



EXCELLENT POGI TRAVEL AND TOURS CORP.



The Quality Series presents:

Excellent Pogi Travel and Tours

Travelers love personalized service from Philippines tour company

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Tourism alone contributed to 7.8% of the gross domestic product (GDP) of the Philippines in 2014. Consisting of 7,107 islands, 82 provinces, and 18 regions, the Philippines main tourist attraction is its stunning biodiversity. Ranging from rainforests to mountains to beaches, the country's natural beauty is responsible for its most popular tourist destinations. While tourism in the Philippines can be traced back to ancient times, with the industry flourishing in the late 19th to early 20th centuries, it declined during WWII, greatly damaging the country's economy.

Since the year 2000, however, the tourism industry in the Philippines has been steadily growing. That year, the country attracted 2.2 million tourists, a number which increased by 30% in 2003. Rapid growth continued throughout the 2000s, with 3.5 million tourist arrivals being tallied in 2010, and an increase of 11.2% to 3.9 million in 2011. In 2012, the Department of Tourism launched a marketing campaign entitled "It's More Fun in the Philippines," which helped the country push its tourism numbers to 4.27 million visitors. The industry seems likely to see great growth once again, as the Department of Tourism has launched another marketing campaign, promoting 2015 as "Visit the Philippines Year."

Excellent Pogi Travel and Tours is a full-service travel agency that seeks to make it as easy as possible for potential tourists to book their trip online. The company operates under the belief that their personalized service, experience, and attention to detail is unrivaled by many other internet websites which simply try to offer the cheapest sounding prices while skimming over the fine print. Through Excellent Travel, a tourist can custom book their entire trip in one place, starting with their flight all the way down to their hotel, transportation, and tour. This simplifies and minimizes overseas money transactions. Excellent Travel is well-equipped to handle this task regardless of the client's country of origin, as the company has completed transactions in 89 different countries.

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The combination of innovative technology with in-depth travel expertise is what makes Excellent Pogi Travel and Tours stand out. While many internet travel sites seek to utilize the simplicity the technology affords, not many of these sites were founded by people who had experience as actual travel agents. Excellent Travel, however, was founded by an experienced travel agent who understood it was



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important to adapt with the advancement of technology. Thus, the perfect marriage of real world experience with utilization of the internet helped create this company.

Excellent Pogi Travel and Tours displays this meeting of technology and real world expertise in their aim to make the online booking experience as personal as possible. With a 24-hour telephone service and real-time processing capabilities for transactions, the company ensures that clients are never left waiting, whether they need to change their booking or simply need help with travel documentation such as passports or travel visas.

The company has a clear vision for the future of their industry and the ability to lead the way. As the economy of the Philippines continues to rise with tourism, Excellent Pogi Travel and Tours will be perfectly positioned to benefit from visitors to the country, and from those within the country who experiencing personal economic gain wanting to travel abroad.

ABOUT BID AND THE WORLD QUALITY COMMITMENT AWARD:

BID is a private and independent organization founded in 1984, whose primary activity is business communication orientated towards quality, excellence and innovation in management. A leader in the broadcasting of Quality Culture, BID recognizes those companies and organizations which lead the most important activities in the business world, and is considered the founding organization in the broadcasting of the Culture of Quality, Excellence and Innovation in 179 countries. The trophy symbolizes a pledge to the principles of Quality Culture. The QC100 Total Quality Management Model, together with the Quality Mix program, media coverage of the convention and its impact on the community and business sector, create an unmatched platform for continuous improvement within the organization and awareness of the achievements of the company at an international level. Awards are given only to those who are committed to improving their Quality Culture based on the principles of the QC100 Total Quality Management Model. Candidates are proposed by the leaders of previously awarded companies who they consider worthy of the award. Especially meritorious candidates may also be nominated. The International BID Quality Award Selection Committee then chooses the winning companies who will receive the award in New York,...

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