



TOURISM PROMOTIONS BOARD PHILIPPINES STRATEGIC DIRECTIONS

2025-2028



PLANNING FRAMEWORK



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	





UN Tourism

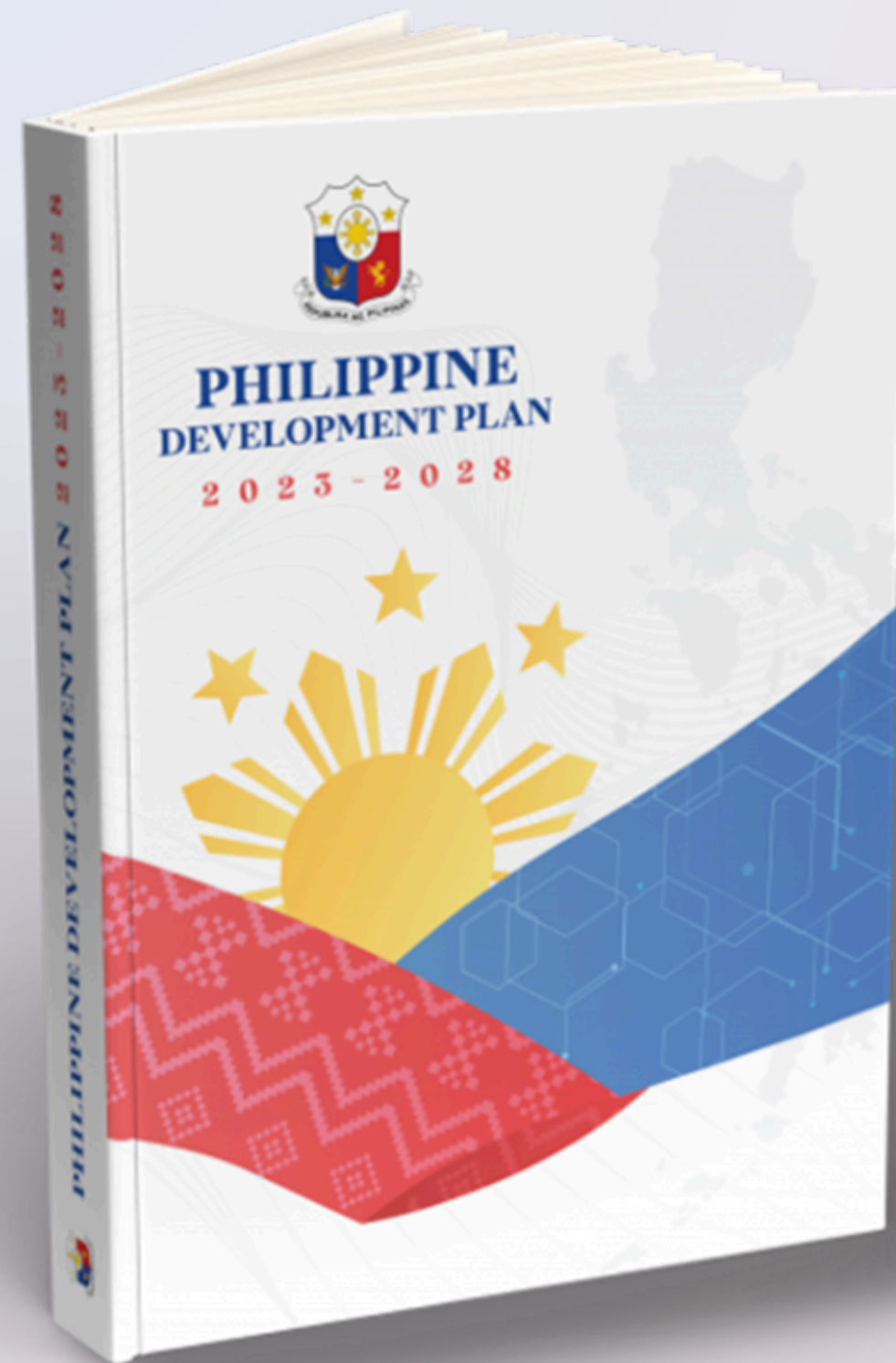


SUSTAINABLE TOURISM:

