



15 July 2019

**MS. BERNADETTE ROMULO-PUYAT**  
*DOT Secretary and TPB Chairperson*  
**MS. MARIE VENUS Q. TAN**  
*Chief Operating Officer*  
**TOURISM PROMOTIONS BOARD (TPB)**  
4/F Legaspi Towers, 300 Roxas Boulevard  
Manila



**RE : TRANSMITTAL OF 2019 PERFORMANCE SCORECARD**

Dear Secretary Puyat and COO Tan,

This is to formally transmit the 2019 Charter Statement and Strategy Map (**Annex A**) and 2019 Performance Scorecard (**Annex B**) of TPB. The same is to be posted in TPB's website, in accordance with Section 43 of GCG Memorandum Circular (M.C.) No. 2012-07<sup>1</sup>.

Pursuant to Item 3 of GCG M.C. No. 2017-02<sup>2</sup>, the GCG based on its own assessment, shall complete the Performance Scorecard of a GOCC which fails to submit the required Performance Evaluation System documents within the prescribed deadline. The TPB through a letter dated 14 March 2019<sup>3</sup> submitted its proposed 2019 scorecard, which is beyond the prescriptive deadline. In line with this, TPB's proposal was **MODIFIED** based on the evaluation of submitted supporting documents, related historical data and representations made during the on-site visit on 06 March 2019.

We take this opportunity to **REMIND** TPB that Item 5 of GCG M.C. No. 2017-02 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.

**FOR YOUR COMPLIANCE.**

Very truly yours,

**SAMUEL G. DAGPIN, JR.**  
*Chairman*

**MICHAEL P. CLORIBEL**  
*Commissioner*

**MARITES C. DORAL**  
*Commissioner*

<sup>1</sup> CODE OF CORPORATE GOVERNANCE FOR GOCCs, dated 28 November 2012.

<sup>2</sup> INTERIM PES FOR THE GOCC SECTOR, dated 30 June 2017.

<sup>3</sup> Officially received by the Governance Commission on 15 March 2019.





## OUR VISION

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**ELL-BALANCED  
WORK-LIFE

**E**MPOWERED  
ORGANIZATION

**R**ESPONSIVE  
PARTNERS

### CUSTOMERS/ STAKEHOLDERS

- Top of Mind Travel Destination
- Increase Number of Events
- Improve Customer Satisfaction Rating

### FINANCIALS

- Efficient Utilization of Corporate Operating Budget
- Develop Supplemental Revenue Sources

### INTERNAL PROCESSES

- Quality Management System

### LEARNING & GROWTH

- 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	2016	2017	2018	2019
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) <sup>1</sup>	Absolute Number	10%	Below 5.7 million = 0% 5.7 million to 6.4 million = 5% 6.5 million to 7 million = 8% Above 7 million = 10%	5.175 million	5.735 million	6.144 million	Above 7 million
	SM 2	Generate Return on Marketing Investment (ROMI) of TPB Domestic and International Marketing and Promotions Projects	(Benefit-Cost) / Cost <sup>2</sup>	10%	Above 1179% = 0% 1179% to 1189% = 5% 1190% to 1200% = 8% Above 1200% = 10%	1179%	Cannot be validated	Cannot be validated	Above 1200%
	SM 3	Generate Return on Marketing Investment (ROMI) of TPB Marketing Communications Projects	(Media Values – Media Spend) / Media Spend <sup>3</sup>	10%	Below 96.34% = 0% 96.34% to 123% = 5% 123% to 150% = 8% Above 150% = 10%	96.34%	Cannot be validated	Cannot be validated	Above 150%

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

<sup>2</sup> 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

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

Component						Baseline Data			Target
	Objective/Measure		Formula	Weight	Rating System	2016	2017	2018	2019
CUSTOMERS / STAKEHOLDERS	SM 4	Number of TPB-Assisted Events/Projects held Outside of the Philippines	Absolute Number	10%	Below 15 = 0% 15 to 44 = 5% 45 to 75 = 8% Above 75 = 10%	55	69	74	75
	SO 2	Increase Number of Events							
	SM 5	Number of TPB-Assisted Domestic and International Events held in the Philippines Including Won Bids	Absolute Number	10%	(Actual / Target) x Weight	328	459	205	355
	SO 3	Improve Customer Satisfaction Rating							
	SM 6	Percentage of Satisfied Customers	Number of Respondents who gave at least Satisfactory Rating / Total Number of Respondents	10%	(Actual / Target) x Weight If less than 80% = 0%	98% of Respondents are Satisfied	92% of Respondents gave a Rating of Very Satisfied or Higher	No reported accomplishment	90%
		Sub-total		60%					
FINANCIAL	SO 4	Efficient Utilization of Corporate Operating Budget							
	SM 7	Utilization of Corporate Operating Funds	Total Obligations (net of PS) / Total COB as approved by the DBM	10%	All or Nothing	85%	54%	Cannot be validated	Not lower than 90% but not exceeding 100%



Component					Baseline Data				Target
	Objective/Measure		Formula	Weight	Rating System	2016	2017	2018	2019
	SO 5	Develop Supplemental Revenue Sources							
	SM 8	Revenue from TPB Business Development Initiatives	Actual Amount	10%	(Actual / Target) x Weight If Below ₱173,500 = 0%	₱173,500	₱910,645.08	₱228,150	₱275,000
		Sub-total		20%					
INTERNAL PROCESS	SO 6	Quality Management System							
	SM 9	Attain ISO Certification	Actual Accomplishment	10%	All or Nothing	Maintained ISO 9001:2008 Certification	Maintained ISO 9001:2008 Certification	ISO 9001:2015 Certification Attained	Maintain ISO 9001:2015 Certificate
		Sub-total		10%					
LEARNING & GROWTH	SO 7	Develop a Highly Competent and Professional Workforce							
	SM 10	Improve Competency of the Organization	Number of employees meeting competency standards / Total number of employees for the year	10%	All or Nothing	Established Competency Baseline for each 82 Employees Employees met 85% of Required Competencies	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 <sup>4</sup>
		Sub-total		10%					
		TOTAL		100%					

<sup>4</sup> Improvement in the competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

$$\frac{\sum_{a=1}^A \left( \frac{\text{Actual Competency Level}}{\text{Required Competency Level}} \right)_a}{B}$$

where: a = Competency required, A = Total number of competencies required of position, b = Personnel profiled, B = Total number of personnel profiled