

## F. DEPARTMENT OF TOURISM

## F.1. TOURISM PROMOTIONS BOARD

## STRATEGIC OBJECTIVES

## MANDATE

Responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination.

## VISION

To be 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

Increase in number of international tourist arrivals  
Increase in number of domestic tourist arrivals

## ORGANIZATIONAL OUTCOME

Promotion of the Philippines as a preferred tourism destination thereby increasing international tourist arrivals and receipts

## PERFORMANCE INFORMATION

KEY STRATEGIES

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

<u>ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)</u>	<u>BASELINE</u>	<u>2016 TARGETS</u>
Promotion of the Philippines as a preferred tourism destination thereby increasing international tourist arrivals and receipts		
Number of tourist arrivals in TPB's assigned market	4.188 Million (2014)	5 Million
<u>MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)</u>		<u>2016 Targets</u>

## MFO 1: TOURISM PROMOTIONS SERVICES

Number of international and domestic promotions events attended	45
Number of participants of international programs, site inspections and product updates	350
Number of TPB-assisted projects/events (e.g. joint promotions, booked events, won bids)	399
Number of TPB-organized international and domestic marketing and promotions events	40
Number of seller participants in international and domestic promotions projects	200