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. ”



PLANNING FRAMEWORK



CHAPTER 1: A PLAN FOR ECONOMIC AND SOCIAL TRANSFORMATION

Importance of tourism in driving economic growth and social development

BUDGET ALLOCATION

CHAPTER 7: REINVIGORATE SERVICES

Enhance service delivery in the tourism sector, ensuring quality experiences for both domestic and international tourists

CHAPTER 9: PROMOTE TRADE AND INVESTMENTS

Tourism investment that promotes targeted marketing and capacity-building initiatives to enhance the sector's appeal and attract a greater number of visitors



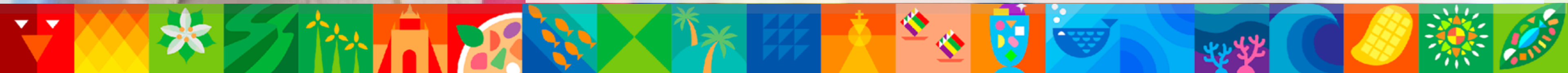
PLANNING FRAMEWORK



“The focus is now on **experiential tourism**. Food, culture, heritage and the arts, education, halal and Islamic traditions, dive, cruise, farm and eco-tourism, even sports, now have become potent subjects and products of a nation’s tourism.”

-President Ferdinand Romualdez Marcos Jr.

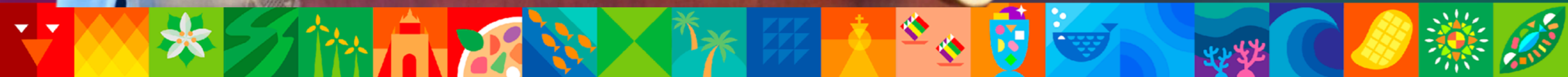
SONA 2024





*“The focus is now on **experiential tourism**. Food, culture, heritage and the arts, education, halal and Islamic traditions, dive, cruise, farm and eco-tourism, even sports, now have become potent subjects and products of a nation’s tourism.”*

PRESIDENT FERDINAND MARCOS JR.
*Statement on Tourism during
SONA 2024*



PLANNING FRAMEWORK



“Establish a Philippine tourism industry anchored on Filipino culture, heritage, and identity, which aims to be sustainable, resilient, and competitive in order to **transform the Philippines into a tourism powerhouse in Asia.**”

