



04 April 2024

**HON. MA. ESPERANZA CHRISTINA GARCIA-FRASCO**

*Chairperson and DOT Secretary*

**HON. MARIA MARGARITA M. NOGRALES**

*Chief Operating Officer (COO)*

**TOURISM PROMOTIONS BOARD (TPB)**

4/F Legaspi Towers 300, Roxas Boulevard

cor. Vito Cruz, Malate, Manila

**RE: TRANSMITTAL OF 2024 PERFORMANCE SCORECARD**

Dear Secretary Garcia-Frasco and COO Nograles,

This is to formally transmit the 2024 Charter Statement and Strategy Map (**Annex A**) and 2024 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. 2012-07.<sup>1</sup>

The TPB-proposed Charter Statement and Strategy Map were **RETAINED** while the Performance Scorecard submitted through letter dated 06 November 2023<sup>2</sup> was **MODIFIED** based on the discussions made during the Technical Panel Meeting (TPM) held on 14 December 2023, evaluation of revised documents submitted through letters/e-mail communication dated 29 December 2023, 02 January 2024, 13 February 2024, 15 February 2024, 11 March 2024, and 14 March 2024,<sup>3</sup> and finalized during the Performance Target Conference (PTC) held on 19 March 2024.

We remind TPB that Item 6 of GCG M.C. No. 2023-01<sup>4</sup> requires GOCCs to submit its Quarterly Targets within fifteen (15) calendar days from receipt of the GCG-approved Performance Scorecard. Moreover, Item 7 of the same Circular directs GOCCs to accomplish the requisite Quarterly Monitoring Reports detailing their progress in accomplishing its performance targets. The Quarterly Monitoring Reports should disclose substantial changes in circumstances that were unforeseen during the TPM that may affect the timely achievement of targets.

**FOR TPB'S INFORMATION AND COMPLIANCE.**

Very truly yours,

**ATTY. MARIUS P. CORPUS**

*Chairperson*

**ATTY. BRIAN KEITH F. HOSAKA**

*Commissioner*

**ATTY. GERALDINE MARIE B.**

**BERBERABE-MARTINEZ**

*Commissioner*

<sup>1</sup> CODE OF CORPORATE GOVERNANCE FOR GOCCs, dated 28 November 2012.

<sup>2</sup> Officially received by the Governance Commission on 07 November 2023.

<sup>3</sup> Officially received by the Governance Commission on 29 December 2023, 02 January 2024, 13 February 2024, 21 February 2024, 12 March 2024, and 14 March 2024, respectively.

<sup>4</sup> PERFORMANCE EVALUATION SYSTEM (PES) FOR THE GOCC SECTOR, dated 19 January 2023.

2024 PERFORMANCE SCORECARD (Annex B)

TOURISM PROMOTIONS BOARD (TPB)

					Baseline Data		Target		
Objective/Measure		Formula	Weight	Rating System	2021	2022	2023	2024	
CUSTOMERS / STAKEHOLDERS	SO 1	Promote the Philippines as a Top of Mind Tourist Destination							
	SM 1	Number of International Visitors from TPB Key Markets <sup>1</sup>	Total Number of Tourist Arrivals During the Year	12.5%	(Actual / Target) x Weight	N/A	N/A	2.98 Million	5.63 Million
	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	N/A	4,213	10,390
	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 <sup>2</sup>	10%	(Actual / Target) x Weight	N/A	N/A	100%	100%

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

<sup>2</sup> Based on the Board-Approved 2024 Work and Financial Plan of TPB.



					Baseline Data		Target		
Objective/Measure		Formula	Weight	Rating System	2021	2022	2023	2024	
<b>SO 2</b>		<b>Intensify Stakeholder Awareness</b>							
SM 4	Media Generated Value	Total Media Value of TPB's 2024 Projects <sup>3</sup>	10%	(Actual / Target) x Weight	N/A	N/A	₱250 Million	₱500 Million	
SM 5	Number of TPB Social Media Followers	Cumulative Number of Social Media Followers as of 31 December 2024 <sup>4</sup>	5%	(Actual / Target) x Weight	N/A	N/A	200,000	326,357	
SM 6	Number of TPB Website Users and Travel App Mobile Downloads	Number of Website <sup>5</sup> Users and Travel App Mobile Downloads in 2024	5%	(Actual / Target) x Weight	N/A	N/A	800,000 (unique pageviews)	570,000	
<b>SO 3</b>		<b>Improve on the Satisfaction of Customers and Stakeholders</b>							
SM 7	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%	Result Not Acceptable	93.77%	90%	90% <sup>6</sup>	
		<b>Sub-Total</b>	<b>60%</b>						

CUSTOMERS / STAKEHOLDERS

<sup>3</sup> To be generated by a Third-Party Media Agency.

