

Description	Formula	Weight 2015	Rating System	Data Provider	Baseline 2014	2015 Full Year		Final Rating 2015
						Target	Actual	
<b>SO 1: Top of Mind Destination</b>								
<b>SM 1:</b> International Visitors from the TPB Key Markets ( 12 key markets plus Overseas Filipinos)	Absolute Number	10.00%	4.9 million = 10% 4.7 million = 9% 4.5 million = 8% 4.3 million = 5% Below 4.3 million = 0%	Department of Tourism (Included in the initial submission last 01 March 2016)	4.5 million	4.9 million	4,656,664	8.00%
<b>SM 2:</b> Number of TPB-assisted domestic and international events held in the Philippines including won bids	Absolute Number	10.00%	(Actual/Target) x Weight	Listing of Events (Terminal Report &/or Accomplishment Reports – SM2 Folders 1 - 5)	n/a	399	396	9.92%
<b>SM 3:</b> Click thru rate of digital campaigns		5.00%	(Actual/Target) x Weight	Dentsu Report	1.87%	2.06%	1.89%	4.59%
<b>Sub-total of Weights:</b>		25.00%						22.51%
<b>SO 2: Increase Number of Events</b>								
<b>SM 4:</b> Implementation of Programmed Events based on the Board-approved work program		10%	(Actual/Target) x Weight	2015 Work Program Monitoring Report		Ave. 90% achievement of all targets in the planned events	83.33% of planned events met 90% achievement	8.33%
<b>Sub-total of Weights:</b>		10%						8.33%
<b>SO 3: Improve Customer Satisfaction Rating (electronic)</b>								
<b>SM 5:</b> Satisfactory Rating (third party)		10%	Below Satisfactory = 0%	Project Wander by Nielsen Co. Inc. (Included in the initial submission last 01 March 2016)	n/a	Satisfactory	Satisfactory	10.00%
<b>Sub-total of Weights:</b>		10%						10.00%

Description	Formula	Weight	Rating System	Data Provider	Baseline	2015		Final Rating
		2015			2014	Target	Full Year Actual	
<b>SO 4: Efficient Utilization of Corporate Operating Funds</b>								
<b>SM 6:</b> Utilization of Corporate Operating Funds		10%	(Actual/Target) x Weight	TPB Budget Utilization Report (Please refer to the updated Budget Utilization Report)	96%	90%	94%	10.00%
<b>SM 7:</b> ROMI of TPB domestic and international marketing and promotions project	(Benefit-Cost)/Cost	10%	(Actual/Target) x Weight	SM7 Folder: Summary of Realized Benefits based on attached reports	n/a	125%	700%	10.00%
<b>SM 8:</b> ROMI of TPB marketing communications project	Media Values/Media Spent	10%	(Actual/Target) x Weight	Dentsu Report	151%	130%	144%	10.00%
<b>Sub-total of Weights:</b>		30%						30.00%
<b>SO 5: Develop Supplemental Revenue Sources</b>								
<b>SM 9:</b> Revenues from TPB business development initiatives		5%	(Actual/Target) x Weight	Report on Revenues for 2015 Business Development Initiatives (Included in the initial submission last 01 March 2016)		baseline	PhP228,843.93	5.00%
<b>Sub-total of Weights:</b>		5%						5.00%



Certified Correct:

(Sgd. Original)

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Head of Planning

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TPB Officer-in-Charge

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