



Narrative Accomplishment Report
3rd Quarter CY 2024

Office / Agency: TOURISMPROMOTIONS BOARD PHILIPPINES

Name of Activity / Project	Background and Goal of the Activity/Project	Objectives	Intended Outcome	Targets	Alignment with the NTDP, Strategies, and Policy Thrusts	Actual Accomplishment	Challenges and Constraints	Action Taken
<i>Indicate the name of the activity or project</i>	<i>Provide a narrative background of the project or activity, indicating the specific and measurable actions</i>	<i>Indicate the Objective, stating the aim of the project or activity</i>	<i>Indicate the Intended Outcome, highlighting what is hoped to be achieved by the project or activity in line with its objective</i>	<i>Indicate the: a) Target stakeholders and number of participants, and b) Target number of projects or activities</i>	<i>State the a) Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies, and b) Applicable Policy Thrusts and Directions</i>	<i>Provide the actual accomplishment/s that the delivery unit was able to achieve vis-a-vis the targets/objectives</i>	<i>Indicate the challenges and constraints that the delivery unit has encountered in project implementation</i>	<i>State the mitigation measures that the delivery unit undertook to avoid or minimize the risks</i>
INTERNATIONAL PROMOTIONS DEPARTMENT								
SPECIAL PROJECTS								
<p>WORLD TRAVEL AWARDS - ASIA & OCEANIA GALA CEREMONY 03 September 2024 City of Dreams Manila</p>	<p>The World Travel Awards was established in 1993 to acknowledge, reward, and celebrate excellence across all sectors of the tourism industry. This award brand is globally recognized as the ultimate hallmark of quality. WTA winners set the benchmarks to which all others aspire, and the WTA annual Gala Ceremonies are regarded as the most prestigious red-carpet events in the tourism calendar.</p> <p>WTA will hold the 2024 Grand Tour of Regional Gala Ceremonies, the biggest and most keenly anticipated events in the industry, among which is the World Travel Awards Asia 2024. The WTA Organizer has proposed an exclusive Host Partnership to the Philippines to host the World Travel Awards Asia 2024, this is the highest partnership alignment with World Travel Awards (WTA) – the "Oscars of the travel industry."</p> <p>As the Host Partner, the brand and promotional message of Philippines will be carried exclusively alongside the WTA logo in all activities related to WTA, to include pre-event promotion and PR, onsite media promotion and branding and VIP event involvement.</p>	<ol style="list-style-type: none"> 1. Maximize exposure of the Philippine brand through the Marketing and PR entitlements due to WTA's Host Partnership 2. Media exposure of the Philippines through the media partners and invitees of WTA 3. Opportunities for benchmarking, marketing and networking among invited Philippine Stakeholders and WTA Awardees 	<ul style="list-style-type: none"> - Key positioning as 2024's Asia "Destination in Focus" with a year-long campaign in support of the city's tourism efforts throughout the annual World Travel Awards programme with our full support for all the city's key tourism products - Logo and copy accreditation on every press, media and marketing release in relation to the 2024 World Travel Awards Asia. All copy will read "2024 World Travel Awards Asia hosted by Philippines" - Logo and Host Partner accreditation on all pre-event advertising and all published World Travel Awards pre-event collateral - Stand-alone adverts and features with WTA media partners - Logo and Host Partner accreditation on worldtravelawards.com and all pages relating to 2024 World Travel Awards Asia with regular features and news updates - Logo and Host Partner accreditation on all visible event branding including Welcome Banners, Cocktail Reception, Stage branding and Media Photo Walls during 2024 World Travel Awards Asia - Access to WTA VIP guests and media with WTA co-operation in setting up business opportunities - Asia Partner status at all other 2024 World Travel Awards Gala Ceremonies in each geographical region (Asia & Oceania, Europe, Middle East, Caribbean & the Americas) - Asia Partner status at the 2024 World Travel Awards Grand Final Gala Ceremony 	<p>300 guests from Asia & Oceania, 100 tourism stakeholders from the Philippines</p>	<p>Maximize exposure of the Philippine brand through the Marketing and PR entitlements due to WTA's Host Partnership</p> <p>Media exposure of the Philippines through the media partners and invitees of WTA</p> <p>Opportunities for benchmarking, marketing and networking among invited Philippine Stakeholders and WTA Awardees</p>	<p>400 invitees with 300 international participants to be invited by WTA, 100 to be invited by DOT and TPB</p> <p>TOTAL MARKETING VALUE: Php 246,452,083.60</p>		
