

TECHNICAL SPECIFICATIONS
SERVICES OF A TOUR OPERATOR FOR THE TPB'S PARTICIPATION
IN THE 35TH PHILIPPINE TRAVEL MART (PTM)

I. BACKGROUND

The Philippine Travel Mart (PTM), under the initiative of the Department of Tourism, started purely as an exhibition aimed to both the trade and consumer market, 35 years ago or in the 80's. In 1994, amidst the series of man-made and natural calamities happening in the country, the Philippine Tour Operators Association (PHILTOA) embraced its mandate to ensure the annual staging of the Philippine Travel Mart (PTM), organized, managed and operate its flagship project, the PTM. Different PHILTOA Boards from 1994 nurtured PTM and has grown to become the longest-running and most exciting interactive exposition of Philippine destinations with new surprises available each year.

Considered an institutional event, the TPB extends support to the event annually.

II. OBJECTIVES

1. To promote and showcase the diverse tourism offerings of the Philippines
2. To encourage domestic travel within the Philippines
3. To serve as a venue for travel industry stakeholders to connect and establish business relationships
4. To contribute to the generation of tourism revenue
5. To strengthen the support for Sustainable Tourism

III. SCOPE OF WORK/ SERVICES

A. Accommodation

- Provide hotel accommodation (***3 triple-sharing and 1 twin-sharing***) inclusive of ***daily breakfast*** on the following dates:

	Hotel must be located	Number of Rooms <i>(3 Triple-Sharing and 1 Twin-Sharing per Day)</i>
Dates	Within SM MOA Compound <i>*Business-scale accommodation with complete basic room amenities (daily water, towel, toiletries)</i>	
Check-in: 05 September 2024		4
06 September 2024		4
07 September 2024		4
08 September 2024		4
09 September 2024		Check-out
Total Room Nights		16

- Dates are subject to change.
- Accommodation establishment must be accredited by the Department of Tourism
- Total cost of accommodation should be based on actual room expenses.
- Secured sponsorships or discounted rates should be deducted from the total expense.

- Provision of care kit during the inclusive stay dates, and adhere to the health and safety guidelines issued by the Department of Trade and Industry (DTI), Department of Health (DOH), and as well as the guidelines set by the respective LGU of which it operates in.

B. Land Transportation

Date	Route	Number of Units
05 September 2024	TPB office – SMX and vice versa; within Metro Manila, as necessary *May include residential pick up and drop off of TPB personnel within Metro Manila	1
06 September 2023		
07 September 2023		
08 September 2023		
09 September 2023		

- Dates are subject to change.
- Van unit year model must be at least 2019 or not more than 5-years old; all maintenance cost, gasoline, lubricant, other consumable cost and other related expenses will be covered by the tour operator, including payment of toll fees and parking fees. Should the van develop any mechanical fault in transit, the tour operator must find a replacement within one hour. Minimum engine displacement at least 2.5 to 3.5L.
- Maximum use of 18 hours per day inclusive of overtime and driver’s fee and overtime.
- Includes third-party liability insurance.
- Cover all expenses to include driver’s fee as well as his food, accommodation, and other miscellaneous fees.
- With daily provision of wet tissues, alcohol, mineral water, mint.
- Vehicle must be clean and disinfected daily
- First Aid kit and umbrella on board.
- Equipped with GPS or Waze.
- Driver should have strong navigation skills, uniformed, presentable and well-trained.
- Itinerary to be sent (subject to change without prior notice).

C. Catering Services

- Provide Catering Services for 30 persons (lunch and PM snacks) during the opening of the event (06 September 2024).
- For lunch: to include one (1) vegetable dish, two (3) meat dishes (chicken/pork,/beef/vegetables), soup, rice, dessert and beverage (soft drinks/juice) packed in a decent biodegradable/ reusable bento box
- For PM snacks: must be savory snacks ex. pasta, sandwich with beverage (soft drinks/juice) packed in a decent biodegradable/ reusable bento box
- Free flowing coffee, tea, and water (hot and cold) throughout the opening day.
- Complete dining set-up.
- Able to provide microwave, table and chairs with linen cover.
- Uniformed staff.
- Should be SMX-accredited caterer.
- Meals to be selected and approved by the TPB.

D. Full-board Meals

- Provide dinner for 15 persons on 06 September 2024.
- Provide full-board meals (AM Snacks, Lunch, PM Snacks, Dinner) for 15 persons for 2 days (07 and 08 September 2024).

E. Communications Allowance

- Provide prepaid load for use of the TPB staff within the duration of the event at a maximum aggregated cost of PHP3,000.00

F. Printing/Production of TPB Pull-up banners

- Quantity : 3 pcs
- Size : 2.76ft width x 6.5ft height
- Color Requirement : Full color prints
- Material Composition : Aluminum with pull-up mechanism
- Tarpaulin Material : 12 oz
- Printing Process : Digital
- Packaging : Individually packed in a cylinder bag with strap/carrier bag
- Other requirements : Should have sturdy base and clip rail with 2 twist- out pole for assembly
- Print turnaround : On or before 04 September 2024. Final artwork to be submitted by the TPB.

G. Documentation

- Provide a documentation team to cover the duration of the event, to include photo and video coverage for 3 days with the following schedule:

Date	Schedule
06 September 2024	8AM – 2PM To cover the event’s opening program, TPB and DOT booth
07 September 2024	2PM – 6PM To cover TPB booth and onstage activities
08 September 2024	2PM – 7PM To cover TPB booth and onstage activities, and event closing

- The documentation team should have the following output:
 - ✓ 100 color-enhanced photos per day
 - ✓ 1-1.5 minutes of event highlight video of the 3-day event
 - ✓ Submission of raw videos and photos; Must be submitted in a hard drive
- The documentation team should be composed of 1 videographer and 1 photographer

H. Collaterals

- Provide 110 pieces of LTP-personalized bucket hat for prizes to be given away during games and activation activities in the event. Final artwork to be submitted by the TPB.

I. Onsite-related Purchases

- Provide a maximum aggregate amount of PHP42,000.00 for expenses for pre/during/post-event meetings of TPB personnel to be deployed in PTM, meetings with LGUs/DOT regions and other stakeholders, meals of the team during the ingress, onsite supplies, featured delicacies for sampling/tasting for the general public and booth VIP lounge area and other miscellaneous expenses.

IV. ADDITIONAL TECHNICAL ELIGIBILITY REQUIREMENTS

- Must have previously completed a minimum of 3 projects for the past 3 years in providing/servicing tour operations for National Government Agencies (NGAs), Local Government Units (LGUs) and/or Private Agencies, Institutions or Organizations. Required to submit a list of completed projects from 2021-2024.
- Must be DOT-accredited tourism establishment. Required to submit either a DOT – accreditation certificate or provisional accreditation certificate.

V. PROJECT IMPLEMENTATION SCHEDULE

35th Philippine Travel Mart (PTM)
05 – 09 September 2023 (*indicative date*)

VI. APPROVED BUDGET FOR THE CONTRACT (ABC)

The ABC is **FOUR HUNDRED THOUSAND PESOS ONLY (PHP400,000.00)** inclusive of applicable taxes and fees.

VII. TERMS OF PAYMENT

Send bill arrangement to the TPB after the full completion of requirements. One- time engagement and payment will be based on actual cost and will be paid thirty (30) days upon the receipt of the Statement of Account (SOA) or Billing.

Please send the billing statement to the TOURISM PROMOTIONS BOARD PHILIPPINES after the completion of the services.

VIII. CONTRACT DURATION

The Contract shall commence from the date of receipt of the Notice to Proceed (NTP) until the full implementation of all deliverables.

