

**2018 CUSTOMER SATISFACTION SURVEY
PROPOSED SAMPLE SIZE/# OF RESPONDENTS***

ANNEX A

Month	Exhibitor	Respondents	Attendees	Respondents	Social Media Influencer	Respondents
Aug	Beijing Diving & Resort Travel (DRT) Expo	2	Marketing Educational Seminar in Mindanao	7	Philippine Destination Inventory in Southern Iloilo- Guimaras & Capiz	3
	Australia International Dive Expo (AIDE) 2018	2	Invitational Attendees	12	Media Fam Trip	9
	Tara na Pasyal Bayan Regional Travel Fair (Davao) - Buyer	2	Philippine Destination Inventory in Southern Iloilo- Guimaras & Capiz (Tour Op)	4		
	Tara na Pasyal Bayan Regional Travel Fair (Davao) - Seller					
Sept	Tourism Expo Japan (JATA)	5	Phitex Buyer	25	Media Fam Trip	10
	PTM	3	PHITEX Seller	30		
	PATA TRAVEL MART, Langkawi, Malaysia	3	Philippine Business Mission and MICE Presentation to New Zealand	5		
	Luxperience	2	Invitational Attendees	12		
	IT&CM Asia	3				
Oct	IMEX AMERICA	3	Philippine Business Mission and MICE Presentation to USA and Canada	5	Media Fam Trip	12
	ITB Asia (Singapore)	5	Philippine Business Mission and MICE Presentation to Northern China	5		
	Dive Birmingham	2	DIVE Fiesta Buyer	10		
	Tara na Pasyal Bayan Regional Travel Fair (Bacolod) - Buyer	2	DIVE Fiesta Seller	6		
	Tara na Pasyal Bayan Regional Travel Fair (Bacolod) - Seller		Marketing Educational Seminar in Visayas	7		
			Invitational Attendees	20		
Nov	World Travel Market with MICE Presentation	6	MICECON	30	Media Fam Trip	12
	Diving Equipment & Marketing Association (DEMA) Show	3	Philippine Business Mission and MICE Presentation to Korea	10		
			Invitational Attendees	20		
Dec	Diving Resort Travel (DRT) Expo (Hong Kong)	3				
Sub-total		46		208		46
Grand Total		300				

**Events to be covered will be finalized during the preparation of inception report for TPB's approval.*