MARKET ACCESS

**Impacts**
- Increase in income
- Increase in profit
- Increase in sales
- Increase in employment of low income people

**Outcomes**
- More tourists purchase the products/services of the EPP
- Other tourism businesses (and their LIP employees) increase sales from more tourists to the area (restaurants, accommodations, souvenirs, etc.)
- New local EPP emerge and are influenced by the increased market in the area

**Outputs (MBS)**
- Inclusive Businesses implement marketing strategies and increase market access for their businesses as well as the EPP with whom they work
- Inclusive Businesses have improved capabilities to design and implement marketing strategies which are adapted to target markets
- Inclusive Businesses assisted in piloting new/improved marketing strategies, including distribution of new/enhanced promotional materials
- Inclusive Businesses assisted in developing new promotional materials which include promotion of local EPP
- Inclusive Businesses assisted in development of marketing strategies, including identification of (new) market segments and their travel preferences as well as marketing tools specific to each market
- Identification of Inclusive Businesses interested in enhancing marketing efforts, which include marketing of excursion product providers (EPP)
TRAINING

Impacts

- Increase in income
- Increase in profit
- Increase in sales
- Increase in employment of low income people

Outcomes

- EPP receive more tourists as a result of improved skills in providing tourism products
- EPP improve products/services based on new information
- Other local tourism product/service providers emerge and are influenced by benefited EPP to use the same new/improved techniques

Outputs (MBS)

- EPP are educated by Inclusive Businesses to enhance the products/services they provide

Facilitation Activities

- Inclusive Businesses are assisted in designing educational activities/trainings for EPP
- Identification of Inclusive Businesses interested in building capacities of excursion product providers (EPP)
PRODUCT DEVELOPMENT

**Outcomes**
- More tourists purchase the products/services of EPP
- Other tourism businesses (and their LIP employees) increase sales from more tourists to the area (restaurants, accommodations, souvenirs, etc.)

**Outputs (MBS)**
- Inclusive Businesses attract more tourists to the new/enhanced tourism products and attractions of EPP
- Inclusive Businesses help EPP create new and/or enhanced tourism products and attractions
- Inclusive Businesses assisted in assessment of improvements needed to EPP to help meet market demand
- Inclusive Businesses assisted in development of tour packages including new tourism products/services (with EPP)

**Facilitation Activities**
- Identification of Inclusive Businesses interested in enhancing or creating new tourism products/services with excursion product providers (EPP)

**Impacts**
- Increase in income
- Increase in profit
- Increase in employment of low income people
- Increase in sales
- New EPP emerge and are influenced by the increased market in the area