<p>PHILIPPINE TRAVEL EXCHANGE (PHITEX) 2024</p>	<p>The Philippine Travel Exchange (PHITEX) is the biggest, government-organized travel trade event in the country.</p> <p>Established in 1996, the event hosts qualified international buyers to participate in tabletop business appointments with Philippine sellers and experience first-hand the beauty of the Philippines and warmth of its people through pre-post-event tours with an end-goal of expanding networks, creating partnerships and increasing tourist arrivals in the country.</p> <p>PHITEX has become a major annual marketing event that further strengthens the country's brand image and encourages participants to promote affordable and competitive tourism packages.</p> <p>The theme for PHITEX 2024 is "The Power of Collaboration in Tourism." Collaboration involves partnerships between various stakeholders to leverage the strengths and assets of each and every contributor to achieve our collective goal of bringing in quality travelers from all over the world. This theme will focus on enriching and enhancing the travel experience through resources and idea-sharing, immersive and engaging destination experiences, and fostering a community of change-makers within our industry.</p> <p>This year's edition was held last 03-05 September 2024 in Conrad Hotel, Metro Manila. It commenced through the PHITEX Educational Program (PEP) Talk which offered five (5) sessions and discussions relevant and vital to the travel and hospitality industry. It was then followed by a 2-day Business-to-Business Travel Exchange (TRAVEX) wherein 86 foreign buyers met with 115 Philippine Sellers and generated a total of 3,661 business meetings. PHITEX concluded with the post-tours of the buyers in five tourism circuits—Metro Manila, Cebu-Bohol, Iloilo-Guimaras, Siargao-Bucas Grande, and CDO-Bukidnon-Davao.</p>	<ol style="list-style-type: none"> 1. Invite a maximum of 60 international buyers from TPB Markets and 60 Philippine seller companies to participate in the event; 2. Provide venue for foreign buyers of travel trade products to discuss business with Philippine tourism suppliers with possibility of securing booking on-site or at least business leads; 3. Communicate to the global market that tourism in the Philippines is safe and is flourishing with its new and improved product offerings; 4. Entice buyers to include the Philippines in their tour programs or expand their existing tour program of the country, and 5. Ensure at least 350 attendees of PEPTalk. 	<ul style="list-style-type: none"> - Establish and revive new and/or old contacts; - Inclusion of Philippines in tour programs being offered by buyers; - Entice FITs and/or Groups for a future invitational program under travel trade; - Collaborate for joint promotions efforts with invited foreign buyers; - Impart knowledge on the latest market trends amongst the participating sellers; - Introduce various Philippine Tourism Offerings to participating tourism decision-makers; and - Gain knowledge about the existing and upcoming tourist destinations 	<p>a. Target stakeholders or number of participants</p> <ul style="list-style-type: none"> - International Buyers: 60 - Philippine Seller Companies: 80 - PEPTalk Attendees: 350 <p>b. Target number of projects or activities</p> <ul style="list-style-type: none"> - Business Meetings: 2,280 - Sales Leads: PHP 250,000,000 	<ol style="list-style-type: none"> 2. Cohesive and Comprehensive Digitalization and Connectivity 3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 5. Diversification of Portfolio through Multidimensional Tourism 6. Maximization of Domestic Tourism 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders 	<p>a. Buyers Target: 60 Buyers Actual: 86</p> <p>b. Seller Companies Target: 80 Seller Companies Actual: 115</p> <p>c. PEPTalk Attendees Target: 350 PEPTalk Attendees Actual: 451</p> <p>d. Business Meetings Target: 2,280 Business Meetings Actual: 3,661</p> <p>e. Sales Leads Target: PHP 250,000,000 Sales Leads Actual: PHP 438,171,925.97 (as of 09 Sept)</p>	<p>Weather challenges - there was a typhoon which restricted operations for 2 days, especially during the physical attendance to the PEPTALK sessions. The team was also concerned for untoward flight delays and cancellations.</p>	<p>The PEPTalk sessions were livestreamed via TPB's Facebook page for those who cannot physically attend. Our Safety and Security team was also in close coordination with the Office of Civil Defense and MIAA for any flight cancellations, and thankfully there were none.</p>

