



**05 August 2021**

**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 2021 PERFORMANCE SCORECARD**

Dear Secretary Puyat and COO Velasco-Allones,

This is to formally transmit the 2021 Charter Statement and Strategy Map (**Annex A**) and 2021 Performance Scorecard (**Annex B**) of TPB.

The TPB proposed Charter Statement, Strategy Map and Performance Scorecard submitted through its letters dated 29 September 2020<sup>1</sup> and 10 November 2020<sup>2</sup> were **MODIFIED** based on the discussions made during the technical panel meeting (TPM) held on 04 December 2020 and evaluation of revised documents submitted through its letter dated 29 December 2020<sup>3</sup> and email communications dated 29 March 2021 and 31 March 2021.

We take this opportunity to **REMINDE** TPB that Item 5 of GCG Memorandum Circular (M.C.) No. 2017-02<sup>4</sup> 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 its Quarterly Monitoring Report for 2021.

Finally, under GCG M.C. No. 2017-02, GOCCs can no longer renegotiate the targets set in their Performance Scorecards for the current year. Thus, any request for modification in the 2021 Performance Scorecard will instead be considered during the validation of the reported annual accomplishments.

**FOR TPB'S COMPLIANCE AND INFORMATION.**

Very truly yours,

<sup>1</sup> Officially received by the Governance Commission on 01 October 2020.

<sup>2</sup> Officially received by the Governance Commission on 16 November 2020.

<sup>3</sup> Officially received by the Governance Commission on 04 January 2020.

<sup>4</sup> INTERIM PES FOR THE GOCC SECTOR, dated 30 June 2017.



## TOURISM PROMOTIONS BOARD (TPB)

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2018	2019 <sup>1</sup>	2020 <sup>2</sup>	2021	
CUSTOMERS / STAKEHOLDERS	SO 1	Coordinated and Sustainable Tourism Promotions and Marketing Recovery Program							
	SM 1	Percentage of TPB-Initiated Domestic and International Projects Held in the Philippines Implemented	Number of TPB-Initiated Domestic and International Projects Held in the Philippines Implemented / Total Number of Planned TPB-Initiated Domestic and International Projects Held in the Philippines	10%	(Actual / Target) x Weight	N/A	N/A	75% Implementation of the Total Planned Domestic and International Projects Held in the Philippines	100%
	SM 2	Return on Marketing Investment (ROMI) of TPB Domestic and International Marketing and Promotions Projects	(Benefit – Cost) / Cost <sup>3</sup>	10%	Below 1179% = 0% 1179% to 1189% = 5% 1190% to 1200% = 8% Above 1200% = 10%	Cannot be validated	6,147.39%	Above 1200%	Above 1200%
	SM 3	Return on Marketing Investment (ROMI) of TPB Marketing Communications Projects	(Media Values – Media Spend) / Media Spend <sup>4</sup>	10%	(Actual / Target) x Weight	Cannot be validated	1,112.54%	Above 120%	Above 120%

<sup>1</sup> Based on the results of the Validation of TPB's 2019 Performance Scorecard.

<sup>2</sup> Based on the 2020 Recalibrated Performance Scorecard of TPB. Officially received by the TPB on 18 March 2021.

<sup>3</sup> Where: Benefit = values generated out of sales and Cost = project fund expended by TPB

<sup>4</sup> Where: Media Values = impression, reach, etc. and Media Spend = cost paid for placements, etc.

Component					Baseline Data		Target	
	Objective/Measure	Formula	Weight	Rating System	2018	2019 <sup>1</sup>	2020 <sup>2</sup>	2021
<b>SO 2</b>	<b>Cultivate Partnership with Stakeholders and Customers</b>							
SM 4	Percentage of Events/Projects Organized by Foreign Suppliers Supported by TPB	Total Number of Events/Projects Organized by Foreign Suppliers Supported by TPB / Total Number of Events/Projects Organized by Foreign Suppliers with Request for Support from TPB	10%	(Actual / Target) x Weight	N/A	N/A	N/A	100%
SM 5	Percentage of Domestic and International Promotions Projects Organized by Philippine Stakeholders Assisted by TPB	Total Number of Domestic and International Promotions Projects Organized by Philippine Stakeholders Assisted by TPB / Total Number of Domestic and International Promotions Projects Organized by Philippine Stakeholders Request for Assistance from TPB	10%	(Actual / Target) x Weight	N/A	N/A	N/A	100%
<b>SO 3</b>	<b>Improve Customer Satisfaction Rating</b>							
SM 6	Percentage of Satisfied Customers:							
6a	Exhibitors	Number of Respondents Who	2.5%		95%		90%	90%

