

TOURISM PROMOTIONS BOARD (TPB)

	Objective/Measure	Formula	Weight	Rating System	Baseline Data		Target		
					2021	2022	2023	2024	
CUSTOMERS / STAKEHOLDERS	SO 1 Promote the Philippines as a Top of Mind Tourist Destination								
	SM 1	Number of International Visitors from TPB Key Markets ¹	Total Number of Tourist Arrivals During the Year	12.5%	(Actual / Target) x Weight	N/A	N/A	2.98 Million	5.63 Million
	SM 2	Number of Domestic and International Business Meetings Organized by TPB	Actual Number of B2B Meetings Arranged	7.5%	(Actual / Target) x Weight	N/A	N/A	4,213	10,390
	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 ²	10%	(Actual / Target) x Weight	N/A	N/A	100%	100%

¹ United Kingdom, Germany, India, Malaysia, Singapore, Australia, United States of America (USA), Canada, Japan, South Korea, China, Hong Kong, and Taiwan.

² Based on the Board-Approved 2024 Work and Financial Plan of TPB.

					Baseline Data		Target		
Objective/Measure		Formula	Weight	Rating System	2021	2022	2023	2024	
SO 2		Intensify Stakeholder Awareness							
SM 4	Media Generated Value	Total Media Value of TPB's 2024 Projects ³	10%	(Actual / Target) x Weight	N/A	N/A	₱250 Million	₱500 Million	
SM 5	Number of TPB Social Media Followers	Cumulative Number of Social Media Followers as of 31 December 2024 ⁴	5%	(Actual / Target) x Weight	N/A	N/A	200,000	326,357	
SM 6	Number of TPB Website Users and Travel App Mobile Downloads	Number of Website ⁵ Users and Travel App Mobile Downloads in 2024	5%	(Actual / Target) x Weight	N/A	N/A	800,000 (unique pageviews)	570,000	
SO 3		Improve on the Satisfaction of Customers and Stakeholders							
SM 7	Percentage of Satisfied Customers	Number of Respondents Who Gave At Least Satisfactory Rating / Total Number of Respondents	10%	(Actual / Target) x Weight If Less Than 80% = 0%	Result Not Acceptable	93.77%	90%	90% ⁶	
		Sub-Total	60%						

CUSTOMERS / STAKEHOLDERS

³ To be generated by a Third-Party Media Agency.

⁴ Shall include Facebook, Twitter, Instagram, YouTube, and LinkedIn accounts.

⁵ Shall include TPB's corporate website, MICECon website, PHITEX website, RTF, website, Travel App (web version), Philippine Motorcycle Tourism website.

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

					Baseline Data		Target	
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SO 4	Maintain Efficient, Accountable, and Transparent Financial Processes and System							
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	N/A	86.36%	90%	90%
SM 8b	Disbursements Subsidy Budget Utilization Rate	Total Disbursements / Total Obligations (Both Net of PS Cost and SCF)	5%	(Actual / Target) x Weight	N/A	100%	90%	90%
SM 8c	Corporate Fund Budget Utilization Rate	Total Disbursements / Total COB from Internally-Generated Fund (Both Net of PS Cost and SCF)	5%	Actual / Target) x Weight	N/A	86.96%	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	N/A	₱5 Million
	Sub-Total		20%					

FINANCIAL

					Baseline Data		Target	
Objective/Measure	Formula	Weight	Rating System	2021	2022	2023	2024	
SO 5	Maintain Efficient, Accountable, and Transparent Administrative Processes and System							
SM 10	Percentage of 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	N/A	97.27%	100%	100%
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 Certificate	Maintain ISO 9001:2015 Certification
SM 12	Percentage of implementation of ISSP	Number of Deliverables Due for 2024 Completed / Total Number of Deliverables Due for 2024 ⁸	5%	(Actual / Target) x Weight	9.09%	100% Attainment of 2022 Deliverables Based on the 2022-2024 ISSP	100% Attainment of 2023 Deliverables Based on the 2022-2024 ISSP	100% Attainment of 2024 Deliverables Based on the 2023-2025 ISSP
	Sub-Total		15%					

INTERNAL PROCESS

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 Republic Act (R.A.) No. 11032 or the Ease of Doing Business Law.

⁸ Deliverables refer to systems/applications.

					Baseline Data		Target		
Objective/Measure	Formula	Weight	Rating System	2021	2022	2023	2024		
SO 6 Sustain a Culture of Organizational Engagement that Fosters Effective Performance, Lifelong Learning, and Growth									
LEARNING & GROWTH	SM 13	Percentage of Employees Meeting Required Competencies	Competency Level 2024 – Competency Level 2023 (where Competency Level = Total Number of Employees with Required Competencies Met / Total Number of Employees)	5%	(Actual / Target) x Weight	Cannot Be Validated	Competency Level of the Organization Improved	Board-approved Competency Framework ⁹ Establishment of Competency Baseline of All Employees ¹⁰	Improvement from the 2023 Competency Level
	Sub-Total			5%					
TOTAL				100%					

For GCG:


ATTY. MARIUS P. CORPUS
Chairperson

For TPB:


MARIA MARGARITA M. NOGRALES
Chief Operating Officer (COO)

⁹ The deliverables should comply with the minimum requirement provided under the Frequently Asked Questions on Competency Frameworks/Models as uploaded in the GCG Website. The Board-Approved Competency Framework shall include the Competency Catalogue, Competency Tables, Competency Matrix, Position Profiles, Competency-Based Job Descriptions, among others.

¹⁰ The competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

$$\frac{\sum_{b=1}^B \left[\frac{\sum_{a=1}^A (\text{Actual Competency Level})}{\text{Required Competency Level}} \right]}{B}$$

where: a = Competency required, A = Total number of competencies required of position, b = Personnel profiled, B = Total number of personnel profiled