

# COMPENSATION AND BENEFITS STUDY



## All Benchmarking Graphs (FILTERABLE)

Year: All Data  
Created On: 18/4/2022  
Created By: Promptur Panama  
Libeth Brito

There are an average of 20 responses per slide.

### Active Filter(s):

Operating Budget (range): \$10,000,000 - \$25,000,000

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## Numeric Results:

- **Line and Bar Charts** are presented in quartiles (values that divide a list of numbers into quarters).
  - **25<sup>th</sup> Percentile/first quartile:** 25% of organizations submitted data equal to or less than this number.
  - **50<sup>th</sup> Percentile/Median:** This number represents the middle number of all data submitted by organizations, with 50% of organizations reporting a higher number and 50% of organizations reporting a lower number. For example, if you have a series of numbers like: 1,5,10,15, and 30, the 50<sup>th</sup> percentile/median is 10.
  - **75<sup>th</sup> Percentile/third quartile:** 75% of the data submitted by organizations falls below this number.
- **Pie Charts** display the proportions of a whole for a series of data points. Comparison data is displayed as an average pie. An average is the sum divided by the count. For example, if you have a series of numbers like: 1,5,10,15, and 30, the average is 12.2. Averages can be skewed by a single high or low response. Pie chart percentages display as whole numbers and may round up to exceed 100%.

## Multiple Choice Results:

- The percentage of responses is shown for all answer options associated with a question.

## Your Responses:

- **Line graphs:** Your organization is indicated with a blue dot, followed by your percentile in parenthesis.
- **Bar charts:** Your organization's answers are indicated by a blue bar. If you did not answer the question, all bars will appear as gray and only the data submitted by other organizations will be shown.

The data displayed on these charts represents the total responses in the database based on the filter options selected. These reports are real-time, meaning that the data can change each time the report is run as organizations enter/update their data, and new organizations participate during the data collection phase. An "Insufficient Data" message indicates there is currently not enough data to populate a comparison, or you need to modify your filters. As more data becomes available, the slide will automatically update each time the report is run.

The data displayed on these charts represents the total responses in the database based on the filter options selected.

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## COMENTARIOS:

- Tomar en cuenta que algunas organizaciones no reportaron información del 2020, si no de años pasados.
- Los resultados se basa en la comparación con otros DMO con un Budget entre 10M – 25M.
- El número de empleados de PROMTUR se encuentra por debajo de la media (-67% de la media). Ver slide 5.
- El gasto anual en personal considera beneficios y compensaciones en los otros DMO (no PROMTUR). Ver slide 6.
- El gasto anual en personal equivale al 3.8% de los ingresos y el 9.3% del total de los gastos realizados en el 2020. Si lo comparamos con otros DMO nos encontramos muy por debajo del percentil 25th (entre el 0 y el 9). Ver slides 7 y 8.
- Revisando los salarios de los empleados por departamento, podemos concluir que todos se encuentran muy por debajo del percentil 25th (entre 0 y 4).
- Revisando el volumen de empleados por departamento, podemos concluir que los “executive” están dentro de la media. Sin embargo, el resto de los departamentos se encuentra por debajo del percentil 25th.

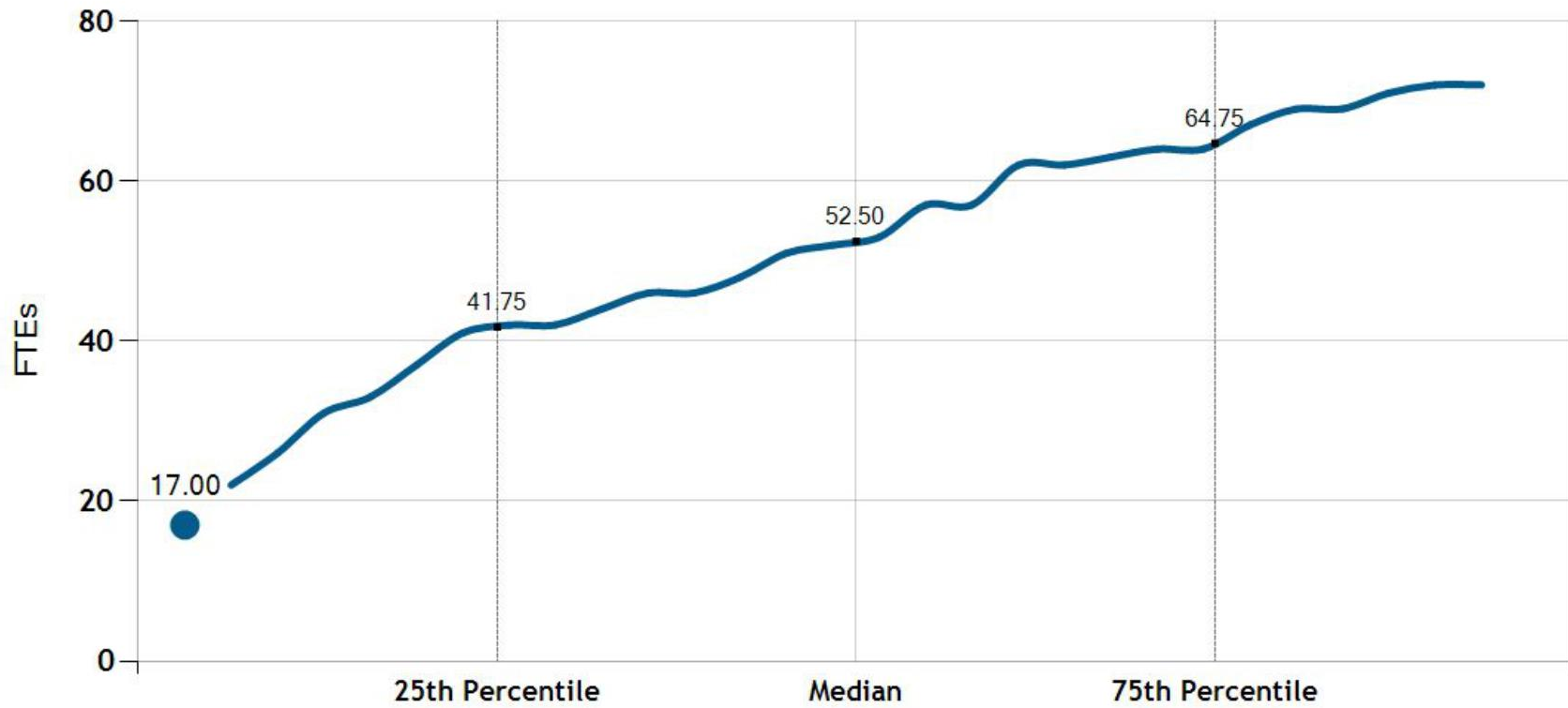
# COMPENSATION AND BENEFITS STUDY



## Profile & Demographics

# COMPENSATION AND BENEFITS STUDY

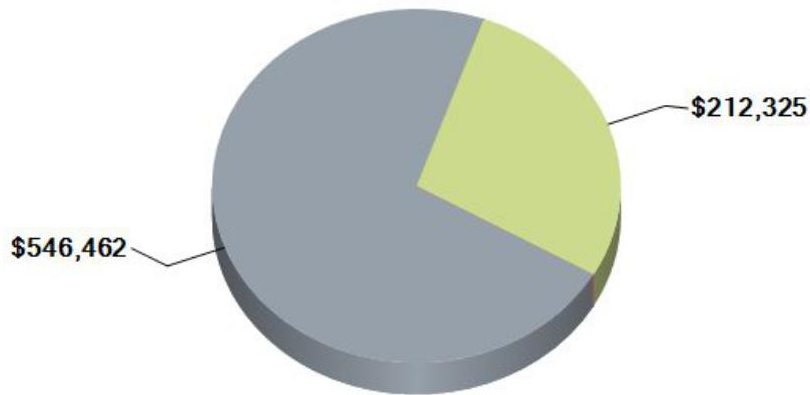
### Total Full Time Equivalent (FTE) Employees



—●— My Destination (3rd)

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Total Annual Payroll Expenses (US\$)  
My Destination



