



**SUMMARY OF AGREEMENTS  
TOURISM PROMOTIONS BOARD  
2015**

AGREED 2013-2014	PAN AGREEMENT	REMARKS
<b>Mission Statement</b>		
To market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination, in strategic partnership with private and public stakeholders to deliver a unique high-value experience for visitors, significantly contributing to increased arrivals, receipts and investments to the country	To market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination, in strategic partnership with private and public stakeholders to deliver a unique high-value experience for visitors, significantly contributing to increased arrivals, receipts and investments to the country	
<b>Vision Statement</b>		
The Philippines is among the top destinations in the world by 2020	The Philippines is among the top destinations in the world by 2020	
<b>Core Values</b>		
	Passionate Outstanding Well-Balanced Empowered Responsive	

For GCG:

  
**CESAR L. VILLANUEVA**  
Chairman

  
**MA. ANGELA E. IGNACIO**  
Commissioner

For TPB:

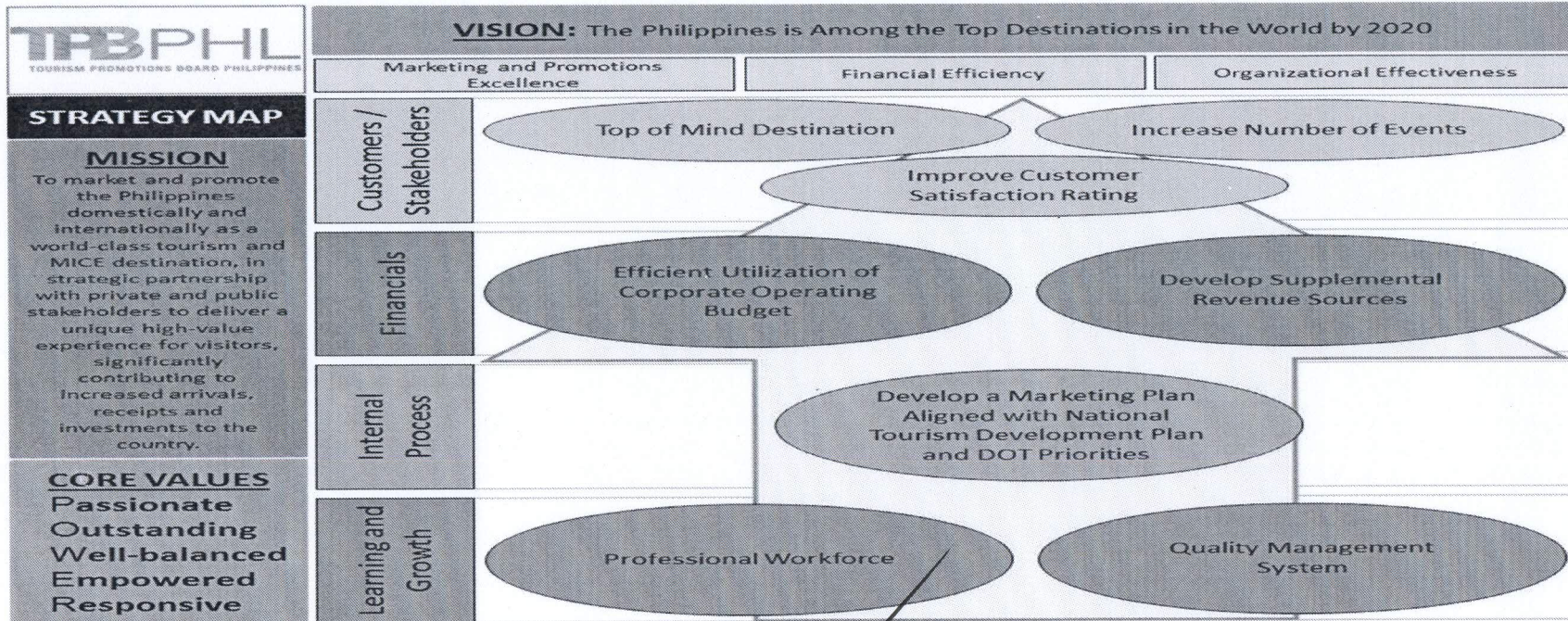
  
**DOMINGO RAMON ENERIO III**  
Vice Chairman/TPB COO

  
**MA. MARGARITA F. VILLARICA**  
Board Member

  
**MARGARITA F. MUNSAYAC**  
Board Member




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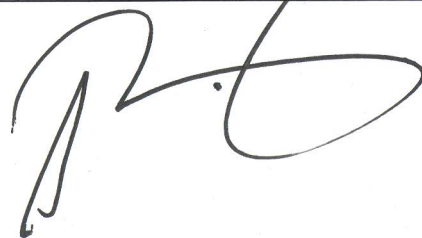
  