IX. PROJECT OFFICER'S CONTACT INFORMATION

For particulars, please contact the following:

JOSEPH KERR T. VILLAR

Project Development Officer III

Domestic Promotions Department

joker_villar@tpb.gov.ph / 09399461800

PROJECT PROPOSAL FORM

Date Received:
03 July 2024

Name of Project	Assistance to PHILTOA for the 35th Philippine Travel Mart
Date	06-08 September 2024
Venue	Halls 1-4 SMX Convention Center, Pasay City
Nature (i.e., special event, booked event, bid, trade / consumer / MICE fair, sales mission, invitational program/fam trip, media proposal, photo/video shoot, joint promo, others)	Trade/Consumer Fair
Requesting Party Company Name	PHILIPPINE TOUR OPERATORS ASSOCIATION (PHILTOA)
Contact Person	Mr. Arjun P. Shroff / Ms. Jovy Caldejon
Contact No.	Mobile Nos. 0917 173 2772, 0917 156 2799, or at Tel. No. 8822 6964
Email Address	info@philtoa.com
Background of Requesting Company	<p>The Philippine Tour Operators Association (PHILTOA) is the biggest association of tour operators in the country advocating for responsible and sustainable tourism and the promotion of Philippine internal tourism (inbound and domestic tourism).</p> <p>A non-stock, non-profit organization, its nationwide membership includes tour operators and travel agencies, accommodation facilities, transportation companies, and other tourism-related establishments, organizations and institutions.</p> <p>The association, with its close partnership with the DOT through the TPB, has been in the forefront of inbound and domestic promotion, marketing, product development and tourism professional development for the last 30 years.</p>

Description of Project
(i.e., about the event, history of the event, previous partnership with TPB/DOT if any, target, partners, expected participants, others)

The PTM started as a government program and was turned over to PHILTOA in 1994, mandating the association for the annual staging of the PTM.

Now on its 35th year, the PTM is the longest-running travel trade exhibition in the Philippines.

Considered an institutional event, the TPB extends support to the event annually. Below in the amount of financial assistance extended by TPB to the event in the last 5 years:

	Sponsorship for PTM	No. of Exhibitors & Visitors
2019	Php 3,300,000.00 Including booth space	202 Exhibitors 52,000 Visitors
2020	Php 1,300,000.00 Including booth space	12 Exhibitors
2021	Php 2,500,000.00 including booth space	53 Exhibitors 1,480 Visitors
2022	Php 3,500,000.00 including booth space worth Php 1,200,000.00	216 Exhibitors 48,738 Visitors
2023	Php 3,500,000.00 including booth space worth Php 1,800,000.00	About 300 Exhibitors About 174,000 foot traffic for 3 days

The following are expected during the 35th PTM:

- Strongly committed to promoting and developing domestic and inbound tourism within the advocacy of sustainable and inclusive tourism.
- The PTM will feature exclusive tour packages available onsite at discounted rates and promotional deals on airfares, accommodations, and other travel services
- As an addition, the event will showcase global destinations, particularly from the ASEAN region and strategic partners such as China, Japan, Taiwan, Korea, and beyond.

Objective and Rationale



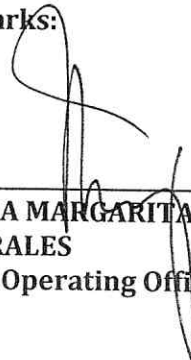
1. To promote and showcase the diverse tourism offerings of the Philippines, providing a platform for our stakeholders to present their destinations, attractions, accommodations, and travel services to a wide audience of travel enthusiasts and industry professionals.

2. To encourage domestic travel within the Philippines by highlighting the various destinations and the government's tourism programs available, aiming to inspire Filipinos to explore their own country and discover its beauty and cultural heritage.

3. To be part of the travel mart and serve as a venue for travel industry stakeholders to connect and establish business relationships, providing opportunities for tour operators, travel agencies, hotels, airlines, and other tourism-related businesses to interact with potential clients, partners, and suppliers.

	<p>4. To promote sustainable tourism by encouraging sustainable and responsible tourism practices, inspiring audiences to support eco-friendly and community-based tourism initiatives that prioritize environmental conservation, cultural preservation, and the well-being of local communities.</p>																				
<p>TPB Involvement (i.e., financial, manpower, collaterals, coordination, etc.)</p>	<p>Financial Support/ Assistance Co-Presenter</p>																				
<p>Budget Requirement (Attached detailed budget breakdown if available)</p>	<p>THREE MILLION EIGHT HUNDRED THOUSAND PESOS (PHP3,800,000.00) To be charged against: DPD COB 2024 Support to Stakeholders and Associations – Philippine Tour Operators Association (PHILTOA)</p>																				
<p>Expected Benefits (i.e., media mileage, direct financial benefit to TPB, benefit to Philippine economy, etc.)</p>	<p>As co-presenter/partner, the TPB will receive the following entitlements/deliverables:</p> <ol style="list-style-type: none"> 1. TPB Booth construction, design, dismantling, and activation 2. Co-presenter billing in all print ads 3. Two Pavilion booth spaces measuring 135 sqm each 4. Inclusion of name and/or logo in all relevant marketing collaterals as a co-presenter. 5. Feature and mention in all official PTM press releases, and TV and radio appearances. 6. Inclusion in the opening day supplement of a major daily. 7. 30-second audio/video TPB Ad looped with thematic audio-visual presentations in LED walls strategically located in the exhibition area. 8. Live acknowledgment during all event activities 9. Invitation to all PTM media activities 10. Opportunity to distribute giveaways, loot bags, or sample products within the exhibitor's area 11. Complimentary ad space in the PTM directory Map 12. Complimentary ad Space on the PTM Website hyperlinked to the TPB website 13. Twenty (20) main exhibitor badges 14. One hundred (100) co-exhibitor badges 15. Ten (10) complimentary parking passes at the SMX parking area for three (3) days 16. One Hundred (100) entry passes 17. Utility space for DOT & TPB, serving as a service room during the event <p>Estimated ROMI: PHP198,000,000.00 (provided by PHILTOA)</p>																				
<p>Evaluation Criteria</p>	<p><input checked="" type="checkbox"/> Within TPB Mandate <input checked="" type="checkbox"/> Consistent with National Tourism Development Plan (NTDP)</p> <table border="1" data-bbox="483 1814 1492 1971"> <thead> <tr> <th></th> <th>None</th> <th>Low</th> <th>Medium</th> <th>High</th> </tr> </thead> <tbody> <tr> <td>Promotional Impact to Tourism / TPB</td> <td></td> <td></td> <td></td> <td>X</td> </tr> <tr> <td>Financial Requirement</td> <td></td> <td></td> <td></td> <td>X</td> </tr> <tr> <td>Improvement to International Linkages</td> <td></td> <td></td> <td>X</td> <td></td> </tr> </tbody> </table>		None	Low	Medium	High	Promotional Impact to Tourism / TPB				X	Financial Requirement				X	Improvement to International Linkages			X	
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Promotional Impact to Tourism / TPB				X																	
Financial Requirement				X																	
Improvement to International Linkages			X																		