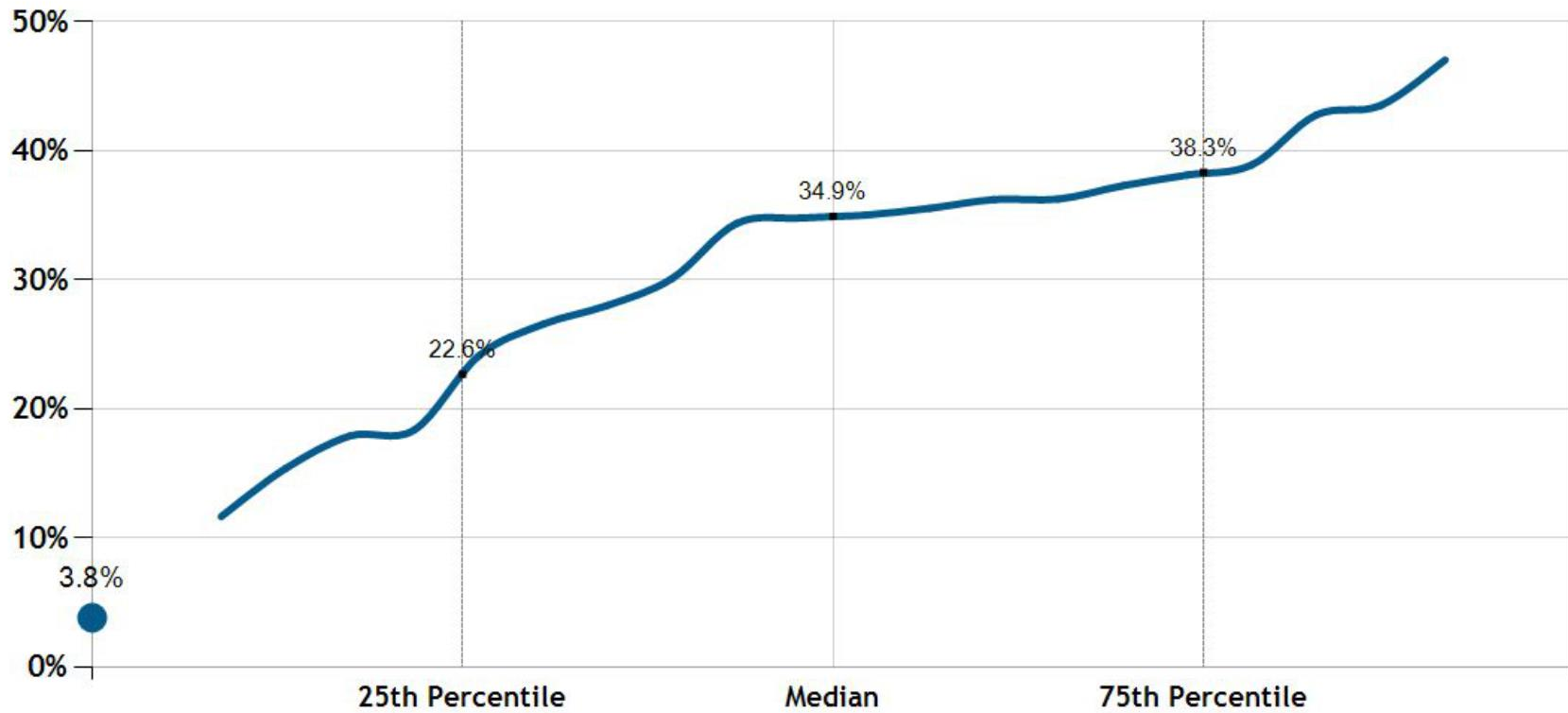
Total Annual Payroll Expenses (US\$)  
Average Destination



■ Total Base Wages & Fixed Salaries ■ Total Variable Cash Compensation ■ Total Payroll Taxes ■ Total Employee Benefits Expense

# COMPENSATION AND BENEFITS STUDY

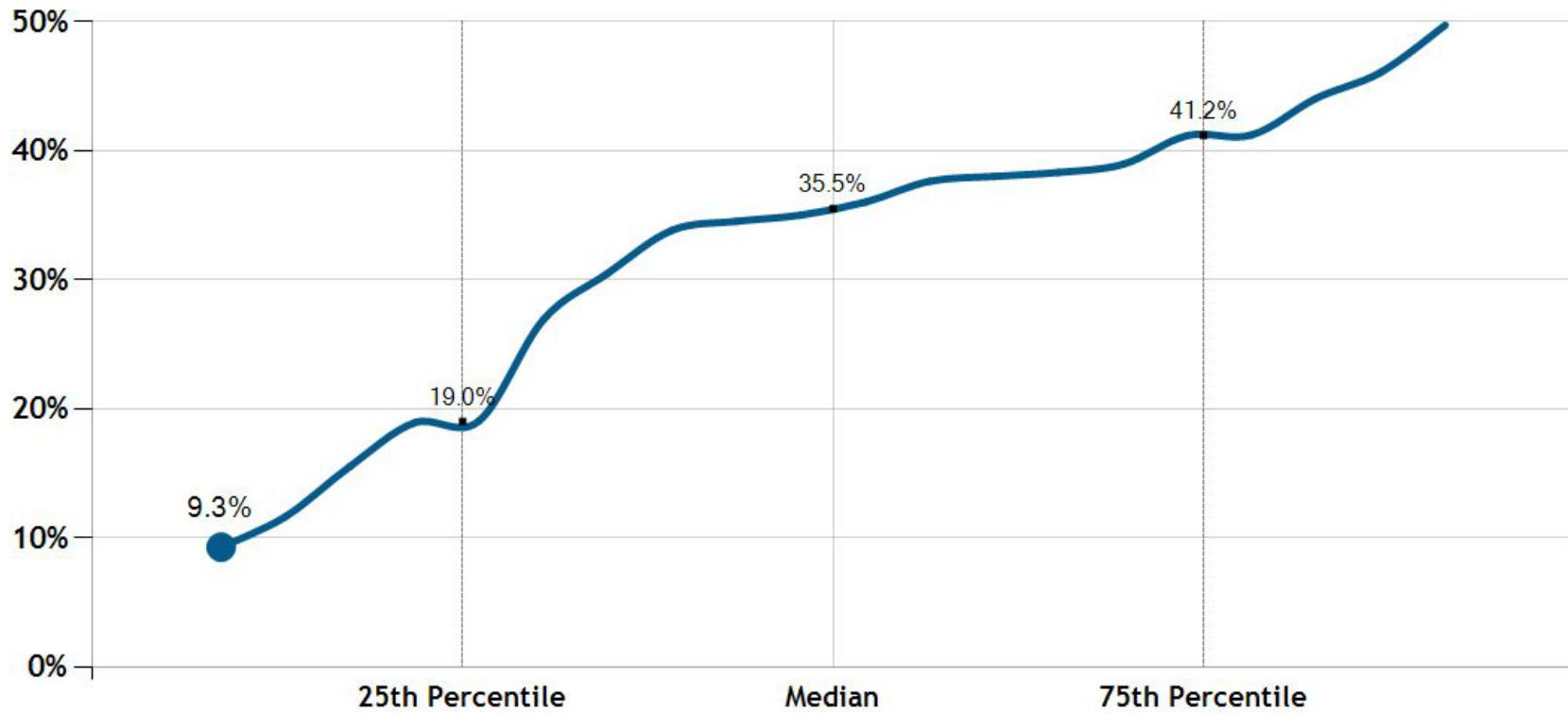
### Total Payroll/Personnel Expenses as a Percentage of Total Revenue



—●— My Destination (0th)

# COMPENSATION AND BENEFITS STUDY

Total Payroll/Personnel Expenses as a Percentage of Total Expenses



—●— My Destination (9th)



