

**REPUBLIC ACT No. 9593**  
**otherwise known as**  
**Tourism Act of 2009**  
**and**  
**Its Implementing Rules and Regulations**

CHAPTER III  
TOURISM PROMOTIONS  
Subchapter III-A.  
Tourism Promotions Board

SECTION 45. Tourism Promotions Board. – Under the supervision of the Secretary and attached to the Department for purposes of program and policy coordination shall be a body corporate known as the Tourism Promotions Board (TPB). The TPB shall formulate and implement an integrated domestic and international promotions and marketing program for the Department.

SECTION 46. Mandate. – The TPB shall be 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 investment. Specifically, it shall market the Philippines as a major convention destination in Asia. To this end, it shall take charge of attracting, promoting, facilitating, and servicing large-scale events, international fairs and conventions, congresses, sports competitions, expositions and the like. It shall likewise ensure the regular advertisement abroad of the country's major tourism destinations and other tourism products, not limited to TEZs. It may also provide incentives to travel agencies abroad which are able to draw tourists and tourism investments to the country.

The TPB 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 Meetings, Incentives, Conventions and Exhibitions (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.