



Narrative Accomplishment Report
4th Quarter CY 2024

Office / Agency: TOURISM PROMOTIONS BOARD PHILIPPINES

Name of Activity / Project	Background and Goal of the Activity/Project	Objective/s	Intended Outcome	Target/s	Alignment with the NTDP, Strategies, and Policy Thrusts	Actual Accomplishment	Challenges and Constraints	Action Taken
<i>Indicate the name of the activity or project</i>	<i>Provide a narrative background of the project or activity, indicating the specific and measurable actions</i>	<i>Indicate the Objective, stating the aim of the project or activity</i>	<i>Indicate the Intended Outcome, highlighting what is hoped to be achieved by the project or activity in line with its objective</i>	<i>Indicate the: a) Target stakeholders and number of participants, and b) Target number of projects or activities</i>	<i>State the: a) Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies; and b) Applicable Policy Thrusts and Directions</i>	<i>Provide the actual accomplishment/s that the delivery unit was able to achieve vis-à-vis the target/objectives</i>	<i>Indicate the challenges and constraints that the delivery unit has encountered in project implementation</i>	<i>State the mitigation measures that the delivery unit undertook to avoid or minimize the risks</i>
INTERNATIONAL PROMOTIONS DEPARTMENT								
TRAVEL TRADE AND CONSUMER FAIR								
INTERNATIONALE TOURISMUS BORSE (ITB) ASIA 2024 23-25 October 2024 Marina Bay Sands Expo and Convention Center, Singapore	ITB Asia is an annually held three-day B2B trade show and convention for the travel industry. It is designed to become the primary event for the Asia Pacific travel industry, much like its parent event- ITB Berlin. It is organized by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. ITB Asia is the premier meeting place for the travel trade industry and a forum for establishing high-quality customer contacts and conducting business. This is where international exhibitors from all sectors within the travel-value chain commerce, Asia Pacific's leading travel companies, and emerging small and medium-sized enterprises meet with top international buyers from the MICE, Leisure, and Corporate Travel markets.	Promote the Philippines as a world-class tourism destination; -Generate top-of-mind recall of the Philippines; and -Re-establish and sustain the interest of international buyers to include the Philippines in their travel programs and transform these interests into sales through our private sector counterparts.	Sales Leads Generation – The number of sales leads that the TPB and the Philippine sellers will generate through the implementation is an indicator of a success rate. This will also provide an opportunity for the agency to reconsider our marketing campaigns for the market and refine its targeting strategy based on the results of the leads generated.	(27) Philippine private stakeholders coming from the accommodation sector and tour operators, destination management companies and travel agencies, and two (2) government agencies, namely, the Philippine Retirement Authority (PRA) and Subic Bay Metropolitan Authority (SBMA).	Joining the event promotes the following: - Smart Tourism - Sustainable Tourism - Inclusivity The use of QR codes for the Philippine Sellers Directory and JoForm for registration is one of the team's initiatives to promote Smart Tourism at the event. The event also promotes ecological sustainability by providing a water refilling station and using paper cups instead of daily plastic water bottles at the booth. Additionally, the use of real decorative plants helps to promote ecological balance. Furthermore, the event demonstrated inclusivity by welcoming participants of all genders, regardless of age, religion, or ethnicity. It also highlighted Philippine weaves made by local artisans, such as Yakan textiles used as table runners and T'nalak textiles used as cushions in the VIP area.	Total Sales Generated: PHP 721,649,744.20 Total B2B Appointments: 1,066	This year, due to budget constraints, the Philippines did not take advantage of any marketing initiatives offered by the organizer. However, it is undesirable that availing marketing initiatives such as branded event lanyards and ice cream kiosks can significantly increase foot traffic to the booth and raise awareness and engagement among walk-in buyers or trade visitors.	The team increased the number of Philippine sellers at the booth to generate more sales leads
INTERNATIONAL TOURISM AND TRAVEL SHOW (ITTS) 01-03 November 2024 Palais des Congres, Montreal, Quebec, Canada	The ITTS is Canada's biggest annual travel and consumer show with more than one hundred (100) participating countries represented by its tourism offices, tour operators and agents held annually at the Palais des Congres in Montreal, Canada. The show ran for 3 days and welcomed the general public (B2C) and travel professionals (B2B) who attended to meet the expert and to learn about global and local destinations and activities. The TPB Philippines, in coordination with the PDOT New York, once again participated in this year's ITTS held on 01-03 November 2024. The 2024 or the 34th edition of the event welcomed 31,766 visitors during the 3-day consumer show, a 7% increase over the previous year. About 220 exhibitors and partners representing over 350 tourism destinations showcased their products and services in the 160 conferences and 50 shows presented during the event.	1. Raise the level of awareness of the Philippines among the Canadian market in the province of Quebec; 2. Showcase the Philippines as a preferred nature, adventure, and leisure destination for Canadian travelers; 3. Educate the Canadian travel trade/agents and consultants about the Philippines and encourage them to develop and sell Philippine tour programs to Canadian travelers; 4. Undertake business networking with Canadian tour operators and wholesalers; 5. Produce potential trade and client database; 6. Generate on-site sales for private sector partners.	Generate sales leads	2 Private Sectors	3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 6. Maximization of Domestic Tourism	Sales Leads Generated: PHP662,215,000.00		