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<i>Indicate the name of the activity or project</i>	<i>Provide a narrative background of the project or activity, indicating the specific and measurable actions</i>	<i>Indicate the Objective, stating the aim of the project or activity</i>	<i>Indicate the Intended Outcome, highlighting what is hoped to be achieved by the project or activity in line with its objective</i>	<i>Indicate the a) Target stakeholders and number of participants, and b) Target number of projects or activities</i>	<i>State the a) Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies, and b) Applicable Policy Thrusts and Directions</i>	<i>Provide the actual accomplishment/s that the delivery unit was able to achieve vis-a-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>
TRAVEL TRADE AND CONSUMER FAIR								
DRT Beijing 2024 02-04 August 2024 China National Convention Center	The DRT Show has become the most powerful B2B2C diving platform in Asia. It is not just a simple exhibition, but also a super-platform that brings together global diving elites, enthusiasts, and professionals. It is a brand that holds the most diving exhibitions in Asia. This year's DRT Show in Beijing did not only have a comprehensive display of the latest developments in the diving industry but it also showcased a meaningful feast of diving cultural exchange. The DRT Beijing 2024 gathered 64 companies and brands from all over the world in an exhibition area of 6,500 square meters. It also attracted 27,972 visitors in three days which once again confirmed DRT Show's leading position and extensive influence in the industry.	1) To introduce Philippine dive products to the Chinese dive market and to increase awareness of the Philippines as a diving and adventure travel destination. 2) To showcase the diverse marine life and world-class dive sites in the Philippines; 3) To position the Philippines as a top choice for Chinese dive enthusiasts. 4) To establish connections with key stakeholders in the diving and travel industry.	Connect the dive and tourism industry players with their Chinese counterparts (divers, dive clubs, dive enthusiasts) Generate sales leads and/or seal and secure business deals Provide vital and key information and update the Chinese dive partners about the exciting developments in the Philippine dive and tourism industry Promote the Philippines as a dive destination and its new tourism branding to the Chinese market	Target number of Seller Companies: 10 Actual number of Seller Companies: 13	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	Sales Leads Generated: Php 208,048,322.17	There were two (2) more companies who were interested to join but were not accommodated due to limitation on the booth space.	Three (3) additional companies were accommodated to maximize the booth space.
Go Diving Show ANZ 2024 28-29 September 2024 Sydney, Australia	The Go Diving Show ANZ is a brand new dive event which took place in Sydney, Australia for its inaugural year. It is aimed at showcasing the very best of the underwater world to everyone from raw novices who are contemplating getting into diving to advanced and professional divers. The event provided an opportunity for the Philippines to showcase its diving destinations that will stimulate the desire for travel amongst the Australians and for the exhibitors to do business by selling their curated Philippine dive packages.	1. To reinforce the Philippines' relationship with dive experts and Australian counterparts to expand their portfolio and encourage their clients to consider the Philippines as their next dive destination. 2. To increase awareness of the Philippines as a dive destination and inspire the Australian market to travel to the Philippines. 3. To identify new contact opportunities and generate valuable business leads and eventual bookings. 4. To further increase the outdoor market of Australia by targeting the dive community.	Boost the number of Australian travelers traveling to the Philippines by generating sales leads or concrete bookings Enhance visibility of the Philippines among Australian dive enthusiasts and potential travelers, strengthening the brand's presence in the dive tourism market Highlight unique dive sites, marine biodiversity, and tourism packages that differentiate the destination from competitors.	Target number of sellers: 5 dive establishments Actual number of participating sellers: 6	3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 6. Maximization of Domestic Tourism	Sales Leads Generated: Php 584,766,178 (as of 30 September 2024) *ongoing collection of Sales Lead Forms.		
TOURISM EXPO JAPAN (TEJ) 2024 26-28 September 2024 Tokyo Big Sight	TEJ is the biggest travel fair in Japan jointly organized by the Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA), and the Japan National Tourism Organization (JNTO). It was created to stimulate demand for overseas and domestic travel among the Japanese. TEJ is an institutional project and a must-see event for every NTO and travel and tourism-related establishment that wants to secure a place in the highly lucrative Japanese travel market. TEJ has become an important brand exercise for national tourism offices in Asia showcasing destination attractions and many travel product offerings.	The TEJ is annually held in Japan, one of the top business trading hubs in the North Asian Region. In 2023, Japan was the country's 3rd largest source of foreign travelers with a total of 305,560 tourists, which makes up 5.61% share in the total tourists' arrivals in the Philippines. To sustain travel in the country from the source market, our participation to the event will strategically open opportunities for interest-based travel, highlighting our award-winning destinations, and world-class "Filipino" service.	o Sustain the Philippines' visibility and presence in Japan's largest and most prestigious travel fair. o To provide a platform and venue for Philippine travel and tourism suppliers to meet their Japanese counterparts to develop and/or renew business partnerships; o To create awareness about the interest in Philippine tourism destinations and products to consumers; and o To support Japan's most important travel event which is consistent with the concept of a two-way tourism and/or mutual cooperation between Japan and the Philippines in the area of travel and tourism.	a) Target no. of stakeholders: 10 companies b) Actual no. of stakeholders: 15 companies	2. Cohesive and Comprehensive Digitalization and Connectivity 3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 5. Diversification of Portfolio through Multidimensional Tourism 6. Maximization of Domestic Tourism 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders*	Sales Leads Generated: Php 584,766,178 (as of 30 September 2024) *ongoing collection of Sales Lead Forms.	1. Management of social media postings when other TPB supported and/or initiated events are scheduled at the same time.	1. Coordination with the assigned MARCOM representative to make sure that Social Media stories and/or postings are seamless with each other, if events are scheduled at the same time.
DOMESTIC PROMOTIONS DEPARTMENT								
SPECIAL PROJECTS								
Very Important Person (VIP) Tour 2024 Welcome Dinner	The VIP Tour is a major tourism activity of all Philippine foreign service posts in the U.S., enabling Filipino-Americans and foreigners to visit the Philippines and experience Filipino culture and hospitality and immerse in the sights and sounds of various tourist destinations. This support is requested annually from TPB, specifically for the hosting of Welcome Dinner for the delegates before they proceed with the tour activities to various Philippine destinations. This year's Welcome Dinner was held on 22 July 2024 at the Sheraton Manila Hotel and was attended by 243 delegates, composed of Filipino-Americans and foreigners based in the U.S., officials from Philippine foreign service posts in the U.S., as well as DOT and TPB officials and staff.	The dinner hosting aimed to warmly greet the delegates and create a positive first impression before they embarked on their tour of various Philippine destinations.	Intended outcomes upon conclusion of the program - Deepen the Filipino-Americans' appreciation of the Philippines by highlighting its beauty, rich history, heritage, and culture - Attract both Filipino Americans and foreign tourists to explore the country's diverse destinations, including its white sand beaches, eco-tourism sites, and adventure activities such as scuba diving, mountain climbing, and trekking, while experiencing the warm hospitality of the Filipino people - Assure travelers and tourists of the Philippines' safety as a travel destination - Encourage investment from Filipino Americans and foreign tourists in the Philippines, particularly in tourism projects, real estate, and other tourism-related industries - Promote the Philippines as an ideal retirement destination for both Filipino Americans and foreigners.	Target number of participants: 250-300 pax (including officials and staff)	Supports the DOT's 7-point agenda 2) Cohesive and Comprehensive Digitalization and Connectivity 6) Maximization of Domestic and International Tourism 7) Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders Promotes Strategic Values: Filipino Identity, Competitiveness	Total attendees - 243 pax (including DFA, DOT, TPB, Rajah Tours officials and staff)		

