



Office of the President of the Philippines
GOVERNANCE COMMISSION
 FOR GOVERNMENT OWNED OR CONTROLLED CORPORATIONS
 3/F, Citibank Center, 8741 Paseo De Roxas, Makati City, Philippines 1226



6 July 2014

HON. RAMON R. JIMENEZ, JR.
 DOT Secretary and Chairman
HON. DOMINGO RAMON C. ENERIO III
 Chief Operating Officer (COO)
TOURISM PROMOTIONS BOARD
 4/F Legaspi Towers 300, Roxas Blvd.
 Corner P. Ocampo St., Malate, Manila

**RE : INELIGIBILITY TO GRANT FY2014 PBB TO OFFICERS
 AND EMPLOYEES AND PBI TO APPOINTIVE DIRECTORS**

Dear Secretary Jimenez and COO Enerio,

The **TOURISM PROMOTIONS BOARD** has **FAILED** to substantially comply with the requirements of **GCG MEMORANDUM CIRCULAR (MC) No. 2014-05 (RE-ISSUED)** and the *Checklist of Documents to be submitted by GOCCs to Qualify for the FY 2013 Performance-Based Bonus (PBB)* particularly:

1. Achieve a weighted-average score of at least 90% on its 2014 Performance Scorecard based on the GCG validated score of 71.62% (*see Annex A*); and
2. Satisfy the Good Governance Conditions on PhilGEPS posting, submission of time-bound action plans for findings from the Commission on Audit (COA), and certification of payment of all statutory liabilities.

In view of the foregoing, TPB is **INELIGIBLE** to grant PBB to its Officers and Employees for FY 2014. Consequently, pursuant to **GCG M.C. No. 2014-06**, failure to qualify for PBB means that the Appointive Members of the Governing Board of TPB shall not be qualified to receive the Performance-Based Incentive (PBI).

FOR YOUR INFORMATION AND GUIDANCE.

Very truly yours,

BY AUTHORITY OF THE COMMISSION


CESAR L. VILLANUEVA
 Chairman


MA. ANGELA E. IGNACIO
 Commissioner


RAINIER B. BUTALID
 Commissioner

Cc: DOF Secretary **CESAR V. PURISIMA**
 DBM Secretary **FLORENCIO B. ABAD**
 COA Chairman **MICHAEL G. AGUINALDO**
 COA Resident Auditor – TPB

TOURISM PROMOTIONS BOARD Office of the Chief Operating Officer	
RECEIVED	
Date:	7-19-15
Received by:	Jennifer

**TOURISM PROMOTIONS BOARD (TPB)
Interim Performance Scorecard**

Indicator	Weight	Rating Scale		Target	Accomplishment		CGO-A Validation		Supporting Documents	Remarks
		2014	2014		Actual	Rating	Score	Rating		
MFO 1 – International and Domestic Tourism Promotions Services										
Quantity 1: Number of international tourist arrivals based on TPB's market area	5%		<4.06 million = 0% 4.5 million = 5%	4.5 Million	4,188,442	4.65%	4,188,442	4.65%	Summary from the DOT website	Acceptable TPB's market area are residents from Germany, United Kingdom, Australasia/Pacific, Malaysia, Singapore, China, Hong Kong, Japan, Korea, Macau, Taiwan, Canada, Mexico, USA and Overseas Filipinos. The key market area pertains to countries where most of the tourist arrivals are coming from and those countries showing great potential as far as arrivals is concerned.
Quantity 2: Number of domestic travellers	5%		Actual/Target x Weight	45.75 Million	0	0.00%	0	0.00%		No data available from the DOT

TOURISM PROMOTIONS BOARD
Office of the Chief Operating Officer

RECEIVED

Date: 7 - 13 - 15
Received by: Jennifer

Indicator	Weight	Rating Scale		Target	Accomplishment		CGO-A Validation		Supporting Documents	Remarks
		2014			2014	Actual	Rating	Score		
Quantity 3: Number of marketing materials developed	5%	Actual/ Target x Weight	a.) Print Information Materials (2/5) - 20 kinds	a.) Print Information Materials (2/5) - 26 kinds	a.) TV Spots (1/10) - 10,500	a.) TV Spots (1/10) - 10,991	a.) TV Spots (1/10) - 10,991	a.) Print Information Materials (2/5) - 26 kinds	Summary of marketing materials developed	Acceptable
			b.) Advertising Materials (1/5) - 15 kinds	b.) Advertising Materials (1/5) - 25 kinds	b.) Click thru rate (5/10) - 1.87%	b.) Click thru rate (5/10) - 0.38%	b.) Click thru rate (5/10) - 0.38%	b.) Advertising Materials (1/5) - 25 kinds		
Quantity 4: Number of Marketing Communications Placed	10%	Actual/ Target x Weight	c.) Giveaways (2/5) - 20 kinds	c.) Giveaways (2/5) - 59 kinds	c.) Print Placement (2/10) - 175 inserts	c.) Print Placement (2/10) - 70 inserts	c.) Print Placement (2/10) - 70 inserts	c.) Giveaways (2/5) - 59 kinds	Report from Dentsu	Acceptable
			d.) OOH (1/10) - 220 sites	d.) OOH (1/10) - 80 sites	e.) Cinema Viewership	e.) Cinema Viewership	e.) Cinema Viewership	d.) OOH (1/10) - 80 sites		

