



— IT'S MORE FUN IN THE —
PHILIPPINES
www.tourism.gov.ph

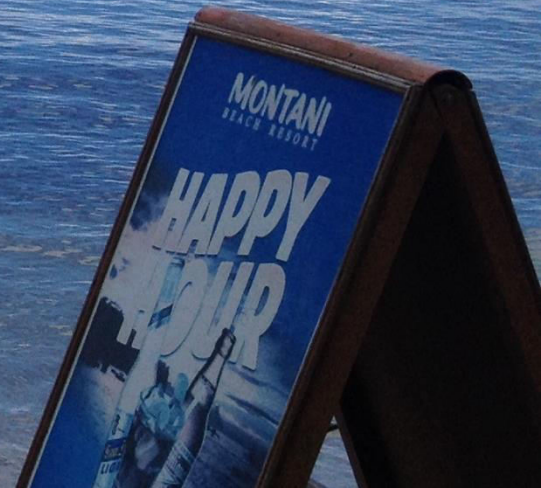
Tourism Investment Overview

SHAHLIMAR HOFER TAMANO
Regional Director , DOT-Central Visayas

Tourism Contribution to Philippine Economy, 2017

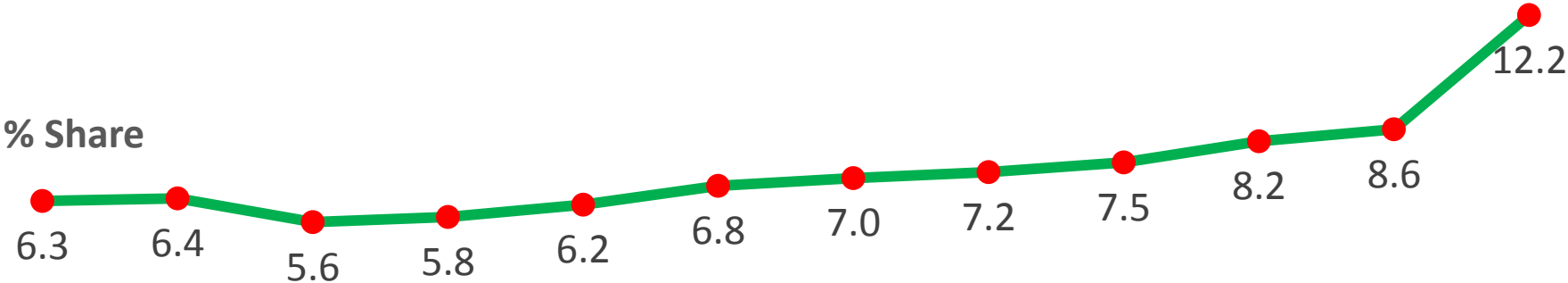
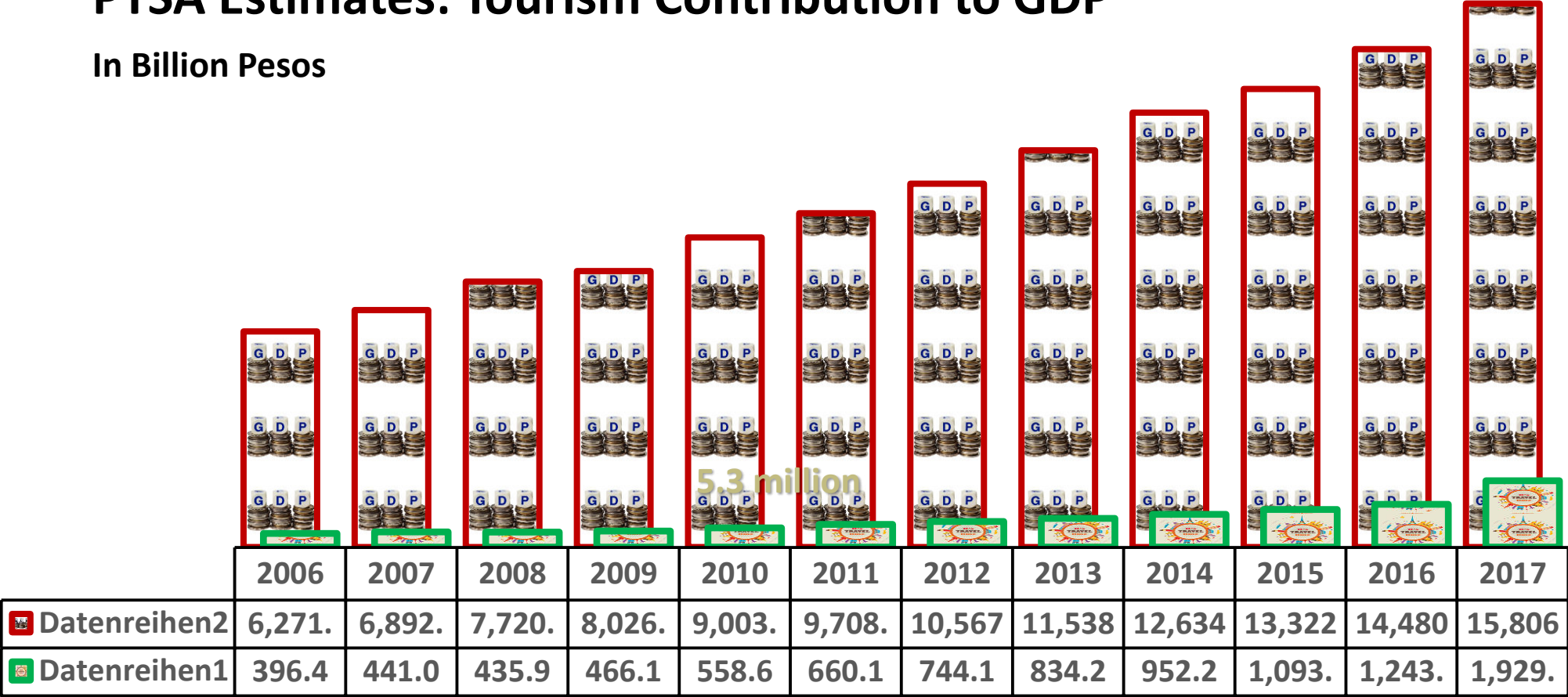
Tourism contributes to **12.2%** of
the country's GDP