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TRAVEL TRADE AND CONSUMER FAIR								
35th Philippine Travel Mart	<p>The 35th Philippine Travel Mart was held last 06-08 September 2024 at the SMX Convention Center Manila Halls 1-4. It was co-presented and sponsored by the Department of Tourism, the Tourism Promotions Board Philippines, Philippine Airlines, and the Bank of the Philippine Islands. The 3-day fair carried the theme "LOVE THE NEXTGEN TOURISM".</p> <p>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 featured exclusive tour packages available onsite at discounted rates and promotional deals on airfares, accommodations, and other travel services.</p>	<p>The objectives of the participation in the 35th PTM are:</p> <ol style="list-style-type: none"> To promote and showcase the diverse tourism offerings of the Philippines. To encourage domestic travel within the Philippines. To serve as a venue for travel industry stakeholders to connect and establish business relationships. To contribute to the generation of tourism revenues, and To strengthen the support for Sustainable Tourism. 			<p>Supports the DOT's 7-point agenda:</p> <ol style="list-style-type: none"> Enhancement of overall tourist experience Equalization of Tourism Product Development and Promotion Maximization of Domestic and International Tourism 		N/A	N/A
MEMBERSHIP PROGRAM								
TPB Members' Familiarization Tour of Zamboanga	<p>One of the key benefits of the membership program is access to activities that target business leads and generate sustainable business growth. This includes priority access to familiarization trips, industry site inspections, product presentations, market briefings, and other valuable resources.</p> <p>In view of the Program's commitment, the Industry Relations and Services Division (IRSD) implement the familiarization tour for its members to sustain its services to TPB members. The 1st run of the fam tour in 2024 was in Pampanga and Batangas.</p>	<p>Specifically, the program aims to:</p> <ol style="list-style-type: none"> Provide first-hand experience of the destination's tourism products and services for participants to adequately sell to the public; 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; Benchmark the best practices of the destinations, including sustainable tourism and the implementation of new normal standards and protocols; and Strengthen relationships among tourism stakeholders, growing TPB members' network of tourism professionals. 	<p>Such a program is 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.</p>	<p>20 tour operators/ travel agencies/ hotel and resort owners</p> <p>10 B2B participants</p>	<p>Supports the promotion of tourism circuits</p> <p>Supports product development of Primary Tourism Products, specifically Cultural Experience</p> <p>Supports the DOT's 7-point agenda:</p> <ol style="list-style-type: none"> Enhancement of overall tourist experience Equalization of Tourism Product Development and Promotion Diversification of Portfolio through Multidimensional Tourism Maximization of Domestic and International Tourism Strengthening Tourism Governance Through Close Collaboration with LGUs and Stakeholders 	<p>Target stakeholder/participants: 20 Actual number: 20</p> <p>Target B2B participants: 10 Actual number: 10</p>		
Hybrid TPB Membership Seminar on Digital Marketing, Capacity Building and Skills Development	<p>The Tourism Promotions Board Philippines (TPB), through the TPB Membership Program, conducted the Hybrid TPB Membership Seminar entitled "Digital Evolution in Tourism: Capitalizing on Social Media and Technology for Business Growth" on 30 July 2024, at the Waterfront Insular Hotel Davao. The event was attended by over 50 participants including 48 TPB members and representatives from the Department of Tourism (DOT) and the TPB onsite. In addition to the in-person attendees, the seminar was broadcast via Zoom and Facebook, allowing other tourism stakeholders to participate online, bringing the total number of attendees to 321.</p> <p>The Hybrid TPB Membership Seminar aimed to not only strengthen the capacity and competency of TPB members and other stakeholders to meet the challenges of the aftermath of the pandemic but also through applied learning through group dynamics and presentation of proposed digital marketing strategies.</p>	<p>Through the TPB Membership Program, the hybrid seminar aimed to:</p> <ol style="list-style-type: none"> Encourage strong collaboration and partnership with private sector and tourism stakeholders in marketing the Philippines as a premier tourism destination. Provide a platform to build business, insights, network and brand for the TPB members. Support the DOT's progressive accreditation scheme for tourism-related establishments, and Professionalize the tourism industry through improved reputation, greater customer satisfaction and effective management. <p>Additionally, the program contributes to the Performance Scorecard Objectives/Measurements as follows:</p> <p>SM 3 Planned Marketing and Promotional Programs Implemented/Organized (Direct Contributor)</p> <p>SM 6 TPB Website users/visits (Indirect Contributor)</p> <p>SM 8A Obligations – Budget Utilization Rate (Indirect Contributor)</p> <p>SM 8B Disbursements – Budget Utilization Rate (Indirect Contributor)</p> <p>SM 8C COB Utilization Rate (Indirect Contributor)</p> <p>SM 9 Gross income generated from sponsorships, participation fees, membership dues (Direct Contributor)</p> <p>SM 10 Membership applications processed (Direct Contributor)</p> <p>SM 11 ISO Certification (Indirect Contributor)</p>	<p>The seminar will employ an active learning approach, where participants engage in their learning through thinking, discussing, investigating, and creating. During the sessions, particularly in the workshop, participants will practice skills, solve problems, tackle complex questions, make decisions, propose solutions, and explain ideas in their own words through writing and discussion.</p> <p>The seminar-workshop will attempt to strengthen the partnership between TPB and its members, encouraging active involvement and commitment to the recovery and growth of Philippine tourism while also strengthening their marketing capability and professionalism through this platform.</p>	<p>a) Target stakeholders and number of participants</p> <p>Onsite Target Number of Participants: 50</p> <p>Virtual Target Number of Participants: 150</p> <p>b) Target number of projects or activities</p> <p>One (1) for this year</p>	<p>Supports program on capacity building</p> <p>Supports the DOT's 7-point agenda:</p> <ol style="list-style-type: none"> Cohesive and Comprehensive Digitalization and Connectivity Equalization of Tourism Product Development and Promotion Maximization of Domestic and International Tourism 	<p>a) Target stakeholders and number of participants</p> <p>Onsite Actual Number of Participants: 58 (including Members and DOT/TPB)</p> <p>Virtual Actual Number of Participants: 166 (via Zoom), 97 (cross-posting on Facebook)</p> <p>Total Attendees: 321</p> <p>b) Target number of projects or activities</p> <p>One (1) conducted in Davao</p>	<p>The Membership Team encountered technical issues during the hybrid seminar broadcast via Zoom, specifically with the sound not functioning properly.</p>	<p>To mitigate the issue, the delivery unit took several measures to minimize the risk of the disruption. These included changing of the wiring that transmitted the sound. For future seminars, they also planned for test runs ahead of time to identify and resolve any potential glitches.</p>

