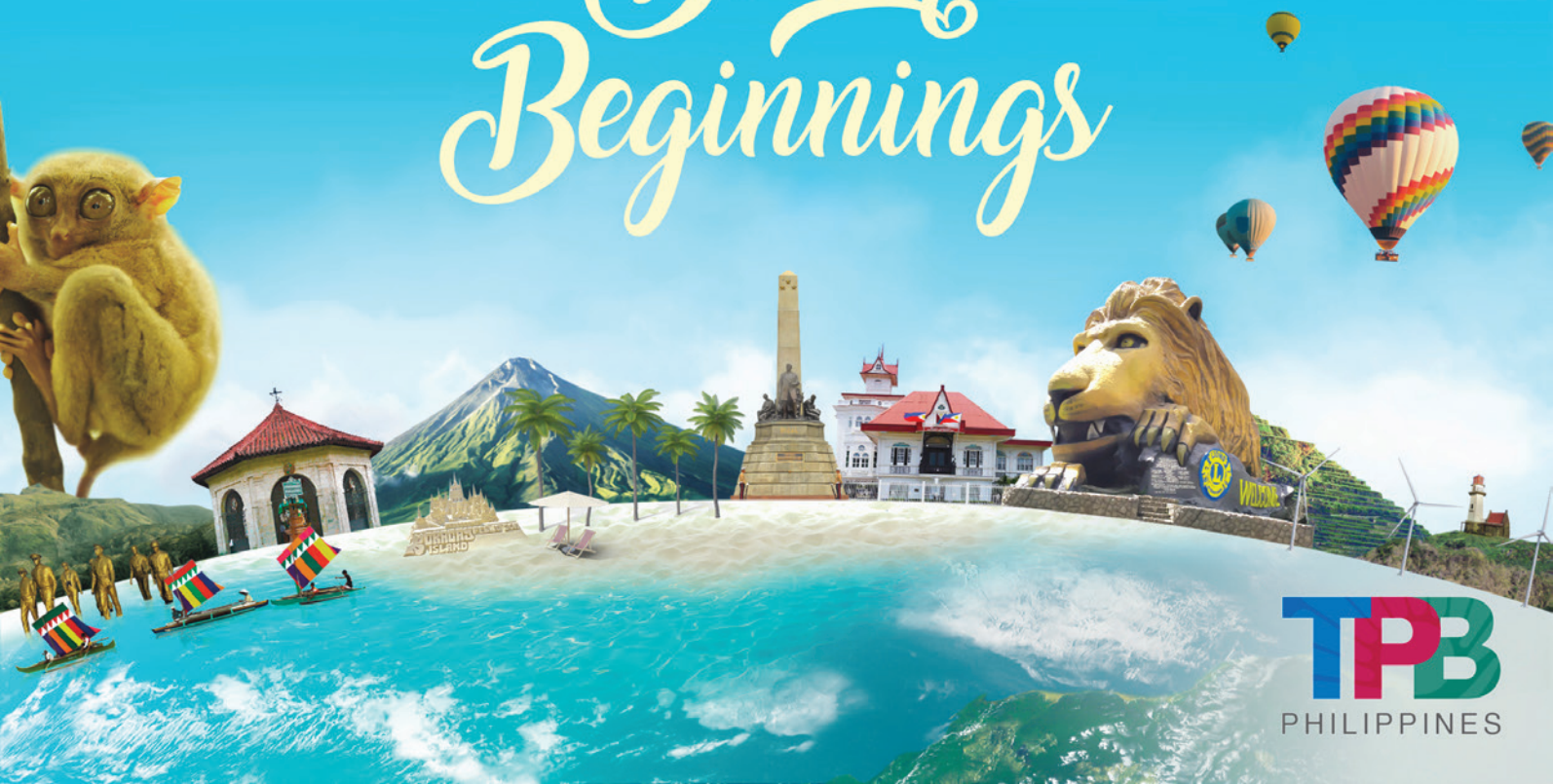


2022



ANNUAL REPORT

*Better
Beginnings*





About the Cover

“Better Beginnings” encompasses 2022 efforts prior to and immediately after the reopening of Philippine borders to international visitors. It underscores the international recognition of the country’s tourism destinations as one of the world’s best, thereby validating the hard work and dedication of the Tourism Promotions Board (TPB) Philippines officers. Aside from maintaining the image of the country as a top-of-mind destination, “Better Beginnings” is also a celebration of the Filipino brand of hospitality and highlights as well the tourism industry’s significant contribution to our economy in the new normal scenario post COVID-19.

Scope of the Report

This Report covers the Tourism Promotions Board (TPB) Philippines programs, projects and activities from 01 January to 31 December 2022, highlighting the Corporation’s strategies, practices, and accomplishments in its fiscal and administrative operations.



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MESSAGE OF THE SECRETARY OF TOURISM AND TPB CHAIRPERSON



"We anticipate that with the gradual recovery of the tourism industry, this industry will once again become one of the major drivers of the national economy, and a major contributor to our gross domestic product."

**SECRETARY MA. ESPERANZA
CHRISTINA GARCIA FRASCO**

*Department of Tourism
Chairperson, TPB Board of Directors*

On behalf of the Board of Directors, warm greetings to the Tourism Promotions Board (TPB) Philippines and congratulations on the publication of the TPB Annual Report 2022.

As the agency in-charge of marketing and promoting our country to the world, the programs, plans and activities you undertake directly bear upon our tourism arrivals numbers and domestic economic contribution. We are fortunate to have had a good year for our tourism industry in 2022 by exceeding the number of arrivals projected. Still far from pre-pandemic numbers and high hope expectations, though it seems we are beginning again we are nonetheless getting there.

The Department of Tourism (DOT) has clear plans and programs for industry recovery to which the Tourism Promotions Board will play key partnership to. These include the establishment of tourist service rest areas and information counters across the country, the development of a Tourist lifecycle app for tourists, a Tourist Assistance Call Center, and the launching of a guest incentive system, among others. Also, in progress are developing new regional tourism circuits and cultural and heritage hubs to give foreign and local tourists more choices in going around the country. At the same time, it is looking into introducing innovative tourism services such as hop on and hop off buses in key tourism destinations and international and local river

cruises. Information awareness on these developments, program partnering with and networking through TPB will be critical for each success.

Our country is rich in history, tradition, and culture and it is high time we pour more of our attention into capitalizing on these strengths of our identity. We will expand ourselves from the traditional portfolio and explore multidimensional tourism. New regional tourism circuits are also being developed that will highlight nature-based tourism, film tourism, food and gastronomy, heritage and culture, farm and agri-tourism, health and wellness, and for the very first time, the arts are now identified as a priority tourism product portfolio.