Source: 2017 Philippine Tourism Satellite
Account, PSA



PTSA Estimates: Tourism Contribution to GDP

In Billion Pesos

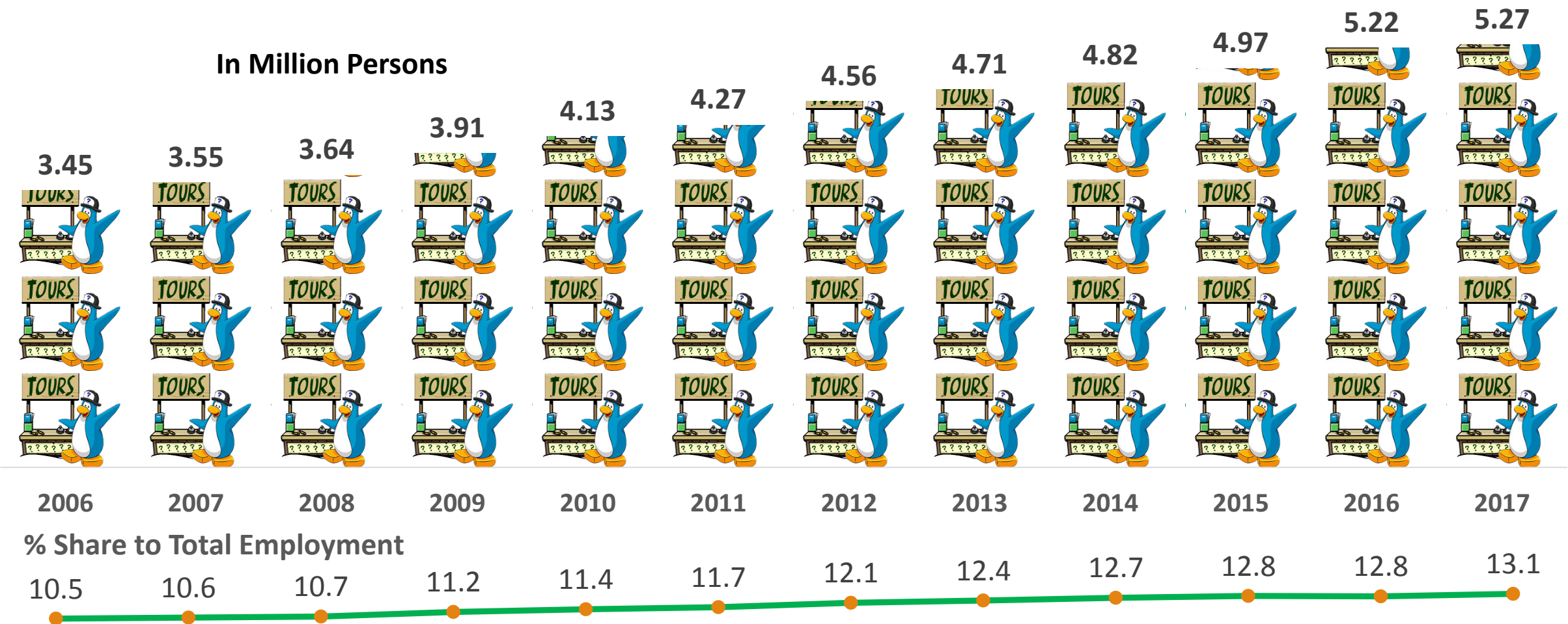


Tourism Contribution to Philippine Economy, 2017

13.1% of total employment
are in tourism industries,
equivalent to **5.27 million** jobs

