PHILIPPINES
Destination Marketing focusing on Tourism Experience
By
Ms Susana Del Mundo
It’s more fun in the Philippines
FAST FACTS
Capital: City of Manila
Land Area: 300,780 square kilometers
Population: 96 Million
Average temperature: 78 degrees F/25 degrees C.
Average humidity: 77%
Currency: Philippine Peso (php)
Government: Democratic Republic

Head of state: President
Electricity: 220 volts, A.C. 60 cycles. Though most hotels have 110-volt outlets.
Water: Metropolitan Manila and many key cities and towns have ample supply of water. Bottled water is recommended for drinking purposes and is available pretty much anywhere.
MANILA: Rehabilitation of NAIA Terminal 1 and Terminal 3
CEBU: Upgrade of Mactan International Airport
BORACAY: Kalibo International Airport
PALAWAN: Upgrade of Princesa Airport
CLARK: Upgrade of Clark International Airport
BOHOL: New Panglao Airport
NEW INTERNATIONAL AIR ROUTES TO THE PHILIPPINES

ISTANBUL - MANILA

JAKARTA - MANILA

HONG KONG - KALIBO

PORT MORESBY – MANILA
JIN JIANG – MANILA
NEW YORK - MANILA

XIAMEN – MANILA
JIN JIANG – MANILA

ADDIS ABABA - MANILA

Note: New international air routes have also been launched and serviced by our national carriers as well.
NEW INTERNATIONAL CHARTERED AIR ROUTES TO THE PHILIPPINES

TAIPEI – PUERTO PRINCESA

SHANGHAI - KALIBO

TAIPEI - KALIBO

KAOSHIUNG – CEBU

Note: In addition, direct flights to our key tourist destinations continue to be opened to international chartered flights offered by various airlines.
TRAVEL AND TOURISM ECONOMIC IMPACT ON THE PHILIPPINES

GDP: DIRECT CONTRIBUTION
• P533.0 Billion or US$12.1 Billion (4.2% of total GDP) in 2014, and is forecast to rise by 4.9% in 2015.

CONTRIBUTION TO JOBS GENERATION
• In 2014, the total contribution including jobs indirectly supported by the industry was 11.1% of total employment (4,232,000 jobs). Expected to rise by 2.5% in 2015 and rise by 2.6% per annum in 2025 (11.3% of total)

INVESTMENTS
• Travel and Tourism investment in 2014 was P92.4 Billion (US$2.1 Billion) or 3.6% of total investment. It should rise by 3.3% in 2015.

Source: Travel & Tourism Economic Impact 2015 by World Travel & Tourism Council
INBOUND TOURISM

- Foreign exchange from tourism grew at 17% per annum

- Inbound visitors expanded by 14.38% in June 2015 (source: DOT site)

- Average Daily Expenditure amounted to USD 105 in July 2015 (source: DOT site)

- Average Length of Stay registered at 10 nights in 2015 (source: DOT site)
TOURIST ARRIVALS RECORD

**Visitor Arrivals to the Philippines**
July 2015

![Visitor Arrivals Chart](chart.png)

**International Arrivals**
July 2011 - 2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>489,724</td>
</tr>
<tr>
<td>2014</td>
<td>428,144</td>
</tr>
<tr>
<td>2013</td>
<td>418,288</td>
</tr>
<tr>
<td>2012</td>
<td>376,948</td>
</tr>
<tr>
<td>2011</td>
<td>360,784</td>
</tr>
</tbody>
</table>