There is much work that needs to be done. Our greatest challenge now is not only to grow the industry back to its pre-pandemic level, which used to hold more than 12 percent of the country's total Gross Domestic Product but to exceed our previous position and take a primary tourism position in the ASEAN and globally as that is the birthright of every Filipino. We anticipate that with the gradual recovery of the tourism industry, this industry will once again become one of the major drivers of the national economy, and a major contributor to our gross domestic product.

Mabuhay to the hardworking TPB who will help make this happen.

MESSAGE OF THE CHIEF OPERATING OFFICE TO STAKEHOLDERS



"Given the fact that we were able to execute programs while in the pandemic displays the resiliency of the projects we have done."

**MARIA MARGARITA MONTEMAYOR
NOGRALES**

*Chief Operating Officer
Tourism Promotions Board Philippines*

The year 2022 was indeed a banner year for Philippine tourism as the industry bounced back after two challenging years under the COVID-19 pandemic. Many factors contributed to this robust comeback, foremost is the participation of the Tourism Promotions Board (TPB) Philippines in various local and international events as well as forging partnerships with the government, private sector, and tourism stakeholders played a huge role in the industry's recovery.

Having been at the helm just since October of 2022, I witnessed even within a short span of time the collaborative efforts to bring the Filipino brand to the world, among the highlights are generated record-high sales leads in our institutionalized events such as PHITEX and RTF, co-launching of the Bisita, Be My Guest incentivized program with the Department of Tourism, active participation in the largest international trade fairs and business missions to further the country as a premier leisure, investment, dive and MICE destination.

It is noteworthy that our marketing and promotional efforts have always exuded creativity. Given the fact that we were able to execute programs while in the pandemic displays the resiliency of the projects we have done. With this being our strength, we are banking on the continuation of these projects as our pre-pandemic numbers have shown increasing numbers.

Under new leadership, TPB will remain focused and prioritize the implementation of board-approved programs, activities, and projects in line with DOT's 7-point agenda and strategies for tourism development as well as further strengthening its marketing and promotions initiatives, and its strategies, to revitalize the tourism industry.

TPB will also ensure its own contribution to strengthening tourism governance through close collaboration with local government units and stakeholders by means of marketing assistance to sustainable community-based tourism destinations and support to DOT regional offices, attached agencies, tourism stakeholders, and associations.

"The Philippines' strengths lie in the promotion of sustainable tourism, it being an inclusive destination, and providing a plethora of opportunities for tourism investments and events. Rest assured that the TPB will give its full support to the DOT under the leadership of Secretary Frasco.

TPB has much more in store for 2023 as it gears up for bigger adventures and experiences while capitalizing on the global return to normalcy.

Indeed, we are entering the coming year filled with hope, onwards and towards better beginnings.

TOURISM AWARDS 2022

**PHILIPPINE TOURISM AND
TPB AWARDS AND RECOGNITIONS 2022**

29TH WORLD TRAVEL AWARDS
WORLD'S BEST DIVE DESTINATION



29TH WORLD TRAVEL AWARDS
INTRAMUROS
Asia's Leading Tourist Attraction

29TH WORLD TRAVEL AWARDS

PHILIPPINES

Asia's Leading Beach Destination and
Asia's Leading Dive Destination

CONDÉ NAST TRAVELER (CNT)
2022 READERS' CHOICE AWARDS | @CNTRAVELER



Boracay - 1st, top islands in Asia



Palawan - 8th, top islands in Asia
Philippines – 30th, top countries in the world
Philippines – 10th, Friendliest Countries in the World

21ST WANDERLUST TRAVEL AWARDS 2022



Palawan - Most Desirable Island

31ST TTG TRAVEL AWARDS



Philippines
– Destination of the Year

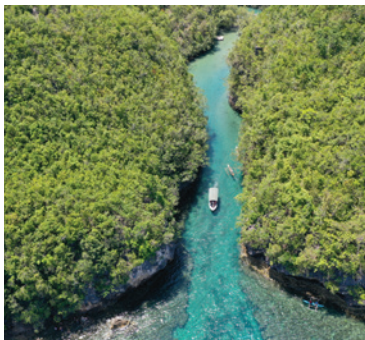
WORLD'S BEST ISLANDS (GIVEN BY US-BASED
TRAVEL MAGAZINE TRAVEL+LEISURE)



Boracay



Palawan



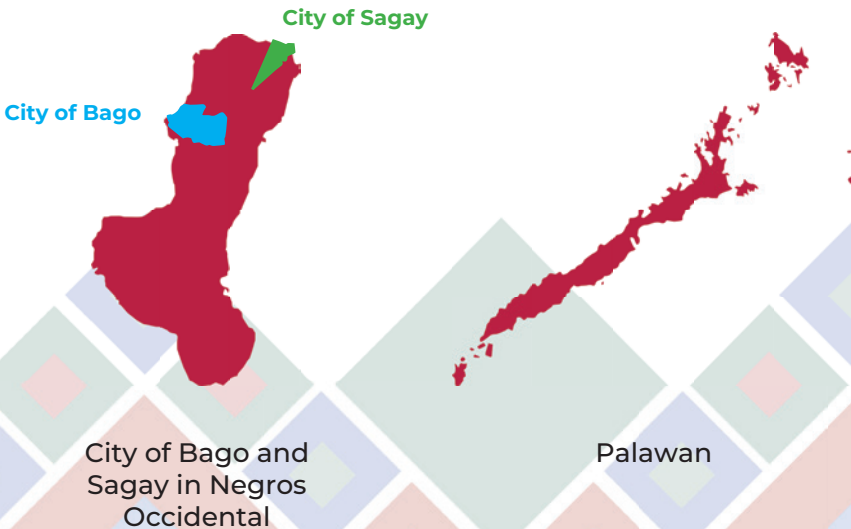
Cebu

TRAVEL WEEKLY ASIA



Philippines
– The Philippines is among
the Top Ravishing Places in
the World

WORLD'S TOP 100 "GREEN DESTINATIONS"
(Given by the Green Destinations Foundation, Netherlands)