-DOT Secretary Christina Garcia Frasco,
NTDP Stakeholder Summit 2024



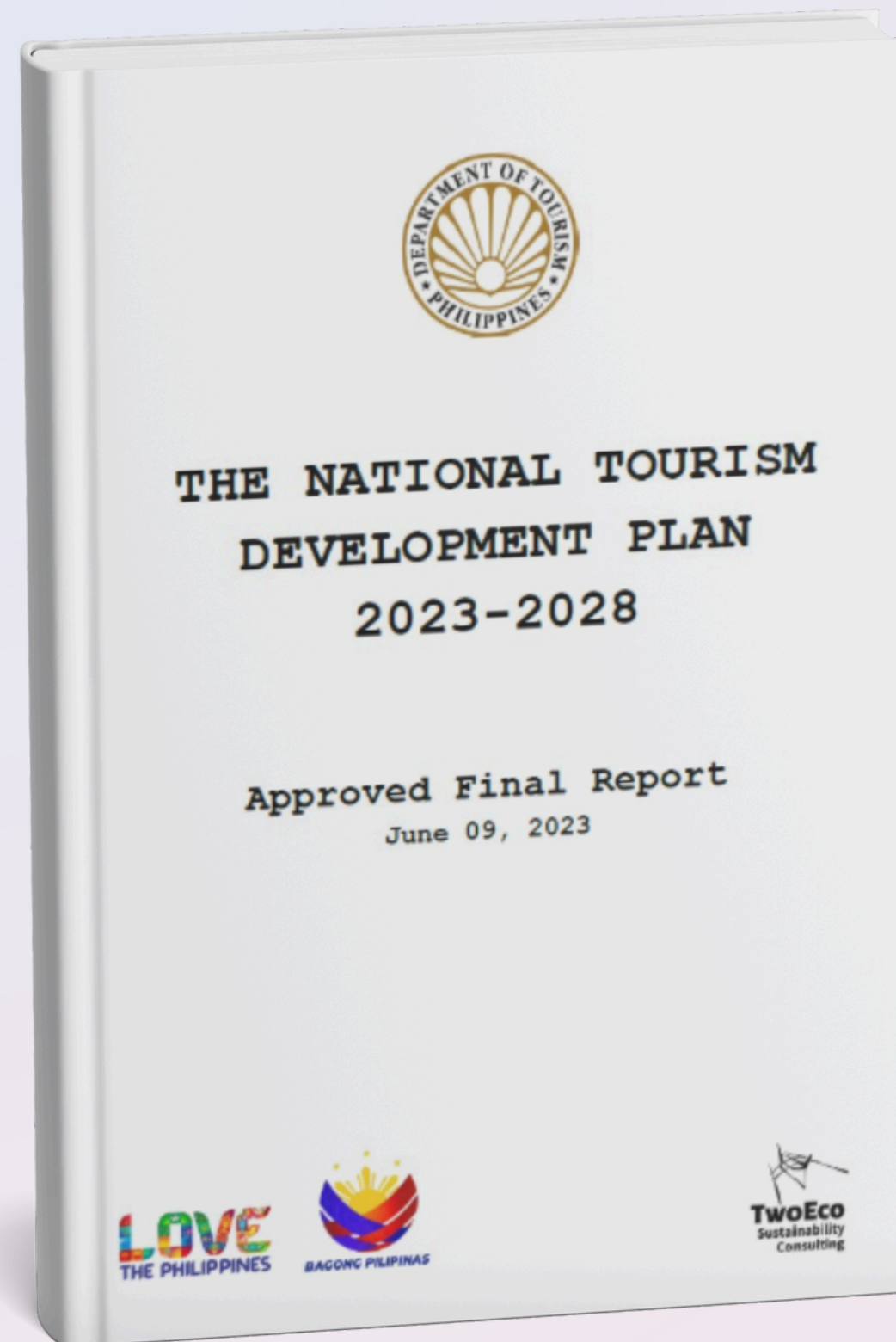


“Establish a Philippine tourism industry anchored on Filipino culture, heritage, and identity, which aims to be sustainable, resilient, and competitive in order to **transform the Philippines into a tourism powerhouse in Asia.**”

DOT Secretary Christina Garcia Frasco
NTDP Stakeholder Summit 2024



PLANNING FRAMEWORK



GOAL 2: COHESIVE AND COMPREHENSIVE DIGITALIZATION AND CONNECTIVITY

GOAL 3: ENHANCEMENT OF OVERALL TOURIST EXPERIENCE.