Source: 2017 Philippine Tourism Satellite
Account, PSA

PTSA Estimates: Tourism's Contribution to Total Employment



Source: PSA

Tourism Contribution to Philippine Economy, 2017

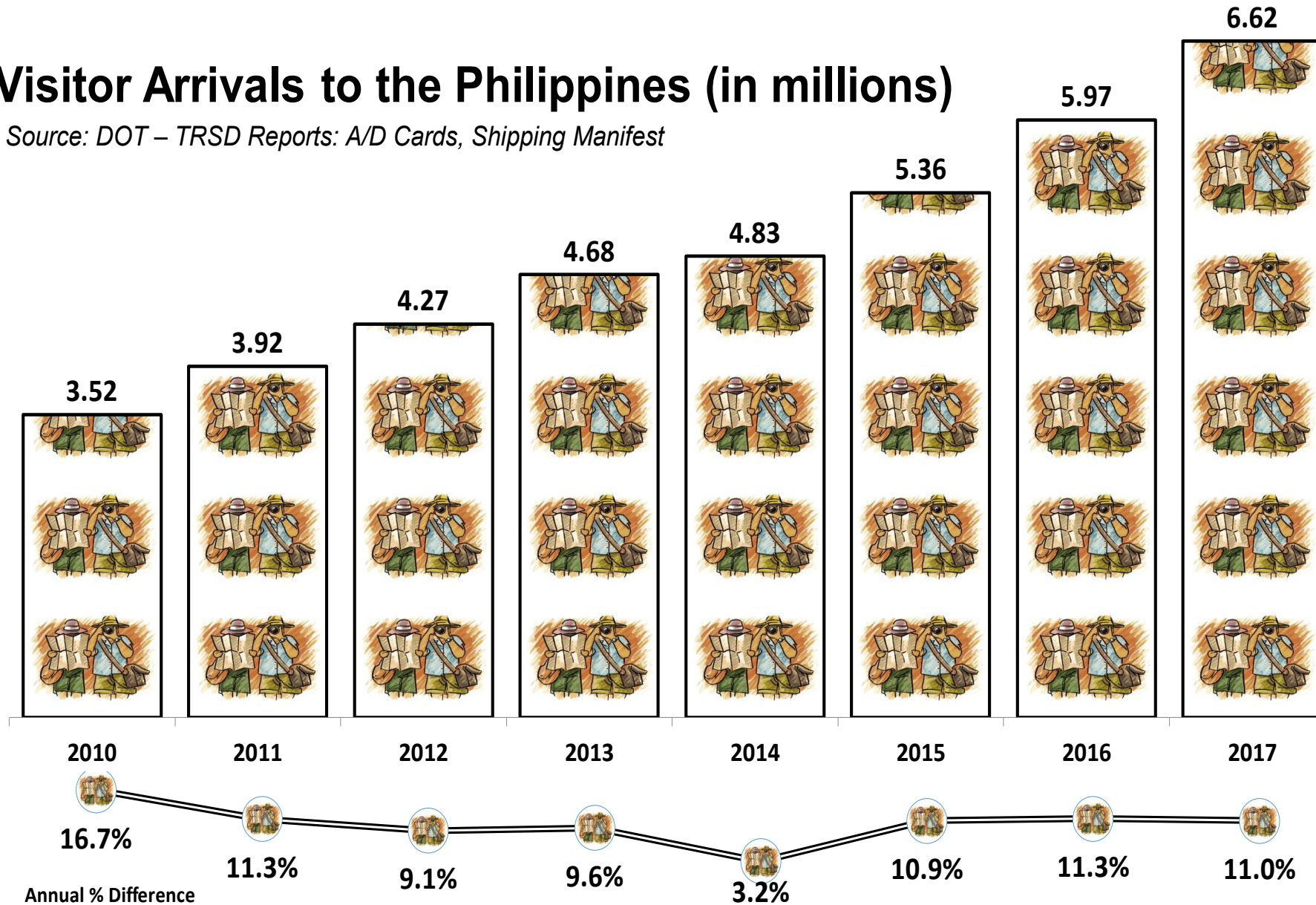


Foreign visitors grew by **11%** in 2017,
reaching **6.62 million** arrivals

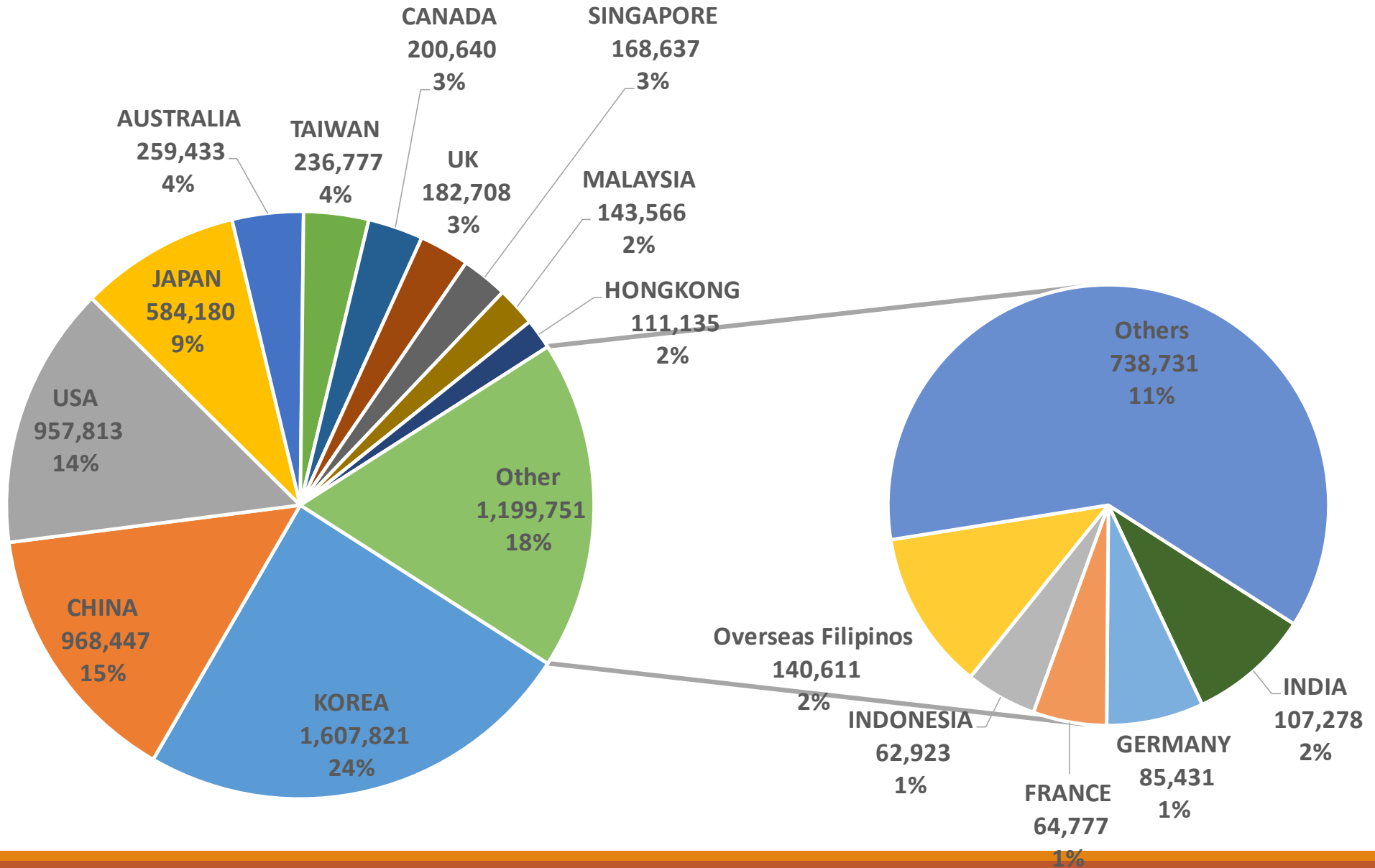
Source: Visitor Arrivals, DOT

Visitor Arrivals to the Philippines (in millions)

Source: DOT – TRSD Reports: A/D Cards, Shipping Manifest



Top Visitor Market for 2017



Tourism Contribution to Philippine Economy, 2017



Visitor receipts amounted to
US\$ 6.8 billion for 2017

Philippine Visitor Receipts (in Billion US\$)

