



15 July 2019

MS. BERNADETTE ROMULO-PUYAT
DOT Secretary and TPB Chairperson
MS. MARIE VENUS Q. TAN
Chief Operating Officer
TOURISM PROMOTIONS BOARD (TPB)
4/F Legaspi Towers, 300 Roxas Boulevard
Manila



RE : TRANSMITTAL OF 2019 PERFORMANCE SCORECARD

Dear Secretary Puyat and COO Tan,

This is to formally transmit the 2019 Charter Statement and Strategy Map (**Annex A**) and 2019 Performance Scorecard (**Annex B**) of TPB. The same is to be posted in TPB's website, in accordance with Section 43 of GCG Memorandum Circular (M.C.) No. 2012-07¹.

Pursuant to Item 3 of GCG M.C. No. 2017-02², the GCG based on its own assessment, shall complete the Performance Scorecard of a GOCC which fails to submit the required Performance Evaluation System documents within the prescribed deadline. The TPB through a letter dated 14 March 2019³ submitted its proposed 2019 scorecard, which is beyond the prescriptive deadline. In line with this, TPB's proposal was **MODIFIED** based on the evaluation of submitted supporting documents, related historical data and representations made during the on-site visit on 06 March 2019.

We take this opportunity to **REMIND** TPB that Item 5 of GCG M.C. 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.

FOR YOUR COMPLIANCE.

Very truly yours,

SAMUEL G. DAGPIN, JR.
Chairman

MICHAEL P. CLORIBEL
Commissioner

MARITES C. DORAL
Commissioner

¹ CODE OF CORPORATE GOVERNANCE FOR GOCCs, dated 28 November 2012.

² INTERIM PES FOR THE GOCC SECTOR, dated 30 June 2017.

³ Officially received by the Governance Commission on 15 March 2019.



Office of the President of the Philippines
GOVERNANCE COMMISSION
 FOR GOVERNMENT OWNED OR CONTROLLED CORPORATIONS
 3/F, Citibank Center, 8741 Paseo De Roxas, Makati City, Philippines 1226



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MS. BERNADETTE ROMULO-PUYAT

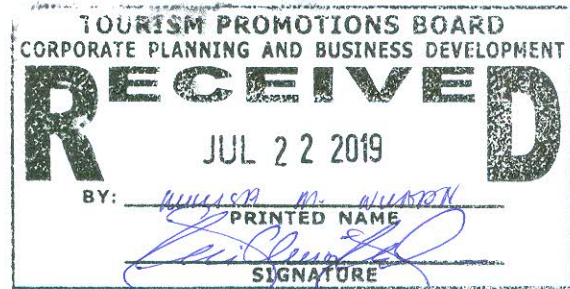
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OUR VISION

The Philippines is one of the most preferred tourist destination in Asia Pacific in 2022

OUR CORE VALUES

PASSIONATELY
DRIVEN TEAM

OUTSTANDING
LEADERS

WELL-BALANCED
WORK-LIFE

EMPOWERED
ORGANIZATION

RESPONSIVE
PARTNERS

CUSTOMERS/ STAKEHOLDERS

- Top of Mind Travel Destination
- Increase Number of Events
- Improve Customer Satisfaction Rating

FINANCIALS

- Efficient Utilization of Corporate Operating Budget
- Develop Supplemental Revenue Sources

INTERNAL PROCESSES

- Quality Management System

LEARNING & GROWTH

- Develop a highly competent and professional workforce

OUR MISSION

We creatively market and promote unique and high value experiences for the visitors

TOURISM PROMOTIONS BOARD (TPB)

Component						Baseline Data			Target
	Objective/Measure		Formula	Weight	Rating System	2016	2017	2018	2019
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 5.7 million = 0% 5.7 million to 6.4 million = 5% 6.5 million to 7 million = 8% Above 7 million = 10%	5.175 million	5.735 million	6.144 million	Above 7 million
	SM 2	Generate Return on Marketing Investment (ROMI) of TPB Domestic and International Marketing and Promotions Projects	(Benefit-Cost) / Cost ²	10%	Above 1179% = 0% 1179% to 1189% = 5% 1190% to 1200% = 8% Above 1200% = 10%	1179%	Cannot be validated	Cannot be validated	Above 1200%
	SM 3	Generate Return on Marketing Investment (ROMI) of TPB Marketing Communications Projects	(Media Values – Media Spend) / Media Spend ³	10%	Below 96.34% = 0% 96.34% to 123% = 5% 123% to 150% = 8% Above 150% = 10%	96.34%	Cannot be validated	Cannot be validated	Above 150%

¹ Malaysia, Singapore, China, Hong Kong, Japan, Korea, Taiwan, Canada, United States of America, Germany, United Kingdom, Australia, and Overseas Filipinos (including Macau, Mexico, and Australasia/Pacific)

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

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

Component						Baseline Data			Target
	Objective/Measure		Formula	Weight	Rating System	2016	2017	2018	2019
CUSTOMERS / STAKEHOLDERS	SM 4	Number of TPB-Assisted Events/Projects held Outside of the Philippines	Absolute Number	10%	Below 15 = 0% 15 to 44 = 5% 45 to 75 = 8% Above 75 = 10%	55	69	74	75
	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	328	459	205	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 If less than 80% = 0%	98% of Respondents are Satisfied	92% of Respondents gave a Rating of Very Satisfied or Higher	No reported accomplishment	90%
		Sub-total		60%					
FINANCIAL	SO 4	Efficient Utilization of Corporate Operating Budget							
	SM 7	Utilization of Corporate Operating Funds	Total Obligations (net of PS) / Total COB as approved by the DBM	10%	All or Nothing	85%	54%	Cannot be validated	Not lower than 90% but not exceeding 100%

Component					Baseline Data				Target
	Objective/Measure		Formula	Weight	Rating System	2016	2017	2018	2019
	SO 5	Develop Supplemental Revenue Sources							
	SM 8	Revenue from TPB Business Development Initiatives	Actual Amount	10%	(Actual / Target) x Weight If Below ₱173,500 = 0%	₱173,500	₱910,645.08	₱228,150	₱275,000
		Sub-total		20%					
INTERNAL PROCESS	SO 6	Quality Management System							
	SM 9	Attain ISO Certification	Actual Accomplishment	10%	All or Nothing	Maintained ISO 9001:2008 Certification	Maintained ISO 9001:2008 Certification	ISO 9001:2015 Certification Attained	Maintain ISO 9001:2015 Certificate
		Sub-total		10%					
LEARNING & GROWTH	SO 7	Develop a Highly Competent and Professional Workforce							
	SM 10	Improve Competency of the Organization	Number of employees meeting competency standards / Total number of employees for the year	10%	All or Nothing	Established Competency Baseline for each 82 Employees Employees met 85% of Required Competencies	Baseline Competency for 9 new regular employees	Competency Gap on Records Management of 13 Employees were closed	Improvement in the Competency baseline of the organization ⁴
		Sub-total		10%					
		TOTAL		100%					

⁴ Improvement in the competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

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

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