

## E. DEPARTMENT OF TOURISM

## E.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

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

## ORGANIZATIONAL OUTCOMES (00s) / PERFORMANCE INDICATORS (PIs)

## BASELINE

## 2015 TARGETS

Awareness: image of the Philippines as a travel destination enhanced

Number of tourist arrivals in TPB's assigned markets increased	4.1 million	4.9 million
Number of opportunities given to private sector to participate with TPB international and domestic marketing and promotions projects increased	950 opportunities	2,000 opportunities

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 MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)
 

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 2015 Targets
 

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## 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%

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