GOING BEYOND EXPECTATIONS

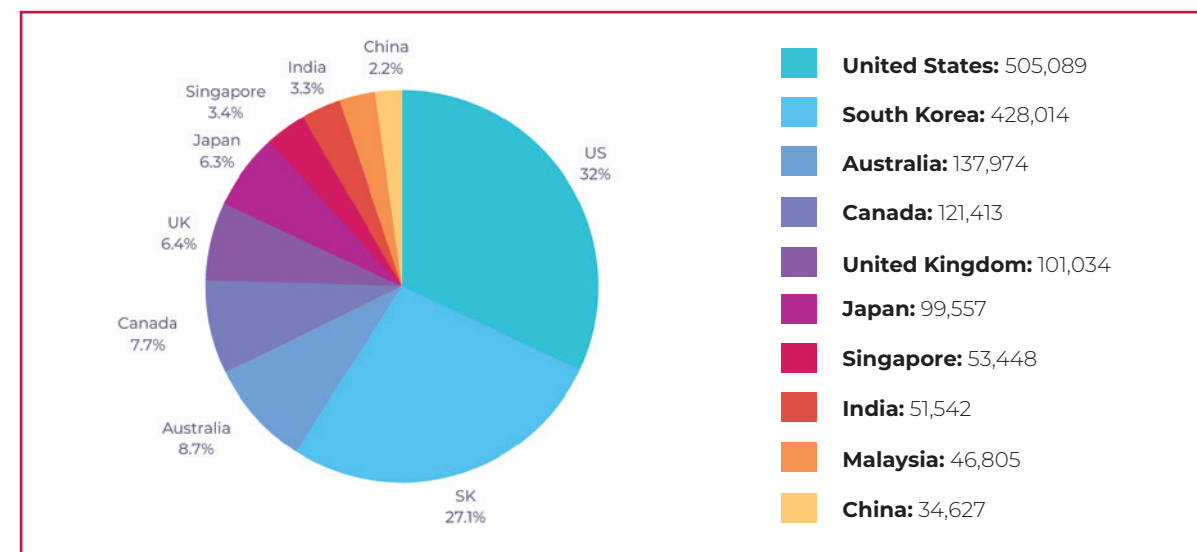
According to the Department of Tourism (DOT), the tourism industry's revenue generated for the country in 2022 was at PhP 208.96 billion (\$3.68 billion) or a significant increase of 2,465% year-on-year. The Philippines also had 2.65 million international visitor arrivals by year-end 2022 from the travel period of February when borders were reopened to December 2022. The DOT had set the tourist arrivals figure at a target of 1.7-million for the year. The jump is seen to forecast even brighter prospects for 2023.

Of the total 2.65 million international visitor arrivals in 2022, there were 628,445 returning Filipinos while 2.02 million or the majority of tourists were foreigners. Visitor arrivals across all international key markets showed significant growth namely the United States (505,089), South Korea (428,014), Australia (137,974),

Canada (121,413), the United Kingdom (101,034), Japan (99,557), Singapore (53,448), Malaysia (46,805), and China (39,627). While the figures are far from pre-pandemic figures, the arrivals numbers to the Philippines in 2022 was notably higher than in 2020 and 2021.

The DOT also estimated 5.23 million tourism-related jobs generated in 2022 as well as 11,989 DOT-accredited tourism enterprises and 25,770 tourism stakeholders trained within the same period.

The above gains are the result of the strong support to the tourism industry led by the government and the hard work of the entire tourism industry towards recovery despite continuing setbacks resulting from the COVID-19 pandemic.



It is therefore imperative to sustain and build on the tourism achievements and successes of 2022 for an even greater 2023 for the industry, the economy and the country. The responsibility of the Tourism Promotions Board (TPB) Philippines to market and promote the best of Filipino grace and hospitality to the world has never been as critical as it was in 2022 and as it will be in the immediately succeeding years.

This report recollects 2022, celebrating and cementing the moments, events and steps taken to market and promote the country, leading to a positive outlook and the shared opportunity for better beginnings—for all—the travelers, tourism players, partner agencies and local government units, and host communities as enabled by the hard work of the men and women within or touching the tourism industry, including those at TPB.

ABOUT THE TOURISM PROMOTIONS BOARD

The Tourism Promotions Board was created by virtue of Republic Act (R.A.) No. 9563, also known as the Tourism Act of 2009.

Subsequent Implementing Rules and Regulations was issued on 10 November 2009 reorganizing under the Tourism Promotions Board, the Philippine Convention and Visitors Corporation (PCVC) and includes the absorption of the Bureau for Domestic and International Tourism Promotions as well as the Office of Tourism Information of the Department of Tourism.

TPB operates under the supervision of the Tourism Secretary and is attached to the DOT for purposes of program and policy coordination.

It is responsible for:

- Marketing and promoting the Philippines domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of

its tourism products and services, with the end in view of increasing tourist arrivals and tourism investments;

- Marketing the Philippines as a major MICE destination;
- Attracting, promoting, facilitating and servicing large scale events, international fairs and conventions, congresses, sports competitions, expositions and the like;
- Ensuring the regular local and international advertisement of the country's major tourism destinations and other tourism, including Tourism Enterprise Zones (TEZ); and
- Providing incentives to travel agencies, tour operators, wholesalers and investors abroad capable of drawing a sizeable number of tourists and tourism investments to the country.



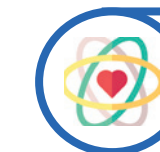
MISSION

To market and promote the Philippines, in partnership with our stakeholders, towards a dynamic tourism destination.



VISION

By 2028, the Philippines will be the preferred destination for sustainable, uniquely diverse and fun travel.



VALUES - A.G.I.L.E.

ADAPTABILITY

We respond effectively to unforeseen challenges and adjust creatively to changing working conditions to meet our objectives.

GROWTH

We embrace learning and development to improve, expand, and hone all inherent and acquired talents to accomplish things previously thought impossible.

INTEGRITY

We consistently adhere to strong moral and ethical principles and uphold honesty.

LEADERSHIP

We influence, empower and inspire people towards the achievement of common welfare, in a spirit of service, gratitude, accountability and compassion

EXCELLENCE

We are committed to pursue the highest quality in the performance of our duties and in delivering service to our industry stakeholders.

A photograph of a waterfall in a dense, green forest. The water is white and foamy as it falls over mossy rocks. The surrounding trees are thick and vibrant green. The bottom of the image is partially obscured by a dark green overlay.