GOAL 4: EQUALIZATION OF TOURISM PRODUCT DEVELOPMENT AND PROMOTION

GOAL 5: DIVERSIFICATION OF PORTFOLIO THROUGH MULTIDIMENSIONAL TOURISM

GOAL 6: MAXIMIZATION OF DOMESTIC AND INTERNATIONAL TOURISM

GOAL 7: STRENGTHENING TOURISM GOVERNANCE THROUGH CLOSE COLLABORATION WITH NATIONAL AND LOCAL STAKEHOLDERS





TAKING PHILIPPINE TOURISM TO EXCELLENCE

MARKETING A SUSTAINABLE, DIVERSE, AND EXPERIENTIAL DESTINATION

**TOURISM PROMOTIONS BOARD PHILIPPINES
STRATEGIC DIRECTIONS
2025-2028**



TPB STRATEGIC DIRECTIONS 2025 - 2028



1
**IMPLEMENT
EVIDENCE-
BASED
MARKETING
STRATEGY
ANCHORED ON
A STRATEGIC
MARKETING
PLAN**



2
**ENHANCE
THE
NATIONAL
AND GLOBAL
REACH OF
THE
PHILIPPINE
TOURISM
BRAND**



3
**POSITION
THE
PHILIPPINES
AS A
PREMIER
M.I.C.E.
DESTINATION**



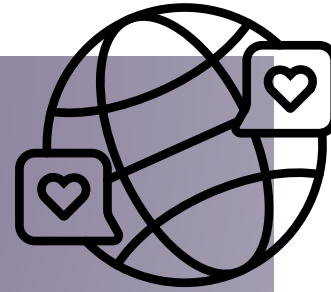
4
**STRENGTHEN
STRATEGIC
PARTNERSHIPS
TO PROMOTE:
SUSTAINABLE,
GENDER
RESPONSIVE,
& COMMUNITY-
BASED
TOURISM
PRACTICES**



TPB STRATEGIC DIRECTIONS 2025 - 2028



1
**IMPLEMENT
EVIDENCE-
BASED
MARKETING
STRATEGY
ANCHORED ON
A STRATEGIC
MARKETING
PLAN**



2
**ENHANCE
THE
NATIONAL
AND GLOBAL
REACH OF
THE
PHILIPPINE
TOURISM
BRAND**



3
**POSITION
THE
PHILIPPINES
AS A
PREMIER
M.I.C.E.
DESTINATION**



4
**STRENGTHEN
STRATEGIC
PARTNERSHIPS
TO PROMOTE:
SUSTAINABLE,
GENDER
RESPONSIVE,
& COMMUNITY-
BASED
TOURISM
PRACTICES**



TPB STRATEGIC DIRECTIONS 2025 - 2028



1 IMPLEMENT EVIDENCE-BASED MARKETING STRATEGY ANCHORED ON A STRATEGIC MARKETING PLAN

ESTABLISHING TPB'S STRATEGIC MARKETING PLAN FOR 2025-2028:

- Develop a three-year, data-driven marketing plan for a well-targeted audience.
- Ensure alignment with global standards and the national tourism agenda.



TPB STRATEGIC DIRECTIONS 2025 - 2028



1
**IMPLEMENT
EVIDENCE-
BASED
MARKETING
STRATEGY
ANCHORED ON
A STRATEGIC
MARKETING
PLAN**

ENHANCING TOURISM MARKET INTELLIGENCE THROUGH DATA-DRIVEN INSIGHTS

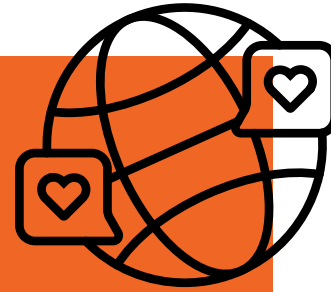
- Strengthen data collection and analytics to generate actionable insights on market trends, consumer behavior, and competitive positioning.
- Use insights to refine strategic marketing and promotional initiatives for greater impact.
- Continuously adapt strategies to stay competitive in a rapidly evolving tourism landscape.



