



## DFP's PERFORMANCE HIGHLIGHTS FOR FY 2011

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DUTY FREE PHILIPPINES posted a significantly remarkable performance in 2011 which could have been influenced by the country's buoyant economy, sustained business optimism and the surge in tourist arrivals. The agency surpassed its 2010 sales by 16% and achieved the company's sales quota by 109%, which could also be attributable to the new DFP management's ingenious concept of refocusing all efforts to an integrated marketing strategy with the main objective of bringing in more customers, nurturing them, and providing avenues for them to purchase more.

The agency recorded \$222 million in total sales, attaining an increase of \$30 million which is 16% over the past year. Unaudited financial figures also showed a remarkable Php 626 million net income which is an increase of P138 million or 28% compared to last year. The agency attributes the growth to its various intensified marketing programs, store renovations, cost cutting programs and new store openings.

Re-establishing DFP's media presence was also a crucial factor in this achievement. Increase in customer awareness is key as DFP is a consumer focused operation. A holiday-themed print and TV advertising campaign highlighted the satisfaction and convenience that duty-free shopping brings to travelers from all walks of life. Social media platforms were also utilized to raise consumer awareness, through viral ads, Facebook and Twitter accounts, and regular website updates. These advertising efforts were likewise supported by promotional activities during every quarter, each of which contributed to the significant increase in sales. Out of Home (OOH) advertising was also utilized. DFP wrapped its own advertising around delivery vehicles and even developed branded signage on the exterior building wall of its flagship store the Fiestamall, which could be seen by inbound travelers as their aircraft taxi on the NAIA runway, proclaiming 'Welcome! It's More Fun in the Philippines'. DFP adopted the Tourism Department's new slogan in all its programs as it remains true to its mandate of supporting and promoting Philippine tourism.

DFP's groundbreaking campaign dubbed "*Pasalubong Shopping with the Family*" was even selected as finalist for the "Best Marketing Campaign of the Year by a Retailer" category in the 27th Tax Free World Frontier Awards. All of these affirmed DFP's innovative approach to marketing and its ongoing commitment to the agency's mandate.

Store operations were also in full swing for the whole year, with the opening of three new outlets at the Laoag International Airport, Resorts World Newport City Mall, and Manila Ocean Park seaport store. The Fiestamall flagship store was renovated and new store concepts such as Philippine Gifts / Filipiniana, Electronics and Kabuhayan Shopping Livelihood sections were launched along with the introduction of new brands. As part of its added service to the OFWs and Balikbayans, the newly opened Balikbayan Plus / OFW Business Center dubbed as "One

Stop and Shop” further boosted DFP’s mission of service by providing one-stop convenience to these customers in the processing of their documentary requirements for overseas employment. This Center houses processing offices of the Land Transportation Office (LTO), National Bureau of Investigation (NBI), PAGIBIG, Overseas Workers Welfare Association (OWWA), Western Union/NSO and PhilHealth.

DFP also supported and embarked on several major tourism-related projects in 2011, all of which are geared toward encouraging and enriching Philippine tourism. Together with the Philippine Retailers Association (PRA), Department of Tourism (DOT) and Philippine Chamber of Commerce and Industry (PCCI), DFP spearheaded free training programs for micro-retail enterprises servicing tourists. DFP has also re-launched its Fiesta Travel Awards Program in the travel and tourism industry, and participated in the DOT’s “*Pinoy Homecoming*” roadshow project in the USA.