members- 377 TPB Personnel- 19 VIPs 5 Total: 401	- Initial challenges in securing venues due to high season	Earlier procurement Earlier staging of event (November instead of December)
Members' ThinkTalk	An enhanced version of the weekly Members' Chat, the sessions serve as a venue to conduct formal, mini-skills enhancement training sessions in specialized areas such as procurement, sales & marketing, sustainability, etc. The 3rd and final session for the year, conducted in collaboration with TPB PHRDD and GAD committee, featured the 17-day Campaign to End-VAW. Among the speakers were Ms. Karen Davila, UN Women National Goodwill Ambassador for the Philippines	<ul style="list-style-type: none"> <li>To engage members nationwide</li> <li>To strengthen the capability of members</li> </ul>	Members who are better-equipped with skills needed to strengthen their businesses	a) 100 TPB members b) 3 sessions	1. Cohesive and Comprehensive Digitalization and Connectivity 2. Equalization of Tourism Product Development and Promotion	Registered attendees: 128 TPB members and personnel Actual attendees: 89 TPB members and personnel	Lower attendance in virtual meetings compared to COVID-19 period	Conduct of a raffle draw at the end of each session, featuring staycation and travel-related prizes

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Hybrid Membership Seminar	The hybrid seminar was conducted as part of the program on Digital Marketing, Capacity Building and Skills Development. This year's seminar was staged in Region 6 targeting the physical participation of members based in the region. A virtual/livestream component was added to allow other members and stakeholders to participate.	1. To strengthen members' marketing capability 2. To aid members in COVID-19 pandemic recovery efforts	Members who are better-equipped in digital marketing and other skills to strengthen their businesses	a) 50 members for onsite participation and 200 members and other stakeholders for virtual participation b) One project/activity	1. Cohesive and Comprehensive Digitalization and Connectivity 2. Equalization of Tourism Product Development and Promotion 3. Maximization of Domestic Tourism	Actual attendees: 46 members (face-to-face) and 165 (244 registered) members and other stakeholders (virtual) FaceBook views: 2.4K	Failed bidding	Earlier procurement
BBMG International Promotions in Dubai and COP 28	<p>The Bistla, 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>COP28</p> <p>The 6th Assessment Report (AR6) of the Intergovernmental Panel on Climate Change (IPCC) underscores the urgent challenges posed by global warming, with predictions of a 1.5°C increase in the near-term. The report highlights the inevitable rise in various climate hazards and the resulting risks to both ecosystems and human populations. According to the IPCC, the scientific evidence unequivocally supports the assertion that climate change poses a substantial threat to human well-being and planetary health. The report issues a warning that any further delay in global action on adaptation and mitigation would lead to a missed opportunity to secure a livable and sustainable future.</p> <p>The Global Risks Perception Survey 2022-2023 aligns with these concerns, ranking disasters and extreme weather events as the second most severe risks in our immediate future. Looking ahead over a 10-year horizon, the most significant set of risks is dominated by environmental challenges, ranging from the failure to address climate change to the loss of biodiversity and the collapse of ecosystems. The findings emphasize the critical need for concerted efforts to address and mitigate the environmental risks that loom large in the coming years.</p>	<p>The BBMG Program aims to</p> <ul style="list-style-type: none"><li>- Promote Philippine tourist destinations to overseas/international tourists and contribute to the increase in tourist arrivals in the Philippines</li><li>- Reinforce the role of Overseas Filipinos and Overseas Filipino Workers' as "tourism ambassadors", promoting the country through word-of-mouth</li><li>- Provide a platform for OFWs and overseas Filipinos to reconnect with their families and motherland</li><li>- 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</li><li>- Provide enhanced experience of Balikbayans and foreign visitors through direct immersion in the country's different attractions and socio-cultural activities</li></ul> <p>The COP 28 aims to deliver the pathways for the world to get back on track to achieve the goals of Paris Agreement in terms of</p> <ul style="list-style-type: none"><li>Accelerating a just transition - putting people at the heart of climate action,</li><li>Launching a global resilience pathway, and</li><li>Setting the foundation for mobilizing and providing climate finance.</li></ul>	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 (BBMG and COP28)	1) The event targeted the attendance of 200 guests from the Filipino community in Dubai 2) 3 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	Filipino Community in Dubai - 206 attendees  Almost 500 additional registrants as sponsors from the following events Meeting with the Filipino Community- 30 November 2023 BBMG International Promotions	- A small number of attendees registered until 01 December 2023 (2 days before the event) - Delay in confirmation of dates and venues leading to short lead time for preparations	To boost the program's visibility, TPB, through the Philippine Embassy in Dubai, proactively implemented measures to enhance awareness. This included announcements on various social media platforms and publication in Philippine media outlets.
Tourism Marketing Educational Seminar	Anchored on DPD's responsibility to direct, initiate, oversee and sustain the development and implementation of marketing programs and activities to encourage Filipinos to travel domestically, it is incumbent for DPD to provide capacity building plans that lead to enhance marketing capabilities of the LGUs  While LGUs have their own capacity-building programs for their staff who are involved in the preparation and implementation of their local tourism master plans, frameworks and investment programs, the TPB plays alongside to assist and help develop the skills required to further enhance their capability to reach target markets and increase its yield and impact.	1. To upgrade the skills and competency levels of the participants through understanding of new marketing approaches and techniques to increase marketability of their tourism destination. 2. To contribute to the global competitiveness while advocating for sustainable and responsible tourism. 3. To capacitate and retool the participants on marketing methodology adapting to the new normal	To enable the tourism officers' skills and competency levels that help them increase the marketability of their tourism destination	1. Target participants: DOT and LGU tourism officers from all 16 regions and the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) 2. A target of 3 runs in Luzon, Visayas and Mindanao 3. A target of 30 participants per run	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	3 Runs of TIMES  1. Run 1: Tacloban City No. of Participants: 26 Participants from Regions IV-A, V, VI, VII & VIII  2. Run 2: Cagayan de Oro City No. of Participants: 29 Participants from Regions IX-XIII & BARMM  3. Run 3: Tuguegarao City No. of Participants: 21 Participants from Regions NCR, I, II & IV-B	1. Tacloban - securing a hotel due to simultaneous MICE events held by the City/Province 2. Tuguegarao - securing confirmed participants from Regions CAR & III due to the scheduled North Luzon Travel Expo on Nov 25-27, 2023	1. Scouted for more hotel options, other than those which were inspected during the ocular visit 2. Offered additional slots to other interested regions.