TPB STRATEGIC DIRECTIONS 2025 - 2028



1
**IMPLEMENT
EVIDENCE-
BASED
MARKETING
STRATEGY
ANCHORED ON
A STRATEGIC
MARKETING
PLAN**



2
**ENHANCE
THE
NATIONAL
AND GLOBAL
REACH OF
THE
PHILIPPINE
TOURISM
BRAND**



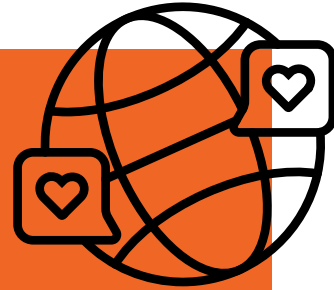
3
**POSITION
THE
PHILIPPINES
AS A
PREMIER
M.I.C.E.
DESTINATION**



4
**STRENGTHEN
STRATEGIC
PARTNERSHIPS
TO PROMOTE:
SUSTAINABLE,
GENDER
RESPONSIVE,
& COMMUNITY-
BASED
TOURISM
PRACTICES**



TPB STRATEGIC DIRECTIONS 2025 - 2028



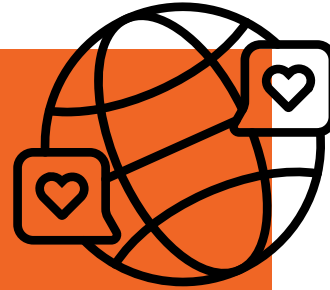
2
**ENHANCE
THE
NATIONAL
AND GLOBAL
REACH OF
THE
PHILIPPINE
TOURISM
BRAND**

LEVERAGING LOCAL AND GLOBAL INFLUENCERS PROGRAM

- Collaborate with local and international influencers to amplify the Philippine tourism brand and to generate global awareness of Philippine tourism
- Highlight unique Filipino experiences through authentic, engaging content.



TPB STRATEGIC DIRECTIONS 2025 - 2028



2
**ENHANCE
THE
NATIONAL
AND GLOBAL
REACH OF
THE
PHILIPPINE
TOURISM
BRAND**

MAXIMIZING GLOBAL PRESENCE THROUGH ENGAGEMENT IN INTERNATIONAL PROMOTIONAL EVENTS

- Actively participate in major international promotional events
- Showcasing Philippine Tourism at World Expo Osaka
- Take a proactive role in the ASEAN Tourism Forum



TPB STRATEGIC DIRECTIONS 2025 - 2028



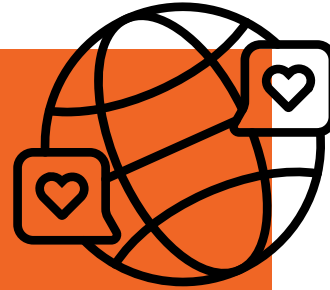
2
**ENHANCE
THE
NATIONAL
AND GLOBAL
REACH OF
THE
PHILIPPINE
TOURISM
BRAND**

ELEVATING THE PHILIPPINE TRAVEL EXCHANGE (PHITEX) AND REGIONAL TRAVEL FAIRS (RTF)

- Elevate the Philippine Travel Exchange (PHITEX) and Regional Travel Fairs (RTF) to better showcase the Philippines' tourism offerings.
- Strengthen connections with international and regional buyers to drive inbound tourism.



TPB STRATEGIC DIRECTIONS 2025 - 2028



**2 ENHANCE
THE
NATIONAL
AND GLOBAL
REACH OF
THE
PHILIPPINE
TOURISM
BRAND**

ENHANCING THE TRAVEL APP WITH UPGRADED FEATURES

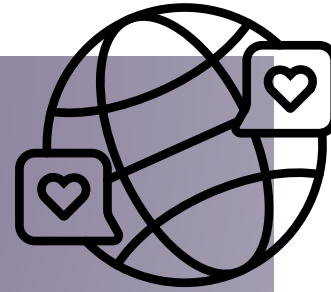
- Upgrade the Travel App to provide tourists with real-time information.
- Increase engagement with digital platforms by providing a seamless and interactive user experience.