DIVING EQUIPMENT AND MARKETING ASSOCIATION (DEMA) SHOW 2024 19-22 November 2024 Las Vegas Convention Center, Las Vegas, Nevada, U.S.A.	The Tourism Promotions Board (TPB) in close coordination with the Philippine Department of Tourism Los Angeles (FDOT LA), participated in the DEMA Show held from 19-22 November 2024, at the Las Vegas Convention Center, Las Vegas, Nevada, U.S.A. This 4-day annual event consisted of dive presentations and B2B networking activities at the Philippine booth, aside from the DEMA Sponsored and Exhibitor-Sponsored Seminars which offers the attendees the most extensive education curriculum in the industry. It is noted that the number of attendees to the DEMA Show did not show any sign of decreasing despite the staging of the Formula 1 event which overlapped the show by 2 days. The Philippine booth had an area of 139 sqm, which accommodated sixteen (16) Philippine sellers offering dive packages and services to existing contacts/customers and to new established contacts.	1. Connect with thousands of diving, travel, and action watersports professionals who direct, influence, and recommend purchases for their organizations. 2. Support the Philippine dive operators in maximizing their aggressive push in selling their dive resorts, products, and services to the diving community in the United States. 3. To educate the diving community in the U.S. about recent developments in the Philippine dive industry through conducting a speaking/networking session at the Philippine booth	Generate sales leads	Sellers: 16	3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 6. Maximization of Domestic Tourism	Sales Leads Generated: PHP569,900,240.40		

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INVITATIONAL/FAMILIARIZATION TRIP								
<p>EXPERIENTIAL TOURS FOR SINGAPOREAN TRAVEL TRADE AND MEDIA (SINGAPOREAN TRAVEL AGENTS FAMILIARIZATION TRIP 2024)</p> <p>30 September - 05 October 2024 Iloilo Region</p>	<p>The Tourism Promotions Board (TPB) Philippines conducted the Travel Trade Familiarization Trip with the Singaporean Agents to Iloilo from 01 to 05 October 2024. The said trip was comprised of seven (7) top Singaporean agents and tourism stakeholders representing a significant influence in the Southeast Asian travel market.</p> <p>This familiarization trip was a strategic initiative aimed at immersing the agents in the unique experiences, attractions, and cultural heritage of the Philippines, with a particular focus on Iloilo. Through firsthand experience, participants gained deeper insights into the region's diverse tourism offerings, from its stunning natural landscapes and historical landmarks to its culinary traditions and local craftsmanship. This enriched understanding equips them to more effectively position the Philippines as an attractive destination for their clientele, with the potential to inspire new holiday packages tailored to the Iloilo Region.</p>	<ol style="list-style-type: none"> 1. To introduce lesser-known destinations of the Philippines that are also ready to cater to the international market. 2. To create an opportunity for the Singaporean Travel Trade and MICE agents to experience firsthand the Iloilo tour program. 3. To create an opportunity for the Singaporean Travel Trade and MICE agents to meet with the local tourism stakeholders and create partnerships and business relationships. 4. To boost awareness, and market interest in the Asia Pacific Regions specially Singapore market. 	Increase tourist arrival of the Singapore Market and promote the lesser know destination	Six (6) Singaporean travel agents and one (1) PAL representative	<p>The familiarization trip promotes ecological sustainability by using eco-friendly tissues and wipes, reusable tumblers instead of plastic bottles, and a water refilling station instead of daily plastic water bottles in some accommodations where the group stayed.</p> <p>The trip also demonstrated inclusivity by welcoming participants of all genders, ages, and religions, and ensuring everyone could actively contribute to and benefit from tourism promotion. By showcasing Iloilo's diverse cultural heritage, local traditions, and community-based tourism, the project enriches participants' understanding while amplifying a variety of voices and perspectives—especially during networking sessions with LGU Region I.</p> <p>Finally, by encouraging visits to local shops, dining at regional restaurants, and exploring unique tourist spots, the project fosters collaboration between international agents and local stakeholders. This approach creates valuable exposure for small businesses and underrepresented communities, enabling them to share in the economic benefits of increased tourism.</p>	Projected Economic Impact: 303.95 %	It was known that October is a typhoon season for the Philippines. Cancellations of flights are inevitable and can affect the planned schedule and itineraries for the familiarization trip. Also, changes in itineraries may entail additional costs for the team. This incident happened on the first day of the trip, where the group had to stay an additional night in Metro Manila because there was no flight going to Iloilo.	Depending on the availability of the participants, it is recommended not to schedule familiarization trips/tours between September to October because of the possibility of cancellations or re-scheduling of the trip due to typhoons. Also, it will help the agency to avoid wasting resources such as additional payment for the hotels and cancellations fees.