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360 Virtual Reality Experiential Regional Tours	<p>Tourism industry stakeholders, namely destination management organizations (DMOs), tour operators, National Tourism Organizations (NTOs), etc. use virtual tourism as a promotions and marketing tool. Virtual evidence of how wonderful the holiday or tourist experiences would lull in visitors much easier than the traditional methods of holiday brochures, guidebooks, or even websites. Until the 2020 Coronavirus outbreak, many people were turning to virtual tourism due to lockdowns, quarantines, and periods of isolation.</p> <p>TPB recognizes the relevance of virtual tourism experience platforms to strategically market and promote the Philippines as a sustainable, uniquely diverse and fun travel destination as it proposes to produce a series of 360° VR Experience Regional Tours. This will augment in the scarcity of tourism information and travel experience for those who can't still afford to travel. This will also serve as a best alternative promotions and marketing tool that can be uploaded to all available social media platform which in fact cost effective, interactive and has unlimited viewership.</p>	<ol style="list-style-type: none"> <li>To serve as a marketing tool of the Regions to the wider travel industry. <ul style="list-style-type: none"> <li>A sales marketing platform based on the concept of the traditional fam trip and allows TPB/DOT/FOs to take travel agents on a virtual tour of the Philippines;</li> <li>It enables travel agents to explore and improve their destination knowledge for a wider range of places and products which they can promote to their consumers and make them "Philippine Specialists", and</li> <li>Online travel resource for travel planners</li> </ul> </li> <li>To sustain the interest of existing tourist destinations in the Philippines;</li> <li>To provide visitors with immersive VR experience of different Philippine tourist destinations;</li> <li>To increase e-Publicity of different Philippine tourist destinations; and</li> <li>To support the promotion of responsible tourism to some environmentally sensitive/vulnerable Philippine tourist destinations.</li> </ol>	<ul style="list-style-type: none"> <li>Highlights the country's top tourist spots and attractions from the comforts of visitors in their homes.</li> <li>Provide the regions a marketing tool that allows local travel agents sell tourists products and services.</li> <li>Builds content stories of fun travel that encourage domestic and inbound travel.</li> </ul>	<ol style="list-style-type: none"> <li>DOT Regional Offices</li> <li>Local Government Units</li> <li>Local Tourism Stakeholders</li> <li>Consumers (Local and Foreign Travelers)</li> <li>Tour Operators &amp; Travel Agents (Local &amp; Foreign)</li> <li>Travel Planners</li> </ol>	<ol style="list-style-type: none"> <li>Improvement of Tourism Infrastructure and Accessibility</li> <li>Enhancement of Overall Tourist Experience</li> <li>Equalization of Tourism Product Development and Promotion</li> <li>Maximization of Domestic Tourism</li> <li>Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders</li> </ol>	<p>2 Post Production</p> <ol style="list-style-type: none"> <li>Coridillera Administrative Region 2 Region IV-B - MIMAROPA</li> <li>Pre Production Shoot</li> <li>Western Visayas Region 28 June - 13 July 2023</li> <li>Southern Mindanao 2-14 August 2023</li> <li>CARAGA Region 29 August - 10 September 2023</li> <li>Central Visayas Region 10-23 October 2023</li> <li>BARMM Region 22 November - 7 December 2023</li> </ol>	<p>-Delayed implementation of the 360 VR Shoot for the 1st Semester of 2023 in the 5 identified regions due to failed bidding for the Services of Your Operato</p>	<p>-Immediately after issuance of NOA and NTP for the winning supplier, concerned DOT Regional Offices were coordinated with to implement the re-scheduled shoot. The 360 VR Shoot for the 5 identified regions were successfully conducted in the 2nd Semester of 2023</p>
<b>MEETINGS, INCENTIVE TRAVEL, CONVENTIONS, EXHIBITIONS (MICE) DEPARTMENT</b>								
MICE Korea Roadshow	<p>The MICE Roadshow in Korea is in collaboration with the Philippine Department of Tourism Korea which involves a series of in-person meetings and presentations with corporations/companies into reward travel for their employees as well as travel agencies, destination management companies, meetings, congress/conference organizers specializing in MICE travel</p>	<ul style="list-style-type: none"> <li>To update the Korean-based travel trade and companies on MICE-related developments in the Philippines</li> <li>To establish new contacts and generate business leads among Philippine sellers and Korean buyers;</li> </ul>	<ul style="list-style-type: none"> <li>To increase awareness of the Philippines as a preferred MICE/corporate travel destination.</li> </ul>	<p>Target stakeholders: DMCs or MICE suppliers with portfolios of venues catering to MICE/incentive travel groups in key destinations of Manila, Cebu, Bohol, Boracay, Bohol and/or Palawan</p> <p>Target number of stakeholders: 15</p>	<ol style="list-style-type: none"> <li>Cohesive and Comprehensive Digitalization and Connectivity</li> <li>Enhancement of Overall Tourist Experience</li> <li>Equalization of Tourism Product Development and Promotion</li> <li>Diversification of Portfolio through Multidimensional Tourism</li> </ol>	<p>Actual number of stakeholders: 25 Actual number of Buyers: 604 Actual 4 Regional Offices (DOT Regions 3,6,7 and 11) PR Value: USD 100,000.00 Projected Revenue based on the Sales Leads Generated: Php 35,641,599 (Partial)</p>	<p>Delayed remittance of project funds to concerned overseas office</p>	
Meet the Bidder and Meeting Industry Sustainability Forum	<p>The Meet the Bidder is a one-on-one, business-to-business (B2B) event tailored for corporate meetings and incentive travel professionals. It brings together MICE suppliers and selected Polish buyers for business and networking opportunities.</p>	<ul style="list-style-type: none"> <li>To establish contacts and know what would compel Buyers from Europe to bring clients and events to the Philippines;</li> <li>To position the Philippines as a regionally competitive MICE brand.</li> <li>To gather market intelligence and industry updates</li> </ul>	<ul style="list-style-type: none"> <li>To increase awareness of the Philippines as a preferred MICE/corporate travel destination</li> </ul>	<p>No private sector participants</p>	<ol style="list-style-type: none"> <li>Cohesive and Comprehensive Digitalization and Connectivity</li> <li>Enhancement of Overall Tourist Experience</li> <li>Equalization of Tourism Product Development and Promotion</li> <li>Diversification of Portfolio through Multidimensional Tourism</li> </ol>	<p>Actual number of generated leads: 27</p>		
<b>MARKETING COMMUNICATIONS DEPARTMENT</b>								
Services of an Integrated Marketing Communications Agency	<p>As the marketing and implementing arm of the Department of Tourism (DOT), the Tourism Promotions Board (TPB) is responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services. In this regard, TPB will hire an experienced IMC or Media agency to augment in Social Media Marketing and Influencer Management Program, Public Relations and Communications and Marketing of the Travel Philippines App.</p>	<p>The integrated marketing communications campaign to be implemented by the agency, shall</p> <ul style="list-style-type: none"> <li>enhance the perception of the Philippines as a progressive, sustainable, and fun tourist and restore the trust and confidence of foreign tourists in opportunity and emerging markets to travel to the Philippines</li> <li>reinforce It's More Fun in the Philippines and More Fun With You brands through digital / online and public relations campaigns with focus on the country's readiness for border reopening and encourage domestic and international travel</li> <li>To increase online visibility and social media engagement through digital campaigns / activities highlighting the Philippines as a safe and fun travel destinations and its readiness to receive international arrivals</li> <li>to market and promote TPB's Travel Philippines through as the official digital "one-stop" shop for tourists traveling to or in the country through a strategic campaign launch highlighting Philippines as a top-of-mind travel</li> </ul>	<p>Through the services of the IMC / Media Agency, the TPB, DOT and tourism industry in general, will benefit in terms of the following</p> <ul style="list-style-type: none"> <li>generate widespread, positive and on-message media exposure for the Philippines as a prime travel destination</li> <li>Increased online visibility with new and updated contents means real-time information that can aid consumers in considering the Philippines as they plan and book their vacation</li> <li>Strengthened online presence for the Philippines means high promotional impact to local tourism stakeholders, international linkages and the public</li> <li>Developed strengthened relationships with key media people and influencers</li> <li>synergized communication initiatives with the over-all Philippine tourism strategy</li> </ul>	<ul style="list-style-type: none"> <li>local and international tourists</li> <li>tourism stakeholder and private sectors</li> <li>media partners</li> <li>local government units</li> <li>general public</li> </ul>	<ol style="list-style-type: none"> <li>Cohesive and Comprehensive Digitalization and Connectivity</li> <li>Equalization of Tourism Product Development and Promotion</li> <li>Diversification of Portfolio through Multidimensional Tourism</li> <li>Maximization of Domestic Tourism</li> <li>Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders</li> </ol>	<p>PR Values from January 1 to November 30, 2023 Php 863,652,060.50</p> <p>Social Media Following as of 05 Dec 2023 vs Benchmark 07 Dec 2023 Facebook - 207k vs 162,950 Instagram - 11.2k vs 9,365 Twitter/X - 3,620 vs 3,448 YouTube - 2.49k vs 2,284 LinkedIn - 1,330 vs 692</p>	<p>Some deliverables have to be re-scheduled in accordance to the timeline of the release of the enhanced Travel Philippines app such as the 3-tiered influencer campaign and social media promos</p>	<p>Early procurement Early staging of events</p>

