

### **OPMD Dive Initiatives (Current and FY 2021)**

- New Health and Safety Guidelines for Diving (c/o PCSSD)
- Focus on Product Development
- Programs:

PAPs	Description	Implementation Dates/ Venue	Remarks
Philippine Underwater Shootout	To showcase dive tourism as a product of reopening destinations and attract local and expat divers to travel and join the competition through special dive packages	December 2020 – Bohol and Anilao (May be expanded to other destinations) -	- Proposed to Product Dev. Task Force through Asec. Verna - Awaiting further instructions
Liveaboard/ Dive Safari	To develop new liveaboard packages as a way to assist liveaboard operators to regain their revenue streams amid the pandemic	• December 2020 to February 2021 - Visayas	- Proposed to Product Dev. Task Force through Asec. Verna - Awaiting further instructions
Dive Spotters Training	To provide training for dive guides to expand their skill set and qualify as professional dive spotters through equipping them with science-based knowledge on the marine ecosystem and supplementing this with modules on popular specializations such as bonfire and blackwater diving	March 2021 – Camiguin October 2021 – TBA	Included in 2021 WFP
Dive Product Audit	Dive exploration and assessment of new dive destinations and sites for dive tourism	• March 2021 – Corregidor • April 2021 – El Nido • May 2021 – Aurora • June 2021 – Northern Mindanao	Included in 2021 WFP

Philippine International Dive Expo Hybrid Edition	To fast track industry recovery and provide continuous market and product development assistance through a hybrid event that will allow Philippine dive industry stakeholders to (1) generate sales and business leads from consumers and international operators through the on-site exhibition setup and virtual networking opportunities, (2) increase product knowledge and skills through technical workshops, seminars, and destination updates, (3) consultative meetings with stakeholders to address needs for cooperation and intervention towards industry recovery	<ul style="list-style-type: none"> <li>• February 2021 - Virtual Platform</li> <li>• September 2021 - Cebu</li> </ul>	Included in 2020 and 2021 WFP
PHIDEX Website Maintenance	To maintain the PHIDEX website as the main source of information for event-related announcements and information and sustain interest in the event through engaging prospects and re-engaging existing users through publishing relevant content and employing search engine optimization techniques to generate qualified leads for succeeding editions of the event	<ul style="list-style-type: none"> <li>• April to December 2021</li> </ul>	<ul style="list-style-type: none"> <li>• Included in 2021 WFP</li> <li>• For discussion with Branding Office</li> </ul>
Dive Philippines Media Campaign	To sustain an enhanced comprehensive PR and social media campaign for the Dive Philippines brand that will communicate to the international and local stakeholders the recovery programs in place for the dive industry and engage followers through rich content to keep the brand relevant	<ul style="list-style-type: none"> <li>• April to December 2021</li> </ul>	<ul style="list-style-type: none"> <li>• Included in 2021 WFP</li> <li>• For discussion with Branding Office</li> </ul>

<p>Dive Philippines Website Development and Maintenance</p>	<p>To create an effective digital platform that will communicate Dive Philippines initiatives and activities for trade partners, attract and engage consumers through developing a consolidated source for information on diving in the Philippines, stream virtual technical skills training programs and market trend reports, generate leads, and increase awareness on the Dive Philippines brand</p>	<ul style="list-style-type: none"> <li>• April to December 2021</li> </ul>	<ul style="list-style-type: none"> <li>• Included in 2021 WFP</li> <li>• For discussion with Branding Office</li> </ul>
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