



30 APRIL 2024

MARIA MARGARITA MONTEMAYOR NOGRALES

Chief Operating Officer

TOURISM PROMOTIONS BOARD (TPB)

4F Legaspi Towers 300, Roxas Boulevard Metro Manila, Philippines 1004

ACKNOWLEDGEMENT RECEIPT

LETTER 25 APRIL 2024
DATE:

RE: **LETTER FROM TPB TO GCG RE SUBMISSION OF
THE 2023 FINAL PERFORMANCE SCORECARD
MONITORING REPORT AND ITS SUPPORTING
DOCUMENTS**

The said document was officially received by the Governance Commission on 30 April 2024 and has been forwarded to the responsible GCG Officer for appropriate action.

To follow-up for further action on the document, you may contact us through telephone numbers (02) 5328-2030 or (02) 5318-1000. Please cite the GCG Document Management System (DMS) Barcode Number: **0-0445-30-04-2024-010911.**

THIS RECEIPT IS COMPUTER GENERATED AND DOES NOT REQUIRE SIGNATURE.

Received by:

Signature over Printed Name

Date and Time

PRIVACY NOTICE: Any or all personal data you provided will only be used to process your transaction with the GCG and for other compatible purposes. All collected data will be kept secure and confidential, unless otherwise authorized by law. They will be disposed of as soon as the purpose for their use has been achieved. Only aggregate or anonymized data shall be subject to further processing. We respect your rights under the Data Privacy Act. Should you wish to invoke any such rights in relation to our processing of your personal data, or have questions or clarifications relative to privacy and data protection, you may contact the GCG – Data Privacy Team at privacy@gcg.gov.ph. You may lodge your complaint or submit an incident report form in the same email address.



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25 April 2024

ATTY. MARIUS P. CORPUS

Chairperson

**GOVERNANCE COMMISSION FOR GOVERNMENT
OWNED OR CONTROLLED CORPORATIONS**

3/F BDO Paseo Towers (Formerly Citibank Centre)

8741 Paseo de Roxas Avenue

City of Makati



**RE: TPB'S SUBMISSION OF THE 2023 FINAL PERFORMANCE SCORECARD
MONITORING REPORT**

Dear Chairperson Corpus:

We are pleased to submit the Tourism Promotions Board's 2023 Final Performance Scorecard Monitoring Report, with the required supporting documents included in the USB attached to this letter.

Alternatively, the supporting documents can also be downloaded through the link below:
<https://bit.ly/2023TPBPESMonitoringReport>.

Should there be any clarifications or concerns, the Office of the Chairperson may contact Atty. Venancio C. Manuel III, Acting Head of our Corporate Planning and Business Development Department, through the email addresses vince_manuel@tpb.gov.ph and cpbdd@tpb.gov.ph.

Sincerely,

MARIA MARGARITA MONTEMAYOR NOGRALES

Chief Operating Officer

Tourism Promotions Board

25 April 2024

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Chairperson

**GOVERNANCE COMMISSION FOR GOVERNMENT
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Sincerely,



MARIA MARGARITA MONTEMAYOR NOGRALES

Chief Operating Officer

Tourism Promotions Board

TOURISM PROMOTIONS BOARD (TPB)

Component					Target				
	Objective/Measurement	Formula	Weig ht	Rating System	2022	2023	Actual	Rating	
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	2.98 Million	4,222,469 visitor arrivals from January to December 2023	12.50%
	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	4,213	14,925 Business Meetings organized	7.50%
	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	100%	100% of planned marketing and promotional programs implemented	7.50%
	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	P 250 Million	P 910,464,700.64	10.00%

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

²Should 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.

³To be generated by a Third-Party Media Agency

Component						Target			
	Objective/Measurement		Formula	Weight	Rating System	2022	2023	Actual	Rating
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	200,000	241,746 TPB Social Media Followers	5.00%
	SM 6	Number of TPB Website Pageviews ⁵ (unique pageviews)	Number of Unique Website ⁶ Pageviews in 2023	5%	(Actual / Target) x Weight	N/A	800,000 (unique pageviews)	693,185 unique pageviews	4.33%
	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%	90%	90%	90.00%; 279 satisfied customers out of 310 customers (9 customers that answered N/A were excluded in the count)	5.00%
		Sub-Total		52.5%					51.83%
FINANCIAL	SO 4	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	90%	92.25% obligations budget utilization rate as of 4th quarter of 2023	5.00%
	SM 8b	Disbursements Subsidy Budget Utilization Rate	Total Disbursements / Total Obligations (Both Net of PS Cost and SCF)	5%	(Actual / Target) x Weight	N/A	90%	65.94% disbursement compared to total obligated funds	3.66%

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

⁵TPB will request reconsideration of the target due to the change in metric from pageview to user views in the 2nd Sem of 2023 and the new additional sources of user views from the TPB Membership and PMT website.

