

F. DEPARTMENT OF TOURISM

F.1. TOURISM PROMOTIONS BOARD

STRATEGIC OBJECTIVES

MANDATE

The TPB shall be responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination.

VISION

The TPB is a globally-recognized leader in tourism promotions positioning the Philippines among the top destinations in the world by 2020.

MISSION

To market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination, in strategic partnership with private and public stakeholders, to ensure a unique high-value experience for every visitor, significantly contributing to increased arrivals, receipts and investments to the country

KEY RESULT AREAS

Rapid, Inclusive and Sustained Economic Growth

SECTOR OUTCOME

Percentage change in the number of international tourist arrivals
 Percentage change in the number of domestic tourist arrivals

ORGANIZATIONAL OUTCOME

Percentage of foreigners in target markets who are aware of the Philippines as a tourist destination
 Percentage of Filipinos aware of one or more local tourism destinations

New Appropriations, by Program/Project

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Current Operating Expenditures

	Personnel Services	Maintenance and Other Operating Expenses	Capital Outlays	Total
PROGRAMS				
100000000 General Administration and Support	P	14,494,000		P 14,494,000
200000000 Support to Operations		13,165,000		13,165,000
300000000 Operations		472,341,000		472,341,000
NFO 1 Tourism Promotions Services		472,341,000		472,341,000
Total, Programs		500,000,000		500,000,000
TOTAL NEW APPROPRIATIONS	P	500,000,000		P 500,000,000

New Appropriations, by Central/Regional Allocation

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REGION	<u>Current Operating Expenditures</u>			Total
	Personnel Services	Maintenance and Other Operating Expenses	Capital Outlays	
Regional Allocation		P 500,000,000		P 500,000,000
National Capital Region (NCR)		500,000,000		500,000,000
Total New Appropriations		P 500,000,000		P 500,000,000

Special Provision(s)

1. **Tourism Promotions Fund.** In addition to the budgetary support to GOCCs appropriated herein, the amount of Seven Hundred Fifty Million Pesos (P750,000,000) from the following sources, constituted as the Tourism Promotions Fund pursuant to R.A. No. 9593, shall be used by the Tourism Promotions Board (TPB) for tourism promotions:

- a) Seventy percent (70%) of the fifty percent (50%) share of the DOT in the net income of the Duty Free Philippines Corporation;
- b) At least twenty-five percent (25%) of the fifty percent (50%) National Government share from PAGCOR; and
- c) At least twenty five percent (25%) of the National Government share from international airports and seaports.

Releases from said Fund shall be subject to the submission of a Special Budget pursuant to Section 35, Chapter 5, Book VI of E.O. No. 292, s. 1987.

The TPB shall submit, either in printed form or by way of electronic document, to the DBM, copy furnished the House Committee on Appropriations and the Senate Committee on Finance, quarterly reports on the financial and physical accomplishments on the utilization of said Fund. The Chief Operating Officer of the TPB and the Corporation's web administrator or his/her equivalent shall be responsible for ensuring that said quarterly reports are likewise posted on the official website of the TPB.

2. **Special Provisions Applicable to All Government Corporations.** In addition to the foregoing special provisions, the special provisions applicable to all government corporations enumerated under the Budgetary Support to Government Corporations-Others shall be observed by the TPB.

PERFORMANCE INFORMATION**KEY STRATEGIES**

New media to take a greater role in reaching the target audience more effectively

MAJOR FINAL OUTPUTS (MFO) / PERFORMANCE INDICATORS

Targets

MFO 1: TOURISM PROMOTIONS SERVICES

No. of domestic promotional activities undertaken	22
No. of international promotional activities undertaken	34
Percentage of domestic target audience aware of one or more TPB promotional messages	90%
Percentage of international target audience aware of one or more TPB promotional messages	60%
Percentage of TPB domestic promotional activities rated by target audience as good or better	90%
Percentage of TPB international promotional activities rated by target audience as good or better	90%