



03 August 2017

MR. CESAR D. MONTANO

Chief Operations Officer

TOURISM PROMOTIONS BOARD (TPB)

4/F Legaspi Towers 300 Roxas Boulevard
Manila

RE : TRANSMITTAL OF CY 2017 PERFORMANCE SCORECARD

Dear COO Montano,

This is to formally transmit the Charter Statement and Strategy Map (**Annex A**) and 2017 Performance Scorecard (**Annex B**) of TPB.

The TPB proposed Charter Statement, Strategy Map and Performance Scorecard submitted last 15 February 2017 were **MODIFIED** based on the discussions made during the technical working group (TWG) meeting last 17 March 2017 and the Governance Commission's review and evaluation of the revised document¹. The CY 2017 Charter Statement, Strategy Map and Performance Scorecard shall take effect **IMMEDIATELY**, TBP is directed to submit the applicable quarterly monitoring reports and upload the same in the GOCC website.

The Governance Commission takes this opportunity to remind TPB that pursuant to Item 3 of GCG Memorandum Circular No. 2017-02, GOCCs are required to submit its Charter Statement, Strategy Map and Performance Scorecard for CY 2018 starting the first working day of July but not later than the last working day of August. In order to further provide GOCCs ample time to prepare, GOCCs are given a **NON-EXTENDABLE** deadline until the last working day of September 2017. GOCCs who fail to comply with the said deadline shall be deemed to have waived its opportunity to propose performance targets and measures, and the GCG shall accordingly complete the GOCC's Performance Scorecard based on its own assessment.

FOR YOUR COMPLIANCE.

Very truly yours,

SAMUEL G. DAGPIN, JR.

Chairman


MICHAEL P. CLORIBEL
Commissioner


MARITES CRUZ-DORAL
Commissioner

¹ Per submission of TPB dated 20 July 2017



CY 2017 PERFORMANCE SCORECARD (ANNEX B)

TOURISM PROMOTIONS BOARD

		Component				Baseline Data				Target
		Objective/Measure	Formula	Weight	Rating System	2013	2014	2015	2016	2017
CUSTOMER / STAKEHOLDER	SO 1	Top of Mind Travel Destination								
	SM 1	International Visitors from TPB Key Markets (12 Key Markets plus Overseas Filipino Markets) ¹	Absolute Number	10%	Below 5 Million = 0% 5 Million to 5.3 Million = 5% 5.4 Million to 5.7 Million = 8% Above 5.7 Million = 10%	4 million	4.5 million	4.7 Million	5 Million	5.7 million
	SM 2	Return on marketing investment (ROMI) of TPB domestic and international marketing and promotions projects	(Benefit-Cost) / Cost	10%	Below 1179% = 0% 1179% to 1189% = 5% 1190% to 1200% = 8% Above 1200% = 10%	N/A	N/A	614%	1179%	1200%

¹ Malaysia; Singapore; China; Hong Kong; Japan; Korea; Taiwan; Canada; USA; Germany; United Kingdom; Australia; and Overseas Filipino

	Component					Baseline Data				Target
	Objective/Measure		Formula	Weight	Rating System	2013	2014	2015	2016	2017
	SM 3	Return on marketing investment (ROMI) of TPB marketing communication projects	Media Values/ Media Spend	10%	Below 96.34% = 0% 96.34% to 113% = 5% 114% to 130% = 8% Above 130% = 10%	151%	N/A	144%	96.34% (Dentsu and MTV Music Evolution)	130%
	SO 2	Increase Number of Events								
	SM 4	Number of TPB-assisted domestic and international events held in the Philippines including won bids	Absolute Number	10%	(Actual/Target) x Weight	N/A	N/A	356	336	355 events
	SM 5	Implementation of Programmed Events based on the Board-approved Work Program	No. of Implemented Events / Total No. of Programmed Events based on the Board-approved Work Program	10%	All or Nothing	N/A	N/A	83% of planned events met 90% achievement	27 out of 29 of planned events met 90% achievement	Implement 90% of targets in the planned events

	Component				Baseline Data				Target	
	Objective/Measure		Formula	Weight	Rating System	2013	2014	2015	2016	2017
	SO 3	Improved Customer Satisfaction Rating								
	SM 6	Satisfactory Rating (Third Party)	No. of respondents who gave a VS rating or higher / Total no. of respondents	10%	All or Nothing	N/A	N/A	Over-All 95% of the respondents are Satisfied	100% of respondents are Satisfied	90% of respondents gave a rating of Very Satisfied or higher
			Sub-total	60%						
FINANCIAL	SO 4	Efficient Utilization of Corporate Operating Budget								
	SM 7	Utilization of Corporate Operating funds	Utilization of Corporate Operating Budget (utilization = obligated treated as expense although no cash)	10%	Below 85% = 0% 85% to 87% = 5% 88% to 90% = 8% Above 90% = 10%	84%	96%	142%	85%	90% ²

² Excluding Contingency Funds

	Component					Baseline Data				Target
	Objective/Measure	Formula	Weight	Rating System	2013	2014	2015	2016	2017	
	SO 5	Develop Supplemental Revenue Sources								
	SM 8	Revenues from TPB Business Development Initiatives	Actual Revenue from TPB Business Development Initiatives	10%	(Actual/Target) x Weight	N/A	N/A	₱228,843.93	₱183,987.50	₱250,000.00
			Sub-total	20%						
INTERNAL PROCESS	SO 6	Alignment with National Tourism Development Plan								
	SM 9	Board Approved Marketing Framework	Actual Accomplishment	10%	All or Nothing	N/A	N/A	Board Approved Marketing Framework 2016- 2018	Established and implemented a monitoring and reporting system for the agreed 3 projects ³	Board Approved Marketing Plan for 2018-2022
	SO 7	Quality Management System								
	SM 10	ISO Certification	Actual Accomplishment	5%	All or Nothing	N/A	N/A	ISO Certification	Maintained ISO Certification	Maintain ISO 9001:2008 Certification
			Sub-total	15%						

³ Malaysia International Dive Expo; Incentive Travel and Conventions Meetings Asia; and Philippines Sales Mission - Korea

Component					Baseline Data				Target
Objective/Measure		Formula	Weight	Rating System	2013	2014	2015	2016	2017
LEARNING AND GROWTH	SO 8	Develop a Highly Competent and Professional Workforce							
	SM 11	Competency Profile of Positions	Actual Accomplishment	5%	Either Baseline Competency for 6 new regular employees OR Address Competency Gap of 78 regular employees = 2.5% Both Baseline Competency for 6 new regular employees AND Address Competency Gap of 78 regular employees = 5%	N/A	N/A	150 positions	Competency Profile of 82 regular employees Baseline Competency Profile for 6 new regular employees Address Competency Gap of 78 regular employees on the following: Core Competencies: <ul style="list-style-type: none"> • Innovation • Interpersonal Effectiveness Technical Competencies: <ul style="list-style-type: none"> • Research and Analysis • Partnering / Networking • Marketing Proficiency and Expertise
			Sub-total	5%					
			TOTAL	100%					