



CORE VALUES

A DAPTABILITY
G ROWTH
I NTEGRITY
L EADERSHIP
E XCELLENCE

VISION: By 2028, the Philippines will be the preferred destination for sustainable, uniquely diverse, and fun travel.

SMARTourism

Partnership as Pathways

Safe Bangon Turismo

CUSTOMER

Optimize the use of technology to implement innovative marketing and promotions programs.

Strengthen partnerships with stakeholders and customers.

Improve Customer Satisfaction

FINANCE

1. Ensure availability on the sources of funds of TPB
2. Manage efficiently the utilization of TPB funds
3. Establish the Business Development function of TPB

INTERNAL PROCESS

1. Ensure responsive administrative processes and systems
2. Maintain efficient, accountable and transparent risk-based processes and systems compliant to internal rules and legal requirements

LEARNING & GROWTH

Sustain a culture of organizational engagement that fosters effective performance, lifelong learning, and growth

Organizational Effectiveness & Good Governance

MISSION : To market and promote the Philippines, in partnership with our stakeholders, towards a dynamic tourism destination