




MARKET AND PRODUCT DEVELOPMENT PROGRAM										
Outcome Indicator(s)										
1. Percentage Increase in the number of travel partners selling the Philippines in the Identified Opportunity Markets		10%	10%		10%	10%	10%	10%	10%	
2. Percentage increase in the number of Philippine properties considering to venture into the new markets and/or willing to offer the new activities		10%	10%		10%	10%	10%	10%	10%	
Output Indicator(s)										
1. Number of trade development/trade support activities conducted facilitated-Invitational/ familiarization tours/missions product presentations facilitated		125	24	149	125	22	32	43	28	
2. Number of consumer activations conducted joint and consumer promotions, production of collaterals, tactical ads placed/initiated, PR and publicity activities		305	24	329	120	21	30	41	28	
3. Number of products developed and product partners engaged		133	28	161	155	36	43	42	34	


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