<p>Recommendation (include objectives of the project and justification in relation to TPB's corporate objectives, if applicable)</p>	<p>Please see attached Internal Vetting Score Sheet for reference.</p> <p>The project proposal of PHILTOA has accumulated the maximum points eligible for support, which is equivalent to 100% support for the requested funding.</p> <p>Additionally, the Project is being endorsed for the following reasons:</p> <ol style="list-style-type: none"> 1. The event aligns with the TPB's mandate to market and promote tourism destinations, highlighting its uniqueness and assisting in the development of its tourism products and services, with the end view of increasing tourism arrivals and tourism investment; 2. Contribution to the achievement of TPB Performance Targets with GCG, particularly Strategic Metric No. 5: Domestic and International Promotions Projects Organized by Philippine Stakeholders Assisted by TPB; and 3. Contribution to the achievement of Functional Quality Objectives, particularly the Budget Utilization of 2024 COB. <p>The amount of FIVE THOUSAND PESOS (PHP500,000.00) is also recommended to cover TPB Personnel's logistical expenses and overtime services.</p> <p>To be charged against: DPD COB 2024 Tour Operator Services under the Support to Stakeholders and Associations – Philippine Tour Operators Association (PHILTOA)</p>
<p>Remarks (other details such as proposed partners and responsibilities)</p>	<p>Within 60-days upon completion of the events, PHILTOA shall submit to TPB the Terminal Report indicating the report of its accomplishments and expenses to be reimbursed by TPB certified by its accountant and approved by its President/ Chairman/ authorized representative, which shall be verified by the internal auditor or equivalent officials of TPB.</p> <p>The Terminal Report to be submitted by PHILTOA shall be accompanied by the following documents:</p> <ol style="list-style-type: none"> 1. Accomplishment report; 2. Liquidation report; 3. Certification stating full delivery of TPB's entitlements; 4. Pictures/images of the event's implementation; 5. Videos/footages of the event implementation; 6. Copy of magazines, newspapers, brochures, and the like, if applicable; 7. Proof of advertisements/airing, if applicable; 8. Official receipt issued by TPB acknowledging return from the PHILTOA of any unutilized/excess amount of funds released, if any; 9. Original copies of evidence expenses, such as but not limited to receipts, invoices, statement of accounts, disbursement vouchers, representing the amount of financial sponsorship granted and utilized. Proof of expenses representing its 20% equity participation in the event; 10. Inspection report, certificate of project completion, proof of verification by TPB through the responsible officials, officers, and employees from TPB's DPD and the DCOO for Marketing & Promotions for the validity of the documents submitted by PHILTOA;

	<p>11. List of equipment/ vehicles procured by PHILTOA out of the project funds indicating its brief description, date acquired, financial cost and final disposition, if applicable;</p> <p>12. Warranty of procurement of equipment and projects, if applicable;</p> <p>13. Database of participants of the event with their signatures subject to the limitations under the Data Privacy Act of 2012, if applicable; and</p> <p>14. Other supporting documents</p> <p>The sponsorship/ financial assistance shall be given only by way of reimbursement for costs and expenses directly and legally incurred in the implementation or conduct of the event subject to the agreed deliverables/ entitlements.</p>	
<p><input checked="" type="checkbox"/> Approved for endorsement to COO/DCOO.</p> <p><input type="checkbox"/> For preparation of letter of regrets.</p> <p></p> <p>MARGARITA P. SAN JOSE Acting Head, Industry Relations & Services Division</p> <p>Date: 7/8/2024</p>	<p>Recommending Approval</p> <p></p> <p>TERESITA DL. LANDAN Acting Head, Office of the Deputy Chief Operating Officer for Marketing and Promotions</p> <p>Date: 07.09.24</p>	<p><input checked="" type="checkbox"/> Approved</p> <p><input type="checkbox"/> Disapproved</p> <p>Remarks:</p> <p></p> <p>MARIA MARGARITA MONTEMAYOR NOGRALES Chief Operating Officer</p> <p>Date: 7.29.2024</p>

Name of Event: Assistance to PHILTOA for the 35th Philippine Travel Mart

Date: 06-08 September 2024

Venue: SMX Convention Center, Pasay City


BUDGET BREAKDOWN

PARTICULARS	DOT OO/RO		TPB		REMARKS
	US \$	Php	US \$	Php	
A. Marketing Support to PHILTOA for PTM				3,800,000.00	For reimbursement to PHILTOA
1. PTM Sponsorship (P2,000,000.00)					
2. PTM Booth Construction (P1,800,000.00)					
B. Logistics					For procurement of Services of Tour Operator
1. Hotel accommodation (05 - 09 Sep 2024)				102,000.00	
3 triple sharing rooms x P6,500.00 x 4 nights = P78,000					
1 twin sharing room x P6,000 x 4 nights = P24,000					
2. Transportation (05 - 09 Sep 2024)				60,000.00	
1 van x P12,000.00 x 5 days (maximum of 15 hours per day)					
3. Catering (for opening on 06 Sep 2024)				36,000.00	
Lunch meal P800.00 x 30 pax = P24,000.00					
PM snacks P400.00 x 30 pax = P12,000.00					
4. Full-board Meals (AM Snacks, Lunch, PM Snacks, Dinner)				60,000.00	
06 Sep 2024 (dinner only): P600.00 x 15 pax = P9,000.00					
07 - 08 Sep 2024: P1,700.00 x 15 pax x 2 days = P51,000.00					
5. Onsite-related Expense (Pre/during/post-event meetings with TPB personnel deployed for the PTM, coordination meetings with LGUs/DOT regions and other stakeholders, provision of meals of the team during the ingress, onsite supplies, featured delicacies for sampling/tasting for the general public and booth VIP lounge area and other miscellaneous expense)				42,000.00	
6. Communication Expenses				3,000.00	
7. Production of Banners				9,000.00	
8. Documentation Team (Photo and Video coverage for 3 days with video highlights as output)				44,000.00	
9. LTP-personalized souvenir for prizes P400.00 x 110 pcs				44,000.00	
C. Personnel overtime (for JO/utility and security services)				100,000.00	
Sub-total					
Total in Php				PHP 4,300,000.00	/

conversion rate:

Charge against: DPD COB 2024 Support to Stakeholders and Associations - PHILTOA and DPD COB 2024 Tour Operator Services under the Support to Stakeholders and Associations - PHILTOA

Prepared by:


MARGARITA P. SAN JOSE

Acting Head, Industry Relations and Services Division

Date:


Recommending Approval:


TERESITA D.L. LANDAN

Acting Head, ODCOO for Marketing and Promotions

Date: 07.09.24

Funds Available:


JENNIFER A. ALOR

Acting Head, Accounting Division

Date:

Approved by:


MARIA MARGARITA MONTEMAYOR NOGRALES

Chief Operating Officer

Date: 7-29-2024



MR. ARJUN P. SHROFF

President

PHILIPPINE TOUR OPERATORS ASSOCIATION, INC.

Unit 810-811 8th Flr., Cityland 10 Tower 1

H.V. dela Costa St., Salcedo Village, Makati City

Dear **Mr. Shroff**:

The Tourism Promotions Board (TPB) is pleased to confirm support to Philippine Tour Operators Association, Inc. (PHILTOA) through financial assistance/sponsorship in the amount of **THREE MILLION EIGHT HUNDRED PESOS ONLY (PHP3,800,000.00)** for the 35th Philippine Travel Mart (PTM) on 06 – 08 September 2024, subject to the timely and complete submission of legal requirements to the TPB and to existing COA accounting and auditing rules and regulations.

Mr. Joseph Kerr T. Villar of the Domestic Promotions Department will coordinate with your office to complete the requirements, including the Memorandum of Agreement, to facilitate the release of funds through reimbursement. Should there be a need, he may be reached at mobile number 09399461800 or email address joker_villar@tpb.gov.ph.

Thank you for your continued partnership in the promotion of Philippine tourism. We look forward to the successful implementation of the project.

