

TOURISM PROMOTIONS BOARD
2015 Performance Scorecard

Component				Target	TPB SUBMISSION		GCG EVALUATION			REMARKS	
Objective/Measure	Weight	Rating System	SCORE		RATING	SCORE	RATING	SUPPORTING DOCUMENT			
Stakeholder	SO 1	Top of Mind Destination									
	SM 1	International Visitors form the TPB Key Markets (12 key markets plus Overseas Filipinos) ²	10%	4.9 million = 10% 4.7 million = 9% 4.5 million = 8% 4.3 million = 5% Below 4.3 million = 0%	4.9 million	4,656,664	8.00%	4,656,664	8.00%	Visitor Arrivals to the Philippines by Country of Residence	Acceptable
	SM 2	Number of TPB-assisted domestic and international events held in the Philippines including won bids	10%	(Actual/ Target) x weight	399	396	9.92%	356	8.92%	Definition of TPB Events Categories Summary of Events Terminal Report per Event	Revised the score to remove Documented Speech, Use of branding logo request, Images Request, Video request, Provision of giveaways and giveaways since these requests to for the use of signature logo/brand, pictures and videos.
	SM 3	Click thru rate of digital campaigns	5%	(Actual/ Target) x weight	2.06%	1.89%	4.59%	1.89%	4.59%	Report of Denstu	Acceptable

² TPB's market area are residents from Germany, United Kingdom, Australasia/Pacific, Malaysia, Singapore, China, Hong Kong, Japan, Korea, Macau, Taiwan, Canada, Mexico, USA and Overseas Filipinos.

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SO 2	Increase Number of Events									
SM 4	Implementation of Programmed Events based on the Board-approved work program	10%	(Actual/ Target) x weight	Average 90% achievement of all targets in the planned events	83.33% of planned events met 90% achievement	8.33%	83.33% of planned events met 90% achievement	8.33%	Summary of Events Held with number of Participants/ Sellers	Acceptable
SO 3	Improve Customer Satisfaction Rating (electronic)									
SM 5	Satisfactory Rating (third party)	10%	Below Satisfactory = 0%	Satisfactory or its equivalent	Satisfactory	10.00%	Over-all 95% of the respondents are Satisfied with TPB's services	10.00%	Report of Nielsen Co. Inc.	<p>Report shows that 95% of the Non-MICE respondents and 91% of Meetings, Incentives, Conventions, and Exhibitions (MICE) respondents were satisfied</p> <p>Using the Importance-Satisfaction matrix, the report shows the mix for pre-event and event proper for Non-MICE reveals that the Ease of communication, efficiency and customer service are most important factors that will drive satisfaction among the customers. It was also</p>

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										<p>noted that there is a great degree of dissatisfaction in terms of Timeliness for the pre-event where 9% of the respondents gave a dissatisfactory rating.</p> <p>For event proper, profile of attendees and organized are most important satisfactory drivers. Participants were determined to be generally satisfied with the event proper but also gave dissatisfactory rating (12% for profile of attendees and 5% on organized).</p> <p>For MICE events, Efficiency, Courtesy and Timeliness are most important attributes that drive satisfaction level. 100% of the respondents were satisfied as far as efficiency and</p>

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										courtesy are concerned but 9% of the respondents were dissatisfied on the timeliness aspect.	
	Sub-total	45.00%				40.84%		39.84%			
Financial	SO 4	Efficient Utilization of Corporate Operating Funds									
	SM 6	Utilization of Corporate Operating Funds	10%	(Actual/Target) x weight	90%	94%	10.00%	142%	10.00%	DBM-Approved 2015 COB 2015 Unaudited Financial Statements	Revised the score to reflect rate of utilization of DBM-approved COB level. Reported score of 94% represents the utilization rate using the TPB-proposed COB.
	SM 7	Return on Marketing Investment (ROMI) of TPB domestic and international marketing and promotions project	10%	(Actual/Target) x weight	125%	509%	10.00%	614%	10.00%	Computation of Benefits Terminal Report Accomplishment Report	Acceptable
	SM 8	ROMI of TPB marketing communications project	10%	(Actual/Target) x weight	130%	144%	10.00%	144%	10.00%	Report of Dentsu	Acceptable

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SO 5 Develop Supplemental Revenue Sources										
SM 9	Revenues from TPB business development initiatives	5%	(Actual/Target) x weight	Establish baseline	228,843.93	5.00%	228,843.93	5.00%	Copy of Receipt	Acceptable
Sub-total		35.00%				35.00%		35.00%		
SO 6 Develop a Marketing Plan Aligned with National Tourism Development Plan and DOT Priorities										
SM 10	Board-approved Marketing Framework for 2016	10%	All or Nothing	Board-approved Marketing Framework	Board-approved Marketing Framework for 2016-2018	10.00%	Board-approved Marketing Framework for 2016-2018	10.00%	Board approval of Marketing Framework for 2016-2018	Acceptable
Sub-total		10.00%				10.00%		10.00%		
SO 7 Professional Workforce										
SM 11	Competency Profile of Positions	5%	(Actual/Target) x weight	150 positions	150 positions	5.00%	150 positions	5.00%	Competency Profiles of 150 positions	Acceptable
SO 8 Quality Management System										
SM 12	ISO Certification	5%	All or Nothing	ISO Certification	ISO Certification	5%	ISO Certification	5.00%	ISO Certificate	Acceptable
Sub-total		10.00%				10.00%		10.00%		
TOTAL		100%				95.84%		94.84%		