Indicator	Weight	Rating Scale		Target	Accomplishment		CGO-A Validation		Supporting Documents	Remarks	
		2014			Actual	Rating	Score	Rating			
Quantity 5: Number of international and domestic events (eg. Roadshows, business events, travel fairs, and familiarization trips)	20%		Actual/ Target x Weight	2014 (1/10) - 7.88 million	(1/10) - 6.213 million	226	20.00%	(1/10) - 6.213 million	20.00%	Summary list of attended Events Sample Terminal Report	Acceptable
Quality 1: Rank of the Philippines in the Top Destinations in Asia Pacific	5%		Below 16 = 0% 16th place and above = 5%	16th	14th place	14th	5.00%	14th	5.00%	UNWTO 2014 Report	Acceptable
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 level based in 2013	no data available	no data available	0.00%	no data available	0.00%		Since the negotiation in 2013, the TPB did not conduct a study to determine the level of awareness of the target market. The objective of the measure is to determine the impact of the marketing campaign to the priority or key market area to provide additional inputs to the TPB for policy consideration.

Indicator	Weight	Rating Scale		Target	Accomplishment		CGO-A Validation		Supporting Documents	Remarks
		2014	Actual/Target x Weight		Actual	Rating	Score	Rating		
Timeliness: Number of days from Board Approval, for the final project plan to be formally submitted to the Board (specific for international and domestic events)	5%	2014	Actual/Target x Weight	90 calendar days	18 calendar days	5.00%	-	0.00%	TPB Notice of Meeting Board Resolution Secretary Certificate	The supporting documents provided pertains to the Board approval of the FY 2014 Corporate Operating Budget and the Realigned 2014 TPB Corporate Operating Budget and Work Program. The two are not considered as an accomplishment since the objective of the measures is to present the processing time for international and domestic events.
	60.00%					43.62%		38.62%		
MFO 2 – Assistance to MICE Events Services										
Quantity: Number of international and local MICE events assisted, organized and/or supported	10%		Actual/Target x Weight	140	145	10.00%	145	10.00%	Summary of events assisted, organized, supported	Acceptable
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%	Rank 45	Rank 50	0.00%	Rank 50	0.00%	2014 Country and City Worldwide Rankings from International Congress and Convention Associations (ICCA)	Acceptable

Indicator	Weight	Rating Scale		Target	Accomplishment		CGO-A Validation		Supporting Documents	Remarks
		2014	2014		Actual	Rating	Score	Rating		
Quality 2: Ranking of the Philippines as a MICE destination - Asia Pacific ICCA Timeliness: Number of days from receipt of formal requests to evaluate and approve assistance to MICE events	10%	11 - 10%	Rank 11	Rank 13	8.00%	Rank 13	8.00%	2014 Country and City Asia Pacific Rankings from International Congress and Convention Associations (ICCA) List of Requests	Acceptable	
		12 - 9%								
		13 - 8%								
		14 - 7%								
		15 - 0%								
	5%	Actual/ Target x Weight	30 working days	18 working days	5.00%	18 working days	5.00%		Acceptable	
	30.00%				23.00%		23.00%			
General Administrative Services										
Ratio of Promotions 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)	5.00%		80% (P&M)	80%	5.00%	80%	5.00%	2015 Marketing and Promotions Report provided by TPB	Acceptable	
		Actual/ Target x Weight								

Indicator	Weight	Rating Scale	Target	Accomplishment		CGO-A Validation		Supporting Documents	Remarks
				Actual	Rating	Score	Rating		
ISO Certification	5%	2014	2014 QMS Documentation	QMS Documentation	5.00%	QMS Documentation	5.00%	Summary of TPB Processes and Documentation	Acceptable
	10%				10.00%		10.00%		
	100%				76.62%		71.62%		