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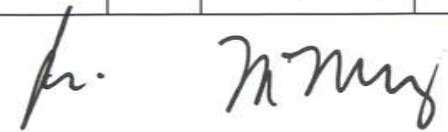




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PAN AGREEMENT										
No.	Component									Remarks
			Weight	Rating Scale	2015					
							Full Year	1st Quarter	2nd Quarter	3rd Quarter
Customer/ Stakeholder	SO 1	Top of Mind Destination								
	SM 1	International Visitors from the TPB Key Markets (12 Key Markets plus Overseas Filipino Markets)	10%	4.7 million = 10% 4.6 million = 9% 4.5 million = 8% 4.3 million = 5% Below 4.3 million = 0%	4.7 million	TPB to provide quarterly targets				
	SM 2	Number of TPB-assisted domestic and international events held in the Philippines including won bids	10%	Actual/Target x Weight	399	120	239	319	399	
	SM 3	Click thru Rate of Digital Campaigns	5%	Actual/Target x Weight	2.06%				2.06%	
	SO 2	Increase Number of Events								
	SM 4	Implementation of Programmed Events based on the Board-approved Work Program	10%	Actual/Target x Weight	Average 90% achievement of all targets in the planned events					TPB to submit the Board approved Work Program by end of 2014
	SO 3	Improve Customer Satisfaction Rating (electronic)								
	SM 5	Satisfactory Rating (third party)	10%	Below Sat = 0%	Satisfactory or its equivalent					
			45%							
	SO 4	Efficient Utilization of Corporate Operating Funds								
	SM 6	Utilization of Corporate Operating Funds (utilization = obligated treated as expense although no cash)	10%	Actual/Target x Weight	90%	90%	90%	90%	90%	

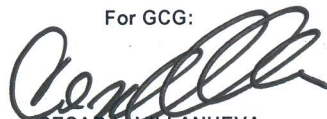






		PAN AGREEMENT								Remarks
No.	Component									
			Weight	Rating Scale	2015					
					Full Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	
Financial	SM 7	Return on marketing investment (ROMI) of TPB domestic and international marketing and promotions projects	10%	Actual/Target x Weight	125%					(Benefit - Cost)/ Cost Where: Benefit = values generated out of sales (eg. tour packages sold, etc.; i.e. but does not include private sector participation fees paid to TPB) Cost = project fund expended by TPB
	SM 8	Return on marketing investment (ROMI) of TPB marketing communications projects	10%	Actual/Target x Weight	130%				130%	Formula: Media Values / Media Spent  Media values - impression, reach, etc.  Media Spent - cost paid for placements etc.
	SO 5	Develop Supplemental Revenue Sources								
	SM 9	Revenues from TPB Business Development Initiatives	5%	Actual/Target x Weight	90% of targets		Board-approved Business Development Plans for 2015-2017	90% of targets	90% of targets	
				35%						
Internal Process	SO 6	Develop a Marketing Plan Aligned with National Tourism Development Plan and DOT Priorities								
	SM 10	Board Approved Marketing Framework for 2016	10%	All or nothing			Submit Board approved Marketing Framework by end of June 2015			
			10%							
and Growth	SO 7	Professional Work Force								
	SM 11	Competency Profile of Positions	5%	Actual/Target x Weight	150 positions					

		PAN AGREEMENT								Remarks
No.		Component								
			Weight	Rating Scale	2015					
					Full Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	
Learning &	SO 8	Quality Management System								
	SM 12	ISO Certification	5%	All or nothing	ISO Certification				ISO Certification	
			10%							
			100%							

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