

IT'S MORE FUN IN THE  
**PHILIPPINES**

もっと楽しい  
**フィリピン**

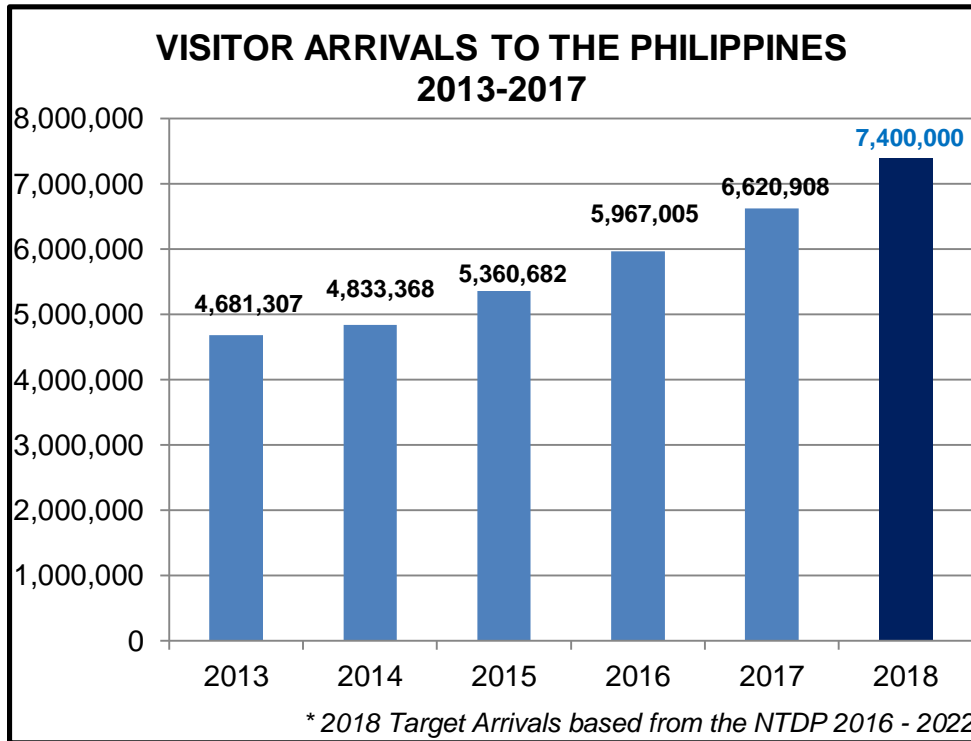
# More Fun Opportunities In Philippine Tourism