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Spotlight Newsletter (Not included in WFP)	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	TPB adapts a sustainable practice by doing a digital production which is cost-effective and has a wider audience reach. This newsletter provides a compendium of all the events, activities, and programs initiated and/or supported by the TPB		<ul style="list-style-type: none"> <li>local and international tourists</li> <li>tourism stakeholder and private sectors</li> <li>media partners</li> <li>local government units</li> <li>general public</li> </ul>	2 Cohesive and Comprehensive Digitalization and Connectivity 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	Q1 2023 - released 19 Apr 2023 Q2 2023 - released 7 Jul 2023 Q3 2023 - released 25 Oct 2023 Q4 2023 - to be released on 26 Jan 2024		
<b>ADMINISTRATIVE DEPARTMENT</b>								
<b>PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION</b>								
<b>A. Gender and Development</b>								
Gender Sensitivity Training with SOGIESC 101 UNWWD, Calatagan, Batangas 8-10 November 2023		Gender Sensitivity Training (GST) with SOGIESC 101 is an intervention designed to appreciate GAD and heighten awareness about the different gender concerns and teach how to respond to gender issues. The primary objective of GST is to foster a more inclusive and equitable society by addressing issues of gender bias, discrimination, and inequality		21 TPB personnel  Julito S. Alcantara Benjamin Jose G. Gutierrez Arnold Alphonse D. Suguitan Jose Teodoro B. Delos Reyes Nollie Jay A. Rafer Ma. Cristina Y. Abella Jameson B. Caranza Allan B. Esteban Faye Agatha V. Mendoza-How Coryna Angela S. Sears Raye Michelle M. Reyes Janten Andrei E. Cunanan Dante D. Cadiente Mary Irycka R. Dela Cruz Iana Joy S. Garrido Hazel G. Francisco Genesis Welyn B. Lee Lyka R. Ragot BJ Mark Kevin U. Remo Ada Josefina V. Cruz Diana B. Rosima				
18-day Campaign Activities 25 November - 12 December 2023  Online TPB Member's ThinkTALK Session entitled "A Catalyst for Change: Creating Safe Workspaces in the Tourism Agency" Zoom 01 December 2023  Launch of TPB Campaign to End VAW 07 December 2023  Short Film showing TPB Pantry 05 and 06 December 2023 from 03:00 pm – 3:30 pm		Increase awareness on the annual 18-day Campaign to End VAW that runs from 25 November to 12 December every year		All TPB Personnel				
Inter-Agency VAW Forum TIEZA Multi-Purpose Hall B November 29, 2023		1. Provide discussion forum on critical issues relating to laws on Anti-Violence Against Women, 2. Provide multi-facet perspective on understanding how this laws and mechanism adhere in protecting women against any forms of violence, in domestic and professional setting, and 3. Strengthen advocacy on providing proper information and articulate commitment among internal agency stakeholders in addressing relevant gender issues and concerns, with a purpose of preventing any forms of violence through shared information.		3 TPB Personnel  Diana Rosima Ada Cruz Janel Rivero				

