

**GCG PERFORMANCE SCORECARD
CY 2013**

INDICATOR	WEIGHT	2012 BASELINE	2013 TARGET
MFO 1. INTERNATIONAL AND DOMESTIC TOURISM PROMOTIONS SERVICES			
Quantity 1: No. of international tourist Arrivals based on TPB's Market Areas	5%	3.5 million	4.4 million
Quantity 2: No of domestic travelers	5%	37.5 million	41.63 million
Quantity 3: No. of marketing materials developed	5%	a) Brochures – 2 Illustrated Maps and Omnibus Interim	a) Brochures and Print Collaterals - Primer, Reprint of Omnibus Interim – 10 kinds
		b) Advertising Materials (Print) – 4 kinds	b) Posters – 10 kinds
			c) Destination Brochures – 6 kinds
			d) Calendars
			e) Kit Folders – 1

Quantity 4: No. of marketing communications placed	10%	a) TV Spots – 6,299	a) TV Spots – 10,000 (1/10)
		b) Digital Impressions: 412 million Clicks: 741,000 Click Thru Rate: 0.18%	b) Digital Impressions: 464.4 million Clicks: 5.49 million Click Thru Rate: 0.30% (5/10)
		c) Print Placement Inserts - 71	c) Print Placement Inserts – 167 (2/10)
		d) OOH (outdoor ads) – 177 sites	d) OOH (outdoor ads) – 188 sites (1/10) ¹
		e) Cinema with estimated viewership of 3.1 million	e) Cinema with estimated viewership of 7.5 million (1/10)
Quantity 5: No. of international and domestic events (e.g. road shows, business events, travel fairs, and familiarization trips)	20%	38	204
Quality 1: Rank of the Philippines in the Top Destinations in Asia Pacific	5%	17 th place out of 43 countries	16 th place out of 43 countries
Quality 2: Level of awareness within the TPB's priority market area	5%	No baseline data	Establish awareness data in each of the 12 priority areas

¹ Based on the Agreement, the target is 1.88 million sites with 2012 Baseline of 177 sites. As per the Head of TPB's Marketing Communications Group, it is impossible for the corporation to put up OOH in 1.88 million sites. There must be a typographical error on the Agreement. 188 sites however is acceptable.

Timeliness: No. of days from Board Approval for the final project plan to be formally submitted to the Board (specific for international and domestic events)	5%	50 working days	90 calendar days
Subtotal of Weights and Ratings:	60%		
MFO 2: Assistance in MICE Events Services			
Quantity: No. of international and local MICE events assisted, organized and/or supported	10%	72	104
Quality 1: Ranking of the Philippines as a MICE destination – Global ICCA	5%	Rank 49 out of 104 countries	Rank 47 out of 104 countries
Quality 2: Ranking of the Philippines as a MICE destination – Asia Pacific ICCA	10%	Rank 13 out of 31 countries	Rank 12 out of 31 countries
Timeliness: No. of days from receipt of formal request to evaluate and approve assistance to MICE events	5%	50 working days	30 working days
Subtotal of Weights and Ratings:	30%		
MFO 3: 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)	5%	No baseline data	80% (P&M)
ISO Certification	5%	No baseline data	Core Processes Manualized (Admin and Marketing)
<i>Subtotal of Weights and Ratings:</i>	10%		
TOTAL	100.00%		