TPB GLOBAL & DOMESTIC EVENTS

JANUARY

- EXPO 2020 Dubai
- Philippine Tourism Influencers Program (PTIP) in Panay Island

FEBRUARY

- Outdoor Adventure and Travel Show 2022 - Toronto, Canada
- Travel and Adventure Show Washington, D.C., USA
- Travel and Adventure Show Chicago, Illinois, USA
- SCBT- Surigao Del Sur

MARCH

- Outdoor Adventure and Travel Show 2022 - Vancouver, Canada
- Outdoor Adventure and Travel Show 2022 - Calgary, Canada
- Ottawa Travel and Vacation Show 2022 - Ottawa, Canada
- Outdoor Adventure and Travel Show 2022 - Montreal, Canada
- Travel and Adventure Show Boston, Massachusetts, USA
- Travel and Adventure Show Los Angeles, California, USA
- Go Diving Show UK
- London Adventure Travel Show
- Outbound Travel Mart 2022 India
- Tabi Salada Expo 2022
- Asia Pacific Incentives and Meetings Event (AIME) 2022 (Virtual, Physical Event)
- Clipper Round the World Yacht Race
- Philippine Tourism Influencers Program (PTIP) in CALABARZON
- Philippine Tourism Influencers Program (PTIP) in Sorsogon-Albay
- SCBT- Zamboanga City
- TPB Members' Familiarization Tour in Bicol
- TPB Members' Familiarization Tour in Coron

APRIL

- World Travel & Tourism Council (WTTC) 21st Global Summit
- Marine Diving Fair (MDF) 2022 Japan
- Travel and Adventure Show Dallas, Texas, USA
- World Travel and Tourism Council (WTTC) Summit
- SCBT- Buhi, Camarines Sur
- 9th Regional Travel Fair in Sorsogon
- Travel and Adventure Show Denver, Colorado, USA

MAY

- IMEX Frankfurt
- The Great 2022 ASEAN Travel Fest
- Arabian Travel Market (ATM) 2022 (Virtual, Live)
- Blue Ocean Diving Fes Kansai, Japan 2022
- Malaysia International Dive Expo 2022
- DRT Beijing
- Incentive Travel & Conventions, Meetings China (IT&CMC) (B2B and onsite exhibition)
- Travel and Adventure Show SF Bay Area, California, USA
- Philippine Faith and Heritage Tourism (Pilgrims Tour) Cebu-Bohol
- Philippine Tourism Influencers Program (PTIP) in Calayan-Cagayan

JUNE

- Philippine Rotary Clubs' Bid Campaign at the Rotary International (RI) Convention and Philippine Tourism Product Presentation
- Incentive Travel & Conventions, Meetings China (IT&CMC) (virtual component)
- Beijing International Tourism Expo (BITE)
- 29th Travel Tour Expo (TTE)
- Malaysia International Travel Mart (MITM)
- Philippine Faith and Heritage Tourism (Pilgrims Tour) Bulacan-Pampanga
- Philippine Tourism Influencers Program (PTIP) in Misamis Oriental-Camiguin
- SCBT- Sagay & Capiz

JULY

- Malaysia International Travel Mart (MITM)
- Consumer Activation in Canada through Calgary Stampede
- Philippine Tourism Influencers Program (PTIP) in Apayao-Kalinga-Abra
- SCBT- Cordillera/ Region 1

AUGUST

- IBTM Americas
- Virtuoso Travel Week
- ASTA Global Convention
- M&C Asia Connections
- Philippine Tourism Influencers Program (PTIP) in Nueva Ecija-Aurora-Quirino
- SCBT- Samar

SEPTEMBER

1. Incentive Travel & Conventions, Meetings Asia (IT&CMA)
2. Tourism Expo Japan (TEJ) 2022
3. 33rd Philippine Travel Mart (PTM)
4. SCBT- South Cotabato-Maguindanao
5. Philippine Tourism Influencers Program (PTIP) in Basilan-Sulu-Tawi-Tawi

OCTOBER

1. Philippine Travel Exchange (PHITEX) 2022
2. 10th Regional Travel Fair in CALABARZON
3. International Tourism and Travel Show 2022
4. Philippine Tourism Influencers Program (PTIP) in Cebu-Bohol

NOVEMBER

1. World Travel Market (WTM) 2022
2. USTOA Annual Conference & Marketplace
3. Diving Equipment & Marketing Association (DEMA) Show
4. Marketing Assistance to SCBT Sites-South Cotabato Leg

DECEMBER

1. Marketing Assistance to SCBT Sites - Buhi, Camarines Sur Leg
2. Bisita Be My Guest Launch

AT-A-GLANCE

Throughout 2022, TPB actively participated in the largest international trade fairs and business missions to further the country as a premier leisure, investment, dive and MICE destination. These events included the ASEAN Tourism Forum, which promoted the ASEAN region as one tourist destination; Expo 2020 Dubai, one of the biggest global events with 192 participating countries; Arabian Travel Mart where the Philippine contingent garnered a total of 445 interactions in its Smart Badge booth at the Dubai World Trade Centre; and the Virtuoso Travel Week, an annual meeting that gathered tourism suppliers from all over the world for business-to-business (B2B) sessions with an audience of 5,000 luxury professionals from 100 countries.

Also included in TPB's itinerary in 2022 were Tourism Expo Japan (TEJ), the biggest travel trade fair in Japan; the Women Annual Convention of the Global Trade Chamber (GTC) with more than 200 foreign delegates from Europe, the Americas, and other parts of the world; and the Malaysia International Travel Mart (MITM) in Kuala Lumpur, one of the most sought-after travel fairs with 100,000 visitors from the travel and tourism industry.

Moreover, the TPB led the Philippine delegation at the World Travel and Tourism Council Global Summit in Riyadh and the Philippine Business Mission in Japan, an annual travel trade event that provides a platform for suppliers of Philippine tourism services to attract Japanese clientele.

Domestic Tourism events also featured prominently in TPB's 2022 calendar. Emphasis on what is uniquely Filipino – including our hospitality, culture and heritage help to brand us as among the preferred destinations in the region. These events were mainly organized by TPB but needed the cooperation and support of industry partners for each events' success with focus on destination circuits, niche market segments such as diving, medical tourism and nature based tourism, among others.

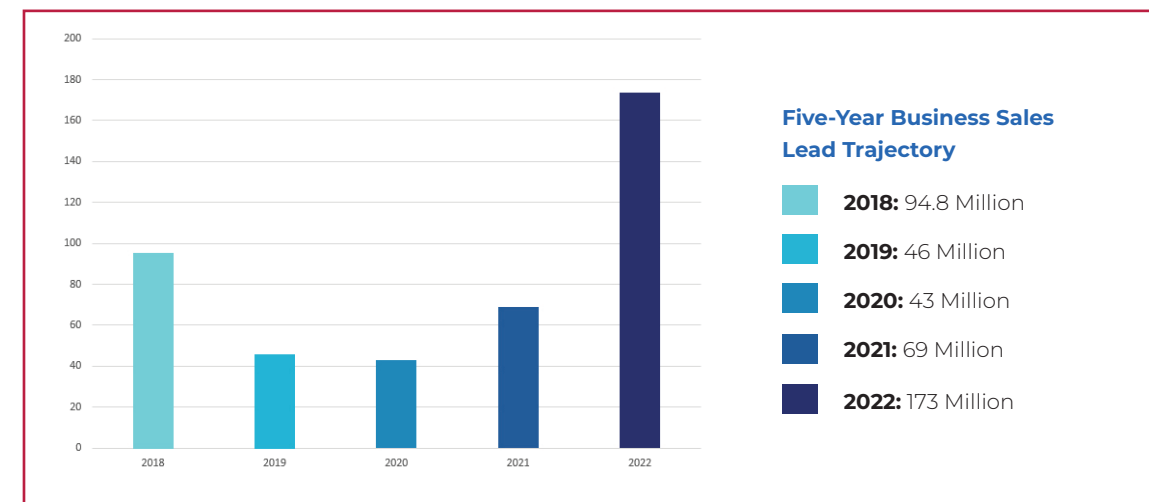
Threading all of TPB's events together are digital platforms and avenues that help interconnect all of these engagements and which will continue to be rolled out in the coming years.