Sincerely,

MARIA MARGARITA MONTEMAYOR NOGRALES

Chief Operating Officer

Date: 7-29-2024

Jdd

EVALUATION CRITERIA SCORING SHEET FOR DOMESTIC TOURISM PROJECTS/EVENTS

Project Name: Financial Assistance to Philtoa for the 35th Philippine Travel Mart

Date: 06-08 September 2024

Venue: SMX Convention Center, MOA Complex, Pasay City

Particulars (% weight)	3 points	2 points	1 point	0 points	Score
Return on Marketing Investment (ROMI) (30%) PHP198,000,000.00	More than the prescribed ROMI value as per the TPB Corporate Quality Objectives (CQO) target	Equal to the prescribed ROMI value as per the TPB CQO target	Less than the prescribed ROMI value as per the TPB CQO target but more than 100% return	Less than 100% return	.90
Consistency with the TPB's Mandate (20%)	Promotes the Philippines to a large number of both international and local markets *elevating the status of the event	Promotes the Philippines to a large number of either local-national market	Limited promotional value to local-regional	No promotional value to tourism	.60
Extent of Promotion Presence/Exposure (20%)	Presence in print or digital/virtual international and local-national broadcast media and social media platforms	Presence in print or digital/virtual national broadcast media and social media platforms	Presence in social media platforms	No media presence	.60
Alignment to the Reformulated National Tourism Development Plan Tourism Product Portfolio: <u>Nature-based Tourism</u> <u>Educational Tourism</u> <u>Cultural Tourism</u> Sun and Beach Tourism <u>MICE Tourism</u> <u>Health, Wellness and Retirement Tourism</u>	Responds to all tourism portfolio products	Responds to six (6) – eight (8) tourism portfolio products	Responds to three (3) – five (5) tourism portfolio products	Responds to one (1) – two (2) tourism portfolio products	.90


TOURISM PROMOTIONS BOARD PHILIPPINES

Cruise and Nautical Tourism <u>Leisure and Entertainment Tourism</u> Diving and Marine Sports Tourism <u>Farm</u> (30%)					
TOTAL					3.00

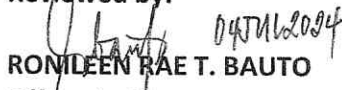
Score	Adjectival Equivalent	Level of Financial Support
2.5-3.0	High Level Support	Full
2.0-2.4	Substantial Support	50-75%
1.0-1.9	Minimal Support	50%
0.0-0.9	No Support	n/a

Amount Requested	PHP3,800,000.00
Total Score	3.00
Level of Financial Support	Full
Recommended Amount of Financial Support	PHP3,800,000.00
Percentage of the Recommended Amount of Financial Support out of the Total Amount Requested	100%

Prepared by:


JOSEPH KERR T. VILLAR
Project Officer

Reviewed by:

 04 JUN 2024
ROMILEEN RAE T. BAUTO
Officer-in-Charge
Industry Relations and Services Division

Approved by:


TERESITA DL. LANDAN
Manager
Domestic Promotions Department



03 July 2024

Philippine Tour Operators Association, Inc. (PHILTOA)

Board of Directors
2024-2025

Arjun P. Shroff
President
Shroff Intl. Travel Care Inc.

Maria Lourdes F. Japson
1st Vice President
Strikers Travel Corporation

Mary Ann F. Ong
2nd Vice President
Bridges Multi-Business Services

Harold S. Atondo
Secretary-General
ATDX Experience

Dina May Flores
Treasurer
Guide to the Philippines

Nichie E. Torres
Auditor
Savoy Hotel Boracay New Coast

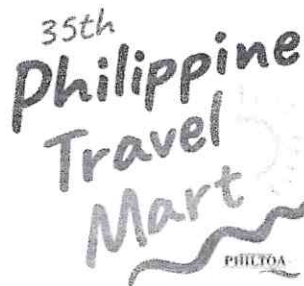
Fe Ablang-Yu
Trustee
Aifel Travel and Tours

Eliezer P. Casas
Trustee
EC Minds Tour

MS. MARIA MARGARITA MONTEMAYOR NOGRALES
Chief Operating Officer
Tourism Promotions Board Philippines
4th Floor, Legaspi Towers
300 Roxas Boulevard, City of Manila

Dear COO Nograles:

The Philippine Travel Mart celebrates its 35th year of fostering growth and development in the tourism sector. Organized annually by the Philippine Tour Operators Association (PHILTOA) under the mandate of the Department of Tourism, this year's event is scheduled to take place from September 6th to 8th, 2024, at Halls 1-4, SMX Convention Center, Pasay City.



September 6-8, 2024

SMX Convention Center Manila, Mall of Asia Areana Complex,
Pasay City
philtravelmart.com



The Philippine Travel Mart (PTM) 2024, centered around the theme "Love the NextGen Tourism," serves as the nation's foremost travel trade exhibition. This event plays a crucial role as a platform for spotlighting the wealth and variety of Philippine tourism.

To ensure the success of PTM 2024, we are seeking your support with a sponsorship of Three Million Eight Hundred Thousand Pesos (PHP3,800,000.00). Your generous contribution will be allocated towards venue rental, publicity and promotions, booth construction, staffing, logistics, and other essential expenses. The estimated Return on Marketing Investment for this year's run of the PTM is PHP198,000,000.00.

In return for your sponsorship, PHILTOA is committed to providing the following benefits:

- TPB Booth construction, design, dismantling, and activation
- Co-presenter billing in all print ads
- One Pavilion booth spaces measuring 135 sqm
- Inclusion of name and/or logo in all relevant marketing collaterals as a co-presenter.

- Feature and mention in all official PTM press releases, and TV and radio appearances.
- Inclusion in the opening day supplement of a major daily.
- 30-second audio/video TPB Ad looped with thematic audio-visual presentations in LED walls strategically located in the exhibition area.
- Live acknowledgment during all event activities
- Invitation to all PTM media activities
- Opportunity to distribute giveaways, loot bags, or sample products within the exhibitor's area
- Complimentary ad space in the PTM directory Map
- Complimentary ad Space on the PTM Website hyperlinked to the TPB website
- Twenty (20) main exhibitor badges
- One hundred (100) co-exhibitor badges
- One Hundred (100) entry passes
- Utility space for DOT & TPB, serving as a service room during the event.

Your sponsorship will be pivotal in facilitating meaningful interactions and fostering partnerships within the tourism industry. PTM 2024 aims to uphold better normal practices while promoting sustainable and inclusive tourism, both domestically and internationally. Business meetings with potential clients will be facilitated on the show floor, offering immediate transactions and collaboration opportunities.

Additionally, PTM will feature exclusive tour packages available onsite at discounted rates and promotional deals on airfares, accommodations, and other travel services. Furthermore, the event will showcase global destinations, particularly from the ASEAN region and strategic partners such as China, Japan, Taiwan, Korea, and beyond.

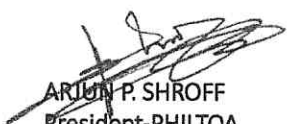
We believe that your participation as a sponsor will not only enhance your brand visibility but also contribute significantly to the advancement of the tourism industry in the Philippines.

Thank you for considering our invitation. We look forward to the possibility of collaborating with you to make PTM 2024 a resounding success.

We look forward to following up with your esteemed office for confirmation. Alternatively, please convey your positive reply through Ms. JOVY CALDEJON at info@philtera.com or Mobile Nos. 0917 173 2772, 0917 156 2799, or at Tel. No. 8822 6964.

Thank you very much.

Very truly yours,



ARJUN P. SHROFF
President-PHILTOA
Chairman, 35th PTM

MEMORANDUM

FOR : **MARIA MARGARITA MONTEMAYOR NOGRALES**
Chief Operating Officer
M. Montemayor 07.09.24

THROUGH : **TERESITA DL. LANDAN**
Acting Head, Office of the Deputy Chief Operating Officer
for Marketing and Promotions

DATE : 08 July 2024

SUBJECT : **REQUEST FOR APPROVAL**
*Financial Assistance to PHILTOA for the 35th Philippine Travel Mart
06-08 September 2024 | SMX Convention Center, Pasay City*

Respectfully forwarding to the Chief Operating Officer the attached letter from the Philippine Tour Operators Association, Inc., dated 03 July 2024, requesting the Tourism Promotions Board's support for the staging of the 35th Philippine Travel Mart (PTM) on 06-08 September 2024 at the SMX Convention Center in Pasay City.

PHILTOA is the largest association of tour operators in the country, advocating for responsible and sustainable tourism and the promotion of Philippine internal tourism (inbound and domestic tourism).

The PTM started as a government program and was turned over to PHILTOA in 1994, mandating the association to stage the event annually. Now in its 35th year, the PTM is the longest-running travel trade exhibition in the Philippines. Strongly committed to promoting and developing domestic and inbound tourism within the advocacy of sustainable and inclusive tourism, the PTM will feature exclusive tour packages available onsite at discounted rates and promotional deals on airfares, accommodations, and other travel services. Additionally, the event will showcase global destinations, particularly from the ASEAN region and strategic partners such as China, Japan, Taiwan, Korea, and beyond.

