

G. DEPARTMENT OF TOURISM

G.1. TOURISM PROMOTIONS BOARD

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Philippine culture and values promoted

ORGANIZATIONAL OUTCOME

Tourist arrivals and earnings/receipts increased

PERFORMANCE INFORMATION

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2020 TARGETS

Tourist arrivals and earnings/receipts increased

INTERNATIONAL PROMOTIONS PROGRAM

Outcome Indicators

1. Number of tourist arrivals in TPB's international market

5,175,214

7,820,000

Output Indicator

1. Number of TPB-organized/assisted international promotions events

9

70

2. Number of TPB-assisted projects/events (e.g. joint book promotions, booked events, won bids)

216

300

3. Number of seller participants in international promotions projects

435

460

DOMESTIC PROMOTIONS PROGRAM

Outcome Indicators

1. Number of tourist arrivals in TPB's domestic market

Output Indicator

1. Number of TPB-organized domestic promotions and events

8

20

2. Number of seller participants in domestic promotions projects

160

340