



16 April 2020

MS. BERNADETTE ROMULO-PUYAT

Secretary, Department of Tourism and TPB Chairperson

MS. MARIA ANTHONETTE C. VELASCO-ALLONES

Chief Operating Officer (COO)

TOURISM PROMOTIONS BOARD (TPB)

4/F Legaspi Towers, 300 Roxas Boulevard

Manila

RE : TRANSMITTAL OF 2020 PERFORMANCE SCORECARD

Dear Secretary Romulo-Puyat and COO Velasco-Allones,

This is to formally transmit the 2020 Charter Statement and Strategy Map (**Annex A**) and 2020 Performance Scorecard (**Annex B**) of TPB.

The TPB-proposed Charter Statement, Strategy Map and Performance Scorecard submitted through its e-mail dated 18 December 2019¹ were **MODIFIED** based on the discussion made during the Technical Panel Meeting (TPM) held last 19 December 2019 and evaluation of revised documents submitted through TPB's letter dated 17 February 2020².

We take this opportunity to inform TPB that Item 5 of GCG Memorandum Circular No. 2017-02³ mandates GOCCs to submit Quarterly Monitoring Reports and upload the same in the GOCC's website within thirty (30) calendar days from the close of each quarter. TPB is requested to submit its revised Quarterly Targets based on the attached scorecard upon submission of the 1st Quarter Monitoring Report for 2020.

Finally, with the declared State of Public Health Emergency,⁴ and State of Calamity,⁵ throughout the Philippines due to COVID-19, and the issuance of the Memorandum from Executive Secretary dated 16 March 2020, as well as the public address by President Rodrigo R. Duterte, rest assured that the Governance Commission is evaluating the impact of the current situation on the accomplishment of the GOCCs' targets under their respective 2020 Performance Scorecards. If necessary, the Governance Commission shall issue the corresponding memorandum at the proper time taking into consideration the current situation and factors involved. For the time being, all Circulars and Orders involving the Performance Evaluation System subsist.

¹ E-mail submitted by TPB's Ms. Marivic Sevilla.

² Officially received by the Governance Commission on 17 February 2020.

³ INTERIM PES FOR THE GOCC SECTOR, dated 30 June 2017.

⁴ Presidential Proclamation No. 922, s. 2020.

⁵ Presidential Proclamation No. 929, s. 2020.

FOR TPB'S COMPLIANCE AND GUIDANCE.

Very truly yours,



SAMUEL G. DAGPIN, JR.
Chairman



MICHAEL R. CLORIBEL
Commissioner



MARITES C. DORAL
Commissioner

TPB OUR VISION
PHILIPPINES

The Philippines is one of the most preferred tourist destination in Asia Pacific in 2022

OUR CORE VALUES

- P**ASSIONATELY DRIVEN TEAM
- O**UTSTANDING LEADERS
- W**ORK-LIFE INTEGRATION
- E**MPowered ORGANIZATION
- R**ESPONSIVE PARTNERS

CUSTOMERS / STAKEHOLDERS	<ul style="list-style-type: none">• Top of Mind Travel Destination• Increase Number of Events• Improve Customer Satisfaction Rating
FINANCIALS	<ul style="list-style-type: none">• Efficient Utilization of Corporate Operating Budget
INTERNAL PROCESSES	<ul style="list-style-type: none">• Improve Organizational Efficiency
LEARNING & GROWTH	<ul style="list-style-type: none">• Develop a highly competent and professional workforce

OUR MISSION
We creatively market and promote unique and high value experiences for the visitors

TOURISM PROMOTIONS BOARD (TPB)

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020	
CUSTOMERS / STAKEHOLDERS	SO 1	Top of Mind Travel Destination							
	SM 1	Increase Number of International Visitors from TPB Key Markets (12 Key Markets Plus Overseas Filipino Markets) ¹	Absolute Number	12.5%	(Actual / Target) x Weight If below 5.7 Million = 0%	5.735 million	6.144 million	Above 7 Million	Above 7.7 Million
	SM 2	Generate Return on Marketing Investment (ROMI) of TPB Domestic and International Marketing and Promotions Projects	(Benefit-Cost) / Cost ²	10%	Below 1179% = 0% 1179% to 1189% = 5% 1190% to 1200% = 8% Above 1200% = 10%	Cannot be validated	Cannot be validated	Above 1200%	Above 1200%
	SM 3	Generate Return on Marketing Investment (ROMI) of TPB Marketing Communications Projects	(Media Values – Media Spend) / Media Spend ³	10%	(Actual / Target) x Weight	Cannot be validated	Cannot be validated	Above 150%	Above 150%
			Sub-total	32.5%					
	SO 2	Increase Number of Events							
	SM 4	Number of TPB-Assisted Events/Projects held Outside of the Philippines	Absolute Number	10%	(Actual / Target) x Weight	69	74	75	35