<sup>4</sup> Shall include Facebook, Twitter, Instagram, YouTube, and LinkedIn accounts.

<sup>5</sup> Shall include TPB's corporate website, MICECon website, PHITEX website, RTF website, Travel App (web version), Philippine Motorcycle Tourism website.

<sup>6</sup> Based on the GCG-ARTA Joint Memorandum Circular No. 1, series of 2023. Covers customers availing the GOCC's **external services** only.

					Baseline Data		Target	
Objective/Measure		Formula	Weight	Rating System	2021	2022	2023	2024
<b>SO 4</b>		<b>Maintain Efficient, Accountable, and Transparent Financial Processes and System</b>						
SM 8a	Obligations Subsidy Budget Utilization Rate	Total Obligated Subsidy / Total COB from Subsidy <i>(Both Net of PS Cost and SCF)</i>	5%	(Actual / Target) x Weight	N/A	86.36%	90%	90%
SM 8b	Disbursements Subsidy Budget Utilization Rate	Total Disbursements / Total Obligations <i>(Both Net of PS Cost and SCF)</i>	5%	(Actual / Target) x Weight	N/A	100%	90%	90%
SM 8c	Corporate Fund Budget Utilization Rate	Total Disbursements / Total COB from Internally-Generated Fund <i>(Both Net of PS Cost and SCF)</i>	5%	Actual / Target) x Weight	N/A	86.96%	90%	90%
SM 9	Gross Income Generated from Sponsorships, Participation Fees, and Membership Dues	Absolute Amount	5%	Actual / Target) x Weight	N/A	N/A	N/A	₱5 Million
		<b>Sub-Total</b>	<b>20%</b>					

FINANCIAL

					Baseline Data		Target		
Objective/Measure		Formula	Weight	Rating System	2021	2022	2023	2024	
<b>SO 5</b>		<b>Maintain Efficient, Accountable, and Transparent Administrative Processes and System</b>							
INTERNAL PROCESS	SM 10	Percentage of Membership Applications Processed within the Prescribed Turnaround Time	Total Number of Membership Applications Processed within Prescribed Period <sup>7/</sup> / Total Number of Membership Applications Received	5%	(Actual / Target) x Weight	N/A	97.27%	100%	100%
	SM 11	Attain ISO Certification	Actual Accomplishment	5%	All or Nothing	ISO 9001:2015 Certificate Maintained	ISO 9001:2015 Certificate Maintained	Maintain ISO 9001:2015 Certificate	Maintain ISO 9001:2015 Certification
	SM 12	Percentage of implementation of ISSP	Number of Deliverables Due for 2024 Completed / Total Number of Deliverables Due for 2024 <sup>8</sup>	5%	(Actual / Target) x Weight	9.09%	100% Attainment of 2022 Deliverables Based on the 2022-2024 ISSP	100% Attainment of 2023 Deliverables Based on the 2022-2024 ISSP	100% Attainment of 2024 Deliverables Based on the 2023-2025 ISSP
	<b>Sub-Total</b>				<b>15%</b>				

<sup>7</sup> Prescribed period based on the processing time provided under the Citizen's Charter as submitted to the Anti-Red Tape Authority (ARTA) as part of TPB's compliance with Republic Act (R.A.) No. 11032 or the Ease of Doing Business Law.

<sup>8</sup> Deliverables refer to systems/applications.



					Baseline Data		Target		
Objective/Measure		Formula	Weight	Rating System	2021	2022	2023	2024	
<b>LEARNING &amp; GROWTH</b>	<b>SO 6</b>	<b>Sustain a Culture of Organizational Engagement that Fosters Effective Performance, Lifelong Learning, and Growth</b>							
	SM 13	Percentage of Employees Meeting Required Competencies	Competency Level 2024 – Competency Level 2023  (where Competency Level = Total Number of Employees with Required Competencies Met / Total Number of Employees)	5%	(Actual / Target) x Weight	Cannot Be Validated	Competency Level of the Organization Improved	Board-approved Competency Framework <sup>9</sup>  Establishment of Competency Baseline of All Employees <sup>10</sup>	Improvement from the 2023 Competency Level
		<b>Sub-Total</b>		<b>5%</b>					
		<b>TOTAL</b>		<b>100%</b>					

For GCG:



**ATTY. MARIUS P. CORPUS**  
Chairperson

For TPB:



**MARIA MARGARITA M. NOGRALES**  
Chief Operating Officer (COO)

<sup>9</sup> The 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.

<sup>10</sup> The competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

$$\frac{\sum_{a=1}^A \left( \frac{\text{Actual Competency Level}}{\text{Required Competency Level}} \right)_a}{A} \times 100$$

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