Component					Baseline Data		Target		
	Objective/Measure		Formula	Weight	Rating System	2018	2019 <sup>1</sup>	2020 <sup>2</sup>	2021
	6b	Attendees	Gave At Least Satisfactory Rating / Total Number of Respondents	2.5%	(Actual / Target) x Weight If Below 80% = 0%		Result not acceptable		90%
	6c	Familiarization Trip Participants and Social Media Influencers		2.5%					90%
	<b>Sub-total</b>			<b>57.5%</b>					
<b>FINANCIAL</b>	<b>SO 4</b>	<b>Maintain Efficient, Accountable and Transparent Financial Process and System</b>							
	SM 7	Utilization of Corporate Operating Funds	Total Obligations / Total DBM-Approved COB (Both Net of PS, SCF, and PEC)	10%	All or Nothing	32.62%	95%	Not Lower Than 90% But Not Exceeding 100% (Excluding PS, SCF, and PEC)	Not Lower Than 90% But Not Exceeding 100% (Excluding PS, SCF, and PEC)
	SM 8	Decrease in Previous Years' (PY) Unliquidated Fund Transfers to DOT Overseas and Regional Offices	(Balance of PY Unliquidated Fund Transfers in 2021 – Balance of PY Unliquidated Fund Transfers in 2019) / Balance of PY Unliquidated Fund Transfers in 2019 <sup>5</sup>	2.5%	(Actual / Target) x Weight	N/A	N/A	N/A	75% decrease in PY Unliquidated Fund Transfers
		<b>Sub-total</b>			<b>12.5%</b>				

<sup>5</sup> Based on the 2019 COA Annual Audit Report, balance amounts to ₱266.410 Million.

Component					Baseline Data		Target		
	Objective/Measure	Formula	Weight	Rating System	2018	2019 <sup>1</sup>	2020 <sup>2</sup>	2021	
<b>INTERNAL PROCESS</b>	<b>SO 5</b>	<b>Maintain Efficient, Accountable and Transparent Administrative Process and System</b>							
	SM 9	Percentage of Application Processed within Prescribed Turnaround Time	Total Number of Applications processed within Prescribed Turnaround Time <sup>6</sup> / Total Number of Applications Received	10%	(Actual / Target) x Weight	N/A	N/A	100%	100%
	SM 10	ISO 9001:2015 Certification	Actual Accomplishment	10%	All or Nothing	ISO 9001:2015 Certification Attained	Maintained ISO 9001:2015 Certification	Maintain ISO 9001:2015 Certificate	Maintain ISO 9001:2015 Certificate
		<b>Sub-total</b>		<b>20%</b>					
<b>LEARNING &amp; GROWTH</b>	<b>SO 6</b>	<b>Sustain a Culture of Organizational Engagement that Fosters Effective Performance, Lifelong Learning and Growth</b>							
	SM 11	Improve Competency Level of the Organization	Competency Baseline <sup>7</sup> 2021 - Competency Baseline 2020	5%	All or Nothing	Competency Gap on Records Management of 14 Employees were closed	Unverifiable	Board-Approved Competency Framework and Establish Competency Baseline of All Employees	Improvement in the Competency Baseline of the Organization

<sup>6</sup> Prescribed Turnaround Time shall be based on TPB's compliance with Republic Act No. 11032 or the Ease of Doing Business Law for the following services: Request for Images, Processing of Request for Collateral Materials, TPB membership Program, Evaluation of Marketing Proposals/Requested Assistance, and Processing of Philippines Seller Companies' Participation in Roadshows, Sales/Business Missions, Travel Trade, MICE Fairs/ Shows

<sup>7</sup> The competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

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

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

Component					Baseline Data		Target		
	Objective/Measure		Formula	Weight	Rating System	2018	2019 <sup>1</sup>	2020 <sup>2</sup>	2021
	SM 10	Percentage of Implementation of Information Systems Strategic Plan (ISSP)	Number of Deliverables Attained / Total Number of Deliverables	5%	(Actual / Target) x Weight	N/A	N/A	N/A	100% Attainment of 2021 Deliverables <sup>8</sup> Based on the 2019-2021 ISSP
		<b>Sub-total</b>		<b>10%</b>					
		<b>TOTAL</b>		<b>100%</b>					

<sup>8</sup> Deliverables refer to systems/applications.