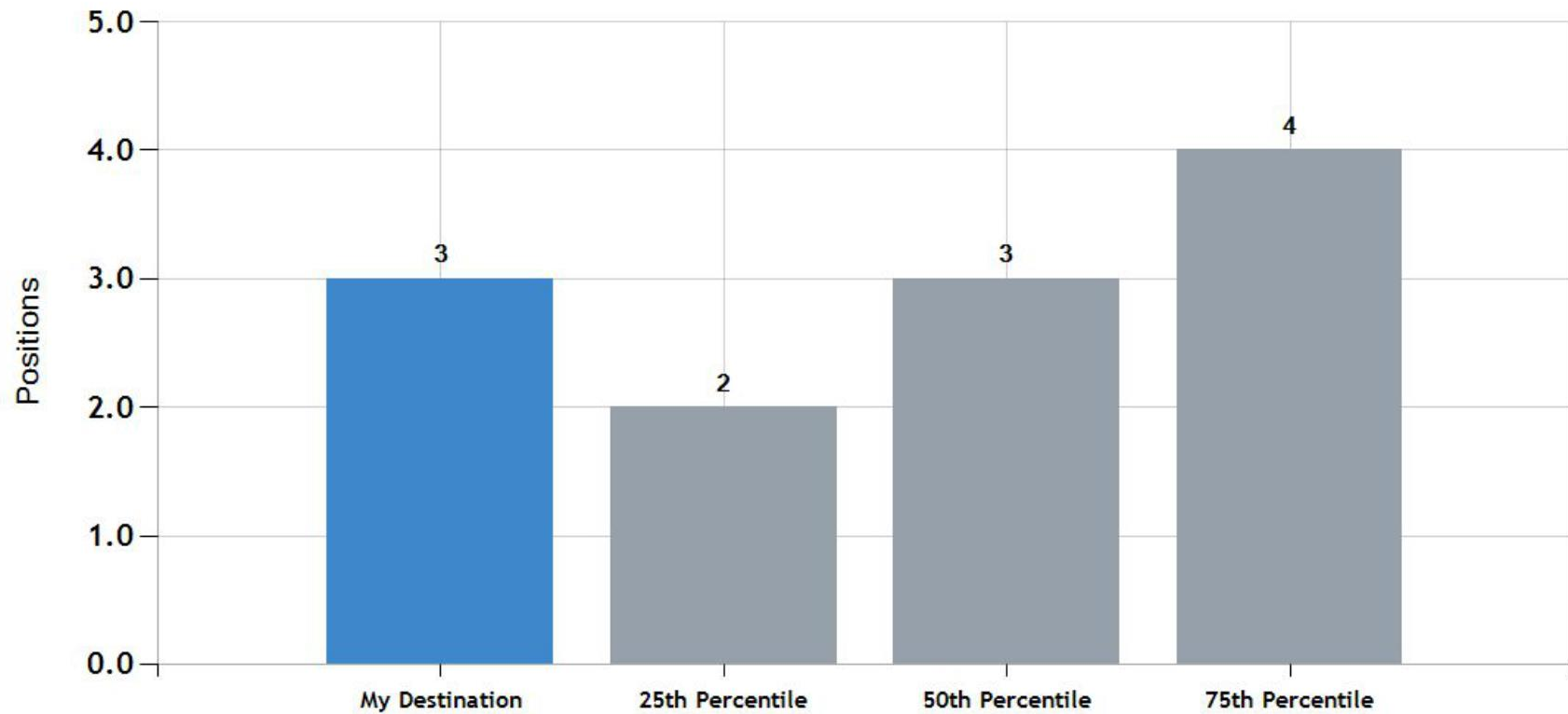
# COMPENSATION AND BENEFITS STUDY



## Compensation for Executive Positions

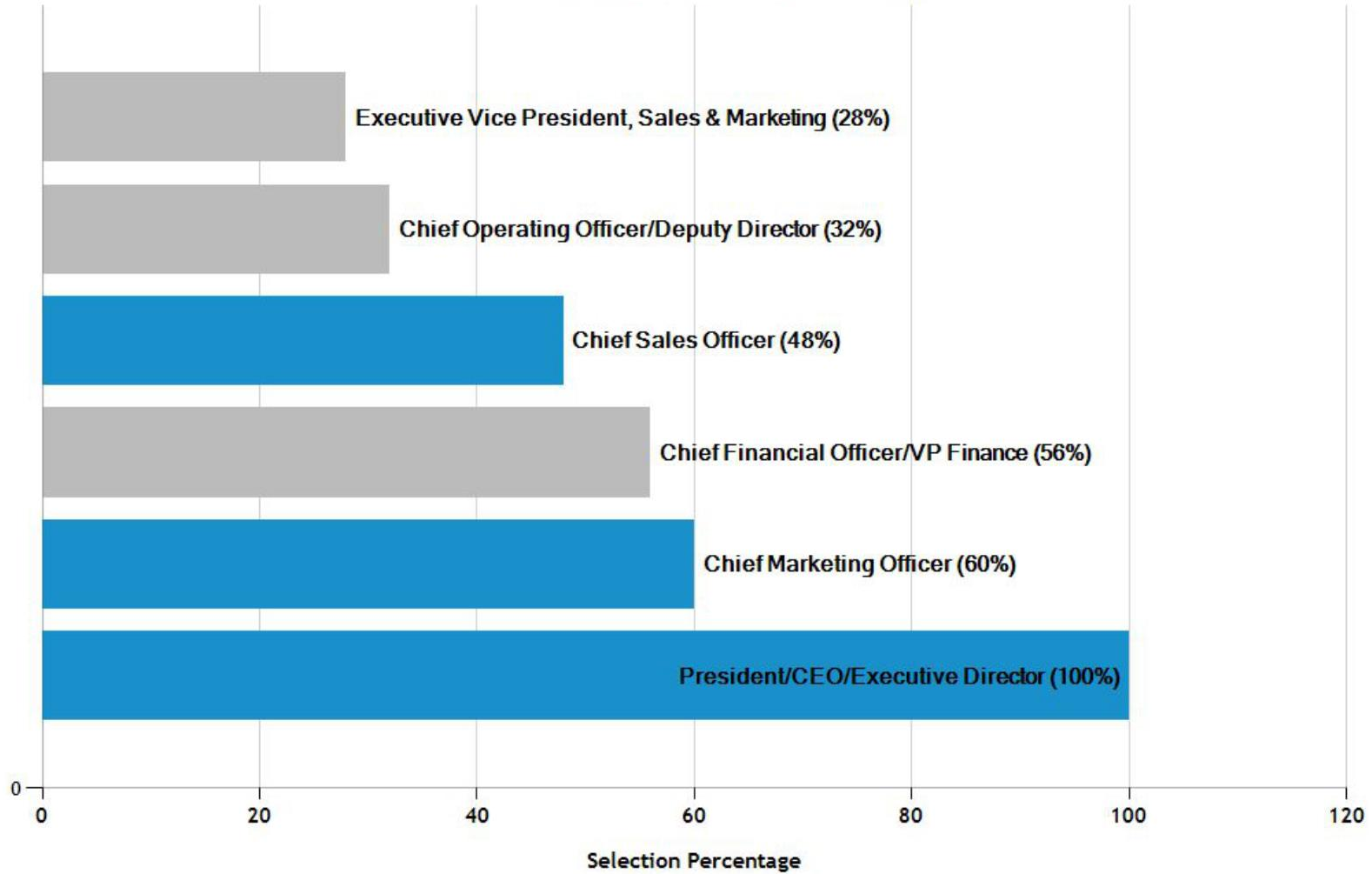
# COMPENSATION AND BENEFITS STUDY

Executive Positions: Number of Postion Types Employed



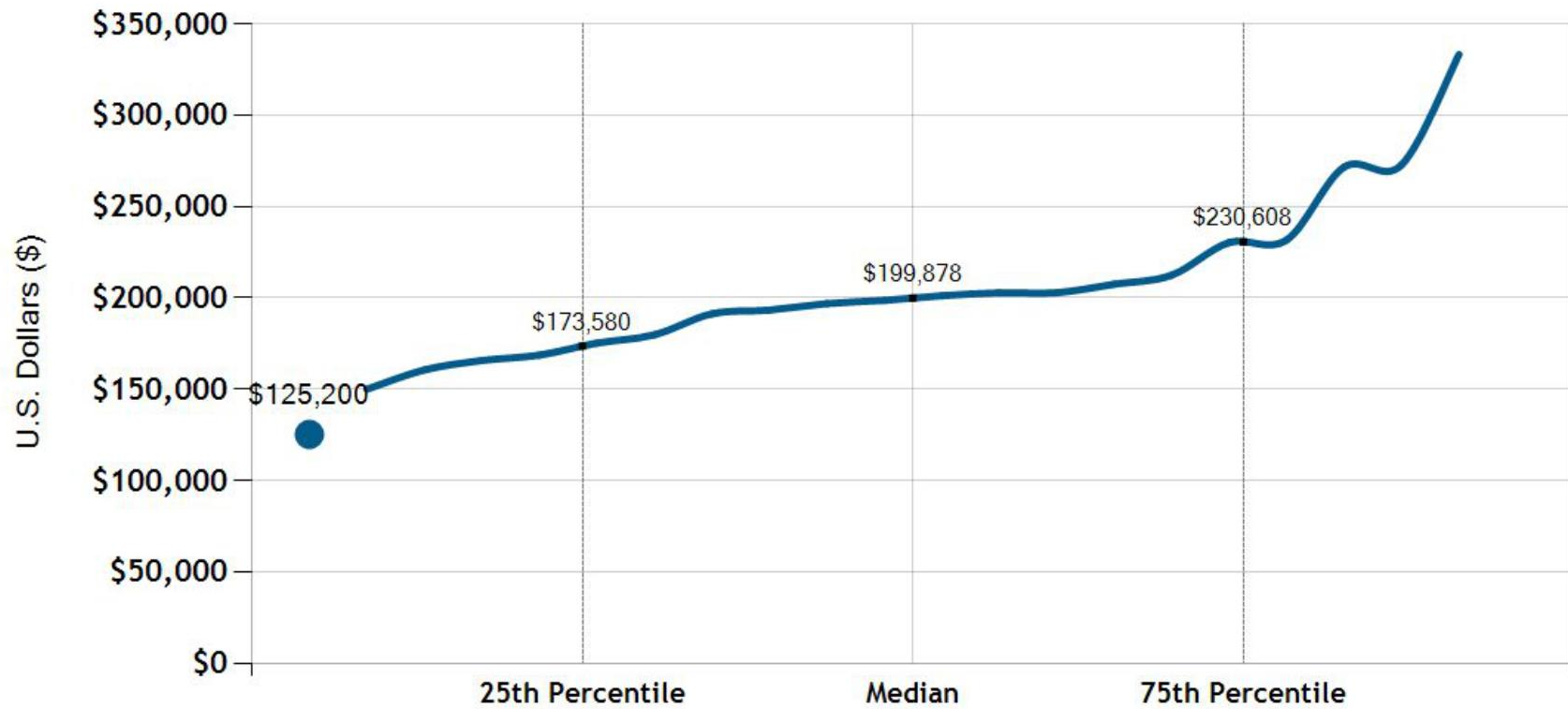
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**Executive Positions: Types of Postions Employed  
(Blue = My Destination)**



# COMPENSATION AND BENEFITS STUDY

Executive Positions: Average Fixed Salary per Position  
("Maximum Fixed Salary budgeted for this position" / "Total number of positions selected")



—●— My Destination (4th)