Sources of Data: A/D Cards & Shipping Manifests

Source: DOT website
## COMPARISON OF TOP MARKETS BY VOLUME

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>Jan-Jul 2015</th>
<th>% Share</th>
<th>Jan-Jul 2014</th>
<th>% Share</th>
<th>% Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOREA</td>
<td>762,277</td>
<td>24.52%</td>
<td>662,228</td>
<td>23.14%</td>
<td>15.11%</td>
</tr>
<tr>
<td>USA</td>
<td>481,167</td>
<td>15.47%</td>
<td>449,793</td>
<td>15.72%</td>
<td>6.98%</td>
</tr>
<tr>
<td>JAPAN</td>
<td>278,884</td>
<td>8.97%</td>
<td>259,086</td>
<td>9.05%</td>
<td>7.64%</td>
</tr>
<tr>
<td>CHINA</td>
<td>257,014</td>
<td>8.27%</td>
<td>268,028</td>
<td>9.37%</td>
<td>-4.11%</td>
</tr>
<tr>
<td>AUSTRALIA</td>
<td>137,242</td>
<td>4.41%</td>
<td>126,745</td>
<td>4.43%</td>
<td>8.28%</td>
</tr>
<tr>
<td>SINGAPORE</td>
<td>107,402</td>
<td>3.45%</td>
<td>105,333</td>
<td>3.68%</td>
<td>1.96%</td>
</tr>
<tr>
<td>TAIWAN</td>
<td>104,233</td>
<td>3.35%</td>
<td>82,787</td>
<td>2.89%</td>
<td>25.91%</td>
</tr>
<tr>
<td>CANADA</td>
<td>93,403</td>
<td>3.00%</td>
<td>86,225</td>
<td>3.01%</td>
<td>8.79%</td>
</tr>
<tr>
<td>UNITED KINGDOM</td>
<td>91,239</td>
<td>2.93%</td>
<td>81,248</td>
<td>2.84%</td>
<td>12.30%</td>
</tr>
<tr>
<td>MALAYSIA</td>
<td>90,947</td>
<td>2.92%</td>
<td>78,149</td>
<td>2.73%</td>
<td>16.38%</td>
</tr>
<tr>
<td>HONG KONG</td>
<td>73,446</td>
<td>2.36%</td>
<td>67,034</td>
<td>2.34%</td>
<td>9.57%</td>
</tr>
<tr>
<td>GERMANY</td>
<td>43,308</td>
<td>1.39%</td>
<td>43,559</td>
<td>1.52%</td>
<td>-0.58%</td>
</tr>
</tbody>
</table>

Source of Data: A/D Cards & Shipping Manifests
Published by: Tourism Research & Statistics Division, Office of Tourism Development Planning, Philippine Department of Tourism
THE NATIONAL TOURISM DEVELOPMENT PLAN

Strategic Vision:
“TO BECOME THE “MUST EXPERIENCE” DESTINATION IN ASIA.”

- Improving market access and connectivity
- Developing and marketing competitive tourist destinations and products
- Improving tourism institutional, governance and human resource capacities
INCLUSIVE DESTINATION CONCEPT

20 STRATEGIC THEMATIC TOURISM DESTINATION CLUSTERS COVERING 77 TOURISM DEVELOPMENT AREAS (TDAS)

7 STRATEGIC CLUSTERS IN NORTHERN PH (CAGAYAN VALLEY, ILOCOS, CORDILLERA, CENTRAL LUZON, METRO MANILA, CALABARZON)

6 STRATEGIC CLUSTERS IN CENTRAL PH (BICOL, MIMAROPA, VISAYA)

7 STRATEGIC CLUSTERS IN SOUTHERN PH (MINDANAO)
TOURISM DEVELOPMENT CLUSTERS

We’re making it easier to travel around the country.
Supporting implementation at a local level.
Building international interest.
Things to do
TOURISM BRANDING CAMPAIGN

Top 25 countries to retire in 2015 (Forbes)

Philippines, a must see destination in 2015 (Lonely Planet)

3rd in the World and 1st in Asia as Best Marketing Campaign (WARC 100)
Note: The Department of Tourism declared 2015 as the year to Visit the Philippines. As a follow-up, the 2016 campaign will give travellers more fun reasons to come back to the Philippines.
ADVERTISING MATERIALS

PHASE 1

PHASE 2
ADVERTISING MATERIALS
TOURISM ADVERTISING PLACEMENTS

- 'Visit the Philippines Year 2015' London Bus Wraps
- 'Visit the Philippines Year 2015' London Cab Wraps
- 'Visit the Philippines Year 2015' JR Yamanote Line, Tokyo
- 'PH Says Thank You' Galeries Lafayette, Paris
- 'PH Says Thank You' Times Square, New York
- Cardiff City Stadium, South Wales, United Kingdom
INTERNATIONAL RECOGNITION

1st PLACE
White Beach, Boracay
Top 25 Beaches in Asia 2015 Travellers' Choice

2nd PLACE
Destinations with World's Best Food

5th PLACE
Yapak Beach, Boracay
Top 25 Beaches in Asia 2015 Travellers' Choice

16th PLACE
Secret Lagoon Beach, Palawan
Top 25 Beaches in Asia 2015 Travellers' Choice
TOP DESTINATIONS
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