

G. DEPARTMENT OF TOURISM
G.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)	BASELINE	2021 TARGETS
Tourist arrivals and earnings/receipts increased		
INTERNATIONAL PROMOTIONS PROGRAM		
Outcome Indicators		
1. Number of tourist arrivals in TPB's international market	5,175,214	N/A
Output Indicator		
1. Number of TPB-organized/assisted international promotions events	9	N/A
2. Number of TPB-assisted projects/events (e.g. joint book promotions, booked events, won bids)	216	N/A
3. Number of seller participants in international promotions projects	435	N/A
DOMESTIC PROMOTIONS PROGRAM		
FY 2019 and 2020		
Outcome Indicators		
1. Number of tourist arrivals in TPB's domestic market		
Output Indicator		
1. Number of TPB-organized domestic promotions and events	8	N/A
2. Number of seller participants in domestic promotions projects	160	N/A
MARKETING AND PROMOTION PROGRAM		
FY 2021		
Outcome Indicator		
1. Number of tourist arrivals in TPB's international market	5,175,214	7,000,000
Output Indicator		
1. No. of TPB-organized/assisted domestic and international promotion and events	17	44
2. No. of TPB assisted projects/events (e.g. joint book promotions, booked events, won bids)	85	85
3. No. of seller participants in domestic and international promotions projects	367	367