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BISITA, BE MY GUEST (BBMG)								
Love the Philippines and Bisita, Be My Guest Program International Promotions/ Activation in Honolulu, Hawaii	<p>To boost awareness of the country's branding, the Department of Tourism (DOT) and the Tourism Promotions Board (TPB) Philippines are working hand in hand to establish an easy recall of the "Love the Philippines" (LTP) brand in all its local and overseas marketing and promotion efforts. This is part of the strategic approach of the tourism agencies to ensure that the campaign reaches and resonates well within the target audience.</p> <p>The Bisita Be My Guest (BBMG) program, an incentivized promotional campaign intended for the country's Tourism Ambassadors - the Overseas Filipino Workers (OFWs) and Overseas Filipinos (OFs), is recognized as an ideal platform for back-to-back Philippine activation to maximize exposure on the LTP brand and at the same time, grow sponsor registrants for the BBMG program.</p> <p>The integration of the BBMG program with the VIP Tours aims to maximize the exposure and impact of the LTP brand and Philippine tourism as a whole. Through coordinated efforts and strategic partnerships, the DOT and TPB are committed to making Philippine tourism a significant driver of economic growth and cultural pride. This collaboration involves close coordination with DOT Foreign Offices, the Department of Migrant Workers, and Philippine Embassies.</p>	<ol style="list-style-type: none"> Promote Philippine tourist destinations to overseas and international tourists, increasing awareness and interest in visiting the Philippines Recognize Overseas Filipino Workers (OFWs) as vital ambassadors of Philippine tourism, leveraging their influence to encourage more visitors to explore the country Contribute to the growth of tourist arrivals in the Philippines by attracting more foreign tourists through the BBMG Program and LTP campaign Provide a meaningful platform for OFWs and overseas Filipinos to reconnect with their families and motherland through tourism experiences. 	<ol style="list-style-type: none"> Number of BBMG Program Participants: Track the growth in the number of participants in the BBMG Program, including OFWs, overseas Filipinos, and international tourists invited through the program Visitor Arrivals: Measure the increase in the number of international tourists visiting the Philippines specifically through the BBMG Program during and after the promotions/activations Partnerships and Collaborations: Count the number of partnerships or collaborations established with stakeholders, such as travel agencies, airlines, hotels, and government agencies, to support the BBMG Program Promotional Reach: Assess the reach and engagement of BBMG Program promotional campaigns through metrics like website visits, social media impressions, and campaign reach. 	250 attendees (OFWs, OFs and other guests)	<p>Supports the DOT's 7-point agenda:</p> <ol style="list-style-type: none"> Cohesive and Comprehensive Digitalization and Connectivity Maximization of Domestic and International Tourism <p>Promotes Strategic Values: Filipino Identity, Competitiveness</p>	Total attendees - 262 2.5% increase in the BBMG sponsor registration		
MEETINGS, INCENTIVE TRAVEL, CONVENTIONS, EXHIBITIONS (MICE)								
Philippine MICE Conference (MICECON)	MICECON is the largest gathering of Meetings, Incentive Travel, Conventions, and Exhibitions (MICE) professionals in the country. It is a sought-after event as it strengthens all sectors involved in the MICE industry into one cohesive and comprehensive educational program.	<ul style="list-style-type: none"> Provide a comprehensive educational platform for the continuing professionalization of the MICE industry feature a global perspective on the MICE industry by inviting international and local speakers to tackle high-level issues about the sector, Provide updates on global marketing strategies and current industry practices showcase new developments, establishments and products/services of the Host City/Destination and the health and safety protocols being implemented in the new normal 	<ul style="list-style-type: none"> strengthen public and private sector partnership and harmonize the Host Destination stakeholders' efforts in promoting Clark's local culture, heritage, culinary and local talents especially during themed social events foster a culture of Professionalism and excellence among the Host City's stakeholders during the planning, implementation, and post-event stages of MICECON leave a legacy and drive sustainability in the Host City and its participants by applying best practices during the conference 	Target number of participants 700 participants	<ol style="list-style-type: none"> Improvement of Tourism Infrastructure and Accessibility Cohesive and Comprehensive Digitalization and Connectivity Enhancement of Overall Tourist Experience Equalization of Tourism Product Development and Promotion Diversification of Portfolio through Multidimensional Tourism Maximization of Domestic Tourism Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders 	Actual number of participants 836 participants		
IBTM Americas	IBTM Americas is an annual event that brings together professionals in the corporate events, meetings, incentive travel, congresses, conventions, and exhibitions industry. It was launched by Reed Exhibitions as the leading international trade show that connects the industry across North and Latin America, Europe, and beyond with worldwide suppliers.	<ul style="list-style-type: none"> Provide a platform for the Philippine MICE private sector stakeholders to generate future MICE business Reinforce the TPB's business relationship with the participating private sector stakeholders and MICE Show Buyers Provide an opportunity for Philippine MICE private sector stakeholders to learn from the educational sessions offered in IBTMA 	<ul style="list-style-type: none"> Introduce updates on the Philippines' capabilities and offerings as a premier MICE destination in the Asia-Pacific Showcase the new Philippine MICE brand 	Target number of private sector co-exhibitor 3 private sector co-exhibitor	<ol style="list-style-type: none"> Cohesive and Comprehensive Digitalization and Connectivity Enhancement of Overall Tourist Experience Equalization of Tourism Product Development and Promotion Diversification of Portfolio through Multidimensional Tourism 	Actual number 3 private sector co-exhibitor		
ADMINISTRATIVE DEPARTMENT								
PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION								
A. In-house and Public Trainings								
Public Procurement Specialist Certification Course Level 2 (Intermediate) 13-16, 19-20, 22-23, and 27-30 August 2024	This course which aims to produce certified procurement specialists and practitioners imbued with the required body of knowledge, sets of skills, and right attitudes and behaviors for public procurement is a response to Section 16 of the Revised IRR of R.A. 9184 requiring agency heads to send procurement personnel to procurement training or capacity development program within six (6) months upon designation.			1 TPB employee Atty. Venancio C. Manuel III				
2024 2nd PAGBA Quarterly Seminar and Meeting with the Theme "Responding to the Continuing Challenges of Innovations and Technology to Public Financial Management" 21-24 August 2024 Waterfront Hotel, Lahug Cebu City	<ul style="list-style-type: none"> Linking Budgeting and planning with Operations updates on Compensation and allowances in Government Omnibus Rules on Appointments and Other Human Resource <p>Actions</p> <ul style="list-style-type: none"> Property Plant & Equipment Cleansing and Disposal of Government Property updates on GSIS Premiums and Benefits Tax updates Procurement Rules and Regulations 			4TPB employee -Janten Andrei E. Cunanan -Irene U. Francisco -Roselle S. Martinez -Jeron C. Tomoling				