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<b>B. In-house and Public Trainings</b>								
Public Training Competency-Based Behavioral Event Interview Zoom 12 and 17 October 2023	To promote continuous learning, the TPB Personnel and Human Resources and Development Division (PHRDD) provided alternative platform for Learning and Development.	By the end of the two-day online course, the participants shall be able to discuss and differentiate the two structured interviewing processes and come up with an action plan to develop their agency assessment and selection tool kit, either for BEI or CBI, depending on the assessment system that is in currently in place.		1 TPB employee: Atty. Charles Aames Bautista				
Capacity-Building Training (CBT) on the Revised Philippine Government Internal Audit Manual (RPGIAM) Balich 9 Online 13 November - 15 December 2023		At the end of the training, the internal auditors will acquire foundational skills on the following:  - Principles and concepts of internal control, - Concepts and standards of internal audit, and the organization of a unit for the purpose, - Undertaking strategic and annual work planning for internal audit, - Scope and process of internal audit, and - Conduct of compliance audit		1 TPB employee Jerson Tomoling				
Baseline Assessment of the Internal Control Systems (BAICS) Makati 22-24 November 2023		The objective of this training is to develop a department-wide internal control profile that identifies opportunities to enhance the efficacy of the respective offices' systems and procedures. Moreover, this offers internal auditors an opportunity to acquire the essential knowledge, skills, and competencies needed to improve the quality of audits, foster positive professional connections, establish networks, promote collaboration, and share best practices with other internal auditors in their respective offices/ units.		1 TPB employee Jerson Tomoling				
<b>C. Employee Welfare and Health and Wellness Programs</b>								
Physical TPB Health Forum SUPPLEMENTAL VITAMINS Do We Really Need Them? Virtual 24 November 2023		The objective of the said health forum are as follows: 1. To familiarize ourselves with different vitamins available in the market, 2. To know the pros and cons of taking these vitamins, and 3. To help decide which ones we really need.		15 TPB Employees  Bernadette Kalingag Lyka Ragot Diana Rosima Arianna Mae Inosanto Jantzen Andrei Cunanan Jana Joy Garrido Mary Ann Caramat Diana Sarmento Jomar Tagao Thymse Dhenice Juan Mary Inyoka Dela Cruz Edita Colon Socrates Torres Benjamin Gutierrez Paula Jesua Granale				