As an institutional event, the PTM has been supported by the TPB annually. For this year, the Domestic Promotions Department recommends supporting the PTM as its co-presenter and sponsor. This specific project proposal has attained a score of 3, making it eligible for endorsement and securing 100% support for the requested budget of **THREE MILLION EIGHT HUNDRED THOUSAND PESOS (PHP3,800,000.00) ONLY.**

Additionally, the Project is being endorsed for the following reasons:

1. The proposal aligns with the TPB's mandate to market and promote tourism destinations, highlighting their uniqueness and assisting in the development of tourism products and services, with the end view of increasing tourism arrivals and investment.

2. It contributes to the achievement of TPB Performance Targets with GCG, particularly Strategic Metric No. 5: Domestic and International Promotions Projects Organized by Philippine Stakeholders Assisted by TPB.

3. It supports the achievement of Functional Quality Objectives, particularly the Budget Utilization of the 2024 COB.

REQUESTED ACTION FROM THE COO:

In line with this, may we respectfully request the COO's approval on the following:

- Allocation of **THREE HUNDRED THOUSAND (PHP300,000.00)** to be sourced from the Bisita, Be My Guest (BBMG) – Administrative Expenses to augment the additional fund provision requested by PHILTOA for the event, which is not included in the original budget.
- Reprogramming of the Project Procurement Management Plan to reflect the above changes
- Project Brief Form
- Budget Breakdown Form
- Draft Letter of Confirmation

Also attached is the Budget Realignment/Reallocation Form and revised PPMP for reference.

For the COO's consideration, please.

Thank you.


MARGARITA P. SAN JOSE
Acting Head, Industry Relations and Services Division
Domestic Promotions Department

<input checked="" type="checkbox"/> APPROVED	<input type="checkbox"/> DISAPPROVED
MARIA MARGARITA MONTEMAYOR NOGRALES Chief Operating Officer <i>JMN</i> Tourism Promotions Board Philippines	
Date: <i>7.29.2024</i>	

REQUEST FOR APPROVAL:
Financial Assistance to PHILTOA for the 35th Philippine Travel Mart
06-08 September 2024 | SMX Convention Center, Pasay City

Budget Realignment/Reallocation Form

A. Summary of Budget Ceiling:
DOMESTIC PROMOTIONS DEPARTMENT

Current Budget	New Budget	Remarks
379,302,000.00	379,302,000.00	
379,302,000.00	379,302,000.00	

B. Breakdown of Realigned Budget/PAP:
DOMESTIC PROMOTIONS DEPARTMENT

Marketing Support to LGUs, BARMIM, and attached agencies
- Marketing Assistance - Financial Support
- Production of Marketing Collaterals and Prizes

Amount realigned to:	Realigned from:	New Budget:
234,150.00	234,150.00	2,500,000.00
234,150.00	234,150.00	- Item to be removed
		2,500,000.00

Conforme:

Margarita P. San Jose
MARGARITA P. SAN JOSE
Acting Head, Industry Relations and Services Division
Domestic Promotions Department

Teresita D. Landan
TERESITA D. LANDAN
Acting Head, ODCOO for Marketing and Promotions

Validated by:

Jomarr D. Tagao
JOMARR D. TAGAO
Acting Head, Finance Department

Approved by:
NP - New Project
C - Cancelled

Remarks:
- If realignment involves transfer of budget to or from other departments, accomplish portion A and B (with conforme of all departments involved)
- If realignment is within budget ceiling, accomplish portion B only (no conforme; with approval)

Budget Realignment/Reallocation Form

A.

Summary of Budget Ceiling:

DOMESTIC PROMOTIONS DEPARTMENT

Current Budget	New Budget	Remarks
379,302,000.00	379,302,000.00	
379,302,000.00	379,302,000.00	

B.

Breakdown of Realigned Budget/PAP:

DOMESTIC PROMOTIONS DEPARTMENT

Bisita, Be My Guest (BBMG)

- Administrative Expenses

Support to Stakeholders and Associations

b. Philippine Tour Operators Association (PHILTOA)

- Marketing Support/Sponsorship

Amount realigned to:	Realigned from:	New Budget:
300,000.00	300,000.00	3,872,576.00
300,000.00	4,172,576.00	3,800,000.00
	800,000.00	7,672,576.00

Conforme:

Margarita P. San Jose
MARGARITA P. SAN JOSE

Acting Head, Industry Relations and Services Division
Domestic Promotions Department

Approved by:

Teresito D. Landan
TERESITO D. LANDAN

Acting Head, ODCOO for Marketing and Promotions

NP - New Project

C - Cancelled

Remarks:


- If realignment involves transfer of budget to or from other departments, accomplish portion A and B (with conforme of all departments involved)
- If realignment is within budget ceiling, accomplish portion B only (no conforme; with approval)

Validated by:

Jomar D. Tagao
JOMAR D. TAGAO
Acting Head, Finance Department


CORPORATE OPERATING BUDGET AND WORK PROGRAM FOR C.Y.2024

DEPARTMENT/DIVISION: DOMESTIC PROMOTIONS DEPARTMENT

PROGRAMS (1a)	PROJECTS(1b)	ACTIVITIES (1c)	FUND SOURCE (SAGF/GAA/CF) (2)	DATE OF IMPLEMENTATION (DD-MMM-YY) / (DD-MMM-YY) - (DD-MMM-YY) (3)	TOTAL BUDGET		TARGET (5)	RESULT (6)	CONTRIBUTION TO THE		MOV (Means of Validation) (8)	REMARKS (9)
					SUB-TOTAL	GRAND TOTAL			Direct- SM #	Indirect- SM #		
DOMESTIC												
A. Philippine Motorcycle Tourism		<ol style="list-style-type: none"> Support to Motorcycle Associations/Clubs Rides/Events Support to Motorcycle Federations' National Events PMT Research PMT-DOT Regional Rides (Circuit Caravan) PMT Anniversary 	SAGF	Year-round	₱17,000,000.00	₱17,000,000.00	100% implementation of Planned Marketing and Promotional Programs	Promotion of the Philippines as a Top-of-Mind Tourism Destination	SM3	SM4, SM5, SM6, SM8A, SM8B, SM8C, SM11	QMER	
B. Domestic Tourism Invitational Program		<ol style="list-style-type: none"> Camarines Sur - Catanduanes Negros Island - Siquijor Surigao del Norte - Dinagat Islands 	SAGF	2nd Semester 2024	₱10,000,000.00	₱10,000,000.00	100% implementation of Planned Marketing and Promotional Programs	Promotion of the Philippines as a Top-of-Mind Tourism Destination	SM3, SM7	SM8a, SM8b, SM8c, SM11	QMER	
C. Bisita, Be My Guest		<ol style="list-style-type: none"> Taiwan Hawaii Canada Italy VIP Ambassador's Tours - Hosted Dinner 	SAGF	2nd-3rd Quarter 2024	₱44,600,000.00	₱44,600,000.00	100% implementation of Planned Marketing and Promotional Programs	Promotion of the Philippines as a Top-of-Mind Tourism Destination	SM3	SM8a, SM8b, SM8c, SM11	QMER	
D. Tourism Marketing Educational Seminar		<ol style="list-style-type: none"> General Santos City Roxas City, Capiz 	SAGF	September and November 2024	₱8,000,000.00	₱8,000,000.00	100% implementation of Planned Marketing and Promotional Programs	Promotion of the Philippines as a Top-of-Mind Tourism Destination	SM3, SM7	SM8a, SM8b, SM8c, SM11	QMER	
E. Community-Based Tourism Marketing Enhancement Program		<ol style="list-style-type: none"> Cordilleras CALABARZON Bicol Western Visayas South Cotabato - Davao Zamboanga Sorsogon - Eastern Visayas Benchmarking 	SAGF	2nd Semester 2024	₱24,000,000.00	₱24,000,000.00	100% implementation of Planned Marketing and Promotional Programs	Promotion of the Philippines as a Top-of-Mind Tourism Destination	SM3	SM4, SM5, SM8a, SM8b, SM8c, SM11	QMER	