Source: DOT



Inbound Tourism



Average Daily Expenditure

2017	US\$ 125.65	
2016	US\$ 100.23	25.36%

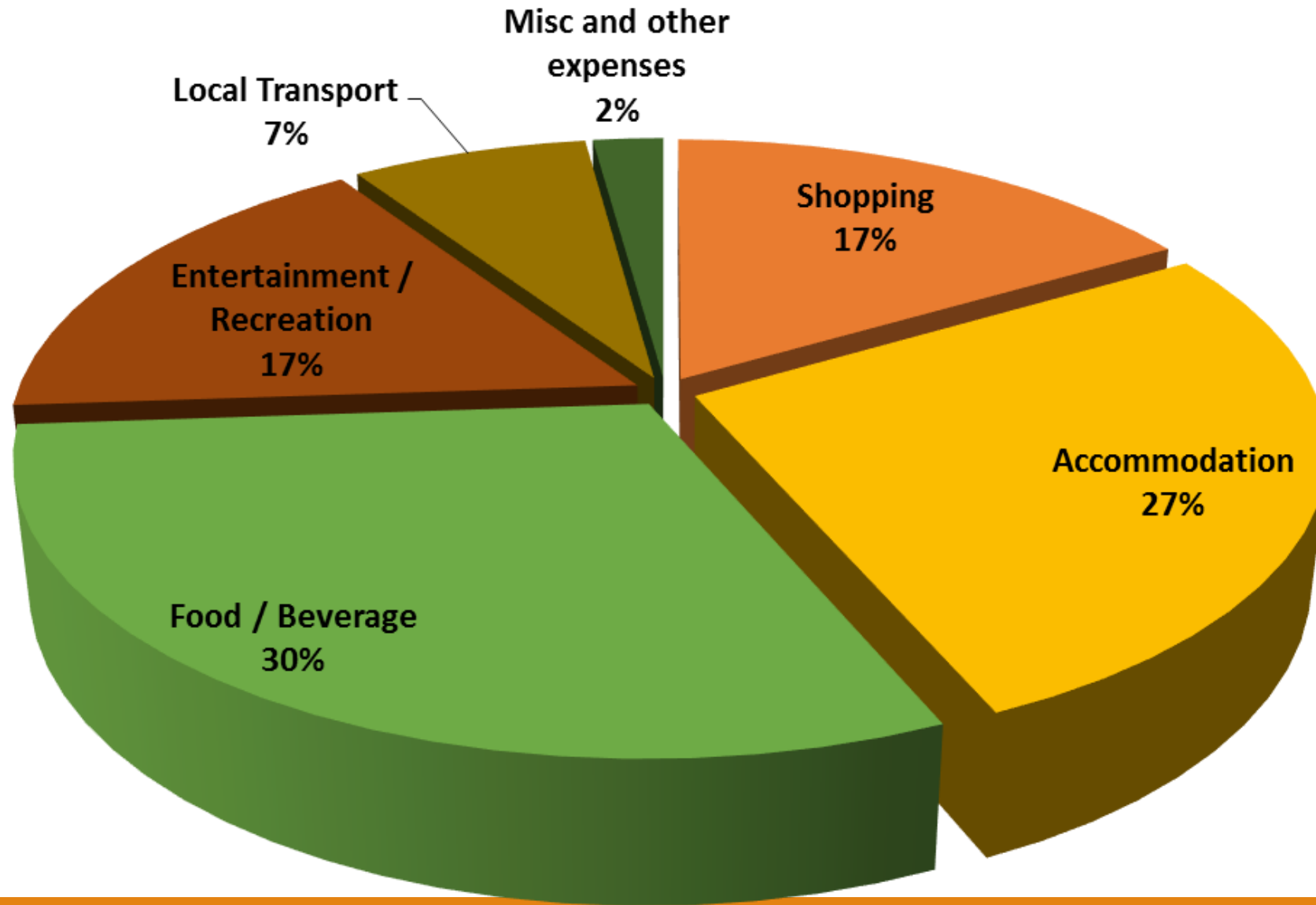


Average Length of Stay

2017	9.35 nights	
2016	9.29 nights	

Source: Visitor Sample Survey

Int'l Visitor's Average Daily Expenditure for 2017 = US\$ 125.65



**2017 Top Market's
Average Expenditure and Length of Stay (N)**

Market	ALOS	ADE	Exp. per Capita
KOREA	5.9	\$246.67	\$1,455.35
CHINA	6.3	\$232.97	\$1,474.70
USA	12.0	\$64.45	\$774.69
JAPAN	6.8	\$121.40	\$820.66
AUSTRALIA	10.7	\$75.23	\$807.97
TAIWAN	6.7	\$234.91	\$1,578.60
CANADA	14.1	\$62.85	\$886.19
UK	11.7	\$63.50	\$741.05
SINGAPORE	6.0	\$154.83	\$927.43
MALAYSIA	5.8	\$171.15	\$999.52
HONGKONG	5.8	\$133.03	\$768.91
INDIA	8.1	\$64.50	\$522.45
GERMANY	15.5	\$63.42	\$981.11
FRANCE	13.3	\$74.83	\$997.48
INDONESIA	5.5	\$143.24	\$789.25
Overseas Filipinos	19.2	\$53.74	\$1,030.73
Overall Average	9.4	\$125.35	\$1,172.02

Tourism Contribution to Philippine Economy, 2017



3 out of 5 Filipinos
(15 years old and over) travels
around the country every quarter.

Source: HSDV, PSA and DOT