2022 INSTITUTIONAL PROJECTS

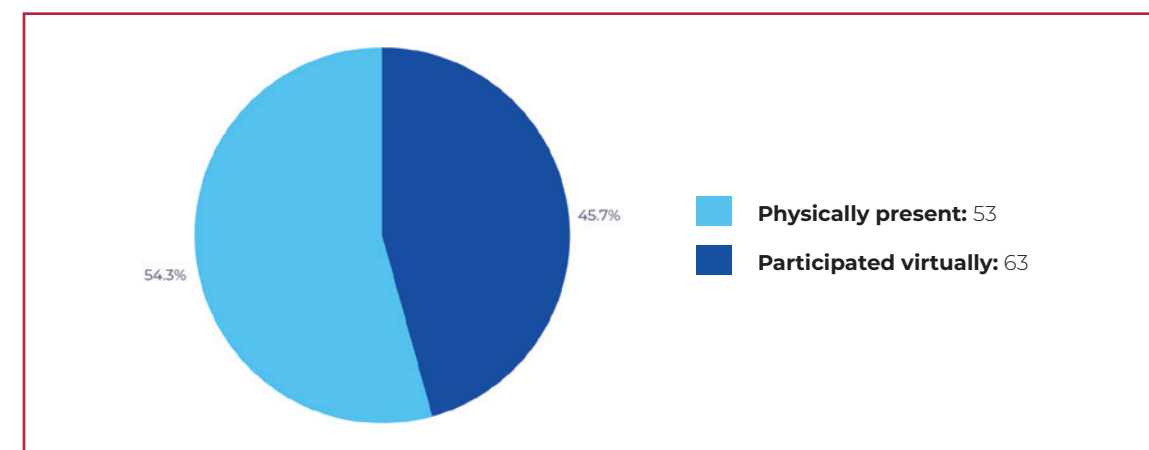
PHILIPPINE TRAVEL EXCHANGE (PHITEX)

The 21st Philippine Travel Exchange (PHITEX) tallied a record-breaking PhP 172,602,851.00 business sales leads within its first two days according to TPB data. This amount is based on the on the initial submission of negotiated sales of Philippine sellers physically present at the event from 19-20 October 2022.



PHITEX is the biggest government-led annual travel trade event in the country which is spearheaded and organized by TPB. PHITEX 2022 was conducted in a hybrid format with international buyers and local

sellers participating in on-site business-to-business meetings held at the Marriott Grand Ballroom and online via a virtual platform.



Out of the 116 total number of buyers representing 32 countries, 53 were physically present while 63 participated virtually.

Conveying readiness for the reemergence of actual physical travel, 80% of the international buyers present during the event traveled to six post-event tour circuits: Cebu-Bohol, Negros Oriental-Siquijor,

Ilocos, CALABARZON, Davao, and Metro Manila. Aside from experiencing the newly developed circuits, the buyers were joined by Philippine tourism stakeholders in a series of networking nights to further expand the business opportunities offered by PHITEX. The virtual business meetings were held from 26-28 October 2022.



MOA SIGNING FOR MICECON

TPB and the City Government of Davao signed a Memorandum of Agreement (MOA) for the city's hosting of the Philippine M.I.C.E. Conference (MICECON) during a ceremonial MOA signing held at SMX Convention Center, SM Lanang Premier, Lanang, Davao City last 22 December 2022.

The City Government of Davao expressed its full support and cooperation for the successful staging of the MICECON that is scheduled on 01-03 March 2023.

MICECON is the largest gathering of Meetings, Incentive Travel, Conventions, and Exhibitions (M.I.C.E.) professionals in the country. It has become a reliable event for MICE stakeholders which prides itself on having incentivized event components to benchmark on and opportunities for networking with both international and local MICE experts. The 2023 edition of MICECON is expected to garner a total of 500 in-person delegates in Davao including virtual delegates from the tourism industry.



REGIONAL TRAVEL FAIR (RTF)

TPB registered record-breaking actual and negotiated sales amounting to PhP 83 million during its 10th Regional Travel Fair (RTF) held from 27 to 30 October 2022 in Nuvali, Sta. Rosa, Laguna.

8 th RTF	9 th RTF	10 th RTF (for validation)
45 million	27 Million	35 million for Eastern Visayas 83 million (for CALABARZON)



RTF began in 2018 as an avenue to promote and sell domestic tour packages by showcasing the rich culture, heritage, and products of a Region through collaboration and support of the DOT regional offices, local government units, and private stakeholders. This TPB signature event has since generated an average sales lead of 30M per run.

Its 10th run saw a four-day hybrid edition of the RTF featuring “#DiscoverCALABARZON” which commenced with a half-day onsite and online tourism forum on best practices in tourism operations. This was followed by whole day,

face-to-face business-to-business (B2B) sessions with 48 sellers from Region IV-A and 47 buyers and 27 Sellers/Exhibitors from outside the region. The last two days were open to the public, however, due to Typhoon Paeng, The Philippine Weavers’ Tourism and Trade fair and the RTF consumer fair took place simultaneously online while the hybrid arrangement at Solenad III in Nuvali resumed on the fourth and last day. Pre and post tours in Laguna, Batangas, and Cavite for 47 buyers were also conducted for an immersive experience of the regions.

2022 PARTNERSHIP PROGRAMS



The Philippines hosts the 21st WTTC Global Summit

The Philippines hosted the World Travel and Tourism Council (WTTC) Global Summit on 20-22 April 2022 in Manila, with over a thousand delegates in attendance, more than 50 countries represented, and 10,000 virtual registrations under the theme, “Rediscovering Travel”.

Gathered together were the finest global thought leaders from the Travel and Tourism Sector and beyond who shared insights on the prevailing travel scenarios and who aligned efforts to support the tourism sector’s recovery and move beyond to a safer, more resilient, inclusive, and sustainable future.