F. TPB Membership Program	<ul style="list-style-type: none"> 1. Annual Meeting 2. Members' ThinkTalk Sessions 3. CSR Activity of Members 4. Seminars on Digital Marketing, Capacity Building, and Skills Development (Davao) 5. TPB Members FamTrip - Central Luzon 6. TPB Members FamTrip - Zamboanga del Norte 7. Enhanced TPB Membership Program and Travel PH App Event 	SAGF	Year-round	₱17,000,000.00	₱17,000,000.00	₱17,000,000.00	100% implementation of Planned Marketing and Promotional Programs	Promotion of the Philippines as a Top-of-Mind Tourism Destination	SM 3, SM 9, SM 10	SM 6, SM 8a, SM 8b, SM 8b, SM 11	QMER
G. Support to Stakeholders and Associations	<ul style="list-style-type: none"> 1. PTAA - 31st Travel Tour Expo 2. PHILTOA - 35th Philippine Travel Mart 3. Support to other stakeholders (demand-driven) 	SAGF	Year-round	₱11,400,000.00	₱11,400,000.00	₱11,400,000.00	100% implementation of Planned Marketing and Promotional Programs	Promotion of the Philippines as a Top-of-Mind Tourism Destination	SM 3	SM 8a, SM 8b, SM 8b, SM 11	QMER
H. Marketing Support to LGUs, BARMM, DOT regional offices and attached agencies	<ul style="list-style-type: none"> 1. Marketing Assistance/Financial Support (demand-driven) 2. Support to LGUs through seminar/s on capacity building for devolved functions 	SAGF	Year-round	₱5,000,000.00	₱5,000,000.00	₱5,000,000.00	100% implementation of Planned Marketing and Promotional Programs	Promotion of the Philippines as a Top-of-Mind Tourism Destination	SM 3	SM 8a, SM 8b, SM 8b, SM 11	QMER
I. Regional Travel Fair	<ul style="list-style-type: none"> 1. General Santos City 2. Roxas City, Capiz 	SAGF	September and November 2024	₱27,000,000.00	₱27,000,000.00	₱27,000,000.00	100% implementation of Planned Marketing and Promotional Programs	Promotion of the Philippines as a Top-of-Mind Tourism Destination	SM 2, SM 3, SM 7	SM 4, SM 5, SM 6, SM 8a, SM 8b, SM 8c, SM 11	QMER
J. Philippine Tour Guides Conference	<ul style="list-style-type: none"> 1. Tacloban City 	SAGF	June 2024	₱3,000,000.00	₱3,000,000.00	₱3,000,000.00	100% implementation of Planned Marketing and Promotional Programs	Promotion of the Philippines as a Top-of-Mind Tourism Destination	SM 3	SM 8a, SM 8b, SM 8b, SM 11	QMER
K. Philippine Tourism Awards	<ul style="list-style-type: none"> 1. Awards Night 	SAGF	4th Quarter 2024	₱10,000,000.00	₱10,000,000.00	₱10,000,000.00	100% implementation of Planned Marketing and Promotional Programs	Promotion of the Philippines as a Top-of-Mind Tourism Destination	SM 3	SM 8a, SM 8b, SM 8b, SM 11	QMER
L. Grand Destination Music Festival (OLIVIA RODRIGO: GUTS World Tour)	<ul style="list-style-type: none"> 1. Bicol 	SAGF	November 2024	₱200,000,000.00	₱200,000,000.00	₱200,000,000.00	100% implementation of Planned Marketing and Promotional Programs	Promotion of the Philippines as a Top-of-Mind Tourism Destination	SM 3	SM 8a, SM 8b, SM 8b, SM 11	QMER



M. Joint Tourism Promotions		1. Travelling Expenses	SAGF	Year-round	P2,302,000.00	P2,302,000.00	100% Implementation of Planned Marketing and Promotional Programs	Promotion of the Philippines as a Top-of-Mind Tourism Destination	SM 3	SM 8a, SM 8b, SM 8b, SM 11	QMER
GRAND TOTAL P 379,302,000.00											

Prepared and Reviewed by: *[Signature]*
CESAR R. VILLANUEVA / MARGARITA P. SAN JOSE
 Chief, Sales Division / Acting Head, Industry Relations and Services Division

Date: _____

Recommending Approval: *[Signature]*
TERESITA DL. LANDAN
 Manager, Domestic Promotions Department

Date: _____

Validated by: *[Signature]*
JOMAR D. TAGAO
 Acting Head, Finance Department

Date: _____

Approved by: _____
MARIA MARGARITA MONTEMAYOR NOGRALES
 Chief Operating Officer

Date: _____

GUIDE / INSTRUCTION:

- 1) PAPs - final selected / prioritized PAP as decided based from PRE-WORK # _____
- 2) FUND SOURCE - charging of PAP
- 3) DATE OF IMPLEMENTATION - target date of ACTUAL implementation
- 4) TOTAL BUDGET - as allocated per PAP; then compute for the grand total
- 5) TARGET - performance target that should be relevant to a Strategic Measure (SM)
- 6) RESULT - the performance indicator of success; this is the basis for the Means of Validation (MOV) by the CPBD, PMT and GCG
- 7) CONTRIBUTION TO PES - defines the strategic objectives and its Strategic Measure/s (SM/s) impacted by the TARGET
 - DIRECT - SM - # - identify the specific SM directly supported / affected by the TARGET - it means that the SM is the direct accountability of the Department preparing this WFP, or SHARES the responsibility with another department.
 - INDIRECT - SM # - identify the SM indirectly affected by the TARGET (4) to PROVIDE SUPPORT to the Department directly responsible for the SM based on the FUNCTION / PROCESS of the Department preparing this WFP.
- 8) MOV - any record that provide evidence on the implementation of the PAP and achievement of the SM such as Terminal Report; ANY CHANGES to the Date of implementation (2) or movement of the PAP to
- 9) REMARKS - other important reminders, instructions or memory pegs useful to the PAP Project Officer and/or Department Manager

CY 2024 DETAILED WORK & FINANCIAL PROGRAM OF THE TOURISM PROMOTIONS BOARD (TPB)

OBJECTIVE
Total Budget CY 2024: 379,300,000.00

FUND SOURCE (GAA / SAGF / CH)	PROGRAMS	PROJECTS	ACTIVITIES	CONTRIBUTION TO THE PERFORMANCE SCORECARD		OBJECTIVES	DETAILS	DATE OF IMPLEMENTATION (DD-MM-YY)				BUDGET (AMOUNT IN PHILIPPINE PESO)						
				Direct - SM #	Indirect - SM #			1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total		
DOMESTIC PROMOTIONS DEPARTMENT																		
SALES DIVISION																		
GAA (4.7M)			Support to Motorcycle Associations/Clubs & Rides/Events			Strengthen the presence of the Philippine Motorcycle Tourism and expanding its network	THE BUDGET FOR THIS activity comprises the ff: 1. Financial Support / Dinner Hosting for the identified Rides/Events 2. Maintenance of the PMT Website 3. Production of PMT Collaterals (Banners and AVP) 4. Engagement of the PMT Ambassador 5. Other administrative.	Year round					P1,975,000.00	P1,975,000.00	P1,975,000.00			
SAGF	Philippine Motorcycle Tourism		Support to Motorcycle Federations' National Events	SM 3	SM 4, SM 5, SM 6, SM8A, SM8B, SM8C, SM 11			1st - 2nd Quarter					P1,725,000.00					
SAGF			PMT Research			An initiative to boost the popularity of the program		3rd to 4th Quarter					P250,000.00			P250,000.00		
SAGF			PMT-DOT Regional Rides (Circuit Caravan)			the goal for this activity is to introduce the motorcycle tourism to the regional offices so they would see the potential of the niche market.		3rd to 4th Quarter					P1,166,666.66			P1,166,666.66		
SAGF			PMT Anniversary			Marking the 3rd year of the program. This is to recognize the partnerships forged since its launch		November								P1,400,000.00		
SUBTOTAL													P3,700,000.00	P5,116,666.66	P3,391,666.66	P4,791,666.68	P17,000,000.00	
SAGF	Domestic Tourism Invitational Program		Camarines Sur - Catanduanes			To promote travel to the local destinations												
			Neoros Island - Siquijor	SM 3, SM 7	SM8A, SM8B, SM8C, SM 11	To present diversity and/or new tourism products to be promoted and marketed by the Philippines domestically and international	Familiarization Trip featuring the newly developed circuits of the Regional Offices.	September								P3,033,333.00		
			Surigao del Norte Dinagat Islands			To establish business network between the local destination suppliers and tour operators / travel agents	This program is participated by 20 TPB Member Tour Operators with an end goal of expanding their network	4th Quarter									P3,333,333.00	
SUBTOTAL																	P3,633,334.00	P10,000,000.00



