

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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