Julia Simpson, WTTC President & CEO, stated: “As the world begins to recover from the pandemic, our event will bring together many of the world’s most powerful people in Travel & Tourism to discuss and secure its long-term future, which is critical to economies and employment around the world.”

Featured keynote speakers included Indonesian/Dutch environmental activist Melati Wijsen, British adventurer Bear Grylls, American film producer Lawrence Bender, and Singapore-born American novelist and writer Kevin Kwan while South Korean diplomat Ban Ki-Moon who served as the eighth Secretary-General of the United Nations also addressed delegates virtually at the event.

The hosting of the premier and highly anticipated WTTC Summit is a testament to the country’s potential and an affirmation of its ability to host major international events. That the WTTC Global Summit is taking place in Manila at a time when the country is just beginning to recover from the pandemic underlines the importance of Travel & Tourism to our economy and future as well as its determination and drive to bolster travel confidence back to the Philippines.



BISITA, BE MY GUEST

The Department of Tourism's (DOT's) Bisita, Be My Guest (BBMG) Program, an incentive program enticing Filipinos to take an active role in the promotion of Philippine tourist destinations, was launched on 15 December 2022, in cooperation with the Department of Migrant Workers (DMW), the Tourism Promotions Board (TPB) Philippines, and private sector partners including SM Supermalls.

Filipinos, especially Overseas Filipino Workers (OFW) and Overseas Filipinos (OFs), who will invite foreigners to visit the Philippines during the campaign period are entitled to raffle tickets for the chance to win vacation tour packages from select local destinations.



Tourism Secretary Christina Garcia Frasco said that through this project, the DOT seeks to inspire all Filipinos by making them ambassadors of Philippine tourism, and, for OFWs and OFs, offer them a platform where they can reconnect with their families, at the same time, help the country earn economic gains through increased tourist arrivals.

TPB MEMBERS' NIGHT

TPB held its first-ever Members' Night last 16 December 2022 at the Philippine International Convention Center, Pasay to celebrate Philippine tourism milestones with its members and to recognize them for the success achieved in pursuit of tourism recovery despite the challenges and limitations that have emerged due to the ongoing pandemic.





NICHE TOURISM PROGRAMS

TPB continues to concentrate on the enhancement of the overall tourist experience and strengthening of its domestic tourism programs and campaigns. The Philippine Motorcycle Tourism is among the banner programs. Initially launched in 2021 with plans underway to further augment the execution.



CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM

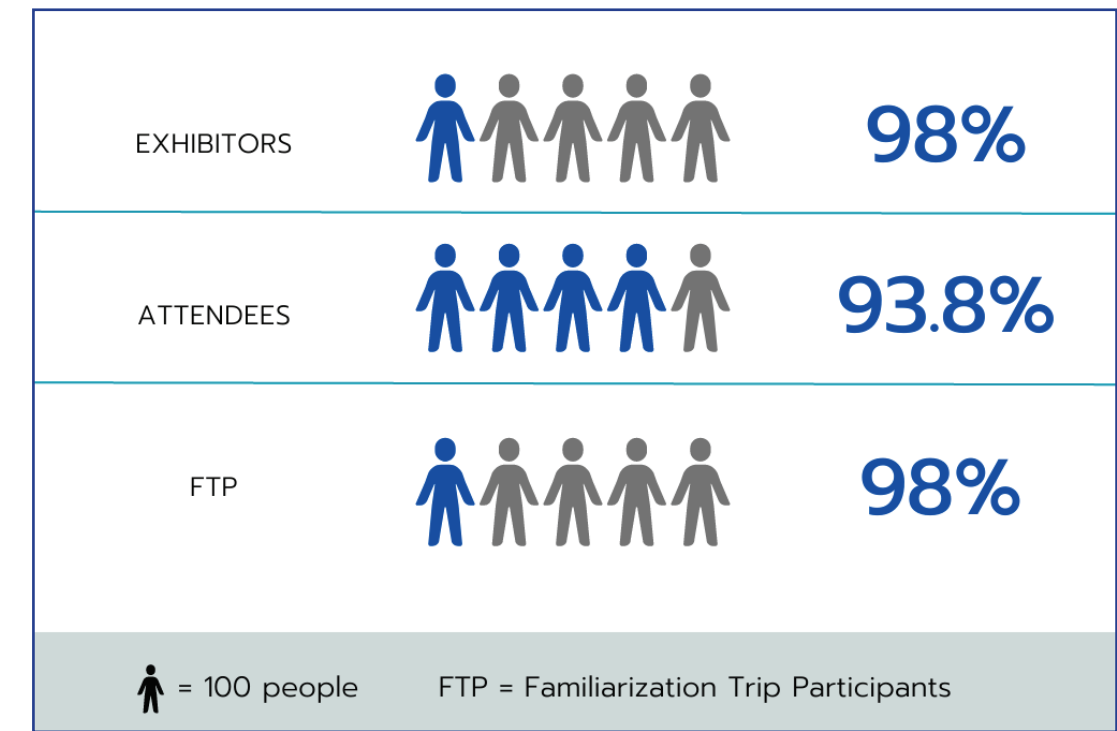
TPB conducted four Corporate Social Responsibility (CSR) initiatives for 2022 which included the donation of flatboats, vintas, and school supplies to the residents of Santa Cruz Island in Zamboanga and motor vehicles for the Nayong Filipino Foundation; the provision of free RT-PCR tests for 4,400 qualified unvaccinated or partially vaccinated domestic tourists, and a tree planting activity during the 1st PH Ride With A Purpose campaign with motorcycle riders.



LOCAL AWARDS

CUSTOMER SATISFACTION (CSAT) RESULTS

TPB annually conducts monitoring of participants' satisfaction rates for the many and diverse events it organizes. It is doing this to identify the service points and attributes that contribute to the success of a particular event, opportunities and areas for improvement in its service delivery and to gage how responsive an event is to needs of its stakeholders in view of improvement.



LEGEND
Exhibitors: 100 respondents
Attendees: 401 respondents
Familiarization Trip Participants: 100 respondents

TOTAL: 601 respondents | 95.20% Satisfactory/Very Satisfactory

Out of 601 respondents, the average feedback rate for TPB rendered services in 2022 was 95.20% satisfactory/very satisfactory across all delivery platforms.

The 2022 TPB Customer Satisfaction Survey (CSS) was conducted by a third-party consultant, The All-Asian Centre for Enterprise Development (ASCEND), Inc. The survey was implemented in accordance with the GCG's Enhanced Standard Methodology for the Conduct of Customer Satisfaction Survey and forms part of the 2022 Performance Scorecard of TPB.

