



**SUMMARY OF AGREEMENTS
TOURISM PROMOTIONS BOARD
REVISED 2014 AGREEMENT**

| Indicator | Weight | Revised Agreement | | Remarks |
|---|--------|--|---|--|
| | | Rating Scale | Target | |
| MFO 1 – International and Domestic Tourism Promotions Services | | | | |
| Quantity 1: No. of international tourist arrivals based on TPB's market area | 5% | <4.06 million = 0% 4.5 million = 5% | 4.5 million | |
| Quantity 2: No. domestic travellers (in million) | 5% | Actual/Target x Weight | | TPB will have to ask for a deference of the submission of reporting for the 2014 PBB application |
| Quantity 3: No. of marketing materials developed | 5% | Actual/Target x Weight | a) Print Information Materials - 20 kinds (2/5) | |
| | | | b) Advertising Materials (1/5) - 15 kinds | |
| | | | c) Giveaways (2/5) - 20 kinds | |
| Quantity 4: No. of Marketing Communications Placed | 10% | Actual/Target x Weight | 5% increase from 2013 | |
| | | | Click thru: 1.87% | |
| | | | 175 | |
| | | | 220 | |
| | | | 7.88 million | |
| Quantity 5: No. of international and domestic events (eg. roadshows, business events, travel fairs, and familiarization trips) | 20% | Actual/Target x Weight | | |
| Quality 1: Rank of the Philippines in the Top Destination in Asia Pacific | 5% | Below 16th place = 0% 16th place and above = 5% | 16 out of 43 | PATA Report |
| Quality 2: Level of awareness within the TPB's priority market area | 5% | Actual/Target x Weight | 2% increase in the total awareness level from the determined base in 2013 | |
| Timeliness: No. of days from Board Approval, for the final project plan to be formally submitted to the Board (specific for international and domestic events) | 5% | Actual/Target x Weight | 90 calendar days | |
| | 60% | | | |
| MFO 2 – Assistance in MICE Events Services | | | | |
| Quantity: No. of international and local MICE events assisted, organized and/or supported | 10% | Actual/Target x Weight | 140 | |





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|---|--------|--|-------------------|-------------|
| | | Rating Scale | Target | |
| Quality 1: Ranking of the Philippines as a MICE destination – Global ICCA | 5% | 45 - 5% 46 - 4% 47 - 3% 48 - 2% 49 - 1% 50 - 0% | 45 out of 104 | ICCA Report |
| Quality 2: Ranking of the Philippines as a MICE destination – Asia Pacific ICCA | 10% | 11 - 10% 12 - 9% 13 - 8% 14 - 7% 15 - 0% | 11 out of 31 | ICCA Report |
| Timeliness: No. of days from receipt of formal request to evaluate and approve assistance to MICE events | 5% | Actual/Target x Weight | 30 working days | |
| | 30% | | | |
| General Administrative Services | | | | |
| Ratio of Promotion and Marketing Activities Expenses to Total Tourism Promotions Fund Received for the year (i.e. NG Subsidy, Share of DFPC, International Airports & Seaports, and PAGCOR) | 5% | Actual/Target x Weight | 80% (P&M) | |
| ISO Certification | 5% | Actual/Target x Weight | QMS Documentation | |
| | 10% | | | |
| | 100% | | | |

For GCG:


CESAR L. VILLANUEVA
Chairman


MA. ANGELA E. IGNACIO
Commissioner

For TPB:


DOMINGO RAMON ENERIO III
Vice Chairman/ TPB COO


MA. MARGARITA F. VILLARICA
Board Member


MARGARITA F. MUNSAAYAC
Board Member