



## PERFORMANCE AGREEMENT

This Performance Agreement has been executed pursuant to the **PERFORMANCE EVALUATION SYSTEM FOR THE GOCC SECTOR (GCG MC No. 2013-02 [Re-Issued])** between the –

**GOVERNANCE COMMISSION FOR GOCCs (GCG)**

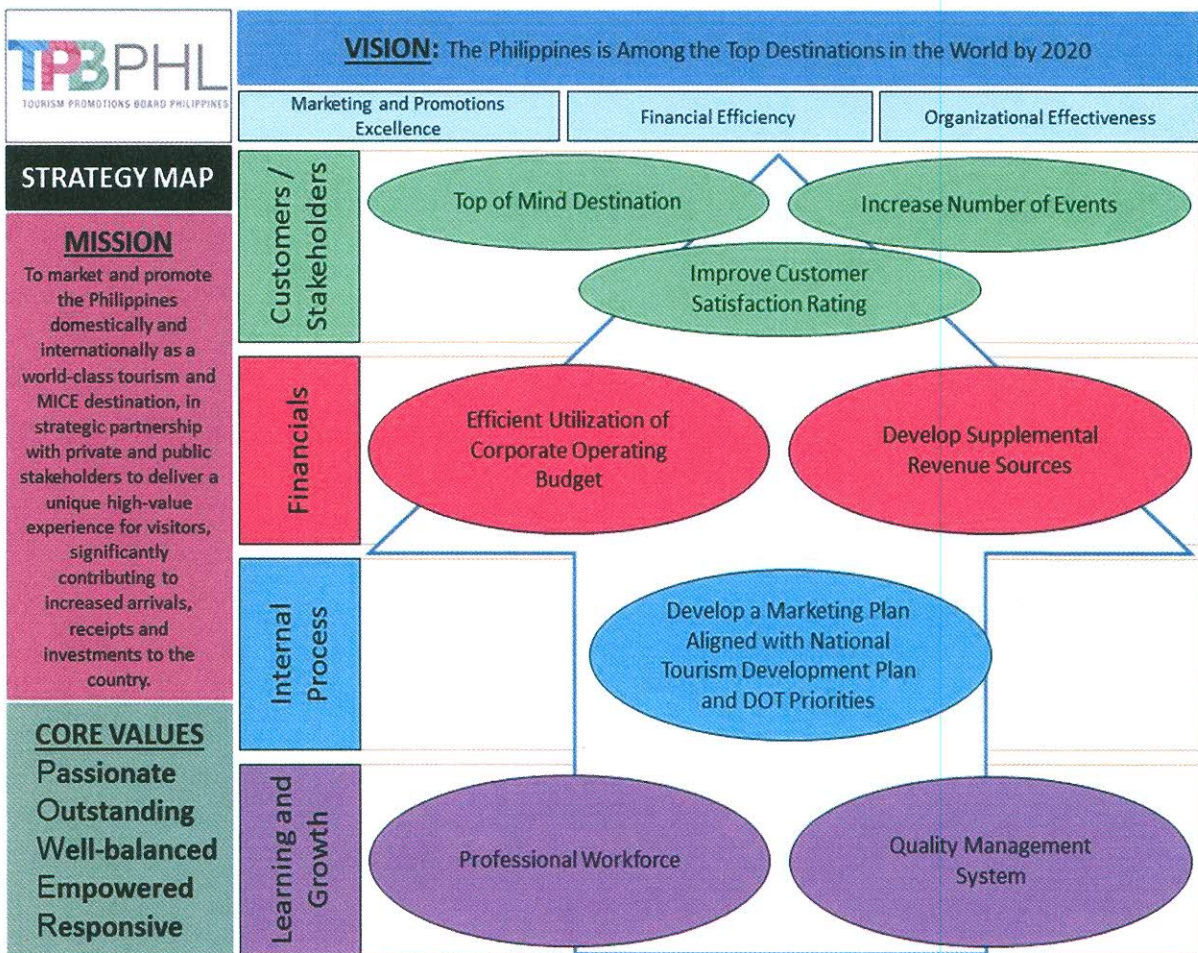
- and -

**TOURISM PROMOTIONS BOARD (TPB)**

**WITNESSETH: THAT –**

The Parties agree to the following terms:

1. **Period.** – This Agreement shall be effective beginning from the execution of this Agreement and ending upon the determination by the Governance Commission of the eligibility of TPB for the FY 2015 PBB and PBI.
2. **Charter Statement and Strategy Map.** – TPB’s Charter Statement and Strategy Map for the Period specified in Section 1 hereof, shall be as follows:



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3. **Measurement of Performance.** – Based on the Performance Scorecard 2015 attached hereto as **Annex A**, the TPB's Performance for 2015 shall be based on the following Measures/Performance Indicators and Annual Targets, to wit:

COMPONENT		WEIGHT	RATING SCALE	2015 TARGET	
CUSTOMER/ STAKEHOLDER	<b>SO 1</b>	<b>Top of Mind Destination</b>			
	SM 1	International Visitors form the TPB Key Markets (12 key markets plus Overseas Filipinos)	10%	4.9 million = 10% 4.7 million = 9% 4.5 million = 8% 4.3 million = 5% Below 4.3 million = 0%	4.9 million
	SM 2	Number of TPB-assisted domestic and international events held in the Philippines including won bids	10%	(Actual/Target) x weight	399
	SM 3	Click thru rate of digital campaigns	5%	(Actual/Target) x weight	2.06%
	<b>SO 2</b>	<b>Increase Number of Events</b>			
	SM 4	Implementation of Programmed Events based on the Board-approved work program	10%	(Actual/Target) x weight	Average 90% achievement of all targets in the planned events (based on the Board-approved work program submitted not later than 31 December 2014)
	<b>SO 3</b>	<b>Improve Customer Satisfaction Rating (electronic)</b>			
	SM 5	Satisfactory Rating (third party)	10%	Below Satisfactory = 0%	Satisfactory or its equivalent
		<b>Sub-total</b>	<b>45%</b>		
	FINANCIAL	<b>SO 4</b>	<b>Efficient Utilization of Corporate Operating Funds</b>		
SM 6		Utilization of Corporate Operating Funds	10%	(Actual/Target) x weight	90%
SM 7		Return on Marketing Investment (ROMI) of TPB domestic and international marketing and promotions project	10%	(Actual/Target) x weight	125%
SM 8		ROMI of TPB marketing communications project	10%	(Actual/Target) x weight	130%
<b>SO 5</b>		<b>Develop Supplemental Revenue Sources</b>			
SM 9		Revenues from TPB business development initiatives	5%	(Actual/Target) x weight	90% of targets (based on the Board-approved Business Development Plan for 2015-2017 submitted not later than 2 <sup>nd</sup> quarter of 2015)
		<b>Sub-total</b>	<b>35%</b>		

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