

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

2024 TARGETS

Tourist arrivals and earnings/receipts increased

GENERAL APPROPRIATIONS ACT, FY 2024

MARKETING AND PROMOTIONS PROGRAM**Outcome Indicator**

1. No. of tourist arrivals in TPB's international market	7,000,000	3,070,000
--	-----------	-----------

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%
--	-----	-----