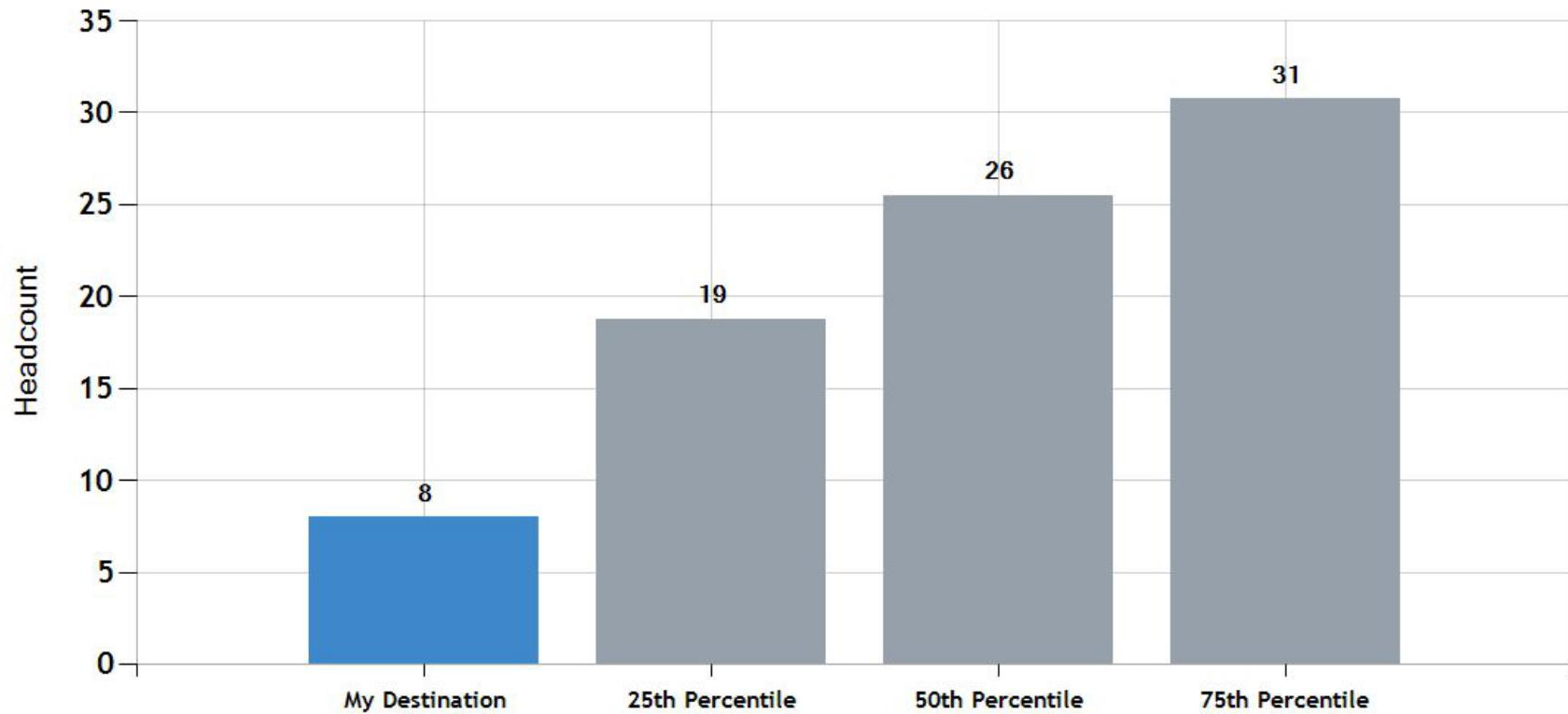
# COMPENSATION AND BENEFITS STUDY



## Compensation for Sales & Marketing Positions

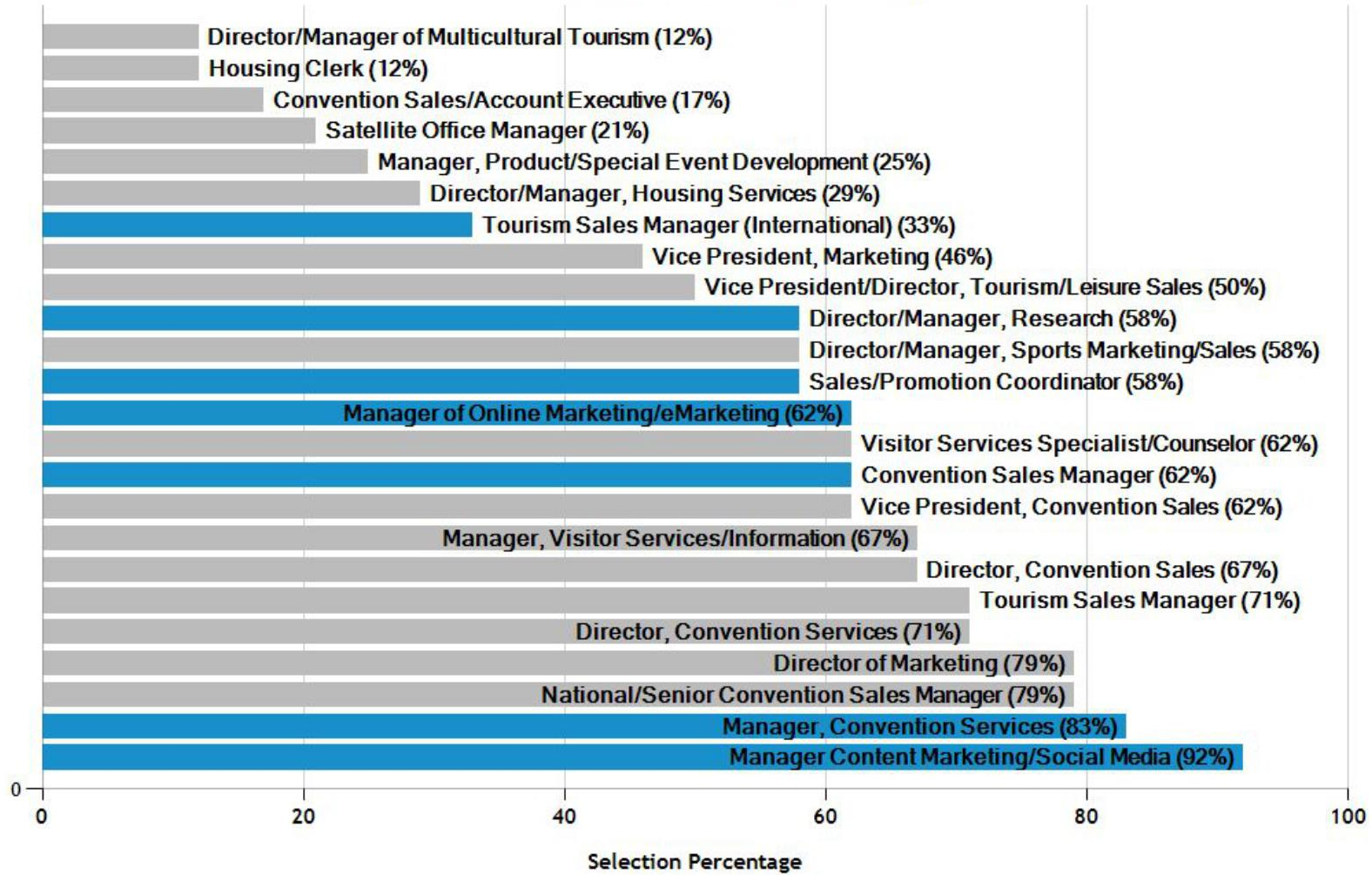
# COMPENSATION AND BENEFITS STUDY

Sales & Marketing Positions: Total Department Headcount



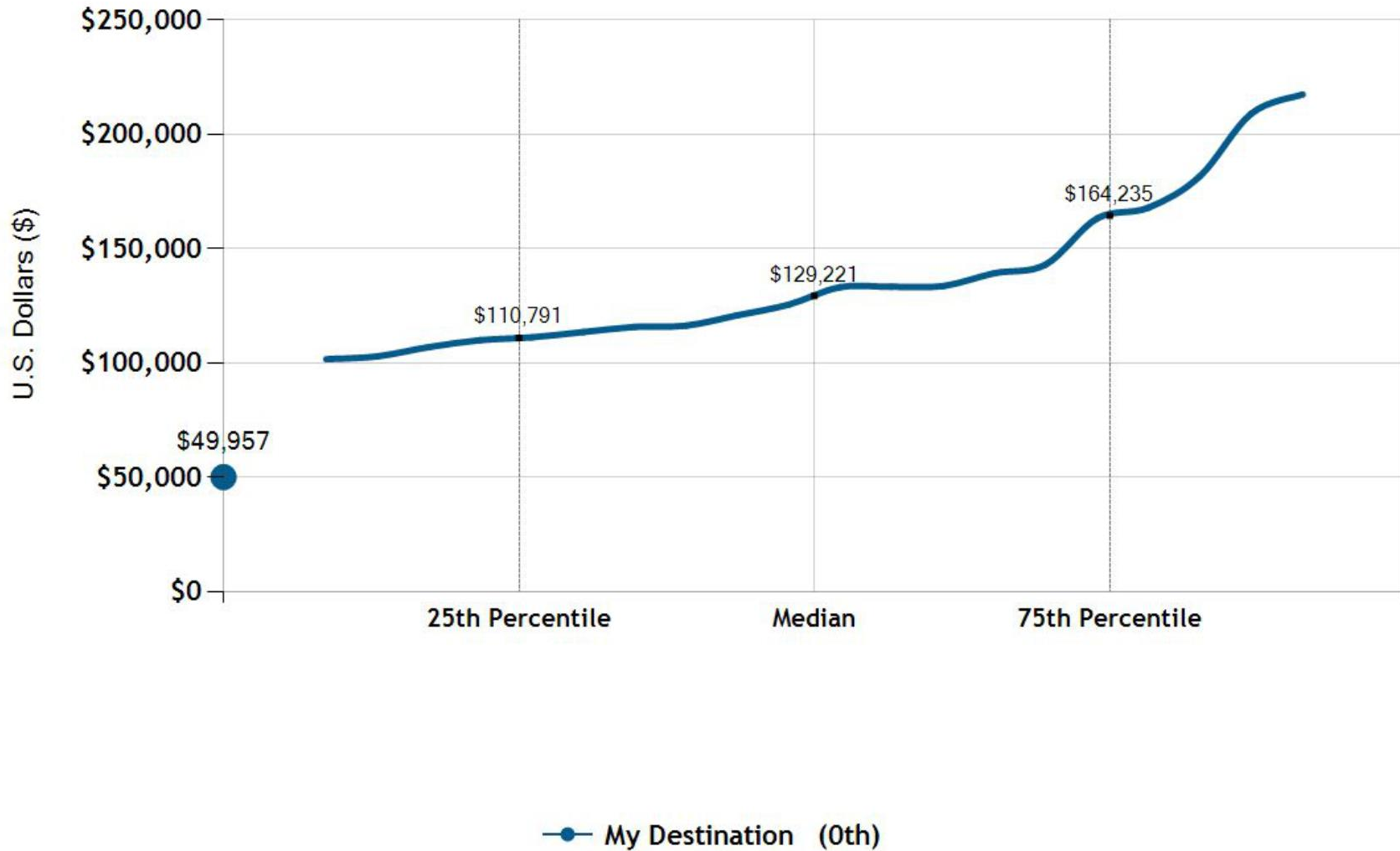
# COMPENSATION AND BENEFITS STUDY

## Sales & Marketing Positions: Types of Positions Employed (Blue = My Destination)



# COMPENSATION AND BENEFITS STUDY

Sales & Marketing Positions: Average Fixed Salary per Position  
("Maximum Fixed Salary budgeted for this position" / "Total number of positions selected")