TPB STRATEGIC DIRECTIONS 2025 - 2028



1
**IMPLEMENT
EVIDENCE-
BASED
MARKETING
STRATEGY
ANCHORED ON
A STRATEGIC
MARKETING
PLAN**



2
**ENHANCE
THE
NATIONAL
AND GLOBAL
REACH OF
THE
PHILIPPINE
TOURISM
BRAND**



3
**POSITION
THE
PHILIPPINES
AS A
PREMIER
M.I.C.E.
DESTINATION**



4
**STRENGTHEN
STRATEGIC
PARTNERSHIPS
TO PROMOTE:
SUSTAINABLE,
GENDER
RESPONSIVE,
& COMMUNITY-
BASED
TOURISM
PRACTICES**



TPB STRATEGIC DIRECTIONS 2025 - 2028



3



**POSITION
THE
PHILIPPINES
AS A
PREMIER
M.I.C.E.
DESTINATION**

CONDUCTING A COMPREHENSIVE MICE INDUSTRY STUDY

- Conduct an in-depth study of the potential of the Philippine MICE industry.
- Analyze emerging MICE trends, market demands, and growth opportunities.
- Use research insights to refine MICE strategies and functions.



TPB STRATEGIC DIRECTIONS 2025 - 2028



3



**POSITION
THE
PHILIPPINES
AS A
PREMIER
M.I.C.E.
DESTINATION**

STRENGTHENING TPB'S MICE MANDATE

- Strengthen TPB's marketing mandate based on findings from the MICE industry study.
- Recalibrate strategies to enhance the effectiveness of promotional initiatives.



TPB STRATEGIC DIRECTIONS 2025 - 2028



3



**POSITION
THE
PHILIPPINES
AS A
PREMIER
M.I.C.E.
DESTINATION**

EMPOWERING PIEC FOR MICE EXCELLENCE

- Support the Philippine International Exhibition Center (PIEC) by addressing manpower needs, implementing capacity-building initiatives, and enhancing marketing efforts to prepare the country for large-scale international MICE events



TPB STRATEGIC DIRECTIONS 2025 - 2028



3



**POSITION
THE
PHILIPPINES
AS A
PREMIER
M.I.C.E.
DESTINATION**

ELEVATING MICECON

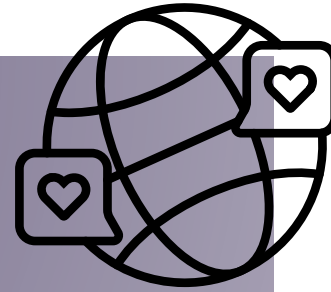
- Elevate the MICECON to more effectively showcase the Philippines' MICE capabilities, engage with international and regional industry leaders, and foster new partnerships that position the country as a premier MICE destination.



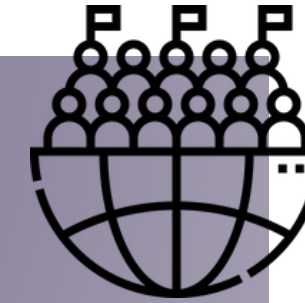
TPB STRATEGIC DIRECTIONS 2025 - 2028



1
**IMPLEMENT
EVIDENCE-
BASED
MARKETING
STRATEGY
ANCHORED ON
A STRATEGIC
MARKETING
PLAN**



2
**ENHANCE
THE
NATIONAL
AND GLOBAL
REACH OF
THE
PHILIPPINE
TOURISM
BRAND**



3
**POSITION
THE
PHILIPPINES
AS A
PREMIER
M.I.C.E.
DESTINATION**



4
**STRENGTHEN
STRATEGIC
PARTNERSHIPS
TO PROMOTE:
SUSTAINABLE,
GENDER
RESPONSIVE,
& COMMUNITY-
BASED
TOURISM
PRACTICES**



TPB STRATEGIC DIRECTIONS 2025 - 2028



4 STRENGTHEN STRATEGIC PARTNERSHIPS TO PROMOTE: SUSTAINABLE, GENDER RESPONSIVE, & COMMUNITY-BASED TOURISM PRACTICES

DEVELOPING A STAKEHOLDER MAP AND ENGAGING PARTNERS FOR INCLUSIVE TOURISM

- Identify and map key stakeholders across the tourism industry.
- Create synergies that promote gender-responsive, sustainable, and inclusive tourism practices.