¹ Malaysia, Singapore, China, Hong Kong, Japan, Korea, Taiwan, Canada, United States of America, India, United Kingdom and Australia including arrivals from Overseas Filipinos (including Macau, Mexico, and Australasia/Pacific)

² Where: Benefit = values generated out of sales (e.g. Tour packages sold, etc.; i.e. but does not include private sector participation fees paid to TPB)
Cost = project fund expended by TPB

³ Where: Media Values = impression, reach, etc.; Media Spend = cost paid for placements, etc.

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020	
	SM 5	Number of TPB-Assisted Domestic and International Events held in the Philippines Including Won Bids	Absolute Number	10%	(Actual / Target) x Weight	69	74	355	122
			Sub-total	20%					
	SO 3	Improve Customer Satisfaction Rating							
	SM 6a	Percentage of Satisfied Customers (Exhibitors)	Number of Respondents who gave at least Satisfactory Rating / Total Number of Respondents	2.5%	(Actual / Target) x Weight If Below 80% = 0%	92% of Respondents gave a Rating of Very Satisfied or Higher	83.74%	90%	90%
	SM 6b	Percentage of Satisfied Customers (Attendees)		2.5%					90%
	SM 6c	Percentage of Satisfied Customers (Familiarization Trip Participants and Social Media Influencers)		2.5%					90%
			Sub-total	7.5%					
	SO 4	Efficient Utilization of Corporate Operating Budget							
FINANCIAL	SM 7	Utilization of Corporate Operating Funds	Total Obligations (net of PS and SCF) / Total COB as approved by the DBM (net of PS and SCF)	10%	All or Nothing	54%	Cannot be validated	Not lower than 90% but not exceeding 100%	Not lower than 90% but not exceeding 100%

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020	
		Sub-total	10%						
INTERNAL PROCESS	SO 5	Improve Organizational Efficiency							
	SM 8	Improve Percentage of Application Processed within Prescribed Turnaround Time ⁴	Total Number of Applications processed within Prescribed Turnaround Time ⁵ / Total Number of Applications Received	10%	(Actual / Target) x Weight	No data	No data	N/A	100%
	SM 9	Attain ISO Certification	Actual Accomplishment	10%	All or Nothing	Maintained ISO 9001:2008 Certification	ISO 9001:2015 Certification Attained	Maintain ISO 9001:2015 Certificate	Maintain ISO 9001:2015 Certificate
			Sub-total	20%					
LEARNING & GROWTH	SO 6	Develop a Highly Competent and Professional Workforce							
	SM 10	Improve Competency of the Organization	Actual Accomplishment	10%	All or Nothing	Baseline Competency for 9 new regular employees	Competency Gap on Records Management of 13 Employees were closed	Improvement in the Competency Baseline of the Organization	Board-Approved Competency Framework And Establish Competency Baseline ⁶ of All Employees
			Sub-total	10%					
		TOTAL	100%						

⁴ The processes included in this measure are frontline services that cater to TPB's external clients such as Assistance to Booked Events, Bidding for International events and Organizing/Hosting of Special and Institutional Events.

⁵ The period turnaround time shall be based on TPB's Citizen's Charter and its compliance following Republic Act No. 11032, otherwise known as Ease of Doing Business and Efficient Government Service Delivery Act of 2018.

⁶ The competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

$$\frac{\sum_{a=1}^A \left(\frac{\text{Actual Competency Level}}{\text{Required Competency Level}} \right)_a}{A} \times 100 \quad \text{where: } a = \text{Competency required, } A = \text{Total number of competencies required of position, } b = \text{Personnel profiled, } B = \text{Total number of personnel profiled}$$