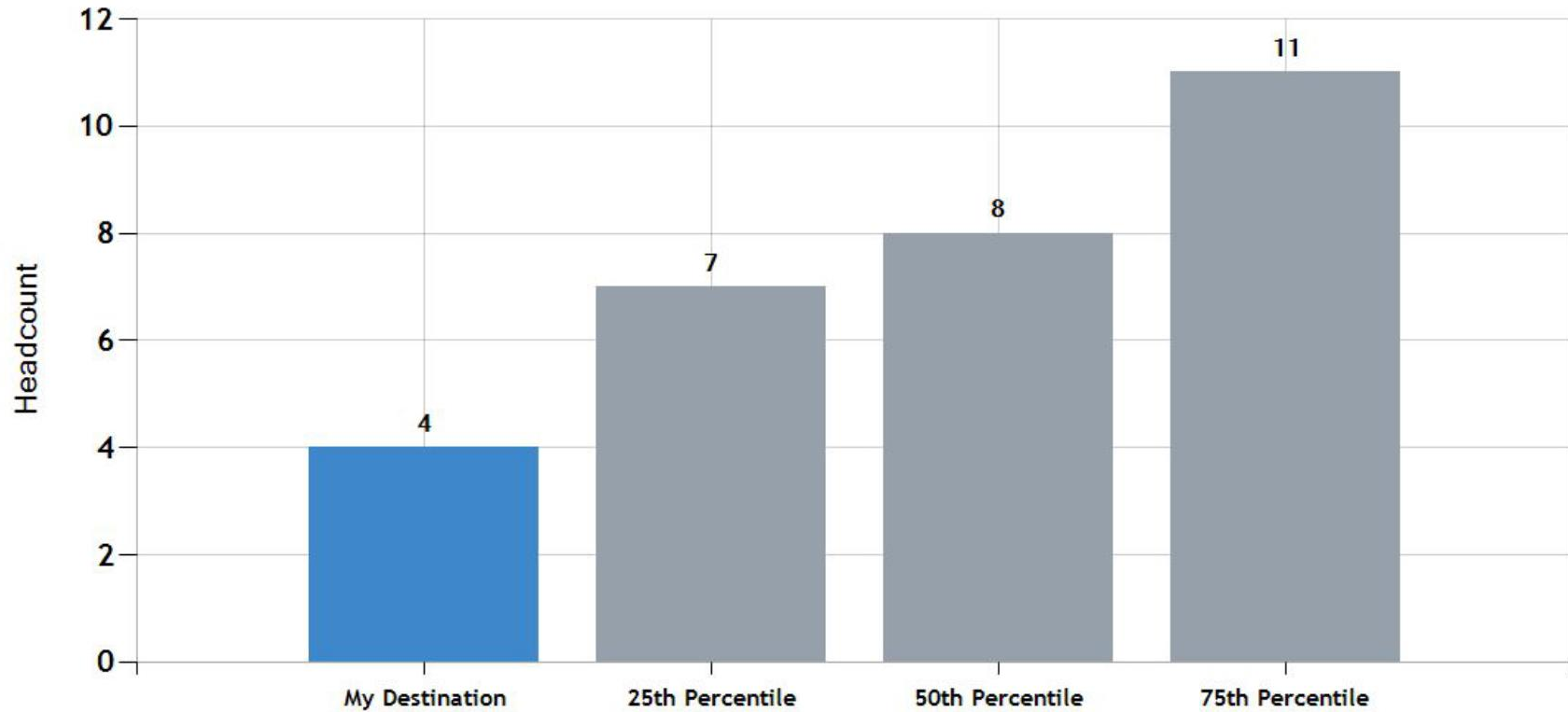
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## Compensation for Finance/Ops/Tech/Admin Positions