2017 Top Overnight Destinations (outside NCR)
Based on Overnight Guests in Accommodation Establishments
PARTIAL REPORT as of MARCH 22, 2018

Destinations	Foreign	Overseas	Domestic	Total
Cebu	2,045,036	13,167	2,339,716	4,397,919
Davao del Sur (including Davao City)	126,894	48,020	1,901,784	2,076,698
Zambales (including SBMA)	54,603	921	2,014,640	2,070,164
Boracay	986,920	42,060	972,994	2,001,974
Albay	477,629	221	1,262,585	1,740,435
Negros Occidental	114,626	357	1,608,903	1,723,886
Palawan	521,961	21,811	892,732	1,436,504
Camarines Sur	298,200	-	1,136,861	1,435,061
Iloilo	34,051	1,092	1,352,724	1,387,867
Laguna	63,806	82	1,117,704	1,181,592
Benguet (including Baguio)	52,562	1,788	1,553,586	1,607,936
Bohol	358,910	709	683,081	1,042,700
Leyte (including Tacloban)	38,312	1,704	889,453	929,469
Negros Oriental	148,719	4,662	716,393	869,774
Davao del Norte	13,896	-	853,765	867,661

How important is tourism in the country?



- ✓ Fast growing industry.

- ✓ High stimulant for business, trade, investment and other economic activities.



- ✓ With proper planning, it optimizes development in the grassroots level.