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<i>Indicate the name of the activity or project</i>	<i>Provide a narrative background of the project or activity, indicating the specific and measurable actions</i>	<i>Indicate the Objective, stating the aim of the project or activity</i>	<i>Indicate the Intended Outcome, highlighting what is hoped to be achieved by the project or activity in line with its objective</i>	<i>Indicate the- a) Target stakeholders and number of participants, and b) Target number of projects or activities</i>	<i>State the a) Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies; and b) Applicable Policy Thrusts and Directions</i>	<i>Provide the actual accomplishment/s that the delivery unit was able to achieve vis-à-vis the targets/objectives</i>	<i>Indicate the challenges and constraints that the delivery unit has encountered in project implementation</i>	<i>State the mitigation measures that the delivery unit undertook to avoid or minimize the risks</i>
How to Become an Effective Iso 9001:2015 Document Controller 17 September 2024 via Zoom		The training will equip participants with the knowledge on the various QMS documentation requirements together with the required skills and qualities. The role of a Document Controller is crucial in effective implementation, maintenance and improvement of any quality management system.		1 TPB employee Zophia Mae F. Lanuza				
UX+ Conference 2024 18 August 2024/ SMX Convention Center MOA		User Interface/User Experience (UI/UX) UX+ Conference 2024 is a 1-day, in-person conference for aspiring and seasoned User Experience professionals. The 2024 theme is "Future-Proof Your Design Career: Navigating Creativity and Adaptability" which focuses on nurturing creativity and adaptability, exploring how to stay ahead of trends and technological shifts, and preparing for future opportunities.		1 TPB employees Emmanuel A. Zarate Jose Teodoro B. Delos Reyes				
Customer Service Excellence 01-02 August 2024/ TPB Activity Room		1 To reorient the participants on the definition of exceptional customer service 2 To equip the participants with the techniques and approaches on delivering exceptional customer service 3 To increase the Customer Satisfaction Survey Rating in the next report.		Casiano, Jocelyn Santos, Jelline Jazel Francisco, Jane Marielle Isic, Gemma Aileen Luna, Chelosa Medina, Trisha Pagaduan, Remigio Jr. Senares, Corynne Angela Lanuza, Zophia Mae Olaivar, Rona Jean Robles, Kyle Randy Zapata, Ma. Katizza Ampong, Reyanna Louise Munoz, Czeskiah Knicole Eunhyzz Servando, Trisha Bondame, Jobelle Mae Asilo, Heryka Cadelina, Trishia Bahan, Shania Rivero, Janel				
Protocol and Social Graces 19-20 August/ Century Park Hotel		1 To familiarize participants with the coordinative flow of the preparation and implementation of Official and Diplomatic engagements. 2 Identify the role and functions of Protocol within ceremonial functions of the institution, and, 3 To improve project implementation competency of the participants		Tiambeng, Jemimah Nisoi Bactong, Lyka Siaoor, Kherniel Casiano, Jocelyn Ferroliano, Dan Joseph La Rosa, Grace Oropesa, Mito Parra, Jasmin Santos, Jelline Jazel Anonuevo, Gianna Allysa Casabuena, Billy John Isic, Gemma Aileen Mendoza-How, Faye Agatha Miranda, Maria Carla Remedios Yababin, Hannah Bautista, Ronileen Rae De Luna, Jedd Francis Lanuza, Zophia Mae Robles, Kyle Randy San Jose, Margarita Villar, Joseph Kerr Abella, Ma. Cristina Ampong, Reyanna Louise Cu, Ma. Janelle Crisha Munoz, Czeskiah Knicole Eunhyzz Padillo, Fe Emelle Servando, Trisha				

