

28 February 2022

ATTY. SAMUEL G. DAGPIN, JR.

Chairperson

Governance Commission for Government-
Owned or Controlled Corporations (GCG)
3/F Citibank Center, 8741
Paseo de Roxas cor. Villar St.,
Makati City

RE: TPB'S SUBMISSION OF 2021 Q4 PES MONITORING REPORT

Dear Chairperson Dagpin:

We are pleased to submit the Tourism Promotions Board's 2021 4th Quarter Performance Evaluation System Monitoring Report.

The required supporting documents of the said report may be accessed through https://drive.google.com/drive/folders/17CGlGyhoNJITxTBNed2wGPe_JcaqEMvr?usp=sharing.

Should there be further clarifications/concerns, Mr. Wilson R. Suba of the Corporate Planning and Business Development Department could be reached at email address wilson_suba@tpb.gov.ph.

Very truly yours,



MARIA ANTHONETTE C. VELASCO-ALLONES

Chief Operating Officer

TOURISM PROMOTIONS BOARD (TPB)

Component					Target				
	Objective/Measurement		Formula	Weight	Rating System	2020 ¹	2021	Actual	Rating
CUSTOMER/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	75% Implementation of the Total Planned Domestic and International Projects Held in the Philippines	100%	Implemented 36 out of 28 (128.57%) planned Domestic and International Projects Held in the Philippines	10.00%
	SM 2	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%	Above 1200%	Above 1200%	Benefits: Php 2,568,204,782.12 Utilized Budget: Php 78,996,450.06 ROMI: 3,151.04%	10.00%
	SM 3	Return on Marketing Investment (ROMI) of TPB Marketing Communications Projects	(Media Values – Media Spend) / Media Spent ³	10%	(Actual / Target) x Weight	Above 120%	Above 120%	Benefits: Php 16,461,890.25 Utilized Budget: Php 5,175,000.00 ROMI:218.10%	10.00%

Component					Target				
	Objective/Measurement		Formula	Weight	Rating System	2021	2021	Actual	Rating
CUSTOMER/STAKEHOLDERS	SO 2	Cultivate Partnership with Stakeholders and Customers							
	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	100%	63 out of 75 (84%) expected Events/Projects Organized by Foreign Supplier	8.40%
	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	100%	83 out of 80 (103.75%) anticipated Domestic and International Promotions Projects Organized by Philippine Stakeholders	10.00%
	SO 3	Improve Customer Satisfaction Rating							
	SM 6	Percentage of Satisfied Customers:							
	6a	Exhibitors	Number of Respondents Who	2.5%		90%	90%	Exhibitors: 100% gave at least a satisfactory rating	2.5%

Component						Target			
	Objective/M Measurement		Formula	Weight	Rating System	2020	2021	Actual	Rating
	6b	Attendees	Gave At Least Satisfactory Rating / Total Number of Respondents	2.5%	(Actual / Target) x Weight If Below 80% = 0%		90%	Attendees: 95.83% gave at least a satisfactory rating	2.5%
	6c	Familiarization Trip Participants and Social Media Influencers		2.5%			90%	Familiarization Trip Participants: 100% gave at least a satisfactory rating Overall: 96.74%	2.5%
		Sub-total			57.5%				55.90%
FINANCIAL	SO 4	Maintain Efficient, Accountable and Transparent Financial Process and System							
	SM 7	Utilization of Corporate Operating Funds	Total Obligations / Total DBM-Approved COB (Both Net of PS, SCF, and PEC)	10%	All or Nothing	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)	81% utilization as of 31 December 2021	0%
	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 ⁴	2.5%	(Actual / Target) x Weight	N/A	75% decrease in PY Unliquidated Fund Transfers	Original Amount: Php 225,103,894.23 Current Balance as of 31 December 2021: Php 76,765,864.35 <u>65.90% decrease</u>	2.20%
		Sub-total			12.5%				2.20%

Component						Target			
	Objective/Measurement		Formula	Weight	Rating System	2020	2021	Actual	Rating
INTERNAL PROCESS	SO 5	Maintain Efficient, Accountable and Transparent Administrative Process and System							
	SM 9	Percentage of Application Processed within Prescribed Turnaround Time	Total Number of Applications processed within Prescribed Turnaround Time ⁵ / Total Number of Applications Received	10%	(Actual / Target) x Weight	100%	100%	Q1: 101 out of 102 (99.02%) Q2: 80 out of 80 (100%) Q3: 80 out of 90 (88.89%) Q4: 63 out of 85 (74.12%) As of 19 January 2022, 324 out of 357 (90.76%) transactions were processed within the prescribed turnaround time	9.08%
	SM 10	ISO 9001:2015 Certification	Actual Accomplishment	10%	All or Nothing	Maintain ISO 9001:2015 Certificate	Maintain ISO 9001:2015 Certificate	Re-certified during the external audit by TUV Nord on 21 October 2021	10%
		Sub-total		20%					19.08%

Component						Target			
	Objective/Measurement	Formula	Weight	Rating System	2020	2021	Actual	Rating	
LEARNING & GROWTH	SO 6	Sustain a Culture of Organizational Engagement that Fosters Effective Performance, Lifelong Learning and Growth							
	SM 11	Improve Competency Level of the Organization	Competency Baseline 2021 - Competency Baseline 2020	5%	All or Nothing	Board-Approved Competency Framework and Establish Competency Baseline of All Employees	Improvement in the Competency Baseline of the Organization	2020 competency rating = 94.09% 2021 competency rating = 94.93% Improvement of 0.84% from PY	5%
	SM 12	Percentage of Implementation of Information Systems Strategic Plan (ISSP)	Number of Deliverables Attained / Total Number of Deliverables ⁷	5%	(Actual / Target) x Weight	N/A	100% Attainment of 2021 Deliverables ⁶ Based on the 2019- 2021 ISSP	10 out of 12 projects enrolled in 2021 ISSP were implemented	4.16%
		Sub-total		10%					9.16%
		TOTAL		100%					86.34%

Prepared by:

Noted by:


 WILSON R. SUBA

Acting Head
 Corporate Planning and Business Development



ATTY. MARIA ANTHONETTE C. VELASCO-ALLONES
 Chief Operating Officer
 Tourism Promotions Board