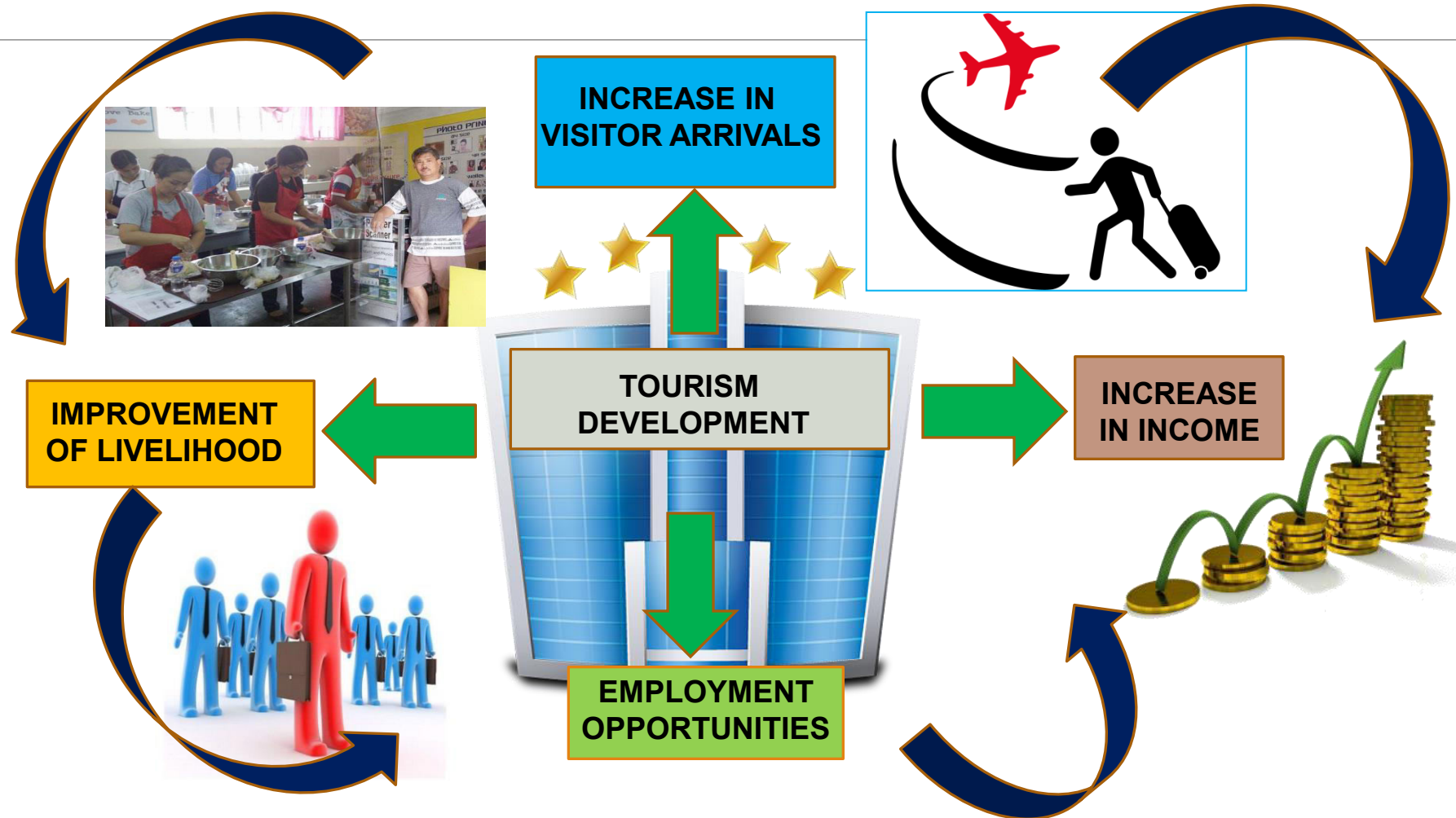
- ✓ Highly effective tool for environment and culture preservation.



With the rise of **tourism**,

- local tourism destinations are developing faster than ever.
- Investors are racing to establish themselves in the tourism industry.
- many LGUs nationwide are now more inclined to make tourism their priority in local development.