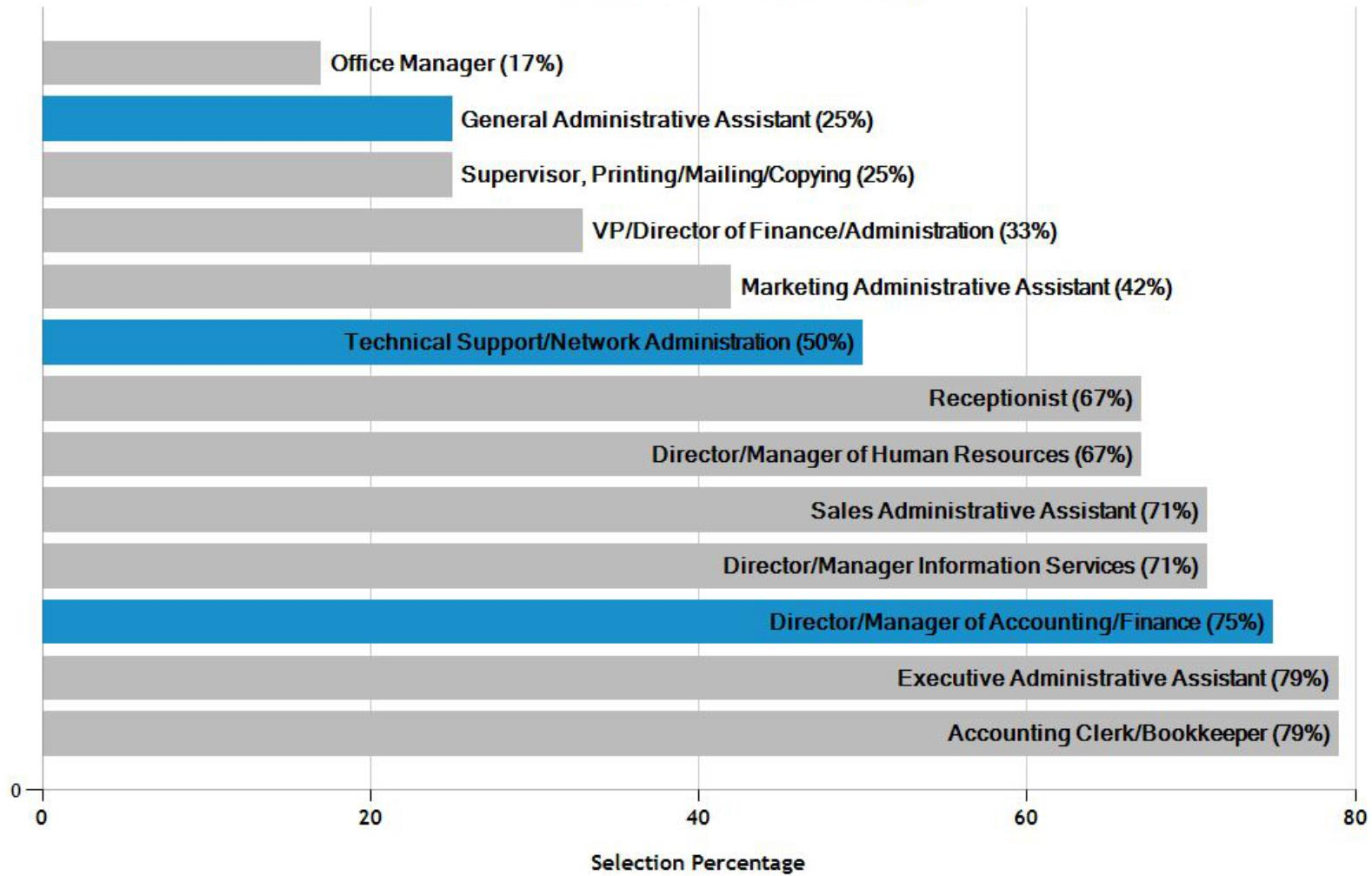
# COMPENSATION AND BENEFITS STUDY

Finance/Ops/Tech/Admin Positions: Total Department Headcount



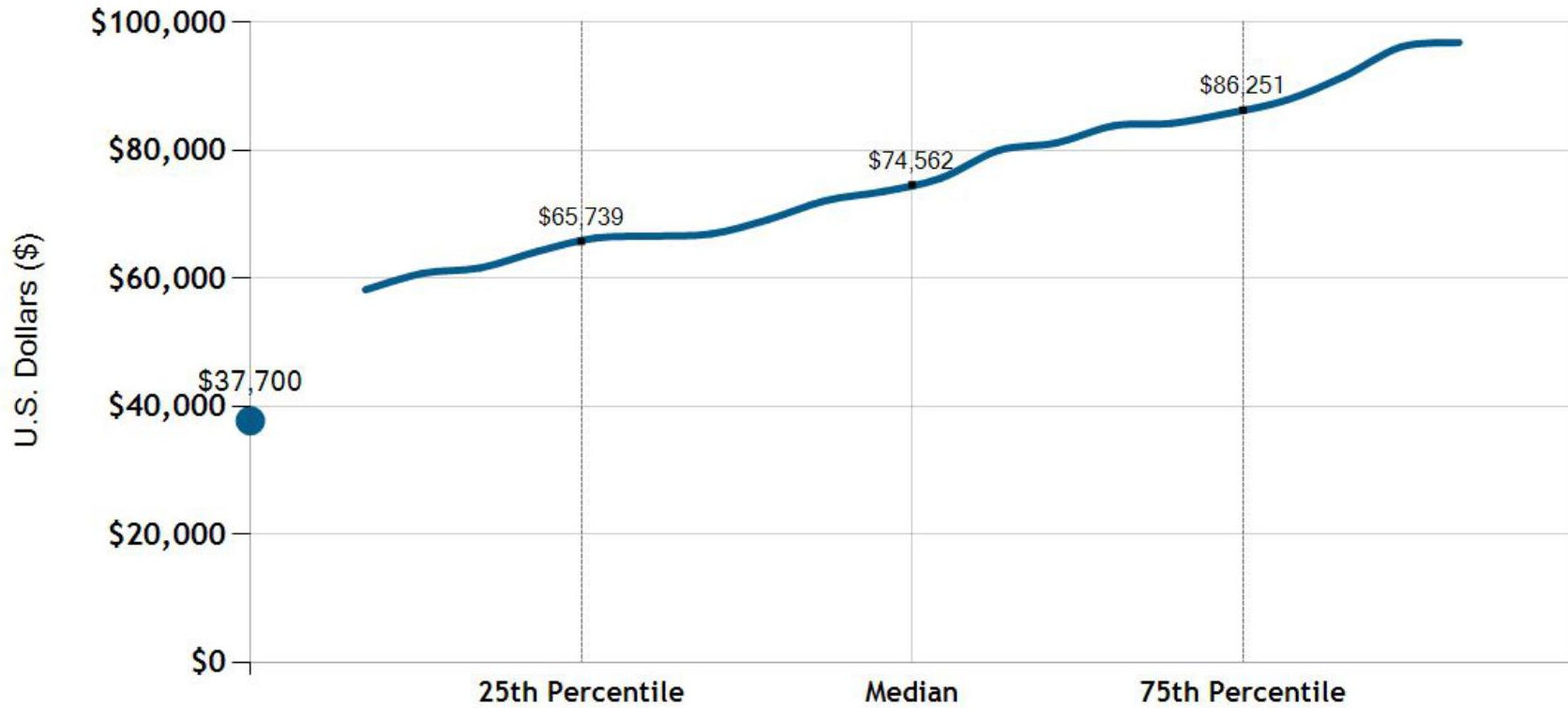
# COMPENSATION AND BENEFITS STUDY

Finance/Ops/Tech/Admin Positions: Types of Positions Employed (Blue = My Destination)



# COMPENSATION AND BENEFITS STUDY

Finance/Ops/Tech/Admin Positions: Average Fixed Salary per Position  
("Maximum Fixed Salary budgeted for this position" / "Total number of positions selected")



—●— My Destination (0th)

