




# TPB STRATEGIC PLANNING FOR CY 2024 & CY 2025


18 - 21 JUNE 2024

Hortz Hotels and Resorts, Tagaytay City

 Taal Lake and Volcano  
*TPB owned photo*



# REVIEW OF TPB'S CURRENT CONTEXT

 EL NIDO, PALAWAN  
*Photo by Erwin Lim*



# ENVIRONMENTAL SCANNING



STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
S1 - Adequate fund sources (SAGF)	W1 - Number of PAPS for implementation	O1 – Government support to the tourism sector	T1 – Low budget ceiling (from DBM) due to low budget utilization that may lead to reduction of COB from DBM
S2 - Utilization and Obligation rates at year end	W2 - Need to implement demand driven projects/unprogrammed	O2 – Strengthened partnerships with LGUs and tourism stakeholders	T2 – Outbound local tourists vs. inbound foreign tourists
S3 - Human resources (Competent, committed, creative, professional); Technical expertise and experience	W3 - Poor disbursement utilization rate at year end	O3 - Positive international recognition	T3 – Changes in legislation and other government policies



# ENVIRONMENTAL SCANNING



STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p><b>S4 - Certified Business System (ISO 9001:2015 QMS)</b></p>	<p><b>W4 – Lack of specified marketing training as needed; CorPlan lack of warm bodies for Monitoring and Evaluation</b></p>	<p><b>O4 - Mandate for Business development programs and tourism investments</b></p>	<p><b>T4 – Climate Change; Force majeure (e.g. pandemic, earthquake, typhoon, volcanic eruption, acts of terrorism) – disruptive events</b></p>
<p><b>S5 – [2023] Goodwill to clients – i.e. Consistent “Very Satisfactory” customer rating</b></p>	<p><b>W5a – Weak planning (including advanced TOR preparation) and implementation of PAPs / PPAs</b></p>	<p><b>O5 – "Membership" program; strong network linkages</b></p>	<p><b>T5 – Economic downturn (high inflation and interest rates, low forex for PHP)</b></p>
<p><b>S6 – [2024] Improved corporate image (new and modern office</b></p>	<p><b>W5b – Inadequate documentation readiness in terms of early procurement and disbursement (programmed and reprogrammed</b></p>	<p><b>O6 Lead/Advocate in Sustainability and Inclusivity</b></p>	<p><b>T6 – Market competition (including lack of curated domestic tour circuits and tourism products e.g. culinary requirements; gastro tourism )</b></p>



# ENVIRONMENTAL SCANNING



STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p><b>S7 – Adequate physical resources (office equipment, office supplies) and logistics (e.g. vehicular support)</b></p>	<p><b>W6 - Operational Framework and GAD</b></p>		<p><b>T7 - Lack of MICE infrastructures</b></p>
	<p><b>W7 - Lack of a robust risk framework; Lack of Risk Management Unit in the organizational structure</b></p>		<p><b>T8 - Cyber and Info security concerns</b></p>
	<p><b>W8 – Ground market intelligence, data collection and analytics</b></p>		<p><b>T9 - Negative “safety” perceptions</b></p>
	<p><b>W9 – Digital marketing and social media competitiveness</b></p>		
	<p><b>W10 - Need for innovation</b></p>		



# ENVIRONMENTAL SCANNING



STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
	<p>W11 - Lack of post event data driven analysis driving the recommendations (not just warm bodies and positive reception to the events but linkages to build other projects on and actual returns for TPB investments separate from projected country returns e.g. return should clear for both TPB as an operating business entity and country)</p>		



## TPB Significant Strategic Risks and Opportunities for CY 2024 & CY 2025

- ❖ Initial Identification, Evaluation and Control based on the Environmental Scanning
- ❖ To be further evaluated against the identified risks, opportunities and control plans at the process level

