

TOURISM PROMOTIONS BOARD (TPB)

	Component				Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2022	2023	2024	2025	
CUSTOMERS / STAKEHOLDERS	SO 1	Promote the Philippines as a Top of Mind Tourism Destination							
	SM 1	Number of International Visitors from the TPB Key Markets	Total Number of Tourist Arrivals During the Year	10%	(Actual / Target) x Weight	N/A	4.23 million	5.63 million	6.3 million
	SM 2	Number of Domestic and International Business Meetings Organized by TPB	Actual Number of B2B Meetings Arranged	10%	(Actual / Target) x Weight	N/A	10,182	10,390	13,102
	SM 3	Percentage of Planned Marketing and Promotional Programs Implemented/Organized	Number of Planned Marketing and Promotional Programs Implemented / Total Number of Planned Marketing and Promotional Programs for the Year ¹	10%	(Actual / Target) x Weight	N/A	83.91%	100%	100%
	SO 2	Intensify Stakeholder Awareness							
	SM 4	Media Value Generated	Total Media Value of TPB's 2025 Projects ²	10%	(Actual / Target) x Weight	N/A	₱910.46 million	₱500 million	₱900 million

¹ Based on the 2025 Board-approved Work and Financial Plan of TPB.

² To be generated by a Third-Party Media Agency.

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	SM 5	Number of TPB Social Media Followers	Cumulative Number of Social Media Followers as of 31 December 2025 ³	5%	(Actual / Target) x Weight	N/A	237,142	326,357	370,000
	SM 6	Number of TPB Website Views and Travel App Mobile Downloads	Number of Unique Website Views ⁴ and Travel App Mobile Downloads in 2025	2.5%	(Actual / Target) x Weight	N/A	Measure excluded	570,000	598,500
	SO 3	Improve on the Satisfaction of Customers and Stakeholders							
	SM 7	Percentage of Satisfied Customers	Total Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents	7.5%	(Actual / Target) x Weight If less than 80% = 0%	Exhibitors: 98% Attendees: 93.77% Familiarization Trip Participants and Social Media Influencers: 98% ⁵	99%	90%	90% ⁶
		Sub-total		55%					
	SO 4	Maintain Efficient, Accountable, and Transparent Financial Processes and Systems							
FINANCIAL	SM 8	Budget Utilization Rate (BUR):							
	SM 8a	Obligations Subsidy Budget Utilization Rate	Total Obligated Subsidy / Total COB from Subsidy (both net of PS Cost and SCF)	5%	(Actual / Target) x Weight	86.36%	92.11%	90%	90%

³ Shall include Facebook, X (formerly Twitter), Instagram, YouTube, TikTok, and LinkedIn accounts.

⁴ Shall include TPB's corporate website, MICECon website, PHITEX website, RTF, website, Travel App (web version), Philippine Motorcycle Tourism website, and other websites managed by TPB, including the 13 Key Markets.

⁵ The data is based on the survey results using the methodology of the Governance Commission.

⁶ Based on GCG-ARTA Joint Memorandum Circular (JMC) No. 1, s. 2023. Covers customers availing the GOCC's **external services** only.

	Component				Baseline Data		Target		
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	SM 8b	Disbursements Subsidy Budget Utilization Rate	Total Disbursements from Subsidy / Total Obligated Subsidy <i>(both net of PS Cost and SCF)</i>	5%	(Actual / Target) x Weight	100%	67.18%	90%	90%
	SM 8c	Corporate Fund Budget Utilization Rate	Total Disbursements from Internally-Generated Fund / Total COB from Internally-Generated Fund <i>(both net of PS Cost and SCF)</i>	5%	(Actual / Target) x Weight	86.96%	2.11%	90%	90%
	SM 9	Gross Income Generated from Sponsorships, Participation Fees, and Membership Dues	Absolute Amount	5%	(Actual / Target) x Weight	N/A	N/A	₱ 5 million	₱17 million
		Sub-total		20%					
INTERNAL PROCESS	SO 5	Maintain Efficient, Accountable, and Transparent Administrative Processes and Systems							
	SM 10	Percentage of Received Membership Applications Processed within the Prescribed Turnaround Time	Total Number of Membership Applications Processed within Prescribed Period ⁷ / Total Number of Membership Applications Received	5%	(Actual / Target) x Weight	97.27%	Cannot be validated	100%	100%

⁷ Prescribed period based on the processing time provided under the Citizen's Charter as submitted to the Anti-Red Tape Authority (ARTA) as part of TPB's compliance with R.A. No. 11032 or the Ease of Doing Business Law.

	Component				Baseline Data		Target		
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	SM 11	Attain ISO Certification	Actual Accomplishment	5%	All or Nothing	ISO 9001:2015 Certificate Maintained	ISO 9001:2015 Certificate Maintained	Maintain ISO 9001:2015 Certification	Maintain ISO 9001:2015 Certification (First Surveillance Audit)
	SM 12	Percentage of Implementation of the Information Systems Strategic Plan (ISSP)	Number of Deliverables Due for 2025 Completed / Total Number of Deliverables Due for 2025 ⁸	5%	(Actual / Target) x Weight	100% Attainment of 2022 Deliverables Based on the 2022-2024 ISSP	100% Attainment of 2023 Deliverables (Based on the 2023-2025 ISSP as submitted to the DICT)	100% Attainment of 2024 Deliverables Based on the 2023-2025 ISSP	100% Attainment of 2025 Deliverables Based on the 2023-2025 ISSP
		<i>Sub-total</i>		15%					
LEARNING AND GROWTH	SO 6	Sustain a Culture of Organizational Engagement that Fosters Effective Performance, Lifelong Learning, and Growth							
	SM 13	Percentage of Employees with Required Competencies Met	Competency Level 2025 – Competency Level 2024 (where competency level = Total Number of Employees with Required Competencies Met / Total Number of Employees)	5%	All or Nothing	Competency Level of the Organization Improved	Board-approved Competency Framework not completed Competency Baseline Established	Improvement from the 2023 Competency Level	Increase from 2024 Actual Competency Level

⁸ Deliverables refer to systems/applications.

	Component				Baseline Data		Target		
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	SM 14	Development and Implementation of Disaster Risk Reduction Management (DRRM) Plan	Actual Accomplishment	5%	All or Nothing	N/A	N/A	N/A	Board-Approved Public Service Continuity Plan (PSCP)
		Sub-total		10%					
		Total		100%					
BONUS STRATEGIC MEASURE:									
FINANCIAL	GAD Budget Utilization Rate	Actual Disbursement for GAD-related Activities / Total COB	1%	All or Nothing	N/A	N/A	N/A	5% of Total Budget	
INTERNAL PROCESS	ISO Certification on any of the following Standards:								
	i. Environmental Management System Certification	Actual Accomplishment	1%	All or Nothing	N/A	N/A	N/A	ISO 14001:2015 Certification	
	ii. Business Continuity Management System (BCMS)	Actual Accomplishment		All or Nothing	N/A	N/A	N/A	ISO 22301:2019 Certification	

For GCG:



ATTY. GERALDINE MARIE B. BERBERABE-MARTINEZ
 Commissioner

For TPB:



HON. MARIA MARGARITA M. NOGRALES
 Chief Operating Officer