

XXV. DEPARTMENT OF TOURISM**A. OFFICE OF THE SECRETARY****STRATEGIC OBJECTIVES****SECTOR OUTCOME**

Economic opportunities in industry and services expanded

ORGANIZATIONAL OUTCOME

Tourism revenue, employment and arrivals increased

PERFORMANCE INFORMATION

ORGANIZATIONAL OUTCOMES (00s) / PERFORMANCE INDICATORS (PIs)	BASELINE	2026 TARGETS
Tourism revenue, employment and arrivals increased		
TOURISM POLICY FORMULATION AND PLANNING PROGRAM		
Outcome Indicator		
1. Number of tourism strategies, policies and action plans developed	136	171
Output Indicators		
1. Number of technical assistance provided to tourism stakeholders		
- Local Government Units (LGUs)	785	1,224
- Non-LGUs	1,014	1,657
2. Percentage of entities assisted who rated the technical assistance as satisfactory	94%	95%
TOURISM INDUSTRY TRAINING PROGRAM		
Outcome Indicators		
1. Percentage of target industry personnel trained that rated the services as satisfactory	98%	95%
2. Percentage of the total number of industry workforce/pax trained that improved their performance/economic situation/marketability	5%	5%
Output Indicators		
1. Percentage of attendees/trainees that completed the training	93%	95%
2. Number of persons trained		
- LGUs	4,543	5,625
- Industry personnel	15,422	58,556
3. Number of trainings conducted	422	1,128
STANDARDS DEVELOPMENT AND ENFORCEMENT PROGRAM		
Outcome Indicator		
1. Percentage of accredited tourism enterprises that maintained the tourism standards and regulations	97%	97%
Output Indicators		
1. Number of tourism standards reviewed	3	12
2. Percentage of accreditation applications acted upon within 20 working days	96%	98%
3. Number of accredited enterprises	8,264	9,058

MARKET AND PRODUCT DEVELOPMENT PROGRAM**Outcome Indicators**

1. Percentage increase in the number of products developed and/or enhanced	18%	33%
2. Percentage increase in the number of partners selling the Philippines in the domestic and international markets	5%	20%

Output Indicators

1. Number of travel trade development/support activities conducted	453	504
2. Number of consumer activations conducted/support activities conducted	1,081	902
3. Number of product development activities conducted	402	465