TPB PHL
CORE VALUES
A DAPTABILITY
G ROWTH
I NTEGRITY
L EADERSHIP
E XCELLENCE
VISION: By 2025, the Philippines shall be the preferred destination for safe, uniquely-diverse and fun travel.
SMARTourism
Partnerships as Pathways
Safe Bangon Turismo
CUSTOMER
Coordinated and Sustainable Tourism Promotions and Marketing Recovery Program
Cultivate Partnership with Stakeholders and Customers
Improve Customer Satisfaction Rating
FINANCE
Maintain Efficient, Accountable and Transparent Financial Process and Systems
INTERNAL PROCESS
Maintain Efficient, Accountable and Transparent Administrative Process and System
LEARNING & GROWTH
Sustain a Culture of Organizational Engagement that Foster Effective Performance, Lifelong Learning and Growth
Organizational Effectiveness & Good Governance
MISSION : To market and promote the Philippines, in partnership with our stakeholders, as a preferred destination for safe and fun travel