⁶Shall include TPB's corporate website, MICECon website, PHITEX website, RTF website, Travel App (web version).

Component						Target			
	Objective/Measurement		Formula	Weight	Rating System	2022	2023	Actual	Rating
FINANCIAL	SM 8c	Corporate Fund Budget Utilization Rate	Total Disbursements / Total COB from Internally-Generated Fund (Both Net of PS Cost and SCF)	5%	(Actual / Target) x Weight	N/A	90%	2.11% Corporate Fund Utilization Rate as of 31 December 2023 ⁷	0.12%
	SM 9	Decrease in PY Unliquidated Fund Transfers	Balance of PY Unliquidated Fund Transfers in 2023 – Balance of PY Unliquidated Fund Transfers in 2022 / Balance of Unliquidated Fund Transfers in 2022	5%	(Actual / Target) x Weight	80% decrease in PY Unliquidated Fund Transfers	80% decrease in PY Unliquidated Fund Transfers	There has been a decrease of 49.27% in the Unliquidated Fund Transfers ⁸	3.08%
		Sub-Total		20%					11.86%
INTERNAL PROCESS	SO 5	Maintain Efficient, Accountable and Transparent Administrative Process and System							
	SM 10	Percentage of Received Membership Applications Processed within the Prescribed Turnaround Time	Total Number of Membership Applications Processed within Prescribed Turnaround Time / Total Number of Membership Applications Received	7.5%	(Actual / Target) x Weight	N/A	100%	As of 30 September 2023, 765 out of 765 or 100% of the received membership applications were processed within the prescribed turnaround time. Effective 01 October 2023, the 2023 Membership Registration and Renewal were temporarily closed (TPB Circular 2023-032A)	7.50%

⁷ TPB will request reconsideration in view of the DBM Circular No. 592 granting the extension of the validity of the 2023 budget until 31 December 2024.

⁸ TPB will request reconsideration to remove the unliquidated fund transfers amounting to Php53,626,919.04 that is due for write-off in the total of unliquidated fund transfers.

2023 PERFORMANCE SCORECARD
FINAL REPORT



Component						Target			
	Objective/Measurement		Formula	Weight	Rating System	2022	2023	Actual	Rating
INTERNAL PROCESS	SM 11	Attain ISO Certification	Actual Accomplishment	5%	All or Nothing	Maintain ISO 9001:2015 Certificate	Maintain ISO 9001:2015 Certificate	TPB successfully passed the ISO External Audit and maintained the ISO 9001:2015 Certificate last 24 October 2023.	5.00%
	SM 12	Percentage of Implementation of ISSP	Number of Deliverables Due for 2023 Completed / Total Number of Deliverables Due for 2023 ⁹	5%	(Actual / Target) x Weight	100% Attainment of 2022 Deliverables Based on the 2022-2024 ISSP	100% Attainment of 2023 Deliverables Based on the 2022-2024 ISSP	4 systems implemented out of 4 planned	5.00%
		Sub-Total		17.5%					17.50%
LEARNING & GROWTH	SO 6	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	Improvement in the Competency Baseline of the Organization	Board-Approved Competency Framework ¹⁰	Approved through Board Resolution No. 403 series of 2023	5.00%
		Established Competency Baseline		5%			Establishment of Competency Baseline of All Employees ¹¹	Established the competency baseline of 107 TPB personnel	5.00%
		Sub-Total		10%					10.00%
		TOTAL		100%					91.19%

⁹Deliverables refer to systems/applications.
¹⁰The 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.

¹¹The competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

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

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

Prepared by:	Noted by:
	
ATTY. VENANCIO C. MANUEL III Acting Head Corporate Planning and Business Development	MARIA MARGARITA MONTEMAYOR NOGRALES Chief Operating Officer Tourism Promotions Board
Date:	Date: