

TOURISM PROMOTIONS BOARD (TPB)

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2020	2021	2022	2023	
CUSTOMERS / STAKEHOLDERS	SO 1	Promote the Philippines as the Top of Mind Tourism Destination							
	SM 1	Number of International Visitors from TPB Key Markets ¹	Total Number of Tourist Arrivals During the Year	12.5%	(Actual / Target) x Weight	N/A	N/A	N/A	2.98 Million
	SM 2	Number of Domestic and International Business Meetings Organized by TPB	Actual Number of B2B Meetings Arranged	7.5%	(Actual / Target) x Weight	N/A	N/A	N/A	4,213
	SM 3	Percentage of Planned Marketing and Promotional Programs Implemented/Organized	Number of Planned Marketing and Promotional Programs Implemented / Total Number of Planned Marketing and Promotional Programs for the Year ²	7.5%	(Actual / Target) x Weight	N/A	N/A	N/A	100%
	SO 2	Intensify Stakeholder Awareness							
	SM 4	Media Value Generated	Total Media Value of TPB's 2023 Projects ³	10%	(Actual / Target) x Weight	N/A	N/A	N/A	₱250 Million

¹ United Kingdom, Germany, India, Malaysia, Singapore, Australia, United States of America (USA), Canada, Japan, South Korea, China, Hong Kong, and Taiwan.

² Shall only cover marketing and promotional programs that use SMARTOURISM, Sustainability and/or Inclusivity as part of its Operational Framework under the Board-Approved Work and Financial Plan of TPB in 2023.

³ To be generated by a Third-Party Media Agency.

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	Objective/Measure	Formula	Weight	Rating System	2020	2021	2022	2023	
CUSTOMERS / STAKEHOLDERS	SM 5	Number of TPB Social Media Followers	Cumulative Number of Social Media Followers as of 31 December 2023 ⁴	5%	(Actual / Target) x Weight	N/A	N/A	N/A	200,000
	SM 6	Number of TPB Website Pageviews	Number of Unique Website ⁵ Pageviews in 2023	5%	(Actual / Target) x Weight	N/A	N/A	N/A	800,000 (unique pageviews)
	SO 3	Improve the Satisfaction of Stakeholders and Customers							
	SM 7	Percentage of Satisfied Customers	Number of Respondents Who Gave At Least Satisfactory Rating / Total Number of Respondents	5%	(Actual / Target) x Weight If Less Than 80% = 0%	Cannot Be Validated	Result Not Acceptable	90%	90%
		Sub-Total		52.5%					
FINANCIAL	SO 3	Maintain Efficient, Accountable, and Transparent Financial Process and System							
	SM 8a	Obligations Subsidy Budget Utilization Rate	Total Obligated Subsidy / Total COB from Subsidy (Both Net of PS Cost and SCF)	5%	(Actual / Target) x Weight	N/A	N/A	N/A	90%

⁴ Shall include Facebook, Twitter, Instagram, YouTube, and LinkedIn accounts.

⁵ Shall include TPB's corporate website, MICECon website, PHITEX website, RTF, website, Travel App (web version)

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2020	2021	2022	2023	
	SM 8b	Disbursements Subsidy Budget Utilization Rate	$\frac{\text{Total Disbursements / Total Obligations}}{\text{(Both Net of PS Cost and SCF)}}$	5%	(Actual / Target) x Weight	N/A	N/A	N/A	90%
	SM 8c	Corporate Fund Budget Utilization Rate	$\frac{\text{Total Disbursements / Total COB from Internally-Generated Fund}}{\text{(Both Net of PS Cost and SCF)}}$	5%	Actual / Target) x Weight	N/A	N/A	N/A	90%
	SM 9	Decrease in PY Unliquidated Fund Transfers	$\frac{\text{(Balance of PY Unliquidated Fund Transfers in 2023 - Balance of PY Unliquidated Fund Transfers in 2022)}}{\text{Balance of PY Unliquidated Fund Transfers in 2022}}$	5%	(Actual / Target) x Weight	N/A	Cannot be validated	80% decrease in PY Unliquidated Fund Transfers	80% decrease in PY Unliquidated Fund Transfers
		Sub-Total		20%					
INTERNAL PROCESS	SO 4	Maintain Efficient, Accountable and Transparent Administrative Process and System							
	SM 10	Percentage of Received Membership Applications Processed within the Prescribed Turnaround Time	$\frac{\text{Total Number of Membership Applications Processed within Prescribed Turnaround Time}}{\text{Total Number of Membership Applications Received}}$	7.5%	(Actual / Target) x Weight	N/A	N/A	N/A	100%

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2020	2021	2022	2023	
	SM 11	Attain ISO Certification	Actual Accomplishment	5%	All or Nothing	ISO 9001:2015 Certificate Maintained	Maintain ISO 9001:2015 Certificate	Maintain ISO 9001:2015 Certificate	Maintain ISO 9001:2015 Certificate
	SM 12	Percentage of implementation of ISSP	Number of Deliverables Due for 2023 Completed / Total Number of Deliverables Due for 2023 ⁶	5%	(Actual / Target) x Weight	N/A	9.09%	100% Attainment of 2022 Deliverables Based on the 2022-2024 ISSP	100% Attainment of 2023 Deliverables Based on the 2022-2024 ISSP
	Sub-Total			17.5%					
LEARNING & GROWTH	SO 5	Sustain a Culture of Organizational Engagement that Fosters Effective Performance, Lifelong Learning, and Growth							
	SM 13	Improved Competency Framework	Actual Accomplishment	5%	All or Nothing	Board-Approved Competency Framework	Cannot Be Validated	Improvement in the Competency Baseline of the Organization	Board-Approved Competency Framework ⁷
		Established Competency Baseline		5%		Competency Assessment Cannot Be Validated			Establishment of Competency Baseline of All Employees ⁸
	Sub-Total			10%					
TOTAL			100%						

⁶ Deliverables refer to systems/applications.

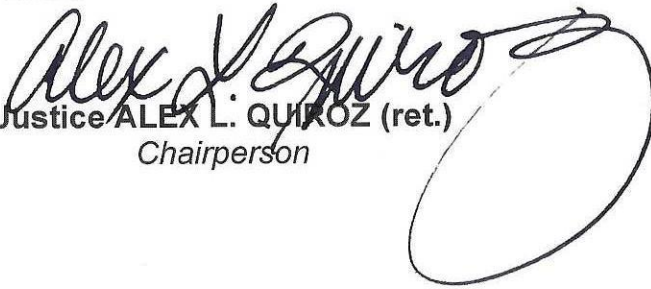
⁷ The deliverables should comply with the minimum requirement provided under the Frequently Asked Questions on Competency Frameworks/Models as uploaded in the GCG Website. The Board-Approved Competency Framework shall include the Competency Catalogue, Competency Tables, Competency Matrix, Position Profiles, Competency-Based Job Descriptions, among others.

⁸ The competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

$$\frac{\sum_{a=1}^A \left(\frac{\text{Actual Competency Level}_a}{\text{Required Competency Level}_a} \right)}{A} \times b$$

where: a = Competency required, A = Total number of competencies required of position, b = Personnel profiled, B = Total number of personnel profiled

For GCG:


Justice ALEX L. QUIROZ (ret.)
Chairperson

For TPB:


MS. MARIA MARGARITA MONTEMAYOR NOGRALES
Chief Operating Officer