<p>TOKYO MEDIA AND INFLUENCERS FAMILIARIZATION TOUR</p> <p>14-18 October 2024 Clark, Pampanga, Metro Manila</p>	<p>As part of the TPB's board-approved programs for FY 2024, the North Asia Division conducted a familiarization trip for Japanese media and influencers from Tokyo on 14-18 October 2024 covering various tourism destinations focused on Culinary and Heritage such as Clark, Pampanga, and Metro Manila. The Department of Tourism III helped develop the itinerary with consultation from PDOT Tokyo and Adventure King Magazine.</p> <p>These familiarization trips are curated experience designed to introduce the diverse and captivating aspects of the country. Through these trips, media and influencers have the opportunity to immerse themselves in the rich culture, stunning landscapes, vibrant cities, and unique attractions the Philippine offers.</p>	<ol style="list-style-type: none"> 1. To develop visual and creative content that can be used to promote new tourist circuits of Clark, Pampanga, and Manila. 2. To boost the popularity of Clark, Pampanga, and Manila as a cultural and culinary tourism destination, and 3. To highlight culinary facilities/restaurants and introduce the country as a culinary destination 	Media Mileage	three (3) Japanese media and one (1) influencer	<ol style="list-style-type: none"> 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 	Media Mileage: P=93,020,371.26	<ol style="list-style-type: none"> 1. Balance scheduled activities with free time 2. Share a media kit 3. Consider engaging with participants' content in real-time 	Confirm permissions for all venues and activities
<p>JAPAN MEGA FAMILIARIZATION TRIP FOR TRAVEL AGENTS ("LOVE THE PHILIPPINES" MEGA FAM TRIP 2024)</p> <p>22-27 October 2024 Cebu, Bohol, Iloilo, Boracay, Palawan (San Vicente), Davao</p>	<p>The Tourism Promotions Board (TPB) and the Philippine Department of Tourism (DOT) Tokyo and Osaka Offices conducted the Japan Mega Familiarization Tour for Travel Agents ("Love the Philippines Mega Fam Trip 2024") from 22-27 October 2024. A Pre-Tour in Cebu was held on 22 October 2024, while the Post-Tours in Cebu, Bohol, Iloilo, Boracay, Palawan, and Davao were conducted on 24-27 October 2024. Further, there is a Business-to-Business Networking organized on 24 October 2024 at the Fill Hotel-NUSTAR Cebu to maximize the visit of the Japanese participants to the Philippines</p>	<ol style="list-style-type: none"> 1. To provide key Japanese tourism players with the latest updates and developments on the featured destinations. 2. To provide essential travel and tourism information, especially regarding the Philippines' readiness to welcome Japanese tourists 3. To position the Philippines as an ideal post-pandemic travel and tourist destination for the Japanese. 4. To create a positive impression and perception of the Philippines. 5. To introduce new travel products and information to these agents with the end view of developing new travel packages and/or itineraries for the Philippines. and 6. To promote direct flights from certain Philippine destinations 	Generate sales leads, Media Mileage, Sponsorship, and GAO Mainstreaming	Buyers: 74 Media: 2 Sellers: 98	<ol style="list-style-type: none"> 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 	B2B Meetings: 2,763 Sales Leads Generated: P=31,633,469.00	<ol style="list-style-type: none"> 1. Travel Insurance Coverage 2. Inclement weather 3. Shortfall in Buyers Participation 4. Dependence on Sponsored Flights 5. Additional Cost due to Flight Limitations 6. Coordination and Scheduling Challenges 	<ol style="list-style-type: none"> 1. Enhance Risk Management for Weather-Related Disruptions 2. Continue to incorporate personalized and culturally immersive experiences, such as tours by local historians or community leaders, to deepen the connection between the Japanese market and the destination 3. Foster stronger partnerships with local businesses and government agencies to create more collaborative and impactful tourism initiatives. 4. Extend invitation periods and strategically schedule familiarization tours to avoid time-sensitive or weather-prone periods. This will allow more comprehensive recruitment efforts, maximizing the number of buyer participants. 5. Strengthen Post-Event Tracking and Follow-Up
<p>QANTAS MEDIA FAMILIARIZATION TRIP</p> <p>29 to 31 October 2024 Metro Manila and Tagaytay</p>	<p>The familiarization trip was implemented as part of a strategic initiative to promote tourism in the Philippines, particularly focusing on enhancing visibility for Metro Manila and Tagaytay. A key objective of the trip was to emphasize that Metro Manila is more than just a stopover destination for foreign travelers. It has a wealth of attractions, experiences, and cultural richness to offer, encouraging visitors to explore the city beyond their initial itineraries. By showcasing the vibrant arts scene, historical landmarks, and culinary delights, this trip aimed to inspire media representatives to promote Metro Manila to Australian travelers and to consider longer stays in the city.</p>	<ol style="list-style-type: none"> 1. To showcase the best of Metro Manila and to prove that is more than just a stopover destination; and 2. To boost awareness, media exposure and market interest in the Australian market. 	Media exposure to be validated via the reported media mileage (c/o Qantas Airways)	The TPB invited three (3) media/influencers from Traveller, Escape and New Zealand Herald, which was accompanied by two (2) representatives of Qantas.	<ol style="list-style-type: none"> 3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 6. Maximization of Domestic Tourism 	Pending submission of the media mileage report from Qantas Airways		
