

TOURISM PROMOTIONS BOARD

		Performance Measures			Baseline Data <i>(if available)</i>			Targets		
Description	Formula	Weight		Rating System a/	Data Provider <i>if applicable</i>	2010	2011	2012	2013	2014
		2013	2014							
MFO 1 : International and Domestic Tourism Promotions Services										
Quantity 1: Number international tourist arrivals based on TPB's market area	Absolute Number	5%	5%	<4.06 million = 0% 4.5 million = 5%		2.8 million	3.1 million	3.5 million	4.06 million	4.5 million
Quantity 2: Number domestic travellers	Absolute Number	5%	5%	(Actual/Target) x Weight			26.1 million	37.5 million	44 million	45.75 million
Quantity 3: Number of marketing materials developed	Absolute Number	5%	5%	(Actual/Target) x Weight	BBDO Guerrero (Ad agency)			a) Brochures – 2 Illustrated Maps and Omnibus Interim b) Advertising Materials (Print) – 4 Kinds	a.1) Interim Brochure – 50,000 pcs. a.2) Omnibus Primer – 200,000 pcs. a.3) Reprint Omnibus Primer – 500,000 pcs. b) Poster – 10 kinds c) Destination Brochures - 0	a) Print Information Materials (2/5) – 20 kinds b) Advertising Materials (1/5) – 15 kinds c) Giveaways (2/5) – 20 kinds

RENEGOTIATED INTERIM PERFORMANCE SCORECARD 2014

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Description	Formula	Weight		Rating System a/	Data Provider <i>if applicable</i>	2010	2011	2012	2013	2014
		2013	2014							
Quantity 4: Number of Marketing Communications Placed	Absolute Number	10%	10%	(Actual/Target) x Weight	Dentsu			a) TV Spots – 6,299 b) Digital Impressions : 412 Million Clicks: 741,000 Click Thru Rate: 0.18% c) Print Placement Inserts – 71 d) OOH (outdoor ads) – 177 sites e) Cinema with estimated viewership of 3.1 Million	a) TV Spots – 2,281 b) Digital Impressions: 552.620 million Clicks: 5,785,925 Click thru rate: 0.74% c) Print Placement- 129 inserts d) OOH – 209 sites e) Cinema Viewership – 7,533,479	a) TV Spots (1/10)– 10,500 b) Click thru rate (5/10) – 1.87% c) Print Placement (2/10)- 175 inserts d) OOH (1/10)– 220 sites e) Cinema Viewership (1/10) – 7.88 million

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		2013	2014							
Quantity 5: Number of international and domestic events (eg. roadshows, business events, travel fairs, and familiarization trips)	Absolute Number	20%	20%	(Actual/Target) x Weight				38	207	225
Quality 1: Rank of the Philippines in the Top Destination in Asia Pacific		5%	5%	Below 16 th place = 0% 16 th place and above = 5%	Pacific Asia Travel Association	17 th place	17 th place	17 th place	13 th place	16 th place
Quality 2: Level of awareness within the TPB's priority market area		5%	5%	(Actual/Target) x Weight					None	2% increase in the total awareness level from the determined level based in 2013
Timeliness: Number of days from Board Approval, for the final project plan to be formally submitted to the Board (specific for international and domestic events)	Count of days	5%	5%	(Actual/Target) x Weight			60 working days	50 working days	22 calendar days	90 calendar days
Sub-total of Weights:		60%	60%							

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		2013	2014							
MFO 2: Assistance in MICE Events Services										
Quantity: No. of international and local MICE events assisted, organized and/or supported	Absolute Number	10%	10%	(Actual/Target) x Weight		27	43	72	118	140
Quality 1: Ranking of the Philippines as a MICE destination – Global ICCA		5%	5%	45 th – 5% 46 th – 4% 47 th – 3% 48 th – 2% 49 th – 1% 50 th – 0%	International Congress and Convention Association	Rank 64	Rank 54	Rank 49	Rank 49	Rank 45
Quality 2: Ranking of the Philippines as a MICE destination – Asia Pacific ICCA		10%	10%	11 th – 10% 12 th – 9% 13 th – 8% 14 th – 7% 15 th – 0%	International Congress and Convention Association	Rank 14	Rank 13	Rank 13	Rank 13	Rank 11
Timeliness: Number of days from receipt of formal request to evaluate and approve assistance to MICE events		5%	5%	(Actual/Target) x Weight			60 working days	50 working days	14 working days	30 working days
Sub-total of Weights:		30%	30%							

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		2013	2014							
General Administrative Services										
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)	Total expenses on promotion and marketing activities/ total Tourism Promotions Funds received for the year x 100	5%	5%	(Actual/Target) x Weight					84%	80% (P&M)
ISO Certification		5%	5%	(Actual/Target) x Weight					Manualization of Admin. & Marketing	QMS Documentation
Sub-total of Weights:		10%	10%							
TOTAL OF WEIGHTS:		100%	100%							

a/ But not to exceed the weight assigned per indicator