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EQRP Training First Aid and Basic Life Support TPB Pantry 05 December 2023		The Basic Life Support is designed to train laypeople the ability and skills to recognize several life-threatening emergencies, to provide cardiopulmonary resuscitation (CPR), use of automated external defibrillators (AED), relieving choking in a safe, timely and effective manner.		34 TPB Employees  Maria Mikaela N. Fuentes Jellina Jazel C. Santos Jocelyn C. Casiano Ninibeth Leanne V. Madriños Gemma Aileen S. Isic Jaime Lyn C. Descallar Faye Agatha V. Mendoza-How Allan B. Estéban Perfecto C. Realino Jr Wendy A. Fajardo Moms Christopher B. Basilan Rona Jean N. Clavir Jonathan P. Bravo Ma. Kanizza G. Zapata Krisandra A. Cheung Donna Vee V. Baranda Jennifer A. Alor Wilfredo B. Quero III Irene U. Francisco Reisel R. Umali Jemary Luzbeth D. Cangco Lynneth Grace D. Vilona Paula Jesusa C. Granale Johnell A. Ignacio Edgar F. Parocha				
Spiritual Thanksgiving Mass TPB Lobby 04 October 2023		To uplift the spiritual needs of personnel		All TPB Personnel				
Light Moments with Ptr. Sharoo Bhalerao TPB Pantry 26 October 2023		In the hustle and bustle 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				
Light Moments with Ptr. Sharoo Bhalerao TPB Pantry 16 November 2023				All TPB Personnel				
Thanksgiving Mass TPB Lobby 01 December 2023		To uplift the spiritual needs of personnel		All TPB Personnel				
Employee Engagement BowWween Paeng's Midtown Bowl, Robinsons Place Manila 27 October 2023		At the end of the activity, participants are expected: 1. To improve connectivity across departments / offices, 2. To improve communication and collaboration among the personnel 3. To have a break from work and have fun		All TPB Personnel				
Taunang Parangal sa Bayaning Filipino Century Park Hotel 09 October 2023		The Taunang Parangal is not only a celebration of the Commission's anniversary but is, likewise, a celebration of all the workers in government and an opportune time to recognize their contribution and commitment to the service. It is during this event that the TPB gives out Loyalty Awards pursuant to CSC MC No. 6 s2002, FRAISE awards based on TPB's approved PRAISE guidelines, and conducts our send-off ceremonies to our retirees.		All TPB Personnel				