<p>AUSTRALIA AGENTS FAMILIARIZATION TRIP</p> <p>04 to 09 November 2024 Bicol Region (Albay, Sorsogon, and Masbate)</p>	<p>As part of its strategic marketing initiatives, the Tourism Promotions Board (TPB), through the ASEAN and Pacific Division of the International Promotions Department, organized a familiarization trip specifically designed for Australian travel agents. This initiative aims to provide the Australian market with a first-hand experience of the Philippines' diverse tourism programs and offerings.</p> <p>By immersing the agents in the country's destinations, culture, and hospitality, the program seeks to strengthen their understanding and appreciation of the Philippines as a premier travel destination. Through curated itineraries and authentic experiences, the familiarization trip also equips the agents with valuable insights to effectively promote Philippine tourism to their clientele, ultimately fostering stronger connections and increasing tourist arrivals from Australia.</p>	<ol style="list-style-type: none"> 1. To highlight the attractions, experiences, and unique offerings of the Bicol Region as an emerging tourist destination for the Australian market 2. To assess the readiness of the Bicol Region to host international travelers, including infrastructure, service quality and accessibility. 3. To position the Bicol Region as a compelling destination for adventure seekers and off-the-beaten-path travelers, and 4. To demonstrate the Philippines' capacity to offer a wide variety of travel experiences, from established destinations to hidden gems, ensuring continued interest from diverse markets. 	Curated tour packages for the Australian market	Six (6) esteemed travel agents from key cities across Australia, including Sydney, Melbourne, and Perth were invited by TPB and PDOT Sydney	<ol style="list-style-type: none"> 3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 6. Maximization of Domestic Tourism 7. Strengthening Tourism Governance through Close Collaboration with LGUs and Stakeholders 	Projected Revenue: P=21,125,839.51 Projected Economic Impact: 983.93%		

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FAMILIARIZATION TRIP WITH TOUR OPERATORS, AGENTS, AND MEDIA FROM USA 07-13 November 2024 Cebu, Boracay, and Metro Manila	In collaboration with the Philippine Department of Tourism (PDOT) New York office, the Tourism Promotions Board (TPB) organized a familiarization trip for tour operators and travel agents from the USA, with support from Cathay Pacific and Megaworld Hotels and Resorts. This eight-day trip showcased Cebu, Boracay, and Metro Manila, emphasizing nature-based tourism, gastronomy, heritage and culture, health and wellness, and beach experiences. A B2B networking event was also held in Metro Manila, connecting a total of 10 Philippine tour operators and destination management companies (DMCs) with our eight (8) US-based agents/operators. The familiarization group included a total of eight (8) travel trade representatives, two from each of the four U.S. cities served by Cathay Pacific—Los Angeles, San Francisco, New York, and Chicago.	1. Partner with airlines and travel trade in promoting the Philippines domestic destinations and attractions to USA mainstream tour operators and agents. 2. Reassert the message that the Philippines remains a safe destination to the public and regain the confidence of tour operators to sell the Philippines to their clients. 3. Encourage US travel agents to create or expand Philippine tour offerings that they will actively sell and push to their consumers. 4. Showcase the Philippines as a sustainable tourism destination through experiential and interactive travel activities. 5. Increase in tourist arrivals and tourist expenditures in the Philippines, and 6. Promote multi-destination tours highlighting the Philippines in combination with other destinations.	The project was an opportune time to re-introduce and promote the new tourism product offerings of Region VII, Region VI and NCR to the USA market.	8 US-based agents/operators	3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 6. Maximization of Domestic Tourism	Projected Economic Impact = 450,04%.	- Partnering with hotels and resorts like Megaworld Resorts and Hotels, is a practical way to accommodate a good number of participants, but it does come with some challenges. Limiting TPB/DOT's flexibility in making decisions, as the hosting partner may have significant control over key aspects of accommodation/B2B venue. It also limited accommodation choices to a single brand which restricted participants' experiences to what that property offers, which reduced variety and diversity in the overall experience. - The TPB might consider scheduling future familiarization trips during the first quarter of the year to take advantage of typically favorable weather conditions.	
