

## **SUMMARY OF AGREEMENTS** TOURISM PROMOTIONS BOARD 2015

AGREED 2013-2014	PAN AGREEMENT	REMARKS			
Mission S					
To market and promote the Philippines domestically					
and internationally as a world-class tourism and					
MICE destination, in strategic partnership with	tourism and MICE destination, in strategic				
private and public stakeholders to deliver a unique	partnership with private and public stakeholders to				
nigh-value experience for visitors, significantly	deliver a unique high-value experience for visitors,				
contributing to increased arrivals, receipts and	significantly contributing to increased arrivals,				
nvestments to the country	receipts and investments to the country				
Vision St	atement				
The Philippines is among the top destinations in the	The Philippines is among the top destinations in	7			
world by 2020	the world by 2020				
Core V	/alues				
	Passionate				
	Outstanding				
	Well-Balanced /				
	Empowered /				
	Responsive				

CESAR L. VILLANUEVA

Chairman

Commissioner

DOMINGO RAMON ENERIO III

Mice Chairman/TPB COO

MA. MARGARITA F. VILLARICA

Board Member

MARGARITA F. MUNSAYAC

Board Member

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			2015	•
MESPHI	7	VISION: The Philip	pines is Among the Top Destir	nations in the World by 2020
COUNTS A PROMOTIONS BOARD PRILIPPINES	Marketi	ng and Promotions Excellence	Financial Efficiency	Organizational Effectiveness
MISSION	Customers / Stakeholders	Top of Mi	nd Destination	Increase Number of Events
o market and promote the Philippines domestically and internationally as a	Custo		Improve Custo Satisfaction R	
vorld-class tourism and MICE destination, in strategic partnership with private and public takeholders to deliver a unique high-value experience for visitors, significantly	Financials	Corpora	Utilization of ate Operating Budget	Develop Supplemental Revenue Sources
contributing to Increased arrivals, receipts and investments to the country.	Internal Process		Develop a Marke Aligned with N Tourism Develop and DOT Price	lational ment Plan
Passionate Outstanding Well-balanced Empowered Responsive	Learning and Growth	Professio	onal Workforce	Quality Management System
For GCG:		/ I	FO TPB:	
Laulle CESAR L. VILLANUE	Z VA		RAMON ENERIO III	MARGARITA F. MUNSAYAC
Chairman		Vide Cha	irman/ TPB COO	Board Member
MA. ANG#LA E. IGNA	CIO	MA. MARG	RITA F. VILLARICA	
Commissioner		Boa	ard Member	

## SUMMARY OF AGREEMENTS TOURISM PROMOTIONS BOARD 2015

		PAN AGREEMENT								
No.		Component								
			Weight	Rating Scale	Full Year	1st Quarter	2015 2nd Quarter	3rd Quarter	4th Quarter	
9	SO 1	Top of Mind Destination								
		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	ž.	TPB to provide qu	arterly targets	* 1	
holder	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	
Customer/ Stakeholder	SM 3	Click thru Rate of Digital Campaigns	5%	Actual/Target x Weight	2.06%				2.06%	
stom	SO 2	Increase Number of Events								-
วี	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	6	e .		,	TPB to submit the Board approved Work Program by end of 2014
	SO 3	Improve Customer Satisfaction I	Rating (ele	ectronic)				*		
	SM 5	Satisfactory Rating (third party)	10%	Below Sat = 0%	Satisfactory or its equivalent		e e	2		2
		8	45%					, , , ,		4
	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%	

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All

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No.		Component										
							2015					
			Weight	Rating Scale	Full Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter			
icial	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		
Financial	SM 8	Return on marketing investment (ROMI) of TPB marketing communications projects	10%	Actual/Target x Weight	130%	#4			130%	Formula: Media Values / Media Spent  Media values - impression, reach, etc.  Media Spent - cost paid for placements etc.		
	SO 5	Develop Supplemental Revenue										
	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%						4 1			
	SO 6	Develop a Marketing Plan Aligned with National Tourism Development Plan and DOT Priorities										
Internal Process	SM 10	Board Approved Marketing Framework for 2016	10%	All or nothing			Submit Board approved Marketing Framework by end of June 2015					
Ξ			10%									
wth	SO 7	Professional Work Force						-				
and Growth	011.61	Competency Profile of Positions	5%	Actual/Target x Weight	150 positions							

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	PAN AGREEMENT									2
No.	~ "	Component							Remarks	
			Weight	Rating Scale	Full Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	
ng s	SO 8	Quality Management System		is a			,		2 0	
arni	SM 12	ISO Certification	5%	All or nothing	ISO Certification		/		ISO Certification	
Le			10%							
			100%		8		7			

For GCG:

CESAR L. VILLANUEVA

Chairman

MA. ANGELA E. IGNACIO Commissioner

DOMNGO RAMON ENERIO III Vice Chairman/ TPB COO

MA. MARGARITA F. VILLARICA
Boald Member

MARGARITA F. MUNSAYAN Board Member