



**SUMMARY OF AGREEMENTS
TOURISM PROMOTIONS BOARD
REVISED 2014 AGREEMENT**

Indicator	Weight	Revised Agreement		Remarks
		Rating Scale	Target	
MFO 1 – International and Domestic Tourism Promotions Services				
Quantity 1: No. of international tourist arrivals based on TPB's market area	5%	<4.06 million = 0% 4.5 million = 5%	4.5 million	
Quantity 2: No. domestic travellers (in million)	5%	Actual/Target x Weight		TPB will have to ask for a deference of the submission of reporting for the 2014 PBB application
Quantity 3: No. of marketing materials developed	5%	Actual/Target x Weight	a) Print Information Materials - 20 kinds (2/5)	
			b) Advertising Materials (1/5) - 15 kinds	
			c) Giveaways (2/5) - 20 kinds	
Quantity 4: No. of Marketing Communications Placed	10%	Actual/Target x Weight	5% increase from 2013	
			Click thru: 1.87%	
			175	
			220	
			7.88 million	
Quantity 5: No. of international and domestic events (eg. roadshows, business events, travel fairs, and familiarization trips)	20%	Actual/Target x Weight		
Quality 1: Rank of the Philippines in the Top Destination in Asia Pacific	5%	Below 16th place = 0% 16th place and above = 5%	16 out of 43	PATA Report
Quality 2: 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 base in 2013	
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%	Actual/Target x Weight	90 calendar days	
	60%			
MFO 2 – Assistance in MICE Events Services				
Quantity: No. of international and local MICE events assisted, organized and/or supported	10%	Actual/Target x Weight	140	

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		Rating Scale	Target	
Quality 1: Ranking of the Philippines as a MICE destination – Global ICCA	5%	45 - 5% 46 - 4% 47 - 3% 48 - 2% 49 - 1% 50 - 0%	45 out of 104	ICCA Report
Quality 2: Ranking of the Philippines as a MICE destination – Asia Pacific ICCA	10%	11 - 10% 12 - 9% 13 - 8% 14 - 7% 15 - 0%	11 out of 31	ICCA Report
Timeliness: No. of days from receipt of formal request to evaluate and approve assistance to MICE events	5%	Actual/Target x Weight	30 working days	
	30%			
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%	Actual/Target x Weight	80% (P&M)	
ISO Certification	5%	Actual/Target x Weight	QMS Documentation	
	10%			
	100%			

For GCG:


CESAR L. VILLANUEVA
Chairman


MA. ANGELA E. IGNACIO
Commissioner

For TPB:


DOMINGO RAMON ENERIO III
Vice Chairman/ TPB COO


MA. MARGARITA F. VILLARICA
Board Member


MARGARITA F. MUNSAYAC
Board Member