



Office of the President of the Philippines
GOVERNANCE COMMISSION
FOR GOVERNMENT OWNED OR CONTROLLED CORPORATIONS
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22 June 2018

MS. BERNADETTE ROMULO-PUYAT
DOT Secretary and Chairperson
TOURISM PROMOTIONS BOARD (TPB)
4/F Legaspi Towers, 300 Roxas Boulevard,
Manila

RE : TRANSMITTAL OF 2018 PERFORMANCE SCORECARD

Dear Secretary Romulo-Puyat,

This is to formally transmit the 2018 Charter Statement and Strategy Map (**Annex A**) and 2018 Performance Scorecard (**Annex B**) of TPB.

The proposed Charter Statement, Strategy Map and Performance Scorecard submitted on 27 September 2017 were **MODIFIED** based on the discussions made during the technical panel meeting (TPM) held on 14 December 2017 and evaluation of revised documents submitted on 29 January and 23 February 2018. The 2018 Performance Scorecard, as attached, shall take effect **IMMEDIATELY**.

We take this opportunity to inform TPB that Item 5 of GCG Memorandum Circular No. 2017-02 mandates GOCCs to submit Quarterly Monitoring Reports and upload the same in the GOCC's website within thirty (30) calendar days from the close of each quarter.

In view of the foregoing, TPB is hereby **DIRECTED** to upload the 1st Quarterly Monitoring Report in its website and submit the same together with validating documents necessary for the review and evaluation of the reported accomplishments. TPB is given **thirty (30) calendar days** from receipt of this letter to comply with the said directive.

FOR YOUR APPROPRIATE ACTION.

Very truly yours,

SAMUEL G. DAGPIN, JR.
Chairman


MICHAEL P. CLORIBEL
Commissioner


MARITES C. DORAL
Commissioner



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TOURISM PROMOTIONS BOARD

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2015	2016	2017	2018	
CUSTOMERS/STAKEHOLDERS	SO 1	Top of Mind Travel Destination							
	SM 1	Increase Number of International Visitors from TPB Key Markets (12 Key Markets plus Overseas Filipino Markets) ¹	Absolute Number	10%	Below 5.5 Million = 0% 5.5 Million – 6.0 Million = 5% 6.1 Million – 6.3 Million = 8% Above 6.3 Million = 10%	4.7 Million	5.175 Million	5.7 Million	Above 6.3 Million
	SM 2	Generate Return on Marketing Investment (ROMI) of TPB Domestic and International Marketing and Promotions Projects	$(\text{Benefit}-\text{Cost}) / \text{Cost}^2$	10%	Below 1179% = 0% 1179% to 1189% = 5% 1190% to 1200% = 8% Above 1200% = 10%	614%	1179%	1200%	Above 1200%

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

² Where: Benefit = values generated out of sales (e.g. Tour packages sold, etc.); i.e. but does not include private sector participation fees paid to TPB)

Cost = project fund expended by TPB

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Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2015	2016	2017	2018	
CUSTOMERS/STAKEHOLDERS	SM 3	Generate Return on Marketing Investment (ROMI) of TPB Marketing Communications Projects	Media Values / Media Spend ³	10%	Below 96.34% = 0% 96.34% to 113% = 5% 114% to 130% = 8% Above 130%= 10%	144%	96.34%	130%	Above 130%
	SM 4	Number of TPB-Assisted Events/Projects held Outside of the Philippines	Absolute Number	10%	(Actual/Target) x Weight	15	55	No Data	75

³ Where: Media Values = impression, reach, etc.; Media Spend = cost paid for placements, etc.

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Component					Baseline Data		Target	
Objective/Measure	Formula	Weight	Rating System	2015	2016	2017	2018	
SO 2	Increase Number of Events							
SM 5	Number of TPB-Assisted Domestic and International Events held in the Philippines including Won Bids	Absolute Number	10%	(Actual / Target) x Weight	356	328	355	355
SO 3	Improve Customer Satisfaction Rating							
SM 6	Percentage of Satisfied Customers	Number of Respondents who gave at least Satisfactory Rating / Total Number of Respondents	10%	(Actual / Target) x Weight 0% = If less than 80%	Over-All 95% of the Respondents are Satisfied with TPB's services	98% of Respondents are Satisfied	90% of Respondents gave a Rating of Very Satisfied or Higher	90% of Respondents gave at least Satisfactory Rating
	Sub-total		60%					

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2015	2016	2017	2018	
FINANCIAL	SO 4	Efficient Utilization of Corporate Operating Budget							
	SM 7	Utilization of Corporate Operating Funds	Total amount obligated/ Total Amount as approved by the DBM	10%	Below 85% = 0% 85% to 87% = 5% 88% to 89% = 8% 90% and Above = 10%	142%	85%	90% (Excluding Contingency Funds)	90% of DBM-approved Corporate Operating Budget (Excluding Contingency Funds)
	SO 5	Develop Supplemental Revenue Sources							
	SM 8	Revenues from TPB Business Development Initiatives	Actual amount	10%	(Actual / Target) x Weight	₱ 228,843	₱ 173,500	₱ 250,000	₱ 250,000
		Sub-total		20%					

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Component					Baseline Data		Target		
Objective/Measure	Formula	Weight	Rating System	2015	2016	2017	2018		
INTERNAL PROCESS	SO 6	Alignment with National Tourism Development Plan							
	SM 9	Percentage of Implemented 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%	(Actual / Target) x Weight	83.33% of Planned Events met 90% Achievement	90% Accomplishment of 27 out of 29 targets	90%	90% of Targets in Planned Events
	SO 7	Quality Management System							
	SM 10	Attain ISO Certification	Actual Accomplishment	5%	All or Nothing	ISO Certification	Maintained ISO 9001:2008 Certification	Maintained ISO 9001:2008 Certification	Certification under ISO 9001:2015 standards
	Sub-total		15%						
LEARNING AND GROWTH	SO 8	Develop a Highly Competent and Professional Workforce							
	SM 11	Improve Competency of the Organization	Actual Accomplishment	5%	(Actual / Target) x Weight	Competency Profiles of 150 Positions	Established Competency Baseline for each 82 Employees Employees met 85% of Required Competencies	Baseline Competency Profile for 6 New Regular Employees Address Competency Gap of 78 regular	Close the Competency Gap on Records Management of fourteen (14) employees

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Component					Baseline Data		Target	
Objective/Measure	Formula	Weight	Rating System	2015	2016	2017	2018	
						Employees on the following: Core Competencies: - Innovation - Interpersonal Effectiveness Technical Competencies: - Research and Analysis - Partnering / Networking - Marketing Proficiency and Expertise		
	Sub-total			5%				
	TOTAL			100%				

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