Activity	Location	SM No.	Agency	Activity Description	Target Audience	Start Date	End Date	Estimated Cost	Actual Cost	Balance
SAGF Tourism Marketing Educational Seminar	General Santos City	SM 3, SM 7	SMBA, SM8B, SM8C, SM 11	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	Target audience: DOT and LGU Tourism Officers in Luzon, Visayas and Mindanao	September	September	P300,000.00	P1,925,000.00	P1,925,000.00
	Roxas City, Capiz					November	November	P1,925,000.00	P1,925,000.00	
SUBTOTAL								P300,000.00	P3,850,000.00	P3,850,000.00
SAGF Community-Based Tourism Marketing Enhancement Program	Cordilleras			To validate existing sustainable community-based tourism sites in its conformity to the ASEAN SGBT Standard.		3rd to 4th Quarter	3rd to 4th Quarter	P666,666.67	P666,666.67	P666,666.67
	CALABARZON					3rd to 4th Quarter	3rd to 4th Quarter	P666,666.67	P666,666.67	P666,666.67
	Bicol			To support the community small tourism enterprises which in turns improve well-being		3rd to 4th Quarter	3rd to 4th Quarter	P771,666.67	P771,666.67	P771,666.67
	Western Visayas			To capacitate and empower local communities in order to determine and secure their socio-economic futures through activities that usually:	Target audience: Tour Operators/Travel Agents Media/Influencers	3rd to 4th Quarter	3rd to 4th Quarter	P1,000,000.00	P1,000,000.00	P1,000,000.00
	South Cotabato - Davao			1) present and celebrate local traditions and lifestyle; 2) conserve natural and cultural resources; and 3) foster equitable and mutually		3rd to 4th Quarter	3rd to 4th Quarter	P1,000,000.00	P1,267,500.00	P1,267,500.00
	Zamboanga					3rd to 4th Quarter	3rd to 4th Quarter	P1,650,166.67	P1,650,166.67	P1,983,500.01
	Sorsogon - Eastern Visayas					3rd to 4th Quarter	3rd to 4th Quarter	P1,067,333.33	P1,334,833.34	P1,501,499.99
Benchmarking					3rd to 4th Quarter	3rd to 4th Quarter		P1,115,000.00	P1,115,000.00	
SUBTOTAL								P6,554,999.97	P6,472,500.02	P24,000,000.00
SAGF Regional Travel Fair	General Santos City	SM 2, SM 3, SM 7	SMBA, SM8B, SM8C, SM 11	Generally, the objective of the conduct of online RTF to regain the interest of the public to travel domestically following the new norms in travel: Specifically, the program aims to: 1. Provide an online platform in order for the sellers and buyers to transact business. 2. Conform with the government's safety guidelines and protocols in the hospitality industry in the new normal scenario. 3. Generate domestic travel and spur local economy. 4. Promote the Philippines as a	Target Audience: 50 Sellers/Exhibitors 50 Buyers 500 Consumers	September	September		P13,500,000.00	
	Roxas City, Capiz					November	November		P13,500,000.00	
SUBTOTAL									P27,000,000.00	P27,000,000.00
SAGF Philippine Tour Guides Conference	Tadoban City	SM 3	SMBA, SM8B, SM8C, SM 11	1. To foster the importance of Filipino Brand Service and Excellence 2. To understand the Key, Strategic and Emerging Markets of the Philippines 3. To understand the existing and emerging markets of the Philippines 4. To present the 70 newly developed and 40 developing	1. Three (3) representatives from thirty (30) government registered DOT Accredited Tourist Guide Associations 2. Five hundred virtual participants coming from different Regional and local community guides in the Philippines via zoom 3. Virtual Participants from different participating Tour Guiding Associations.	June	June	P1,500,000.00		



SUBTOTAL						P1,500,000.00	P1,500,000.00			P3,000,000.00					
SAGF	Grand Destination Music Festival (Olivia Rodrigo; GUTS World Tour)	Elicol	SM 3	SMBA, SM8B, SM8C, SM 11	The program aims to: - promote cultural exchange by showcasing the country's musical heritage alongside global artists; - attract both international and domestic audience, thereby stimulating economic growth for local businesses and tourism-related industries; and - strategically enhance the nation's destination brand as a	November									
SUBTOTAL						P200,000,000.00	P200,000,000.00			P200,000,000.00					
INDUSTRY RELATIONS AND SERVICES DIVISION															
SAGF	Bibika, Be My Guest	Taiwan				March									
		Hawaii													
SAGF	Bibika, Be My Guest	Canada	SM 3	SMBA, SM8B, SM8C, SM 11	1. To increase Balibayan arrival and foreign exchange earnings; 2. To encourage Balibayan to promote the country and invite their friends and colleagues to	July				P1,057,844.00					
		Italy					August				P1,057,844.00				
SUBTOTAL						P40,368,624.00	P40,368,624.00			P42,231,376.00					
SAGF	TPB Membership Program	Annual Membership Meeting			The program aims to: 1. Encourage strong collaboration and partnership with private sector and tourism stakeholders in marketing the Philippines as a premier tourism and MICE destination; 2. Provide a platform to build business, insights, network and brand for its members;	2nd to 4th Quarter									
		Members' Think Talk Sessions					June								
		CSR Activity of Members													
		ScamBusters													
		Digital Marketing, Capacity Building, IO and, etc.	SM 6, SM8A, SM8B, SM8C, SM 11					July							
		TPB Members FamTrip - Central Luzon													
		TPB Members FamTrip - Zamboanga del Sur													
		TPB Members FamTrip - Marikina City													
		TPB Members FamTrip - Batangas													
SUBTOTAL						P1,000,000.00	P1,000,000.00			P724,857.14					
SAGF	Support to Stakeholders and Associations	PTAA - 31st Travel Tour Expo			To provide support to the private sector in conducting travel fairs with the end view of: • Increasing domestic tourists • Sustaining interest in local destinations • Promoting less-visited local destinations • Encouraging more private sector and regional offices to sell local tourism products • Establishing partnerships among the travel trade sectors • Promoting Philippine destinations during booth activation	February									
		PHILOA - 35th Philippine Travel Mart	SM 3	SMBA, SM8B, SM8C, SM 11		September									
		Support to other stakeholders (demand-driven)													
		Year round													
		Year round													
		Year round													
		Year round													
		Year round													
		Year round													
SUBTOTAL						P4,812,500.00	P4,812,500.00			P5,062,500.00					
SAGF	Marketing Support to	Marketing Assistance/Financ	SM 3	SMBA, SM8B, SM8C	• To rebuild the tourism industry in the regions • To increase consumer	Year round									
SUBTOTAL						P925,000.00	P925,000.00			P925,000.00					
SUBTOTAL						P5,062,500.00	P5,062,500.00			P5,062,500.00					
SUBTOTAL						P4,812,500.00	P4,812,500.00			P11,400,000.00					