IMPACT OF TOURISM INVESTMENTS



THE DEPARTMENT OF TOURISM PARTNERS WITH NATIONAL GOVERNMENT AGENCIES



AREAS OF INVESTMENT FOR TOP PRIORITY PROJECTS

- ▶ **Accommodation Facilities**
- ▶ **Tourism Enterprise Zones/ Integrated Development**
- ▶ **Transportation Facilities**
- ▶ **Health & Wellness**
- ▶ **MICE Facilities**
- ▶ **Theme Parks**
- ▶ **Farm tourism**
- ▶ **Retirement Village**
- ▶ **Tourism Training Centers and Institutes**

TOP 10 INVESTORS TO THE PHILIPPINES BY COUNTRY **AS OF 31 MARCH 2018**

- | | |
|---------------------------------------|--------------------------|
| 1. Japan (₱ 7.86 B) | 6. China (₱ 422 M) |
| 2. United Kingdom (₱ 1.54 B) | 7. South Korea (₱ 395 M) |
| 3. Netherlands (₱ 878 M) | 8. Australia (₱ 325 M) |
| 4. Singapore (₱ 572 M) | 9. Taiwan (₱ 312 M) |
| 5. United States of America (₱ 558 M) | 10. Germany (₱ 163 M) |

Source: Philippine Statistics Authority

TOP 10 INDUSTRIES WHICH ATTRACT THE MOST INVESTMENTS TO THE PHILIPPINES AS OF 31 MARCH 2018

- | | |
|--|---|
| 1. ELECTRICITY, GAS, STEAM (₱ 104.3 B) | 6. ADMINISTRATIVE AND SUPPORT SERVICE (₱ 2.9 B) |
| 2. REAL ESTATE (₱25.1 B) | 7. AGRICULTURE (₱1.6B) |
| 3. MANUFACTURING (₱24.5B) | 8. <u>ACCOMMODATION AND FOOD SERVICE</u> (₱1.1 B) |
| 4. WATER SUPPLY: SEWERAGE, WASTE MANAGEMENT (₱ 13.9 B) | 9. INFORMATION AND COMMUNICATION (₱620 M) |
| 5. TRANSPORTATION AND STORAGE (₱ 9.9 B) | 10. HUMAN HEALTH AND SOCIAL WORK (₱ 762 M) |

Php 184.99 BILLION TOTAL APPROVED INVESTMENTS OF FOREIGN AND FILIPINO NATIONALS

NEW TOURISM DEVELOPMENT PROJECTS

SHERATON MANILA HOTEL



- At the Newport City Cybertourism Economic Zone
- 192 rooms
- Opening November 2018

HILTON MANILA



- At the Newport City Cybertourism Economic Zone
- 350 rooms
- Opening October 2018

NEW TOURISM DEVELOPMENT PROJECTS



**Summit Tacloban Hotel in
Marasbaras Road, Tacloban**
138-room;
Opened in April 2018



**Seda BGC Tower II in Bonifacio Global
City, Taguig**
Additional 341 rooms (including 56
serviced apartments); Opening in 2018



**Sheraton Manila in
Resorts Drive, Pasay city**
350 rooms;
Opened in March 2018

NEW TOURISM DEVELOPMENT PROJECTS



Seda Circuit Makati
255 rooms;
Opening in 2018



**Siam 8000 Hotel And Residences in
Maryknoll Road, Buhangin, Davao City**
120 rooms;
Opening 4th quarter of 2018



**Sheraton Cebu Mactan
Resort in Punta Engaño,
Lapu-Lapu City**
250 guestrooms; Opening in
2019

NEW TOURISM DEVELOPMENT PROJECTS



**Dusit Thani Residence Davao in
Punta Engaño, Lapu-Lapu City**
175 guestrooms;
Opening in 2019



**Seda Bay Area in Aseana City,
Parañaque**
350 rooms;
Opening in 2019



**The Citadines Apart'Hotel
in Citadines, Cebu City**
180 rooms;
To to be completed in 2019

NEW TOURISM DEVELOPMENT PROJECTS



Yello! Hotel in Lahug, Cebu City
192 rooms;
Opening in January 2019



Aruga by Rockwell
180 rooms;
Opening in June 2019

Daghang Salamat!

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PHILIPPINES