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Artificial Intelligence 19-20 September 2024/ TPB Activity Room		1 To provide briefing of the general theory regarding the nature of AI, and Machine Learning 2 To introduce some of the popular AI tools available 3 To experience using some of the AI tools applicable to TPB		Bobwey, Sheena Arjell Isic, Gemma Aileen Mendoza-How, Faye Agatha Miranda, Maria Carla Remedios Yabycin, Hannah Alcantara, Michelle De Luna, Jedd Francis Landan, Teresta San Jose, Margarita Bawar, Jen Mariele Cu, Ma Janelle Crisha Espadero, Shirley Munoz, Czeskiah Knicole Euntzyz Padillo, Fe Emelle Policarpo, Kazumi Lili Baranda, Donna Vee Manuel, Venancio III Alor, Jennifer Cangcoo, Jemary Lizabeth Quero, Wilfredo Garrido, Iana Joy Ragot, Lyka Lee, Genesis Weyn Genelazo, Edison Santos, Ian Carlo				
C. Employee Welfare and Health and Wellness Programs								
Physical TPB Health Forum "WILD Water borne infectious diseases, Influenza, Leptospirosis and Dengue" TPB Activity Room B & C 16 August 2024		The objective of the event aims to 1 Know in depth what illnesses/diseases we may get during the rainy season, 2 Discuss how to protect ourselves and prevent contacting the illnesses/ diseases, and 3 When to seek professional help		20 TPB Personnel Lyka Ragot Perfecto Realino Enrico Mercado Ada Josefina Dela Cruz Raquel Villanueva Rossandra Amythea Cayago Kirstine Hezelle Aclan BJ Mark Kevin Remo Iana Joy Garrido Edita Colon Jose Teodoro Delos Reyes Marites Bathan Bernadette Kalingag Miguel Clemente Jelissa Bae Galvez Jessamy Laurea Julio Alfonso Jurado Noelle Mica Tagle Allan B. Esteban Soleil Moon Fajardo		Improved awareness of the participants		
2024 Annual Physical Examination and Drug Testing TPB Activity Rooms 16-17 July 2024		1 Monitor the health status of TPB personnel by providing laboratory/medical services such as routine diagnostic, screening, and other ancillary procedures to ensure early detection and adequate treatment of any illness 2 Promote the establishment and institutionalization of a drug-free workplace		All qualified TPB Personnel				
D. Employee Engagement								
2024 CSC International Coastal Cleanup 21 September 2024		As part of the Civil Service Commission's activities for the upcoming 124th Philippine Civil Service Anniversary (PCSA) this September, the CSC has partnered with the Department of Environment and Natural Resources (DENR) – Central Office						