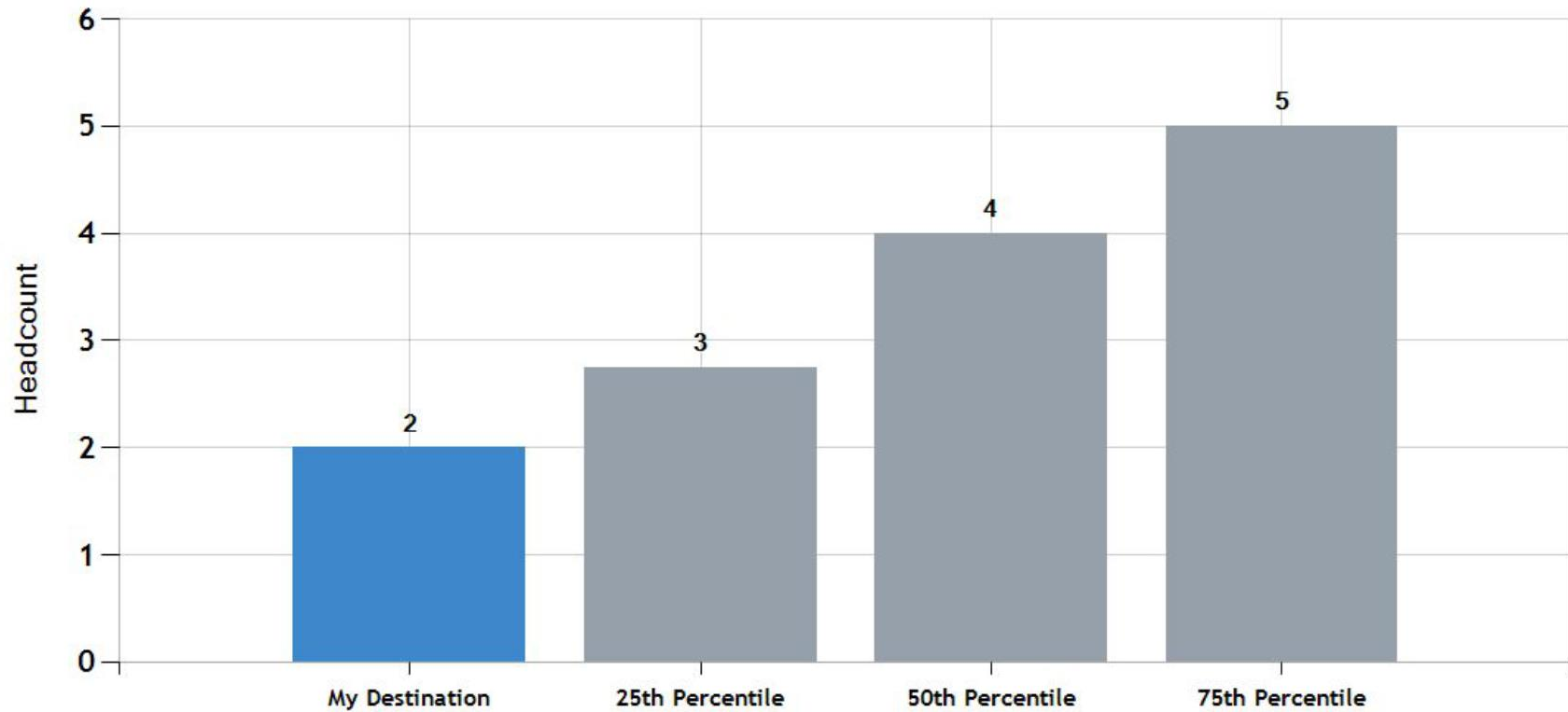
# COMPENSATION AND BENEFITS STUDY



## Compensation for Communications Positions

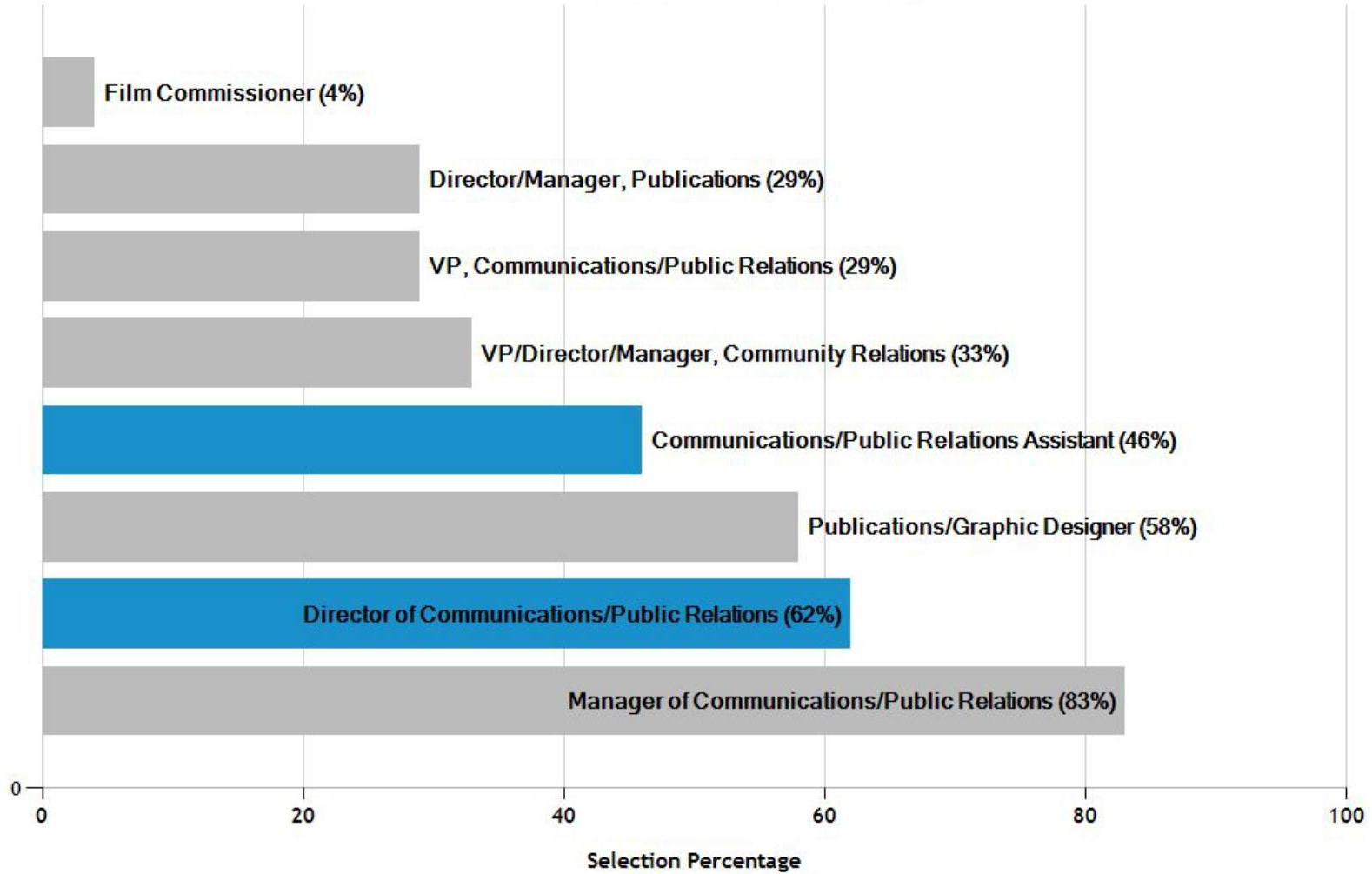
# COMPENSATION AND BENEFITS STUDY

Communications Positions: Total Department Headcount



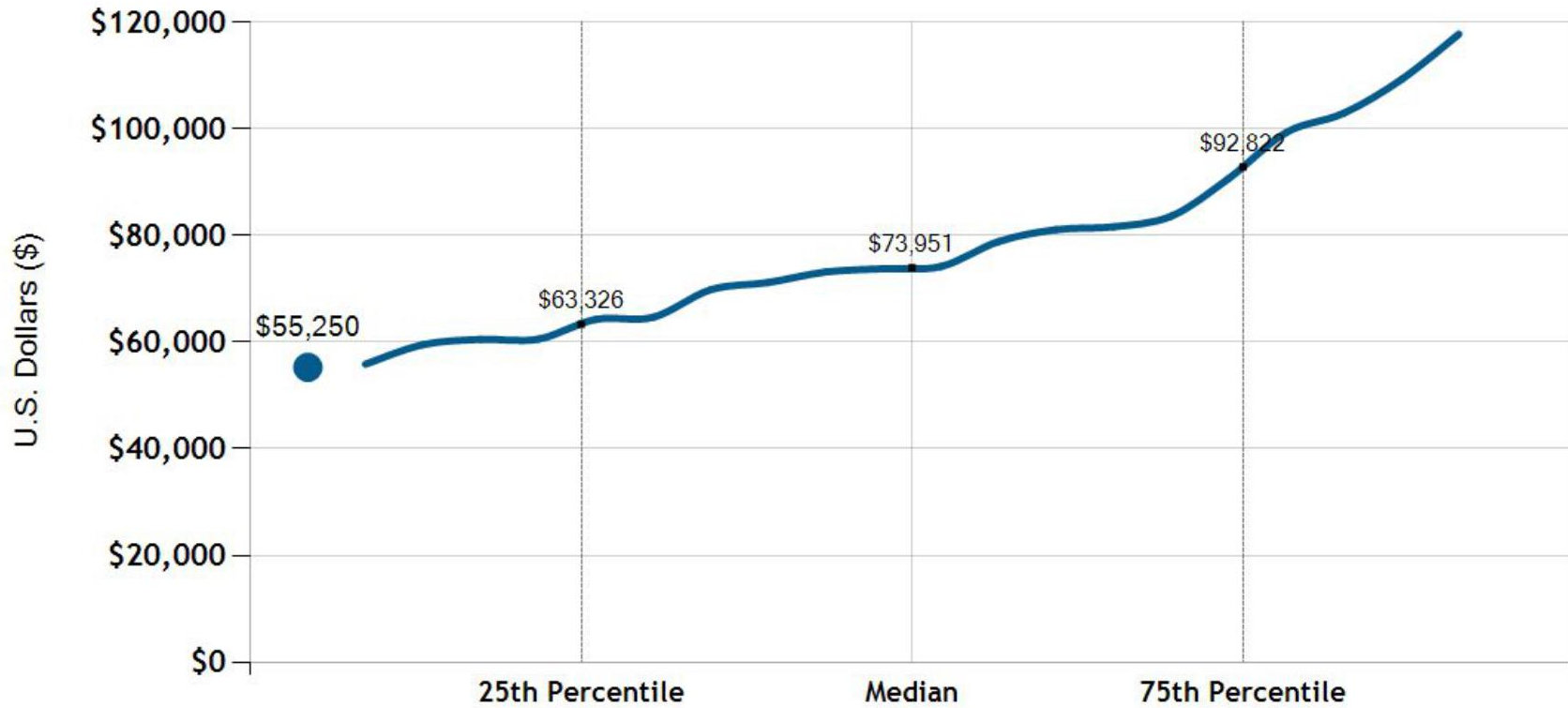
# COMPENSATION AND BENEFITS STUDY

Communications Positions: Types of Positions Employed  
(Blue = My Destination)



# COMPENSATION AND BENEFITS STUDY

Communications Positions: Average Fixed Salary per Position  
("Maximum Fixed Salary budgeted for this position" / "Total number of positions selected")



—●— My Destination (4th)



## RECURSOS HUMANOS PROMTUR PANAMA

	CARGO	CONTRATO	SALARIO MENSUAL	GASTOS DE REP.	PRIMA DE PRODUCCIÓN	INICIO DE LABORES
1	Director General (CEO)	Término Indefinido	\$ 6,153.85	\$ 6,153.85		enero-21
2	Director de Mercadeo (CMO)	Tiempo Definido	\$ 5,292.31	\$ 5,292.31	\$ 2,700.00	noviembre-20
3	Gerente de Inteligencia de Negocios	Tiempo Definido	\$ 5,000.00			noviembre-20
4	Gerente de Alianzas Estratégicas	Término Indefinido	\$ 4,000.00			agosto-19
5	Director de Mercadeo	Término Indefinido	\$ 2,800.00	\$ 2,800.00		mayo-20
6	Gerente de Contenido	Término Indefinido	\$ 3,600.00			mayo-23
7	Gerente de Medios	Término Indefinido	\$ 3,500.00			enero-21
