

**CORPORATE OBJECTIVES, PRIORITIES AND PERFORMANCE MEASURES**  
FY 2018

DBM Form No. 700

DEPARTMENT: DEPARTMENT OF TOURISM  
CORPORATION: TOURISM PROMOTIONS BOARD (TPB)

**I. CORPORATE PROFILE**

**A. Brief Statement of Corporate Objectives:**

The TPB's accurate, effective and timely delivery of services in accordance with its mandate, to market and promote the Philippines domestically and internationally as a world-class tourism destination and M.I.C.E. destination, in partnership with the private and public stakeholders by enhancing our people's professional competence in accordance with the ISO quality global standards. We shall perform through the values of integrity, teamwork, effectiveness and efficiency enhanced by a well-balanced work life environment.

**B. Corporate Priorities for the Budget Year:**

Effectively and efficiently deliver its mandate on time and achieve its vision. The TPB's priority directions are as follows: a) increase tourist arrivals through increased awareness of the Philippines as a top of the mind travel destination; b) good governance and organizational excellence in accordance with the ISO quality management standards; and c) financial stability, revenue earning capacity, judicious usage of all resources.

**C. Major Programs and Projects:**

In support of the Department of Tourism's (DOT) National Tourism Development Plan 2016-2022 and in accordance with responsible, ecological and sustainable tourism.

- a) International and Domestic Promotions Campaign in the key markets assigned by the DOT to be under the jurisdiction of the TPB (Korea, USA, Japan, China, Hong Kong and Macau, Australia, Singapore, Canada, Malaysia, United Kingdom, Germany and the Overseas Filipinos), by organizing sales and business missions, MICE presentations and sales calls, MICE and trade fair participation, consumer promotions and invitational programs to increase positive awareness of the Philippines;
- b) New media and Marketing Communications through tactical, digital marketing strategy, tri-media advertising, website maintenance, production of quality collateral materials with the branding campaign, "It's More Fun in the Philippines";
- c) Stronger and more compelling presence in Meetings, Incentives, Conventions and Exhibitions (M.I.C.E.);
- d) Creation and implementation of at least one strategic business venture to supplement revenue sources; and
- e) Promotion of local and foreign investment.

**D. Linkages of Corporate Priorities/Programs/Projects with the National/Sectoral Development Plan, The Medium-Term Philippine Development Plan and National Policy Pronouncements:**

- a) Guided by the policies of the DOT, the Corporation's programs involve public-private partnership, cultivating a highly competitive, environmentally sustainable and socially responsible tourism industry ; and
- b) The TPB will cooperate and share responsibilities with other government agencies, i.e., Department of Trade and Industry , Department of Transportation and Communications , Department of Public Works and Highways, and National Historical Institute to contribute in the achievement of the Philippine Development Plan of the government and along the key result area to transparency, accountability and rapid, inclusive and sustained economic growth.


**II. CORPORATE PERFORMANCE MEASURES**

**PART A. PHYSICAL PERFORMANCE**

MFOs	Performance Indicators	P/A/P Code Component Activity	KRA	2016				2017				2018							
				Targets				Actual				Targets							
				NG Support	Borrowings	Corp. Funds	TOTAL	NG Support	Borrowings	Corp. funds	TOTAL	NG Support	Borrowings	Corp. funds	TOTAL				
MFO 1: MAKRETING AND PROMOTIONS SERVICES	(Quantity 1) No. of international and domestic promotions events attended	OPERATIONS	3				45				52				45				45
	(Quantity 2) No. of participants of invitational programs, site inspections and product updates	OPERATIONS	3				350				669				742				816
	(Quantity 3) No. of TPB-assisted projects/events (e.g. joint promotions, booked events, bid assistance)	OPERATIONS	3				250				356				355				355
	(Quantity 4) No. of TPB-organized international and domestic marketing and promotions projects	OPERATIONS	3				40				48				70				80
	(Quantity 5) No. of seller participants in international and domestic promotions projects	OPERATIONS	3				250				538				446				464
	(Quality 1 and Timeliness) ISO Certification	OPERATIONS	3				ISO 9001:2008 certified				ISO 9001:2008 certified				ISO 9001:2008 certified				ISO 9001:2015 Certified
	(Quality 2) Customer Satisfaction Survey	OPERATIONS	3				Satisfactory rating or its equivalent				99% of the respondents are satisfied				90% of respondents gave TPB Very Satisfactory Rating				90% of respondents gave TPB Very Satisfactory Rating

Prepared by:   
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Date \_\_\_\_\_

Noted by:   
ARNOLD T. GONZALES  
OIC, Tourism Promotions Board


Date \_\_\_\_\_



PART B. FINANCIAL PERFORMANCE (In Thousand Pesos)


MFO's / PIs	P/A/P Code Component Activity Statement	KRA	2017 Actual												2018 Estimates			2019 Estimates		
			2017 Actual				2018 Estimates				2019 Estimates									
			NG Support	Borrowings	Corp. Funds	TOTAL	NG Support	Borrowings	Corp. Funds	TOTAL	NG Support	Borrowings	Corp. Funds	TOTAL						
Organizational Outcome: Increased tourist arrivals in the Philippines	OPERATIONS	3	593,149	-	855,295	1,448,444	1,617,462	-	408,738	2,026,200	a/	4,530,810	-	-	-	4,530,810				
MFO 1: MARKETING AND PROMOTIONS SERVICES  - Marketing and promotions done inside and outside the Philippines - Activities strengthening the Philippines as a MICE destination	GENERAL ADMINISTRATION AND SUPPORT SERVICES		136,828	-	27,009	163,837	232,414.00		8,605	241,019		-		369,500	369,500					
	SUPPORT TO OPERATIONS		16,191	-	18,006	34,197	8,452.00		30,057	38,509		-		45,000	45,000					
<b>TOTAL</b>			746,168	-	900,310	1,646,478	1,858,328		447,400	2,305,728		4,530,810	-	414,500	4,945,310					

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Date

Footnotes:

a/ Includes Special Contingency Fund (SCF)