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2024 Civil Service Commission (CSC) Vibe Run Takbo Para sa mga Servant Heroes Quirino Grandstand, Rizal Park Luneta 01 September 2024		As part of the Civil Service Commission's activity for the 124th Philippine Civil Service Anniversary (PCSA) for the month of September		20 TPB Personnel Trixia Medina Gemma Aileen Iaic Jelissa Bas Galvez Jobelle Mae Bondama Jennifer Alor Henyka Astilo Trishia Cadelina Jemary Lizabeth Cangoo Sarah Faith Cruz Mary Inycka Dela Cruz Reham Maungoa Riezell Umali Kristine Hezelle Adlan Mayella Arago Ryan Carl Cortez Ada Josefina Cruz Paula Jesusa Granale Genesis Weilyn Lee Edgar Parrocha Lyka Ragot				
LEGAL DEPARTMENT								
MCLE Training	Mandatory Continuing Legal Education(MCLE) is a program for the members of the Integrated Bar of the Philippines (IBP) to ensure that throughout their career, they keep abreast with law and jurisprudence, maintain the ethics of the profession and enhance the standards of the practice of law.	The objective is to keep lawyers abreast with recent updates, on substantive and procedural law, statutes, and jurisprudence, i.e. on corporate governance and administrative law. This is essential in maintaining the highest ethics the profession demands and enhance the standards of the practice of law.	To comply with 36 units requirements in order to continue to practice the profession	a) The target stakeholders for the MCLE Program are the OGCC Lawyers 1 b) Target number of units: 36 units (36 hours)	N/A	Certificate of Completion of the MCLE Program	N/A	N/A
OTHER SIGNIFICANT ACCOMPLISHMENTS								
TPB's ISO 9001 2015 Recertification Audit 08 August 2024	Executive Order No. 605 (Institutionalizing the Structure, Mechanism and Standards to Implement the Government Quality Management Program), series of 2007 directs all government agencies to adapt to the Quality Management System standards set forth in ISO 9001. In compliance with the said directive, the Tourism Promotions Board, has established and implements a Quality Management System (QMS) that is committed to consistently deliver effective, efficient and timely services to its customers in compliance with the standards of ISO 9001 2015. This 2024, the TPB passed the recertification audit conducted by the certifying body TUV Nord Philippines, Inc. It is the tenth consistent recognition of TPB's commitment to institutionalize its Quality Management System (QMS) with a scope of service covering the design, development and provision of Philippine tourism marketing and promotion.	To maintain the TPB's ISO 9001 2015 certification		All TPB Personnel				

Prepared By:


SHERYLL ANN R. KARUNUNGAN
 Officer-in-Charge, CPBD Department

Date: 02 October 2024

Vetted By:


MARIA MARGARITA MONTE MAYOR NOGRALES
 Chief Operating Officer

Date: _____