

**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**

**2025 TARGETS**

Tourist arrivals and earnings/receipts increased

**MARKETING AND PROMOTIONS PROGRAM****Outcome Indicator**

1. No. of tourist arrivals in TPB's international market	7,000,000	6,300,000
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**Output Indicators**

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