FAMILIARIZATION TRIP WITH TOUR OPERATORS, AGENTS, AND MEDIA FROM CANADA (GROUPE VOYAGES QUEBEC) 19-23 November 2024 Bohol and Metro Manila	The TPB Philippines in collaboration with the PDOT New York, supported the familiarization trip of Groupe Voyages Quebec (GVQ), a large-scale Destination Management Company (DMC) based in Quebec City, and Transat Distribution Canada (TDC), a full-service Travel Management Company (TMC) in Montreal. The familiarization trip was conducted last 19-23 November 2024 in preparation for the launch of their Philippine tour program for the 1st and 3rd Quarters 2025. The group consisted of a total of 14 participants (13 travel trade and 1 media) had visited Metro Manila, Banaue, El Nido, and Bohol highlighting sun and beach, health and wellness, culinary culture, and heritage.	1. Raise the level of awareness of the Philippines among the Quebec travel trade and consumers. 2. Showcase the Philippines as a preferred nature, adventure, wellness, and leisure destination for Canadian travelers. 3. Educate the Quebec/Canadian travel trade/agents and consultants about the Philippines and encourage them to develop and sell Philippine tour programs to their travelers; 4. Reassert the message that the Philippines remains a safe destination to the public and regain the confidence of tour operators to sell the Philippines to their clients. 5. Showcase the Philippines as a sustainable tourism destination through experiential and interactive travel activities, and 6. Increase in tourist arrivals and tourist expenditures in the Philippines	The project was an opportune time to introduce and promote our tourism product offerings to the travel trade sector from Quebec, Canada by giving them a first-hand experience of the country and convince them to include the Philippines in their tour packages and client offerings	14 participants (13 travel trade and 1 media)	3. Enhancement of Overall Tourist Experience 4. Equalization of Tourism Product Development and Promotion 6. Maximization of Domestic Tourism	Projected Economic Impact = 1 157%	This was the first time the TPB facilitated a familiarization trip where different tour operators handled separate legs of the tour. It is not advisable to engage multiple tour operators for a single group, as this can lead to service comparisons and inconsistencies. Such an arrangement may negatively impact the group's overall experience due to varying service quality across tour operators. For future activities, it is recommended to work with a single tour operator to ensure uniformity and maintain a seamless experience for participants. Hence, it is not advisable to have more than one tour operator handling one group to avoid comparison and inconsistent quality of service.	
DOMESTIC PROMOTIONS DEPARTMENT								
TRAVEL TRADE AND CONSUMER FAIR								
14TH REGIONAL TRAVEL FAIR 17-21 October 2024 Province of Cebu	The Regional Travel Fair (RTF) was organized by the Tourism Promotions Board (TPB) which was first held in Legazpi City, followed by hosting in Bacolod City, and Davao City in 2018. The RTF played a significant role in advancing smart tourism by providing a platform that leverages digital tools, sustainable practices, and personalized experiences to enhance the attractiveness and accessibility of a region through Data Collection and Analytics, Promote Sustainable Tourism Practices, and Inclusivity.	1. To increase domestic travelers through differentiated packaging for affordable tourism products and services. 2. To enhance efforts to combat seasonality and improve the geographic spread of domestic tourism by encouraging year-round travel and more trips outside school holidays and encouraging different travel types at other times of the year (festivals, events, lower rates, etc.) 3. To enhance the level of tourism/travel culture among Filipinos by developing and implementing tourism awareness and education programs that will increase the understanding of tourism and create an appreciation for tourism and its value. 4. To promote gender responsive governance and activities that will ensure the effective implementation of policies for the protection of women, and 5. To encourage the equal participation of women in bodies or organizations created by development programs or projects.	Generate sales leads, Media Mileage, Sponsorship, GAD Mainstreaming and Community Based Tourism Organization	Buyers: 49 Sellers: 82 TPB, DOT Regional and LGU representatives: 35 TMES: 16 Suppliers: 32	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	1. B2B Appointments: 5 617 2. Sales Leads Generated: PhP348 538 744.92 3. B2C (Estimate 1,500 consumers per day): 3 000 4. Media Mileage: PhP35 447 006.00 5. Community Based Tourism Organization estimated sales: PhP86 185.00 6. Sponsorship from Philippine Airlines, Cebu Pacific, and 2Go	To improve more technology integration through mobile app or event website which includes schedules, exhibitor details, and interactive maps. Enable digital registrative for entry and activities. Integrate QR codes for quick access to event features and promotional materials.	
