

**TOURISM PROMOTIONS BOARD (TPB)**  
**Interim Performance Scorecard**

GOCC SUBMISSION					CGO-A EVALUATION			
Indicator	Weight	Target	Score	Rating	Score	Rating	Supporting Documents	Findings
<b>MFO 1 – International and Domestic Tourism Promotions Services</b>								
<b>Quantity 1:</b> No. of international tourist arrivals based on TPB's market area	5%	4.4 million	4.06 Million	4.61%	4.06 Million	4.61%	TPB Annual Report	<b>Acceptable</b>
<b>Quantity 2:</b> No. domestic travellers	5%	41.63 million	<b>No score reported</b>		<b>No score reported</b>			
<b>Quantity 3:</b> No. of marketing materials developed	5%	a) Brochures and Print Collaterals-Primer, Reprint of Omnibus Interim – <b>10 kinds</b>	<b>3 kinds</b> a.1) Interim Brochures; a.2) 1st print a.3) Reprint	4.50%		0.00%	None	Due to non-submission of supporting documents, GCG was unable to validate the reported score.
		b) Posters – <b>10 kinds</b>	10 kinds					
		c) Destination Brochures – <b>6 kinds</b>	<b>3 kinds</b> c.1) Mini guidebook c.2) Booklet on Philippines c.3) Philippines Magazine with Action Asia					
		d) Calendars	Calendars					
		e) Kit Folders – 1	Kit Folders					

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<b>Quantity 4:</b> No. of Marketing Communications Placed	10%	a) TV Spots – <b>10,000</b> (1/10)	TV Spots - 3,877	11.12%		0.00%	None provided	Due to non-submission of supporting documents, GCG was unable to validate the reported score.
		b) Digital Impressions: <b>464.4 Million</b>	Digital Impressions: <b>1.27 Billion</b>					
		Clicks: 5.49 Million	Clicks: 384,572					
		Click Thru Rate: 0.30% (5/10)	Click Thru Rate: 0.26%					
		c) Print Placement Inserts – <b>167</b> (2/10)	Print Placement - 416 inserts					
		d) OOH (outdoor ads) – <b>1.88 Million sites</b> (1/10)	<b>No score reported</b>					
e) Cinema with estimated viewership of 7.5 Million (1/10)	7.53 Million viewership							
<b>Quantity 5:</b> No. of international and domestic events (eg. roadshows, business events, travel fairs, and familiarization trips)	20%	204	208	20.39%	208	20.00%	TPB Annual Report	<b>Acceptable</b>
<b>Quality 1:</b> Rank of the Philippines in the Top	5%	16 <sup>th</sup> place out of 43	14th Place out of 43 countries	5.61%	13th Place out of 48	5.00%	Report from UN World Tourism Organization	Based on the Performance Agreement, data provider is

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Destination in Asia Pacific		countries			countries		(UNWTO)	<p>the Pacific Asia Travel Association, but supporting document and the actual score reported came from the UNWTO.</p> <p>Based on the UNWTO Tourism Highlights, 2014 Edition, in 2012 out of 48 countries in Asia and the Pacific, the Philippines ranked 14<sup>th</sup> in terms of international tourist arrivals. This is in contrast to the baseline figure provided by TPB which is 17<sup>th</sup> out of 43 countries. Due to the misrepresentation in the baseline, the 2013 target is not reflective of the intention of the Commission during the negotiation, which is to move the country's rank by two spots up. However, considering that there was an improvement in the ranking of the Philippines, the rating of 5% for this indicator is accepted.</p> <p>For 2014, revise the target to Move two spots up from last year's spot (11<sup>th</sup> place).</p>

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<b>Quality 2:</b> Level of awareness within the TPB's priority market area	5%	Establish awareness data in each of the 12 priority areas	<b>No score reported</b>		<b>No score reported</b>			
<b>Timeliness:</b> No. of days from Board Approval, for the final project plan to be formally submitted to the Board (specific for international and domestic events)	5%	90 calendar days	90 calendar days	5.00%	90 calendar days	0.00%	None provided	Due to non-submission of supporting documents, GCG was unable to validate the reported score
	<b>60%</b>			<b>51.23%</b>		<b>29.61%</b>		
<b>MFO 2 – Assistance in MICE Events Services</b>								
<b>Quantity:</b> No. of international and local MICE events assisted, organized and/or supported	10%	104	118	11.35%	118	10.00%	Tally of Major Programs and Projects 2013	<b>Acceptable</b>
<b>Quality 1:</b> Ranking of the Philippines as a MICE destination – Global ICCA	5%	Rank 47 out of 104 countries	44th out of 113 countries	5.77%	49th out of 113 countries	0.00%	Country and City Rankings 2013: Worldwide Rankings International Congress and Convention Association (ICCA)	Based on the International Congress and Convention Association (ICCA) 2013 Country and City Rankings, the Philippines ranked 49 <sup>th</sup> out of 113 countries and 49 <sup>th</sup> /50 <sup>th</sup> out of 109 countries in 2013 and 2012, respectively.  Examination of the report from ICCA shows that countries were ranked according to the number of meetings conducted in a year. Although there are

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								<p>countries with the same number of meetings, ICCA provided them separate ranks instead of ranking them all in a single spot. In 2012 both Philippines and Cyprus had 48 meetings therefore sharing the 49<sup>th</sup> and 50<sup>th</sup> rank.</p> <p>For 2014, revise target to show Move two spots up the ranking from last year's spot (47<sup>th</sup>)</p>
<b>Quality 2:</b> Ranking of the Philippines as a MICE destination – Asia Pacific ICCA	10%	Rank 12 out of 31 countries	13th place out of 44 countries	13.00%	13th place out of 44 countries	0.00%	Country and City Rankings 2013: Asia Pacific and Middle East Rankings	<p>Recommended zero rating since the target of the Philippines ranking 12<sup>th</sup> was not achieved.</p> <p>For 2014, revise target to show Move two spots up the ranking from last year's spot (11<sup>th</sup>).</p>
<b>Timeliness:</b> No. of days from receipt of formal request to evaluate and approve assistance to MICE events	5%	30 working days	30 working days	5.00%		0.00%	None provided	Due to non-submission of supporting documents, cannot validate the reported score
	<b>30%</b>			<b>35.12%</b>		<b>10.00%</b>		

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<b>General Administrative Services</b>								
Ratio of Promotion and Marketing Activities Expenses to Total Tourism Promotions Fund Received for the year (i.e. NG Subsidy, Share of DFPC, International Airports & Seaports, and PAGCOR)	5%	80% (P&M)	84% (M & P) Marketing and Promotions Fund: ₱1,568,266,172  Marketing Activities Expenses: ₱1,321,718,380	5.25%	84%	5.00%	Sources and Uses of Funds	<b>Acceptable</b>
ISO Certification	5%	Core Processes Manualized (Admin and Marketing)	8 Core Processes	5.00%		0.00%	None provided	Based on the GQMSS action plan submitted, the ISO Certification Process started in March 2014. The Manualization of the 8 core processes as claimed by the TPB was done outside the ISO Certification Process. The indicator and target set for 2013 is a timeline or an achievement of a milestone in the ISO Certification process. Hence the reported score cannot be accepted.
	<b>10%</b>			<b>10.25%</b>		<b>5.00%</b>		
<b>TOTAL</b>	<b>100%</b>			<b>96.60%</b>		<b>44.61%</b>		

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