

TOURISM PROMOTIONS BOARD (TPB)

Component					2020				
Objective/Measurement	Formula	Weight	Rating System	2019	Target	Actual	Rating		
SO 1	Coordinated and Sustainable Tourism Promotions and Marketing Recovery Program								
CUSTOMERS/STAKEHOLDERS	SM 1	Number of TPB-initiated Domestic and International Projects held in the Philippines	Total number of implementation Domestic and International Projects held in the Philippines/ Total number of planned Domestic and International Projects held in the Philippines	12.5%	(Actual / Target) x Weight	N/A	Support 75% of the total expected Events/Projects Organized by Foreign Suppliers	Implemented 17 out of 19 planned Domestic and International Project held in the Philippines	11.18%
	SM 2	Generate Return on Marketing Investment (ROMI) of TPB Domestic and International Marketing and Promotions Projects	(Benefit-Cost) / Cost ¹	10%	Below 1179% = 0% 1179% to 1189% = 5% 1190% to 1200% = 8% Above 1200% = 10%	Above 1200%	Above 1200%	Benefits Generated: Php 12,776,062,774.30 Budget Utilized: Php 76,281,758.09 ROMI: 16,648.52%	10%
	SM 3	Generate Return on Marketing Investment (ROMI) of TPB Marketing Communication Projects	(Media Values - Media Spend) / Media Spend ²	10%	(Actual / Target) x Weight	Above 150%	Above 120%	Media/PR Values: Php 914,477,732.76 Budget Utilized: Php 397,456,547.00 ROMI: 130.08%	10%
			Sub-total	32.5%					31.18%

¹ 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

² Where: Media Values = impression, reach, etc.; Media Spend = cost paid for placements, etc.

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SO 2 Cultivate Partnership with Stakeholders and Customers									
CUSTOMERS/STAKEHOLDERS	SM 4	Number of TPB-supported Events/Projects Organized by Foreign Suppliers	Supported Events/Projects Organized by Foreign Suppliers/Total Number of expected Events/Projects Organized by Foreign Suppliers with request for support from TPB	10%	(Actual / Target) x Weight	N/A	Support 75% of the total expected Events/Projects Organized by Foreign Suppliers	37 out of 21 expected Events/Projects Organized by Foreign Supplier	10%
	SM 5	Number of TPB-assisted Domestic and international Promotions Projects Organized by Philippine Stakeholders	Assisted Domestic and International Promotions Projects Organized by Philippine Stakeholders/Total number of Domestic and International Promotions Projects Organized by Philippine Stakeholders with request for assistance from TPB	10%	(Actual / Target) x Weight	N/A	Assist 75% of the total anticipated Domestic and International Promotions Projects Organized by Philippine Stakeholders	54 out of 60 anticipated Domestic and International Promotions Projects Organized by Philippine Stakeholders	9%
			Sub-total		20%				

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SO 3	Improved Customer Satisfaction Rating								
CUSTOMERS/STAKEHOLDERS	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%	90%	Exhibitors: 96.77% are satisfied Attendees: 96.83% are satisfied Fam Trip Participants & Social Media Influencers: 96.88% are satisfied Overall Satisfaction Rating: 96.83%	2.5%	
	SM 6b	Percentage of Satisfied Customers (Attendees)		2.5%				90%	2.5%
	SM 6c	Percentage of Satisfied Customers (Familiarization Trip Participants and Social Media Influencers)		2.5%				90%	2.5%
			Sub-total	7.5%				7.5%	
SO 4	Maintain Efficient, Accountable and Transparent Financial Process and System								
FINANCIAL	SM 7a	Utilization of Corporate Operating Funds	Total Obligations (net of PS and SCF) / Total COB as approved by the DBM (net of PS and SCF)	5%	Below 80% or above 100%= 0% 85%-87% = 5% 88%-89% = 8% 90% and above = 10%	Not lower than 90% but not exceeding 100%	Not lower than 90% but not exceeding 100% (excluding PS, SCF, and PEC)	92% utilization as of December 2020	5%
	SM 7b	Utilization of Corporate Operating Funds	Total Disbursement (net of PS and SCF)/Total COB as approved by the DBM (net of PS and SCF)	5%	(Actual / Target) x Weight	N/A	85% Disbursement (excluding PS, SCF, and PEC)	76% disbursement as of February 2021	4.47%
		Sub-total		10%				9.47%	

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	SO 5	Maintain Efficient, Accountable and Transparent Administrative Process and System							
INTERNAL PROCESS	SM 8	Improve Percentage of Application Processed within Prescribed Turnaround Time ³	Total Number of Applications processed within Prescribed Turnaround Time ⁴ / Total Number of Applications Received	10%	(Actual / Target) x Weight	N/A	100%	528 out of 547 transactions were acted upon within the prescribed timeline	9.65%
	SM 9	Attain ISO Certification	Actual Accomplishment	10%	All or Nothing	ISO 9001:2015 Certification Attained	Maintain ISO 9001:2015 Certificate	Recommended for continued certification based on the result of External audit last 02 December 2020.	10%
		Sub-total		20%					19.65%

³ 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



⁴ 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.

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SO 6 Sustain a Culture of Organizational Engagement that Foster Effective Performance, Lifelong Learning and Growth								
LEARNING & GROWTH	SM 10	Improve Competency of the Organization	Actual Accomplishment	10%	All or Nothing	Improvement in the Competency Baseline of the Organization	Board-Approved Competency Framework and Establish Competency Baseline ⁵ of All Employees TPB Board-approved Competency-based Framework 104 Individual Competency Profiles submitted for 100% submission	10%
		Sub-total		10%				10%
		TOTAL		100%				96.8%

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: $Bb=1 A a =1Actual\ Competency\ Level\ Required\ Competency\ Level\ aA\ bB$ 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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