MEMBERSHIP PROGRAM TPB MEMBERS' NIGHT 2024 04 December 2024 Jose Rizal Hall (Meeting Room 1), Philippine International Convention Center	The Tourism Promotions Board (TPB) Philippines successfully hosted its much-anticipated Members' Night on 04 December 2024, at the Philippine International Convention Center (PICC). The evening brought together over 300 participants from the TPB Membership Program to celebrate their camaraderie, achievements, and shared commitment to promoting Philippine tourism and uplifting communities. Anchored on the theme of community in action, TPB organized this year's Members' Night in collaboration with the Philippine Red Cross (PRC) and put this spirit of bayanihan to center stage. The event included a donation drive, where the members are able to turn in their donations for those affected by recent typhoons in Bicol. This partnership not only underscored the importance of collective action but also highlighted how shared efforts can create a lasting impact on these communities.	1. To showcase the milestones of the TPB Membership Program and recognize the skills, talents, and achievements its members 2. To provide a venue for networking and rapport-building among the TPB members 3. To provide an opportunity for the TPB to thank its members for their support and contributions to the program in the past year 4. To strengthen the partnership between the TPB and its members and boost the morale of the TPB members and other partners.	Generate sales leads, Media Mileage, Community Support Initiatives, and Membership Engagement.	493 members	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	351 participants.		1. Maintain the early dissemination of invitations to VIPs and attendees 2. Continue early coordination and planning with EMC and other suppliers, incorporating contingency plans for potential logistical challenges 3. Design events that serve both celebratory and philanthropic purposes, allowing members to enjoy festivities while contributing to meaningful causes


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BISITA, BE MY GUEST (BBMG)	The BBMG is an incentivized promotional campaign wherein Overseas Filipino Workers (OFWs) and Overseas Filipinos who invite foreigners to visit the country are entitled to a raffle ticket for a chance to win major prizes. This Program also includes the development of a travel passport and privilege card to encourage travel to various destinations in the country with corresponding discounts, special offers, prizes, and tokens at stake.	1. Promote Philippine tourist destinations to overseas/international tourists and contribute to the increase in tourist arrivals in the Philippines 2. Reinforce the role of Overseas Filipinos and Overseas Filipino Workers' as "tourism ambassadors", promoting the country through word-of-mouth 3. Provide a platform for OFWs and overseas Filipinos to reconnect with their families and motherland 4. Generate increased recognition of the Philippines as the preferred destination among the 2nd/3rd generation, enticing them to discover their roots and reconnect with their heritage 5. Provide enhanced experience of Balikbayans and foreign visitors through direct immersion in the country's different attractions and socio-cultural activities	• Boost awareness on the BBMG Project • Serve as an avenue to increase the number enrollees, thereby strengthening the BBMG Program's impact on Philippine inbound and domestic tourism	250 attendees (OFWs, OFs and other guests)	Supports the DOT's 7-point agenda: 2) Cohesive and Comprehensive Digitalization and Connectivity 6) Maximization of Domestic and International Tourism Promotes Strategic Values: Filipino Identity, Competitiveness	Attended by 250 guests		1. Continue to choose high-quality venues that align with your campaign's image to enhance brand perception and attract valuable partners, ensuring a more impactful presence in the market. 2. Coordinate alignment meetings with the Philippine Consulate General Office and events management company at least 3-4 months prior to the main event to ensure smooth preparations. 3. Invest in tools and resources to closely monitor tourism trends in target markets like Italy, enabling the campaign to quickly adapt marketing strategies and capitalize on emerging opportunities.
LOVE THE PHILIPPINES - BISITA, BE MY GUEST (BBMG) PROGRAM CAMPAIGN	Overall, this is a key initiative of the Department, in coordination with the industry and in partnership with the Department of Migrant Workers, to achieve President Ferdinand Marcos, Jr.'s vision to transform the Philippine tourism industry into a "major pillar" of economic growth in the next six years.							
