

C. 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 (00s) / PERFORMANCE INDICATORS (PIs)

BASELINE

2023 TARGETS

Tourist arrivals and earnings/receipts increased

MARKETING AND PROMOTIONS PROGRAM

FYs 2021, 2022 and 2023

Outcome Indicator

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

7,000,000

7,000,000

FY 2021

Output Indicators

1. No. of TPB-organized/assisted domestic and international promotions and events

44

N/A

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

85

N/A

3. No. of seller participants in domestic and international promotions projects

367

N/A

FYs 2022 and 2023

Output Indicators

1. Percentage of TPB-organized domestic and international projects completed within the prescribed deadline	N/A	75%
2. Percentage of foreign-organized domestic and international tourism promotions projects assisted	N/A	75%
3. Percentage of locally-organized domestic and international tourism promotions projects assisted	N/A	80%