TOURISM PROMOTIONS BOARD (TPB)



TPBPHL Strategy Map

VISION: By 2028, the Philippines will be the preferred destination for sustainable, uniquely-diverse, and fun travel

DAPTABILITY

ROWTH

NTEGRITY

EADERSHIP

XCELLENCE

CUSTOMERS/ STAKEHOLDERS SO 1: Promote the Philippines as the Top of Mind Tourism Destination SO 2: Intensify Stakeholder Awareness

SO 3: Improve the Satisfaction of Stakeholders and Customers

FINANCIAL SO 4: Maintain

SO 4: Maintain Efficient, Accountable, and Transparent Financial Process and System

INTERNAL PROCESS

SO 5: Maintain Efficient, Accountable and Transparent Administrative Process and System

LEARNING & GROWTH SO 6: Sustain a Culture of Organizational Engagement that Fosters Effective Performance, Lifelong Learning, and Growth

MISSION:

To market and promote the Philippines, in partnership with our stakeholders, towards a dynamic tourism destination