06 October 2024 Milan, Italy								
MEETINGS, INCENTIVE TRAVEL, CONVENTIONS, EXHIBITIONS (MICE)								
63RD INTERNATIONAL CONGRESS AND CONVENTION ASSOCIATION (ICCA) CONGRESS 2024	The International Congress and Convention Association (ICCA) is the global community and knowledge hub for the international association industry. It represents specialists in organizing, transporting, and accommodating international meetings and events with almost 1,000 member companies and organizations in over 100 countries worldwide. ICCA is headquartered in Amsterdam and operates in five (5) regional offices in Africa, Asia, the Middle East, North and Latin America and the Caribbean. The TPB has been a member of ICCA since 2011 and has regularly been participating in the association's annual congress and select activities.	<ul style="list-style-type: none"> Enhance ties with ICCA members Raise the knowledge and capability of the TPB's M.I.C.E. Sales and Events team for the Philippines to gain a competitive advantage against our neighboring ASEAN counterparts. Keep abreast of new developments and latest trends in bidding for /handling international association M.I.C.E. events and experience ICCA's innovative use of technology 	<ul style="list-style-type: none"> Continuous participation forges positive relationships between the M.I.C.E. Sales and Events team and international association contacts (including other convention bureaus) which poses a valuable opportunity in sourcing event leads Utilize the ICCA Congress as a search and networking platform Maximize TPB's membership with ICCA 	Not Applicable (no private sector participation)	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	Centered on the theme, "Tomorrow Starts Today," the Congress gathered a record-breaking total of 1,563 delegates from 76 countries and 100 associations. The programme consisted of four (4) content pillars namely, Technology and Innovation, Sustainability and Environmental Impact, Cultural Awareness and Social Impacts, and Business Trends and Growth, all of which delivering a transformative view on the future of business events and a legacy on United Nations Sustainable Development Goals.	None	Not applicable
20-23 October 2024 Abu Dhabi Exhibition Centre (ADNEC), United Arab Emirates (UAE)								
INCENTIVE, BUSINESS TRAVEL & MEETINGS (IBM) WORLD	In line with its continued efforts to position the Philippines as a premier destination for M.I.C.E., TPB successfully took part in IBM World 2024. This followed a highly successful launch at the M.I.C.E. Conference in Clark last July and a regional launch event in Bangkok, Thailand during IT&CMA in September. The IBM World event marked the Philippines' entry into the European M.I.C.E. market, with the TPB's participation showcasing the country's readiness to host world-class business events.	<ul style="list-style-type: none"> Position the Philippines as a world-class MICE destination hosting international business meetings, events and incentives Promote the Philippines' world-class venues with exceptional value for money Establish contacts and educate international buyers of the opportunities available in the Philippines for meetings, incentive travel, conventions and exhibitions Generate leads from key buyers in the MICE industry Gather market intelligence and industry updates 	<ul style="list-style-type: none"> Arrange Domestic and International Business Meetings Organized by TPB 90% Obligations Subsidy Budget Utilization Rate At least 4.00 Average Customer Feedback Rating (Very Satisfactory) Gross Income Generated from Sponsorships, Participation fees and Membership Dues At least 75% collection rate of accomplished post event evaluation forms 	Four (4) seller 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	<ul style="list-style-type: none"> Generated 201 B2B appointments (approx. value of sales leads P203 M) 90.70% budget utilization 4.93 customer feedback rating P59,000.00 participation fee 100% collection rate of seller evaluation forms 	<ul style="list-style-type: none"> Limited budget to maximize the private sector participation A number of buyers are interested but considering the distance to the Ph, airfare is relatively expensive Budgetary challenges to continue participation in the show in 2025 	<ul style="list-style-type: none"> Thorough review of the seller application forms received so legitimate MICE sellers can participate Book sponsorship to maximize brand exposure and increase budget utilization
19-21 November 2024 Barcelona, Spain								
CORPORATE PLANNING AND BUSINESS DEVELOPMENT DEPARTMENT								
CSR Learning and Clean-Up Activity	Through TPB's CSR Program, TPB partnered with the Society for the Conservation of Philippine Wetlands, Inc. (SCPWI) for an activity that involved a learning event and clean-up at the Las Pitas - Paranaque Wetland Park (LPWP) on 17 December 2024.	<ul style="list-style-type: none"> Contribute to the efforts towards the conservation of Las Pitas - Paranaque Wetland Park Increase the awareness of TPB personnel and management about wetlands and wetlands conservation Learn about and appreciate the importance of wetlands, know the issues and threats confronting wetlands, particularly urban wetlands, and learn what one can do to conserve wetlands 	<ul style="list-style-type: none"> Contribution to the efforts towards the conservation of Las Pitas - Paranaque Wetland Park Hightened awareness of TPB personnel and management about wetlands and wetlands conservation Appreciation of the importance of wetlands, knowledge of the issues and threats confronting wetlands, particularly urban wetlands, and learning how to conserve wetlands i.e. solid waste management 	100 TPB Volunteers including BoD		53 TPB volunteers participated in the project.	Miscommunications, delayed deliveries of the suppliers.	
17 December 2024 Las Pitas-Paranaque Wetland Park (LPWP)								

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
Indicate the name of the activity or project	Provide a narrative background of the project or activity, indicating the specific and measurable actions	Indicate the Objective, stating the aim of the project or activity	Indicate the Intended Outcome, highlighting what is hoped to be achieved by the project or activity in line with its objective	Indicate the: a) Target stakeholders and number of participants; and b) Target number of projects or activities	State the: a) Applicable NTDP Strategic Direction, Action Program and Other Tourism Strategies; and b) Applicable Policy Thrusts and Directions	Provide the actual accomplishment/s that the delivery unit was able to achieve vis-à-vis the targets/objectives	Indicate the challenges and constraints that the delivery unit has encountered in project implementation	State the mitigation measures that the delivery unit undertook to avoid or minimize the risks
ADMINISTRATIVE DEPARTMENT								
PERSONNEL HUMAN RESOURCE AND DEVELOPMENT DIVISION								
A. Gender and Development								
TPB 2024 Gender Sensitivity Training (GST) - 03 - 04 October 2024, TPB Activity Room		The main goal of the Gender Sensitivity Training with SOGIESC is to increase the awareness of each member of the TPB GFPS Executive Members, TWG, and Secretariat to consistently produce programs, activities, and projects related to achieving gender equality both inside and outside of the community.						
