TOURISM PROMOTIONS BOARD (TPB)



DAPTABILITY

ROWTH

NTEGRITY

EADERSHIP

XCELLENCE



Strategy Map

VISION: TPB is the leading organization in marketing the Philippines as the preferred destination for sustainable, uniquely diverse and experiential travel

CUSTOMERS/ STAKEHOLDERS SO 1: Promote the Philippines as a Top of Mind Tourism Destination SO 2: Intensify Stakeholder
Awareness

SO 3: Improve on the Satisfaction of Customers and Stakeholders

FINANCIAL

SO 4: Maintain Efficient, Accountable, and Transparent Financial Processes and Systems

INTERNAL PROCESS

SO 5: Maintain Efficient, Accountable, and Transparent Administrative Processes and Systems

LEARNING & GROWTH

SO 6: Sustain a Culture of Organizational Engagement that Fosters Effective Performance, Lifelong Learning, and Growth



To market and promote the Philippines, in partnership with our stakeholders, towards a dynamic tourism destination