TPB 'Sustainability Leader of the Year' at TripZilla Excellence Awards 2022

A new category in the TripZilla Excellence Awards, Sustainability Leader of the Year aims to honour companies and organizations taking strides in responsible tourism. Its addition recognizes the role of industry leaders in minimizing

tourism's negative impact on the social, economic, and environmental landscape of key destinations. TPB topped the polls after extensive online voting from 14 to 28 October 2022.



TPB Best Booth Design at Philippine Travel Mart

TPB bagged the Best Booth Design for Sponsors/Exhibitors Category during the 33rd Philippine Travel Mart (PTM) held last 30 September to 02 October 2022 at the SMX Convention Center Manila, MOA Complex in Pasay City.

The Philippine pavilion showcased the country's rich cultural and heritage treasures through the Mandaya weavers and the centuries-old UNESCO World Heritage Site of Vigan, Ilocos Sur. Aside from heritage, the booth also featured the stunning underwater scenery of Cebu.

Best Pavilion during the 29th PTAA Travel Tour Expo

TPB showcased eco-friendly Palochina wood and conducted engaging trivia games teasing travel experiences in the Philippines to earn the Best Pavilion recognition at the 29th Travel Tour Expo held on 24 to 26 June 2022 at the SMX Convention Center Manila.

TPB interpreted this year's expo theme, "Braving and Shaping the Future of Travel", by highlighting sustainable tourism as the path forward. The winning booth featured iconic attractions with tangible visual experiences from each major island of the country. Visitors were able to take a picture of their preferred photo wall such as interactively hop on an ATV with Mayon Volcano in the background, smile charmingly while wearing Sinulog festival masks, or sit on an actual vinta in front of the pink-sand Santa Cruz Islands. The booth's lounge area also included a collage of Filipino dishes displaying the Filipino culinary flair and highlights on El Nido, Palawan being among the best island beaches in the world and dedication wall on DOT's "It's More Fun with You" campaign to encourage Filipinos to travel and safely explore the country again.





CORPORATE OVERVIEW

LEADERSHIP

TPB's highest governance body is its Board of Directors, currently composed of the Chairman, Vice-Chairman, 8 Ex-Officio Members, 7 Alternate Members, and 2 Sectoral Representatives. The seats for 3 Sectoral Representatives are currently vacant.

COMPOSITION OF THE TOURISM BOARD



**HON. MA. ESPERANZA
CHRISTINA GARCIA
FRASCO**

Secretary & Chairperson
Department of Tourism



**MS. MAE ELAINE
T. BATHAN**

Undersecretary & Alternate
Member
Department of Tourism




**MS. MARIA MARGARITA
MONTEMAYOR
NOGRALES**

Chief Operating Officer & Vice-
Chairperson
Tourism Promotions Board



MR. MARK T. LAPID

Chief Operating Officer & Ex-
Officio Member
Tourism Infrastructure &
Enterprise Zone Authority
(TIEZA)



**MR. JETRO NICOLAS
F. LOZADA**

Assistant Chief Operating Officer
for Assets Management Sector
& Alternate Member Tourism
Infrastructure & Enterprise Zone
Authority (TIEZA)



**HON. ENRIQUE A.
MANALO**

Secretary & Ex-Officio Member
Department of Foreign Affairs
(DFA)



**MR. CARLOS D.
SORRETA**

Undersecretary & Alternate
Member
Department of Foreign Affairs
(DFA)




GINA A. JAMORALIN

Assistant Secretary & Alternate
Member
Department of Foreign Affairs
(DFA)



**HON. ALFREDO E.
PASCUAL**

Secretary & Ex-Officio Member
Department of Trade and
Industry (DTI)




**MR. GLENN G.
PEÑARANDA**

Assistant Secretary and
Alternate Member
Department of Trade and
Industry




**MS. MARIEVIC M.
BONAN**

Director IV and
Alternate Member
Department of Trade
and Industry



**HON. JAIME B.
BAUTISTA**

Secretary & Ex-Officio
Member
Department of
Transportation (DOTr)




**ATTY. ROBERTO
C.O. LIM**

Undersecretary and
Alternate Member,
Department of
Transportation (DOTr)



**MS. VANESSA L.
SUATENGCO**

(representing
Accommodation
Enterprises)
General Manager
Diamond Hotel Philippines



MR. EDUARDO PELAEZ

(representing Other
Accredited Tourism
Enterprises)
President
Mapawa Nature Park



VACANT

(representing Travel and
Tour Services)



VACANT

(representing Land, Air,
and Sea Tourist Transport
Services)



VACANT

(representing Conventions
and Exhibitions Services
and Suppliers)

RISK MANAGEMENT

The review by the Tourism Board of the TPB's risk management system and material controls is conducted at least annually. Specific to 2022, the Internal Audit findings including those on risks, was reported and recorded in the Board Audit Committee Meeting Report of 29 December 2022 under Item 3.2 A2 as the latest report which is posted at the corporate website.

STRATEGIC DIRECTIONS

TPB is guided by four Strategic Directions which enables adherence to and the realization of its Vision and Mission.