Agency	Local Agency and attached agencies	Support to LGUs through seminar/workshop	SMBC, SM 11	Confidence in the regions as a safe travel destination	Year round	P325,000.00	P325,000.00	P325,000.00	P325,000.00	P325,000.00	P5,000,000.00
SAGF	Philippine Tourism Awards	Awards Night	SM 3	SMBA, SMBB, SMBC, SM 11	The Philippine Tourism Awards revolves around three objectives: - to give due recognition to individuals and entities in the tourism industry whose creativity, expertise, professionalism and service have been of the highest standards; - to serve as an incentive and motivational force in maintaining high standards in the conduct of tourism business; and - to give due recognition to individuals and entities for the exceptional contribution to and support of the tourism industry.	4th Quarter					P10,000,000.00
SUBTOTAL											P10,000,000.00
SAGF	Joint Tourism Promotions	Travelling Expenses	SM 3	SMBA, SMBB, SMBC, SM 11	Department Order No. 2013-132 issued by the DOT reconstitutes the composition of the JTPT with the DOT, TIEZA, and TPB as members. The JTPT is tasked to provide technical assistance and guidance to LGUs in the formulation of local tourism devt plans. Output: Local tourism development plans crafted by LGUs with the assistance of DOT, TIEZA and TPB Outcome: Well-developed destinations guided by proper tourism planning.	Year round					P575,500.00
SUBTOTAL											P575,500.00
TOTAL:											P 379,302,000.00

Prepared and Reviewed by:

Cesar R. Villanueva
CESAR R. VILLANUEVA
Chief, Sales Division

Date:

Recommending Approval:

Teresta D.L. Landan
TERESTA D.L. LANDAN
Acting Head, Office of the Deputy COO for Marketing and Promotions

Date:

Validated by:

Jomar B. Magao
JOMAR B. MAGAO
Acting Head, Finance Department

Date:

Approved by:

Maria Margarita Montemayor Nograles
MARIA MARGARITA MONTEMAYOR NOGRALES
Chief Operating Officer

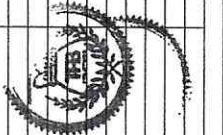
Date:

TOURISM PROMOTIONS BOARD
PROJECT PROCUREMENT MANAGEMENT PLAN (PPMP)

END-USER/UNIT: Domestic Promotions Department - Industry Relations and Services Division (RSD)

Charged to GAA
 Projects, Programs, and Activities (PAPs)

CODE	GENERAL DESCRIPTION	QUANTITY/SIZE	ESTIMATED BUDGET	MODE OF PROCUREMENT	SCHEDULE/MILESTONE OF ACTIVITIES																					
					JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC										
CUSTOMER STRATEGY																										
Bisita, Be My Guest (BBMG)																										
a. Consumer Activations and Promotions																										
a.1. Canada (Toronto/Vancouver)													38,868,624.00													
- Services of an Events Management Company													10,742,856.00													
- Air Tickets													8,000,000.00													
- Daily Subsistence Allowance													1,600,000.00													
- Pre-Departure Allowance													850,521.00													
- Cash Advance													24,500.00													
a.2. Taiwan (Taipei)													123,220.00													
- ForEx Differential													144,615.00													
- Services of an Events Management Company													6,472,468.00													
- Air Tickets													5,000,000.00													
- Daily Subsistence Allowance													700,000.00													
- Pre-Departure Allowance													568,428.00													
- Cash Advance													24,500.00													
- ForEx Differential													82,820.00													
a.3. Italy (Rome/Milan)													96,720.00													
- Services of an Events Management Company													11,349,420.00													
- Air Tickets													8,000,000.00													
- Daily Subsistence Allowance													1,600,000.00													
- Pre-Departure Allowance													1,343,300.00													
- Cash Advance													24,500.00													
- ForEx Differential													158,570.00													
a.4. Hawaii, USA (Honolulu)													223,050.00													
- Services of an Events Management Company													10,303,880.00													
- Air Tickets													8,000,000.00													
- Daily Subsistence Allowance													1,200,000.00													
- Pre-Departure Allowance													816,885.00													
- Cash Advance													24,500.00													
- ForEx Differential													123,220.00													
b. Administrative Expenses													139,575.00													
c. VIP Ambassador's Tour - Hosted Dinner													3,872,576.00													
- Venue Rental with F&B													1,500,000.00													
- Services of an Events Management Company													1,000,000.00													
d. Financial Support for the Mabuhay Philippines Festival 2024													500,000.00													
													358,800.00													



COLLABORATION										
TPB Membership Program										
a. Web Management and Maintenance (2025)		950,000.00								SVP
b. Annual Membership Meeting		2,744,000.00								
- Venue with F&B		1,500,000.00	LOW							
- Services of Events Management Company		950,000.00	Public Bidding							
- Tour Operator Services		294,000.00	Public Bidding							
c. CSR Activity of Members		1,092,500.00								
- Tour Operator Services		1,092,500.00	Public Bidding							
d. Seminars on Digital Marketing, Capacity Building, and Skills Development (Regional)										
- Tour Operator Services		3,046,000.00								
- Services of Events Management Company		1,546,000.00	Public Bidding							
- Services of Events Management Company		1,500,000.00	Public Bidding							
e. TPB Members' Familiarization Trip		3,443,500.00								
- Tour Operator Services		600,000.00	Public Bidding							
- Tour Operator Services		600,000.00	Public Bidding							
f. TPB Members' Thinkalk Session		1,000,000.00								
- Services of Events Management Company		1,000,000.00	SVP							
g. Enhanced TPB Membership Program Launch/Travel Philippines App Event										
- Services of an Events Management Company		3,000,000.00								
- Services of an Events Management Company		3,000,000.00	Public Bidding							
h. Provision of Market Intelligence Benefit		1,000,000.00								
- Services of an Education and Training Services Provider/Institution		1,000,000.00	N/A							
i. Job Order Personnel Salary		5074000	N/A							
j. Administrative Expenses		124,000.00								
Support to Stakeholders and Associations										
a. Philippine Travel Agencies Association (PTAA)		4,050,000.00								
-Marketing Support/Sponsorship		3,500,000.00	N/A							
-Tour Operator Services		427,000.00	Public Bidding							
-Administrative Expenses		123,000.00	N/A							
b. Philippine Tour Operators Association (PHLTOA)										
-Marketing Support/Sponsorship		4,300,000.00								
-Tour Operator Services		3,800,000.00	N/A							
-Administrative Expenses		400,000.00	SVP							
-Tour Operator Services		100,000.00	N/A							
c. Organization of Hotel Sales and Marketing Professional, Inc. (OHSMP)										
-Marketing Support/Sponsorship		1,000,000.00	N/A							
d. Support to Philippine Airlines		2,000,000.00	N/A							
f. Administrative Expenses		50,000.00	N/A							
Marketing Support to LGUs, BARMM, and attached agencies										
a. Marketing Assistance - Financial Support		2,500,000.00	N/A							
b. Marketing Assistance - Tour Operator Services		700,000.00	SVP							
c. Capacity Building for Devolved Functions - Tour Operator Services		1,300,000.00	Public Bidding							
e. Administrative Expenses		500,000.00	N/A							
Philippine Tourism Awards										
a. Services of Events Management Company		9,400,000.00	Public Bidding							
c. Tour Operator Services		500,000.00	SVP							
d. Administrative Expenses		100,000.00	N/A							



17 July 2024

CERTIFICATE OF AVAILABILITY OF FUNDS

This is to certify that funds are available amounting to **FOUR MILLION THREE HUNDRED THOUSAND PESOS ONLY (PHP4,300,000.00)** relative to the **Assistance to PHILTOA for the 35th Philippine Travel Mart** project, chargeable against FY 2024 DPD COB under Support to Stakeholders and Associations- PHILTOA.


JENNIFER A. ALOR
Acting Head, Accounting Division,
Finance Department