TPB STRATEGIC DIRECTIONS 2025 - 2028



STRENGTHENING GLOBAL, INTERNATIONAL, AND PRIVATE SECTOR COLLABORATION

4 STRENGTHEN
STRATEGIC
PARTNERSHIPS
TO PROMOTE:
SUSTAINABLE,
GENDER
RESPONSIVE,
& COMMUNITY-
BASED
TOURISM
PRACTICES

- Foster strategic alliances with local and international stakeholders.
- Strengthen partnerships and advance business development in the tourism sector.



TPB STRATEGIC DIRECTIONS 2025 - 2028



4 STRENGTHEN STRATEGIC PARTNERSHIPS TO PROMOTE: SUSTAINABLE, GENDER RESPONSIVE, & COMMUNITY-BASED TOURISM PRACTICES

DEVELOP A SUSTAINABLE BUSINESS DEVELOPMENT FRAMEWORK:

- Explore new revenue opportunities and sustainable models aligned with the Philippines' tourism vision.
- Prioritize initiatives that drive economic growth and generate income for the tourism sector.
- Enhance the tourism sector's contribution to national development through strategic and innovative business ventures.



TPB STRATEGIC DIRECTIONS 2025 - 2028



4 STRENGTHEN STRATEGIC PARTNERSHIPS TO PROMOTE: SUSTAINABLE, GENDER RESPONSIVE, & COMMUNITY-BASED TOURISM PRACTICES

IMPLEMENT GENDER-RESPONSIVE, SUSTAINABLE CBT AND CSR PROGRAMS

- Implement Community-Based Tourism (CBT) and Corporate Social Responsibility (CSR) programs focused on gender development, sustainability, and community empowerment.
- **Education:** Promote knowledge of sustainability and cultural heritage.
- **Environmental Conservation:** Protect natural resources through sustainable practices.
- **Heritage Preservation:** Safeguard cultural traditions and local history.
- **Community Assistance:** Improve the quality of life for local communities through targeted support initiatives.



TPB STRATEGIC DIRECTIONS 2025 - 2028



4 STRENGTHEN STRATEGIC PARTNERSHIPS TO PROMOTE: SUSTAINABLE, GENDER RESPONSIVE, & COMMUNITY-BASED TOURISM PRACTICES

ORGANIZING THE ANNUAL TPB AWARDS AND STAKEHOLDERS NIGHT

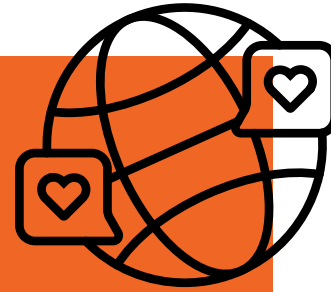
- Recognize stakeholders for their significant contributions to the growth of Philippine tourism.
- Foster continued collaboration and commitment among industry partners.
- Strengthen relationships and promote excellence in the tourism sector



TPB STRATEGIC DIRECTIONS 2025 - 2028



1
**IMPLEMENT
EVIDENCE-
BASED
MARKETING
STRATEGY
ANCHORED ON
A STRATEGIC
MARKETING
PLAN**



2
**ENHANCE
THE
NATIONAL
AND GLOBAL
REACH OF
THE
PHILIPPINE
TOURISM
BRAND**



3
**POSITION
THE
PHILIPPINES
AS A
PREMIER
M.I.C.E.
DESTINATION**



4
**STRENGTHEN
STRATEGIC
PARTNERSHIPS
TO PROMOTE:
SUSTAINABLE,
GENDER
RESPONSIVE,
& COMMUNITY-
BASED
TOURISM
PRACTICES**

