

H. DEPARTMENT OF TOURISM

H.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

2026 TARGETS

Tourist arrivals and earnings/receipts increased

MARKETING AND PROMOTIONS PROGRAM

Outcome Indicator

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

6,975,000

6,975,000

Output Indicators

1. Percentage of TPB-organized domestic and international projects completed within the prescribed deadline

75%

75%

2. Percentage of foreign-organized domestic and international tourism promotions projects assisted

75%

75%

3. Percentage of locally-organized domestic and international tourism promotions projects assisted

80%

80%