

F. 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)BASELINE2018 TARGETS

Tourist arrivals and earnings / receipts increased

INTERNATIONAL PROMOTIONS PROGRAM

Outcome Indicator

1. No. of tourist arrivals in TPB's international market

5,175,214

6,000,000

Output Indicators

1. No. of TPB-organized international promotions and events

9

12

2. No. of TPB-assisted projects / events (e.g. joint book promotions, booked events, won bids)

216

220

3. No. of seller participants in international promotions projects

435

440

DOMESTIC PROMOTIONS PROGRAM

Outcome Indicator

1. No. of tourist arrivals in TPB's domestic market

Output Indicators

1. No. of TPB-organized domestic promotions and events

8

12

2. No. of seller participants in domestic promotions projects

16 regions

16 regions

6 DOT attached agencies

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