E. DEPARTMENT OF TOURISM

E.1. TOURISM PROMOTION 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

Awareness: image of the Philippines as a travel destination enhanced

PERFORMANCE INFORMATION

KEY STRATEGIES

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

<table>
<thead>
<tr>
<th>ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)</th>
<th>BASELINE</th>
<th>2015 TARGETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness: image of the Philippines as a travel destination enhanced</td>
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<tr>
<td>Number of tourist arrivals in TPB’s assigned markets increased</td>
<td>4.1 million</td>
<td>4.9 million</td>
</tr>
<tr>
<td>Number of opportunities given to private sector to participate with TPB international and domestic marketing and promotions projects increased</td>
<td>950 opportunities</td>
<td>2,000 opportunities</td>
</tr>
</tbody>
</table>
MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)  

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 TP8 promotional messages | 90% |
| Percentage of international target audience aware of one or more TP8 promotional messages | 60% |
| Percentage of TP8 domestic promotional activities rated by target audience as good or better | 90% |
| Percentage of TP8 international promotional activities rated by target audience as good or better | 90% |

NOTE: Inclusive of Targets funded from other sources, e.g. Special Account in the General Fund.

F. DEPARTMENT OF TRADE AND INDUSTRY

F.1. AURORA PACIFIC ECONOMIC ZONE AND FREEPORT AUTHORITY

STRATEGIC OBJECTIVES

MANDATE

To actively encourage, promote, induce and accelerate the sound and balanced industrial, economic and social development of the country in order to provide jobs to the people especially those in rural areas, increase their productivity and their individual and family income, and thereby improve the level and quality of their living conditions through measures that shall effectively attract legitimate and productive foreign investments.

VISION

To be a catalyst for a sound and holistic development in the country’s eastern seaboard, which will be fully operational by 2020.

MISSION

To provide jobs to the people of Aurora and neighboring provinces especially in the rural areas, increase their productivity and their individual and family income, and thereby improving the level and quality of their living conditions primarily through the establishment of agri. aqua. light industries and eco-tourism development centers.

KEY RESULT AREAS

Rapid, Inclusive and Sustained Economic Growth

SECTOR OUTCOME

Increase in foreign direct investment
Increase in employment in agriculture, fishery and tourism sectors

ORGANIZATIONAL OUTCOME

1. Ecozone Area Developed Increased
2. Number of Leased Ecozone Area Increased