



MARIA ANTHONETTE C. VELASCO-ALLONES
Chief Operating Officer
TOURISM PROMOTIONS BOARD (TPB)
4/F Legaspi Towers 300 Roxas Boulevard,
Manila

ACKNOWLEDGEMENT RECEIPT

LETTER 17 JULY 2020
DATE:

RE: **[E] SUBMISSION OF TPB'S 2019 PES MONITORING REPORT**

The said document was officially received by the Governance Commission on 20 July 2020 and has been forwarded to the responsible GCG Officer for appropriate action.

To follow-up for further action on the document, you may contact us through telephone numbers (02) 328-2030 or (02) 318-1000. Please cite the GCG Document Management System (DMS) Barcode Number: **0-0913-20-07-2020-007795**.

THIS RECEIPT IS COMPUTER GENERATED AND DOES NOT REQUIRE SIGNATURE.

Received by:

Signature over Printed Name

Date and Time



17 July 2020

ATTY. SAMUEL G. DAGPIN, JR.

Chairman

**GOVERNANCE COMMISSION FOR GOVERNMENT
OWNED OR CONTROLLED CORPORATIONS**

3/ F Citibank Center, 8741

Paseo de Roxas

Cor. Villar Street, Makati City

RE: TPB's SUBMISSION OF 2019 PES MONITORING REPORT

Dear **Chairman Dagpin:**

This refers to the Governance Commission for GOCC 's (GCG) letter dated 13 July 2020 following up TPB's submission of 2019 Performance Evaluation System Monitoring Report.

We are pleased to submit TPB's monitoring report of its 2019 Performance Evaluation System (PES). Based on the attached PES Form 4, I am pleased to report that internal evaluation shows that TPB was able to achieve 93.04% performance rating. In addition, kindly visit the link below for the required supporting documents of the said report:

<https://drive.google.com/drive/folders/1POIGeeYyyXPcMCX3oDHKYRZwRwpC9J0g?usp=sharing>

Should there be further clarifications/concerns, Ms. Marivic M. Sevilla of the Corporate Planning and Business Development Department could be reached at email address mavic_sevilla@tpb.gov.ph.

Very truly yours,


MARIA ANTHONETTE C. VELASCO-ALLONES
Chief Operating Officer

TOURISM PROMOTIONS BOARD (TPB)

PES Form 4
4th Quarter Monitoring Report

Component							2019		
	Objective/Measurement		Formula	Weight	Rating System	2018	Target	Actual	Rating
	SO 1	Top of Mind Travel Destination							
CUSTOMERS/STAKEHOLDERS	SM 1	International Visitors from TPB Key Markets (12 Key Markets Plus Overseas Filipino Markets) ¹	Absolute Number	10%	Below 5.7 million = 0% 5.7 million – 6.4 million = 5% 6.5 million – 7 million = 8% Above 7 million = 10%	6.144 million	Above 7 Million	7,219,098 visitor arrivals (January to December 2019)	10.00%
	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	Above 1200%	Benefits Generated: Php10,254,532,552.40 Budget Utilized: Php163,104,338.33 ROMI: 6,187.10%	10.00%
	SM 3	Generate Return on Marketing Investment (ROMI) of TPB Marketing Communication Projects	(Media Values - Media Spend) / Media Spend ³	10%	Below 96.34% = 0% 96.34% to 123% = 5% 123% to 150% = 8% Above 150% = 10%	Cannot be validated	Above 150%	Media/PR Values: Php8,204,735.00 Budget Utilized: Php676,656.16 ROMI: 1,112.54%	10.00%
	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%	74	75	53	8.00%

¹ Malaysia; Singapore; China; Hong Kong; Japan; Korea; Taiwan; Canada; USA; India; United Kingdom; Australia; and Overseas Filipino (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.

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4th Quarter Monitoring Report

Component							2019		
	Objective/Measurement		Formula	Weight	Rating System	2018	Target	Actual	Rating
CUSTOMERS/STAKEHOLDERS	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	205	355	179	5.04%
	SO 3	Improved Customer Satisfaction Rating							
	SM 6	Percentage of Satisfied Customers	No. of Respondents who gave at least Satisfactory Rating / Total Number of Respondents	10%	(Actual / Target) x Weight If less than 80% = 0%	95% of respondents gave a Satisfactory Rating	90% of respondents gave a Satisfactory Rating	94% of respondents gave a Satisfactory Rating	10.00%
		Sub-total		60%					52.98%
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 ⁴	10%	All or Nothing	Cannot be validated	Not lower than 90% but not exceeding 100%	92% utilization as of December 2019	10.00%

⁴ Excluding Contingency Funds

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Component						2019			
	Objective/Measurement		Formula	Weight	Rating System	2018	Target	Actual	
FINANCIAL	SO 5	Development Supplemental Revenue Sources							
	SM 8	Revenues from TPB Business Development Initiatives	Actual Amount	10%	(Actual / Target) x Weight If Below P173,500 = 0%	₱228,150	₱275,000	₱2,051,816.07	10.00%
		Sub-total		20%					20.00%
INTERNAL PROCESS	SO 6	Quality Management System							
	SM 9	Attain ISO Certification	Actual Accomplishment	10%	All or Nothing	ISO 9001:2015 Certification Attained	Maintain ISO 9001:2015 Certificate	Surveillance Audit conducted on 09 Dec. 2019 Audit conclusion: Certification continuation	10.00%
		Sub-total		10%					10.00%
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	Competency Gap on Records Management of 14 employees were closed	Improvement in the Competency Baseline of the organization ⁵	2018 (Baseline): 93% 2019: 94% 1% improvement	10.00%
		Sub-total		10%					10.00%
		TOTAL		100%					93.04%

⁵ Improvement in the competency baseline of the organization pertain to the average percentage of required competencies met which can be computed using the following formula:

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

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

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4th Quarter Monitoring Report

Prepared by:



MARIVIC M. SEVILLA 17Jul2020
Acting Head, Corporate Planning &
Business Developmeent Department

Noted and approved by:



MARIA ANTHONETTE C. VELASCO – ALLONES
TPB Chief Operating Officer