8	Director de Relaciones con el Gobierno e Industria	Término Indefinido	\$ 5,000.00			agosto-22
9	Coordinador de Relaciones con el Gobierno e Industria	Término Indefinido	\$ 1,100.00			octubre-22
10	Director de Desarrollo de Negocios	Término Indefinido	\$ 6,000.00			abril-20
11	Gerente de Ventas Asociativas	Término Indefinido	\$ 3,500.00			junio-20
12	Coordinador de Ventas Asociativas	Término Indefinido	\$ 2,000.00			enero-21
13	Gerente de Marketing Comercial de Viajes	Término Indefinido	\$ 4,000.00			julio-23
14	Coordinador de Ventas Leisure	Término Indefinido	\$ 2,000.00			enero-23
15	Coordinador de Ventas MICE	Término Indefinido	\$ 2,000.00			enero-21
16	Gerente de Ventas Corporativas	Término Indefinido	\$ 3,250.00			junio-20
17	Coordinador de Servicios y CRM	Término Indefinido	\$ 2,000.00			enero-23
18	Contralora	Término Indefinido	\$ 3,700.00			diciembre-19
19	Gerente de Operaciones	Término Indefinido	\$ 3,500.00	\$ 1,000.00		octubre-19
20	Asistente de Legal y Finanzas	Término Indefinido	\$ 800.00			julio-23
21	Generalista de Recursos Humanos	Término Indefinido	\$ 1,500.00			septiembre-22
22	Coordinador IT	Término Indefinido	\$ 2,100.00			abril-23
23	Ayudante General (Servicios de limpieza)	Término Indefinido	\$ 375.00			febrero-20