

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

Indicator	Weight	Rating Scale	Target	Accomplishment		CGO-A Validation		Supporting Documents	Remarks
	2014	2014	Actual	Rating	Score	Rating			
<b>MFO 1 – International and Domestic Tourism Promotions Services</b>									
<b>Quantity 1:</b> Number of international tourist arrivals based on TPB's market area	5%	<4.06 million = 0% 4.5 million = 5%	4.5 Million	4,188,442	4.65%	4,188,442	4.65%	Summary from the DOT website	Acceptable  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.  The key market area pertains to countries where most of the tourist arrivals are coming from and those countries showing great potential as far as arrivals is concerned.
<b>Quantity 2:</b> Number of domestic travellers	5%	Actual/ Target x Weight	45.75 Million	0	0.00%	0	0.00%		No data available from the DOT

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	2014		2014	Actual	Rating	Score	Rating		
<b>Quantity 3:</b> Number of marketing materials developed	5%	Actual/ Target x Weight	a.) Print Information Materials (2/5) - 20 kinds  b.) Advertising Materials (1/5) - 15 kinds  c.) Giveaways (2/5) - 20 kinds	a.) Print Information Materials (2/5) - 26 kinds  b.) Advertising Materials (1/5) - 25 kinds  c.) Giveaways (2/5) - 59 kinds	5.00%	a.) Print Information Materials (2/5) - 26 kinds  b.) Advertising Materials (1/5) - 25 kinds  c.) Giveaways (2/5) - 59 kinds	5.00%	Summary of marketing materials developed	Acceptable
<b>Quantity 4:</b> Number of Marketing Communications Placed	10%	Actual/ Target x Weight	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	a.) TV Spots (1/10) - 10,991  b.) Click thru rate (5/10) - 0.38%  c.) Print Placement (2/10) - 70 inserts  d.) OOH (1/10) - 80 sites  e.) Cinema Viewership	3.97%	a.) TV Spots (1/10) - 10,991  b.) Click thru rate (5/10) - 0.38%  c.) Print Placement (2/10) - 70 inserts  d.) OOH (1/10) - 80 sites  e.) Cinema Viewership	3.97%	Report from Dentsu	Acceptable

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	2014		2014	Actual	Rating	Score	Rating		
			(1/10) - 7.88 million	(1/10) - 6.213 million		(1/10) - 6.213 million			
<b>Quantity 5:</b> Number of international and domestic events (eg. Roadshows, business events, travel fairs, and familiarization trips)	20%	Actual/ Target x Weight	225	226	20.00%	226	20.00%	Summary list of attended Events  Sample Terminal Report	Acceptable
<b>Quality 1:</b> Rank of the Philippines in the Top Destinations in Asia Pacific	5%	Below 16 = 0%  16th place and above = 5%	16th	14th place	5.00%	14th	5.00%	UNWTO 2014 Report	Acceptable
<b>Quality 2:</b> Level of awareness within the TPB's priority market area	5%	Actual/ Target x Weight	2% increase in the total awareness level from the determined level based in 2013	no data available	0.00%	no data available	0.00%		Since the negotiation in 2013, the TPB did not conduct a study to determine the level of awareness of the target market. The objective of the measure is to determine the impact of the marketing campaign to the priority or key market area to provide additional inputs to the TPB for policy consideration.

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<b>Timeliness:</b> Number of days from Board Approval, for the final project plan to be formally submitted to the Board (specific for international and domestic events)	5%	Actual/ Target x Weight	90 calendar days	18 calendar days	5.00%	-	0.00%	TPB Notice of Meeting  Board Resolution  Secretary Certificate	The supporting documents provided pertains to the Board approval of the FY 2014 Corporate Operating Budget and the Realigned 2014 TPB Corporate Operating Budget and Work Program. The two are not considered as an accomplishment since the objective of the measures is to present the processing time for international and domestic events.
	<b>60.00%</b>				<b>43.62%</b>		<b>38.62%</b>		
<b>MFO 2 – Assistance to MICE Events Services</b>									
<b>Quantity:</b> Number of international and local MICE events assisted, organized and/or supported	10%	Actual/ Target x Weight	140	145	10.00%	145	10.00%	Summary of events assisted, organized, supported	Acceptable
<b>Quality 1:</b> Ranking of the Philippines as a MICE destination - Global ICCA	5%	45 - 5% 46 - 4% 47 - 3% 48 - 2% 49 - 1% 50 - 0%	Rank 45	Rank 50	0.00%	Rank 50	0.00%	2014 Country and City Worldwide Rankings from International Congress and Convention Associations (ICCA)	Acceptable



Indicator	Weight	Rating Scale	Target	Accomplishment		CGO-A Validation		Supporting Documents	Remarks
	2014	2014	Actual	Rating	Score	Rating			
<b>Quality 2:</b> Ranking of the Philippines as a MICE destination - Asia Pacific ICCA	10%	11 - 10% 12 - 9% 13 - 8% 14 - 7% 15 - 0%	Rank 11	Rank 13	8.00%	Rank 13	8.00%	2014 Country and City Asia Pacific Rankings from International Congress and Convention Associations (ICCA)	Acceptable
<b>Timeliness:</b> Number of days from receipt of formal requests to evaluate and approve assistance to MICE events	5%	Actual/ Target x Weight	30 working days	18 working days	5.00%	18 working days	5.00%	List of Requests	Acceptable
	<b>30.00%</b>				<b>23.00%</b>		<b>23.00%</b>		
<b>General Administrative Services</b>									
Ratio of Promotions 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)	5.00%	Actual/ Target x Weight	80% (P&M)	80%	5.00%	80%	5.00%	2015 Marketing and Promotions Report provided by TPB	Acceptable

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	2014	2014	Actual	Rating	Score	Rating			
ISO Certification	5%		QMS Documentation	QMS Documentation	5.00%	QMS Documentation	5.00%	Summary of TPB Processes and Documentation	Acceptable
	10%				10.00%		10.00%		
	100%				76.62%		71.62%		