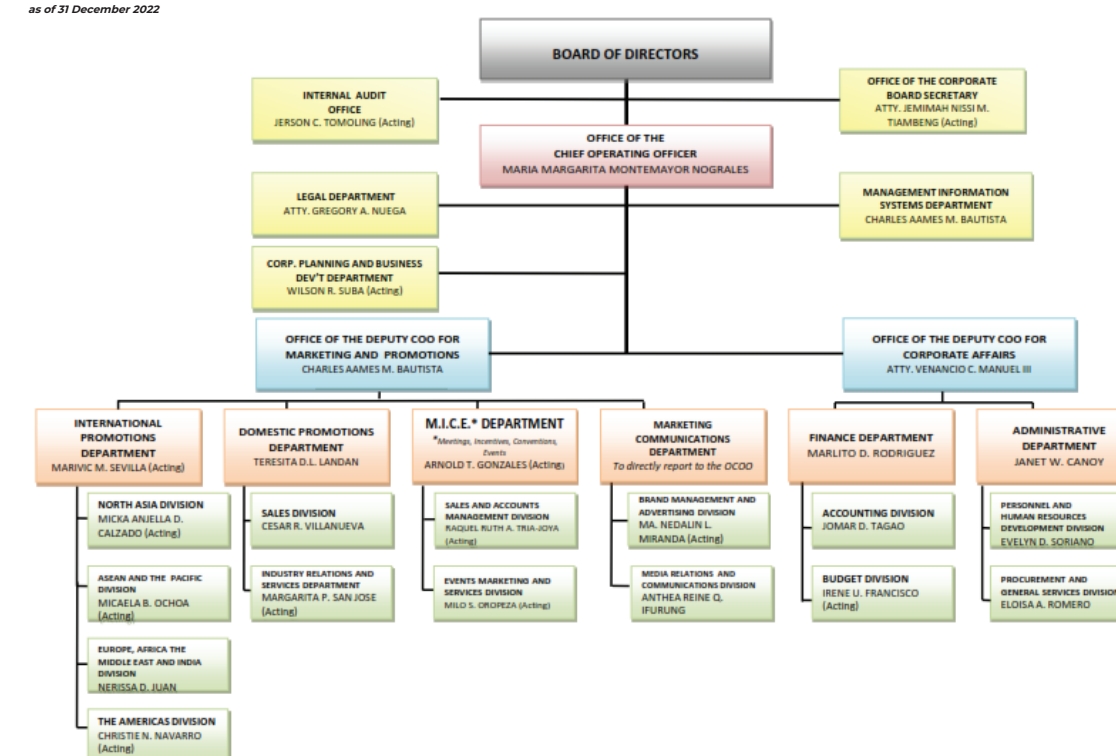


COMPOSITION OF THE TPB MANAGEMENT COMMITTEE

TPB's management is headed by a Chief Operating Officer, supported by two Deputy Chief Operating Officers for the Marketing and Promotions and Corporate Affairs Sectors, respectively.

ORGANIZATIONAL CHART

as approved by the GCG (30 June 2014)
as of 31 December 2022



The TPB Management Committee (MANCOM) biannually conducts a Management Review where the internal controls/risk management system of the Corporation are discussed for sufficiency. These include but is not limited to findings from conducted internal and external quality audits.

DIRECT REPORTS TO THE TOURISM BOARD DELIVERY UNITS

INTERNAL AUDIT OFFICE (IAO)

The Internal Audit Office has a fundamental role in assisting the Governing Board of the Tourism Promotions Board (TPB) Philippines through the Audit Committee in promoting effective, efficient, ethical, and economical operations by conducting separate, independent, and objective evaluation and assessment of TPB's internal control systems, processes, documents, and records.

OFFICE OF THE CORPORATE BOARD SECRETARY (OCBS)

The Office of the Corporate Board Secretary is responsible for the secretariat services and top-level technical assistance and operations support to the Tourism Board.

LINE DEPARTMENTS DELIVERY UNITS

LEGAL DEPARTMENT (LEGAL)

The Legal Department primarily serves as the legal counsel of the Tourism Promotions Board (TPB) Philippines and provides services in various areas of legal practice on legal matters involving the corporation, including but not limited to the preparation and review of contracts, other legal documents and correspondence; representation of TPB in legal proceedings; issuance of legal opinions; analysis and interpretation of existing policies and guidelines relative to TPB's undertakings and operations; and other duties and responsibilities as may be assigned.

CORPORATE PLANNING AND BUSINESS DEVELOPMENT DEPARTMENT (CPBD)

The Corporate Planning and Business Development Department is responsible for the preparation of Corporate Plans, organizing and documenting planning sessions and meetings of the Management Committee, the conduct or acquisition of studies and research relevant to the strategic positioning of the Corporation, and the monitoring of the achievement of the Corporation's Targets and submission of reportorial requirements to oversight agencies/entities.

MANAGEMENT INFORMATION SYSTEMS DEPARTMENT (MIS)

The Management Information Systems Department is responsible for supervising in-place Information Technology systems of TPB and ensures for the Corporation a safe and sound cybersecurity environment.

MARKETING AND PROMOTIONS DELIVERY UNITS

INTERNATIONAL PROMOTIONS DEPARTMENT (IPD)

The International Promotions Department is in charge of organizing Philippine participation in overseas travel trade and consumer fairs, exhibitions and events and undertaking other overseas marketing and promotional activities such as, but not limited to, sales missions and presentations in key markets with the objective of creating awareness on, and generate consumer demand for, the Philippines.

DOMESTIC PROMOTIONS DEPARTMENT (DPD)

The Domestic Promotions Department is responsible for the formulation of the annual domestic promotions plan in consultation with the DOT Regional offices. This Department is also responsible in managing and maintaining the linkages of TPB with its members and all industry stakeholders.

MICE DEPARTMENT (MICE)

The Meetings, Incentive Travel, Conventions, Exhibitions (MICE) Department develops and strengthens the Philippines' position as an ideal MICE destination. It encourages local associations and corporations to bid for events and participate in MICE-related trade fairs and sales missions. It also organizes industry development programs and establishes linkages with international associations.

MARKETING COMMUNICATIONS DEPARTMENT (MarCom)

To support the undertaking of the Marketing and Promotions Units, the Marketing Communications Department shall ensure that all multi-media campaigns in terms of tri-media, new media, OOH advertising and international/domestic tourism promotions events/activations are geared towards stimulating greater desire for international visitors to come to the Philippines and for Filipinos to tour their own country. MarCom is also in charge of developing marketing campaigns and producing marketing and sales materials, e-marketing, and other related marketing support services for all the departments.

TPB PRODUCTS AND SERVICES



The Marketing and Promotions Sector together with the private sector and in close coordination with the DOT Foreign and Regional Offices also conducts invitational and familiarization programs for international and local tour wholesalers, retailers, travel trade members, media practitioners and other influential individuals to create awareness, goodwill and publicity for the country.

CORPORATE AFFAIRS DELIVERY UNITS

FINANCE DEPARTMENT (Finance)

The Finance Department executes oversight function on the proper implementation and compliances to financial policies and procedures and acts as the Technical Lead in the corporate budget preparation as well as in monitoring of the budget utilization including evaluation of variances and accountabilities. It is likewise responsible for the accounting, bookkeeping, fund administration, and fund disbursement of TPB.

ADMINISTRATIVE DEPARTMENT (Admin)

The Administrative Department has wide-ranging responsibilities with direct impact to TPB's day-to-day operations which includes but is not limited to facilities, property and supplies management, processing of fund transfers and retail payments clearing results, implementation of policies on environment and occupational health and safety, procurement, disposal of assets, and other administrative services. It is likewise responsible for leading the development, design and implementation of policies, standards, procedures, and programs on organization planning, staffing, job requirements, succession management, organizational competency, training and interventions. It also handles compensation and benefits, rewards and incentives and the provision of guidance on employment policies and rules governing the conduct and behavior of TPB employees.

The Tourism Promotions Board (TPB) Philippines has been ISO 9001:2015 Quality Management System Certified since 2016.

As a Government Owned and Controlled Corporation (GOCC), TPB observes full compliance with the code of corporate governance. Details on this may be accessed at the TPB corporate website under the Good Governance seal.

AUDITED Financial Statement

The Audited Financial Statement of the Tourism Promotions Board, reflecting its financial activities and compliance with statutory requirements for the fiscal year 2024, as certified by the Commission on Audit may be accessed here:



