



24 June 2022

DEPARTMENT OF TOURISM (DOT)
Supervising Agency
MS. MARIA ANTHONETTE C. VELASCO-ALLONES
Chief Operating Officer (COO)
TOURISM PROMOTIONS BOARD (TPB)
4/F Legaspi Towers, 300 Roxas Boulevard
Manila

RE : TRANSMITTAL OF 2022 PERFORMANCE SCORECARD

Dear DOT Secretary and COO Velasco-Allones,

This is to formally transmit the 2022 Charter Statement and Strategy Map (**Annex A**) and 2022 Performance Scorecard (**Annex B**) of TPB. The same is to be posted on TPB's website in accordance with Section 43 of GCG Memorandum Circular (M.C.) No. 2012-07.¹

The TPB proposed Charter Statement, Strategy Map, and Performance Scorecard submitted through its letter dated 19 November 2021² were **MODIFIED** based on the discussions made during the Technical Panel Meeting (TPM) held on 06 December 2021, and the evaluation of revised and requested documents submitted through letters dated 06 January 2022,³ and 06 June 2022,⁴ and e-mail communications dated 14 June 2022⁵ and 15 June 2022.⁶

We take this opportunity to **REMIND** TPB that Item 5 of GCG M.C. No. 2017-02⁷ mandates GOCCs to submit Quarterly Monitoring Reports and upload the same to the GOCC's website within thirty (30) calendar days from the close of each quarter. TPB is requested to submit its revised Quarterly Targets based on the attached scorecard upon submission of its Quarterly Monitoring Report for 2022.

Finally, under GCG M.C. No. 2017-02, GOCCs can no longer renegotiate the targets set in their Performance Scorecards for the current year. Thus, any request for modification in the 2022 Performance Scorecard will instead be considered during the validation of the reported annual accomplishments.

FOR TPB'S INFORMATION AND COMPLIANCE.

Very truly yours,

SAMUEL G. DAGRIN, JR.
Chairman

JAYPEE O. ABESAMIS
*OIC-Commissioner**

MARITES C. DORAL
Commissioner

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

² Officially received by the Governance Commission on 19 November 2021

³ Officially received by the Governance Commission on 07 January 2022.

⁴ Officially received by the Governance Commission on 07 June 2022.

⁵ TPB letter dated 06 June 2022. Officially received by the Governance Commission on 15 June 2022.

⁶ Officially received by the Governance Commission on 16 June 2022.

⁷ INTERIM PES FOR THE GOCC SECTOR, dated 30 June 2017.

* By virtue of the Memorandum from the Executive Secretary dated 21 March 2022.



TOURISM PROMOTIONS BOARD (TPB)

		Component			Baseline Data		Target		
		Objective/Measure	Formula	Weight	Rating System	2019	2020	2021	2022
CUSTOMERS / STAKEHOLDERS	SO 1	Implement Innovative Marketing and Promotions Programs							
	SM 1	Percentage of Marketing and Promotional Programs Under the Board-Approved Work and Financial Plan Implemented	Number of Planned Marketing and Promotional Programs Implemented / Total Number of Planned Marketing and Promotional Programs	15%	(Actual / Target) x Weight	N/A	N/A	N/A	100%
	SM 2	Return on Marketing Investment (ROMI) of TPB Domestic and International Marketing and Promotions Projects	(Benefit – Cost) / Cost ¹	10%	Below 1179% = 0% 1179% to 1189% = 5% 1190% to 1200% = 8% Above 1200% = 10%	6,147.39%	Cannot Be Validated	Above 1200%	Above 1200%
	SM 3	Return on Marketing Investment (ROMI) of TPB Marketing Communications Projects	(Media Values – Media Spend) / Media Spend ²	10%	(Actual / Target) x Weight	1,112.54%	Cannot Be Validated	Above 120%	Above 120%
	SO 2	Strengthen Partnership with Stakeholders and Customers							
SM 4	Number of Domestic and International Promotions Events/Projects Organized by Suppliers and Other Stakeholders Assisted by TPB	Actual Accomplishment	15%	(Actual / Target) x Weight	232	Cannot Be Validated	N/A	121	

¹ Where: Benefit = Values Generated Out of Sales and Cost = Project Fund Expended by TPB

² Where: Media Values = Impression, Reach, etc. and Media Spend = Cost Paid for Placements, etc.

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2019	2020	2021	2022	
	SO 3	Improve Customer Satisfaction							
	SM 5a	Percentage of Satisfied Customers (Exhibitors)	Number of Respondents Who Gave At Least Satisfactory Rating / Total Number of Respondents	2.5%	(Actual / Target) x Weight If Below 80% = 0%	Result Not Acceptable	Cannot Be Validated	90%	90%
	SM 5b	Percentage of Satisfied Customers (Attendees)		2.5%				90%	90%
	SM 5c	Percentage of Satisfied Customers (Familiarization Trip Participants and Social Media Influencers)		2.5%				90%	90%
		<i>Sub-total</i>		57.5%					
FINANCIAL	SO 4	Maintain Efficient, Accountable, and Transparent Financial Process and System							
	SM 6a	Obligations Budget Utilization Rate	Total Obligations / DBM-Approved Corporate Operating Budget <i>(Both Net of PS Cost)</i>	5%	(Actual / Target) x Weight	95%	89.87%	Not Lower Than 90% But Not Exceeding 100% <i>(Excluding PS, SCF, and PEC)</i>	90%
	SM 6b	Disbursements Budget Utilization Rate	Total Disbursements / Total Obligations <i>(Both Net of PS Cost)</i>	2.5%	(Actual / Target) x Weight	N/A	N/A	N/A	90%
	SM 6c		Total Disbursements / DBM-Approved Corporate Operating Budget <i>(Both Net of PS Cost)</i>	2.5%	(Actual / Target) x Weight	N/A	58.10%	N/A	90%

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2019	2020	2021	2022	
	SM 7	Decrease in Previous Years' (PY) Unliquidated Fund Transfers to DOT Overseas and Regional Offices	(Balance of PY Unliquidated Fund Transfers in 2022 – Balance of PY Unliquidated Fund Transfers in 2021) / Balance of PY Unliquidated Fund Transfers in 2021	2.5%	(Actual / Target) x Weight	N/A	N/A	75% Decrease in PY Unliquidated Fund Transfers ³	80% Decrease in PY Unliquidated Fund Transfers
	SO 5	Establish the Business Development Function of TPB							
	SM 8	Implement TPB Business Development Plan	Actual Accomplishment	5%	All or Nothing	N/A	N/A	N/A	Board-Approved TPB Business Development Plan
		<i>Sub-total</i>		17.5%					
INTERNAL PROCESS	SO 6	Maintain Efficient, Accountable, and Transparent Administrative Processes and System							
	SM 9	Percentage of Applications Processed within Prescribed Turnaround Time	Total Number of Applications Processed within Prescribed Turnaround Time ⁴ / Total Number of Applications Received	7.5%	(Actual / Target) x Weight	N/A	Cannot Be Validated	100%	100%
	SM 10	Attain ISO Certification	Actual Accomplishment	7.5%	All or Nothing	Maintained ISO 9001:2015 Certification	ISO 9001:2015 Certificate Maintained	Maintain ISO 9001:2015 Certificate	Maintain ISO 9001:2015 Certificate

³ 2021 Target refers to unliquidated fund transfers for period 2013 to 2019 amounting to ₱266.410 Million (based on the 2019 COA Annual Audit Report, the balance)

⁴ The prescribed turnaround time shall be based on TPB's compliance with Republic Act No. 11032 or the Ease of Doing Business Law for all external services.

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2019	2020	2021	2022	
	SM 11	Percentage of Implementation of Information Systems Strategic Plan (ISSP)	Number of Deliverables Due for 2022 Attained / Total Number of Deliverables Due for 2022 ⁵	5%	(Actual / Target) x Weight	N/A	N/A	100% Attainment of 2021 Deliverables Based on the 2019-2021 ISSP	100% Attainment of 2022 Deliverables Based on the 2022-2024 ISSP
		Sub-total		20%					
LEARNING & GROWTH	SO 7	Sustain a Culture of Organizational Engagement that Fosters Effective Performance, Lifelong Learning, and Growth							
	SM 12	Improve Competency Level of the Organization	Competency Baseline ⁶ 2022 – Competency Baseline 2021	5%	All or Nothing	Unverifiable	Board-Approved Competency Framework 104 out of 106 Employees Assessed	Improvement in the Competency Baseline of the Organization	Improvement in the Competency Baseline of the Organization
		Sub-total		5%					
		TOTAL		100%					

⁵ Deliverables refer to systems/applications.

⁶ The competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

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

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