

B. INTRAMUROS ADMINISTRATION

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Economic opportunities in industry and services expanded

ORGANIZATIONAL OUTCOMES

1. Cultural heritage conserved
2. Tourism development promoted and visitor experience enriched

PERFORMANCE INFORMATION

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2026 TARGETS

Cultural heritage conserved

INTRAMUROS PROPERTY CONSERVATION AND DEVELOPMENT PROGRAM

Outcome Indicators

- | | | |
|---|---------|------|
| 1. Percentage of existing sites/structures maintained or conserved and restored | 51 | 100% |
| 2. Percentage of existing artifacts maintained | 6,000 | 55% |
| 3. Percentage increase in visitors | 519,865 | 230% |

Output Indicators

- | | | |
|--|-------|-------|
| 1. Number of sites/structures maintained | 51 | 51 |
| 2. Number of artifacts maintained | 1,200 | 3,300 |

INTRAMUROS COMMERCIAL PROPERTY LEASING PROGRAM

Outcome Indicators

- | | | |
|--|------------|---------|
| 1. Percentage of occupancy of IA commercial properties | 68 | 94% |
| 2. Percentage increase in occupancy of IA event facilities | 2,625 | 90.48% |
| 3. Percentage increase in revenue | 60,106,022 | 191.15% |

Output Indicators

- | | | |
|--|-------------|-------------|
| 1. Percentage of application for use of event facilities acted upon within 24 hours | 98% | 100% |
| 2. Number of promotional activities i.e., sales missions, trade fairs, client calls, advertisements, brochures | 20 | 60 |
| 3. Revenue generated from leasing and rental of facilities | P22,399,704 | P46,000,000 |

GENERAL APPROPRIATIONS ACT, FY 2026

Tourism development promoted and visitor experience enriched**INTRAMUROS TOURISM PROMOTIONS PROGRAM****Outcome Indicator**

| | | |
|--|-----------|----|
| 1. Percentage increase in visitor arrivals | 5,596,816 | 5% |
|--|-----------|----|

Output Indicator

| | | |
|--------------------------|-----|-----|
| 1. Number of events held | 544 | 550 |
|--------------------------|-----|-----|

INTRAMUROS REGULATORY PROGRAM**Outcome Indicators**

| | | |
|--|-----|--------|
| 1. Percentage compliance of building owners to PD No. 1616 | 173 | 89.60% |
|--|-----|--------|

| | | |
|--|-----|-----|
| 2. Percentage compliance of permit and clearance holders | N/A | 98% |
|--|-----|-----|

Output Indicators

| | | |
|--|-----|-----|
| 1. Percentage of establishments and structures inspected/audited | 199 | 95% |
|--|-----|-----|

| | | |
|--|-----|-------|
| 2. Number of building, repair and other ancillary permits processed/issued within 3 days | N/A | 1,464 |
|--|-----|-------|