TPB 2024 Harmonized Gender and Development Guidelines (HGDDG) and Project Implementation, and Management and Monitoring Evaluation (PIMME) Workshop		To equip staff with tools for effective GAD program management.						
TPB 2024 Gender and Development (GAD) Agenda and Strategic Plan Workshop		The objective of this workshop is to formulate TPB's strategic framework and plan on gender mainstreaming. The GAD Agenda's six-year timeline aims to give agencies guidance on how to establish and oversee their GAD programs in order to accomplish the dual objectives of women's empowerment and gender equality (GEWE). It will also serve as the basis for the annual formulation of TPB programs, activities, and projects (PAPS) to be included in the GAD Plans and Budgets (GPBs).						
TPB 2024 18-Day Campaign to End Violence Against Women and Children (VAWC)		To educate and engage the TPB community in advocating for a violence-free environment.						
A. In-house and Public Trainings								
4th IPA GAD Forum 07 - 08 October 2024 TIEZA Auditorium		The GAD Forum aimed to inspire action and share best practices in gender and development (GAD) across various sectors. The forum encouraged the exchange of strategies to promote gender equality and women's empowerment and discussed challenges and opportunities in the GAD landscape. It also sought to facilitate partnerships among government agencies, private organizations, and community-based groups.		3 TPB Personnels: 1. Ana Kristina A. Eraga 2. Kenlord C. Navarrete 3. Michelle S. Alcantara				
GAD Webinar 7: A Process Untold Understanding Gender Database 23 October 2024 Via Zoom		The Webinar Session will enhance the TPB GAD and training specialists to craft a database for GAD Monitoring. This will also give knowledge on the current trend and practices of other agencies and LGU on the establishment of GAD Database.		2 TPB Personnels: 1. Ana Kristina A. Eraga 2. Kenlord C. Navarrete				

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Digital Transformation ICT Project Management 19-20 November 2024 Via Zoom		The Digital Transformation ICT Project Management is a 3-day, in-person training that will provide participants with the skills they need to manage stakeholders in a project, perform activities as a part of project management team, create competency standards, and to understand the parameters of a digital transformation project.		1 TPB Employee Jose Teodoro B. Delos Reyes				
Capacity-building for Internal Auditors 2024 16-17 October 2024 DOT Multi-Purpose Hall New DOT Building, Makati City		To equip Internal Auditors with sufficient auditing knowledge To provide basis for forming an opinion on the fairness of Financial Statements, the effectiveness of internal controls, and the compliance with the relevant regulations by understanding the nature, admissibility, weight, and burden of proof associated with audit evidence for internal auditors to perform their duties effectively and with a high degree of professionalism		1 TPB Employee 1 Roselle Martinez				
Supervisory Development Course Track 2 10-13 December 2024/ Armada Hotel Makati Manila		- understand the concept of performance and performance management as a tool for employee development - appreciate the value of employee orientation in strengthening employee engagement - Develop or enhance their skills in coaching, counseling and mentoring - assess the organization's readiness for empowerment and - improve their competencies in presiding over meetings		20 TPB Employee: Jerson C. Tomoling Arnold T. Gonzales Rajuel Ruth A. Triñ-Joya Dan Joseph B. Farolito Milo S. Oropeza Micka Angella D. Calzado Gemma Aileen S. Isic Remigio U. Pagduan Jr Jaimee Lyn C. Descallar Michael M. Malonda Cesar R. Villanueva Margarita P. San Jose Ramilien Rae T. Baido Jameson B. Caranza Donna Vee V. Baranda Jemary Lizabeth D. Cangco Nelson D. Lopez Janet G. Villafranca Paula Jesusa C. Granate Karen A. Padolina				
C. Employee Welfare and Health and Wellness Programs								
2024 Bowl-oween Activity 02 October 2024 SM Game Park, MOA								
Monthly Mass Celebration October 2024 Activity Room A								
Monthly Mass Celebration 06 November 2024 Activity Room A								
Monthly Mass Celebration 11 December 2024 Activity Room A								

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Light Moments 20 October 2024								
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Prepared By


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

Date 03 January 2025

Vetted By


MARIA MARGARITA MONTEMAYOR NOGRALES
Chief Operating Officer

Date