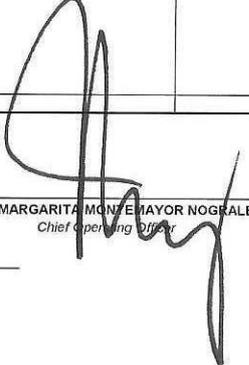
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4th Quarter Town Hall Meeting and Orientation on Employee Benefits TFB Premises 07 December 2023		An avenue to employees to connect, collaborate, and share updates, opportunity to enhance camaraderie in the middle of our work schedules, show appreciation for the contribution of each personnel to the objectives of TPB; and celebrate birthdays of personnel  The orientation briefing is a comprehensive guidance and information concerning GSIS benefits of active members and related matters on its availment with the following flow of presentation and discussion o GSIS Mandate and Coverage o Contribution Rate o Benefits and Services o Loans and Other Programs o Ginhawa Services		All TPB Personnel				
2023 Team Building / Year-End Activity Aguana, Calatagan, Batangas 11-13 December 2023				All TPB Personnel				

Prepared By:

  
 ATTY. VENANCIO C. MANUEL III  
 Acting Department Head, CPBD Department

Date: \_\_\_\_\_

Vetted By:

  
 MARIA MARGARITA MONTEMAYOR NOGRALES  
 Chief Operating Officer

Date: \_\_\_\_\_