

# Travel Book Philippines Inc in Travel and Tourism (Philippines)

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## Abstracts

Travel Book Philippines will work on improving consumer awareness about its site through print advertisements and travel blogs. The online travel company will likewise improve its hotel listings to cover more destinations locally and abroad. The company is also predicted to leverage on the strengths of other companies under the diversified conglomerate, JG Summit Holdings, to which it is affiliated through tie-ups and joint promotions that will tap into the existing wide customer base of its...

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