**VERNA COVAR-BUENSUCESO**

**Tourism Attaché and Director for East Japan**



# VISITOR ARRIVALS 2013-2017



4.6M foreign visitors in 2013

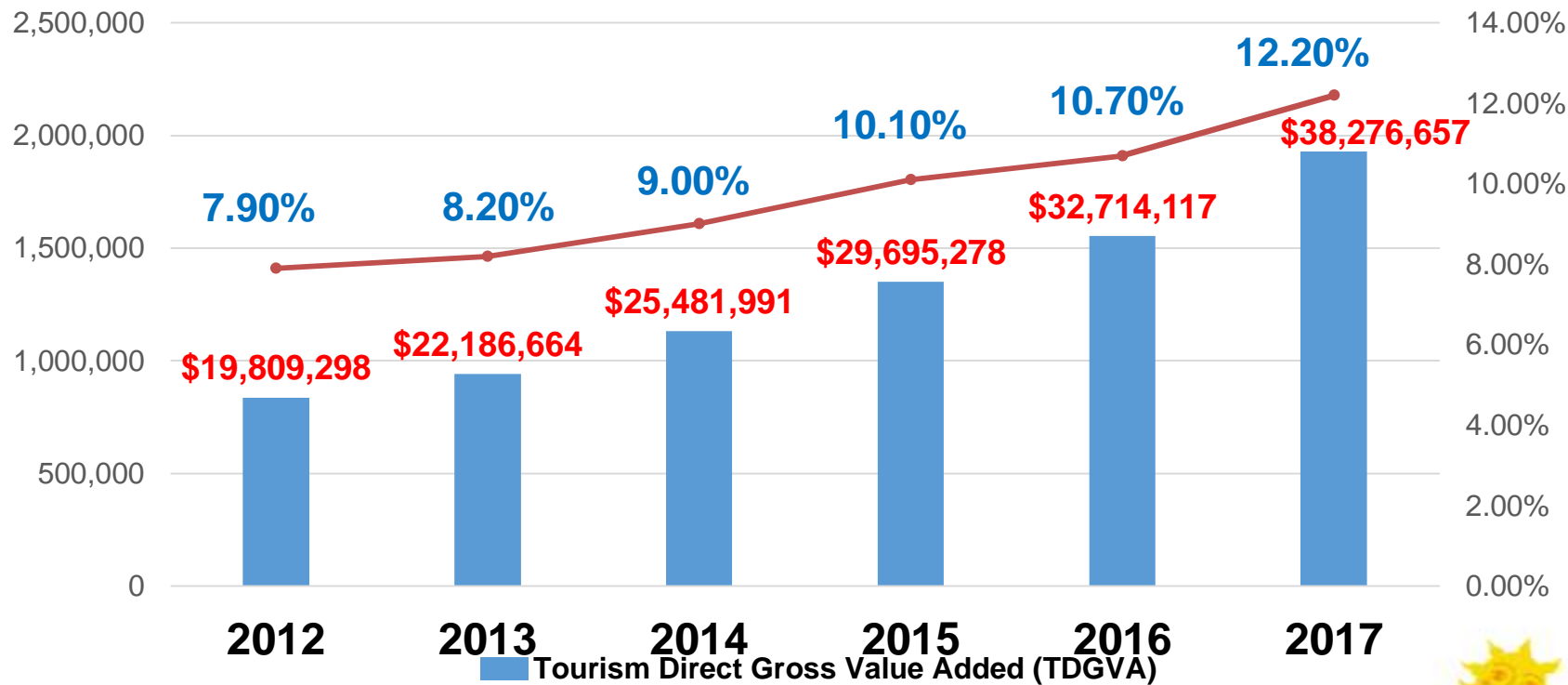
6.62M in 2017

Source: Arrival/Departure Cards and Shipping Manifests



# TOURISM GROWTH INDICATORS

Tourism Direct Gross Value Added (TDGVA) &  
% Contribution to GDP (2012-2017)



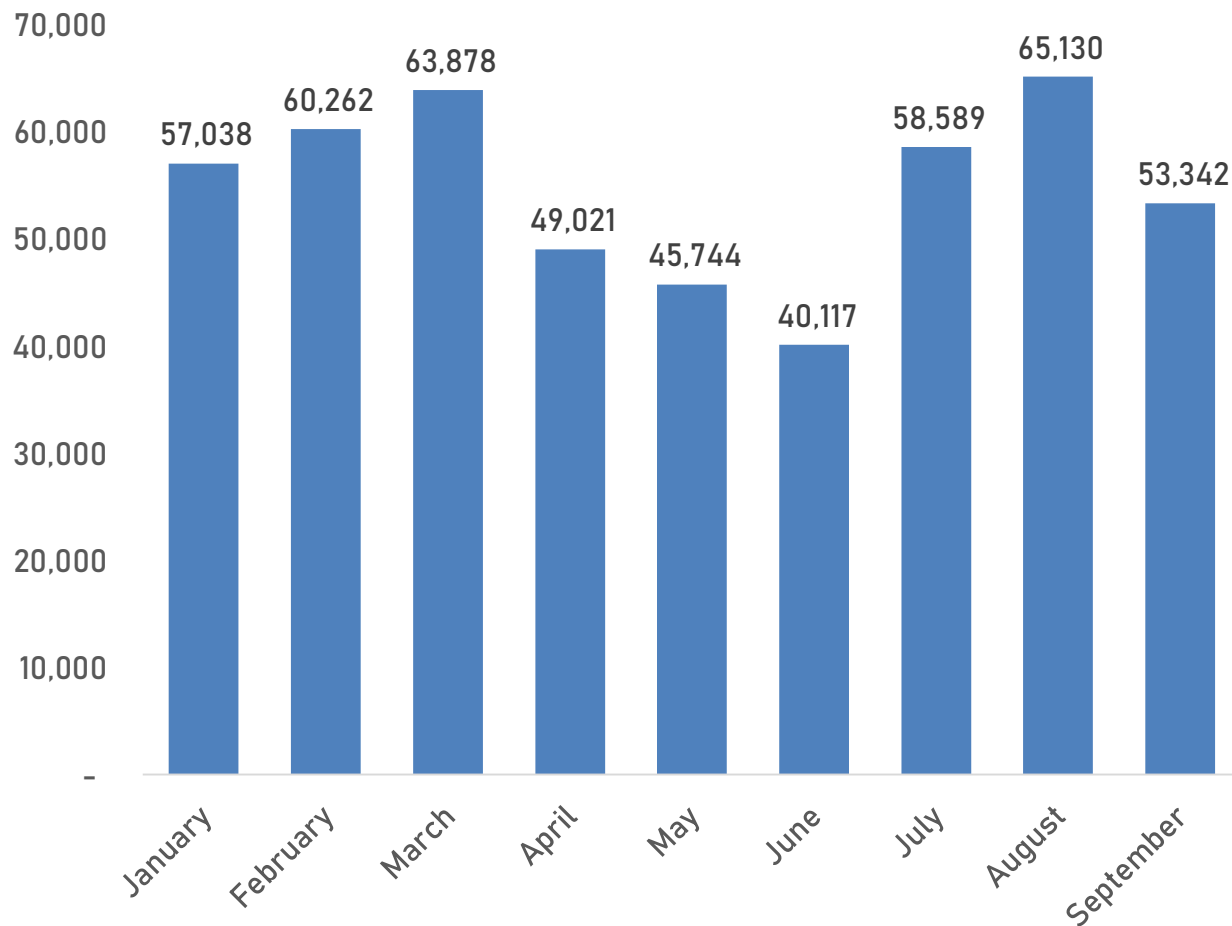
SOURCE: PSA



# 2018 KEY FACTS : INTERNATIONAL VISITORS TO THE PHILIPPINES 2017



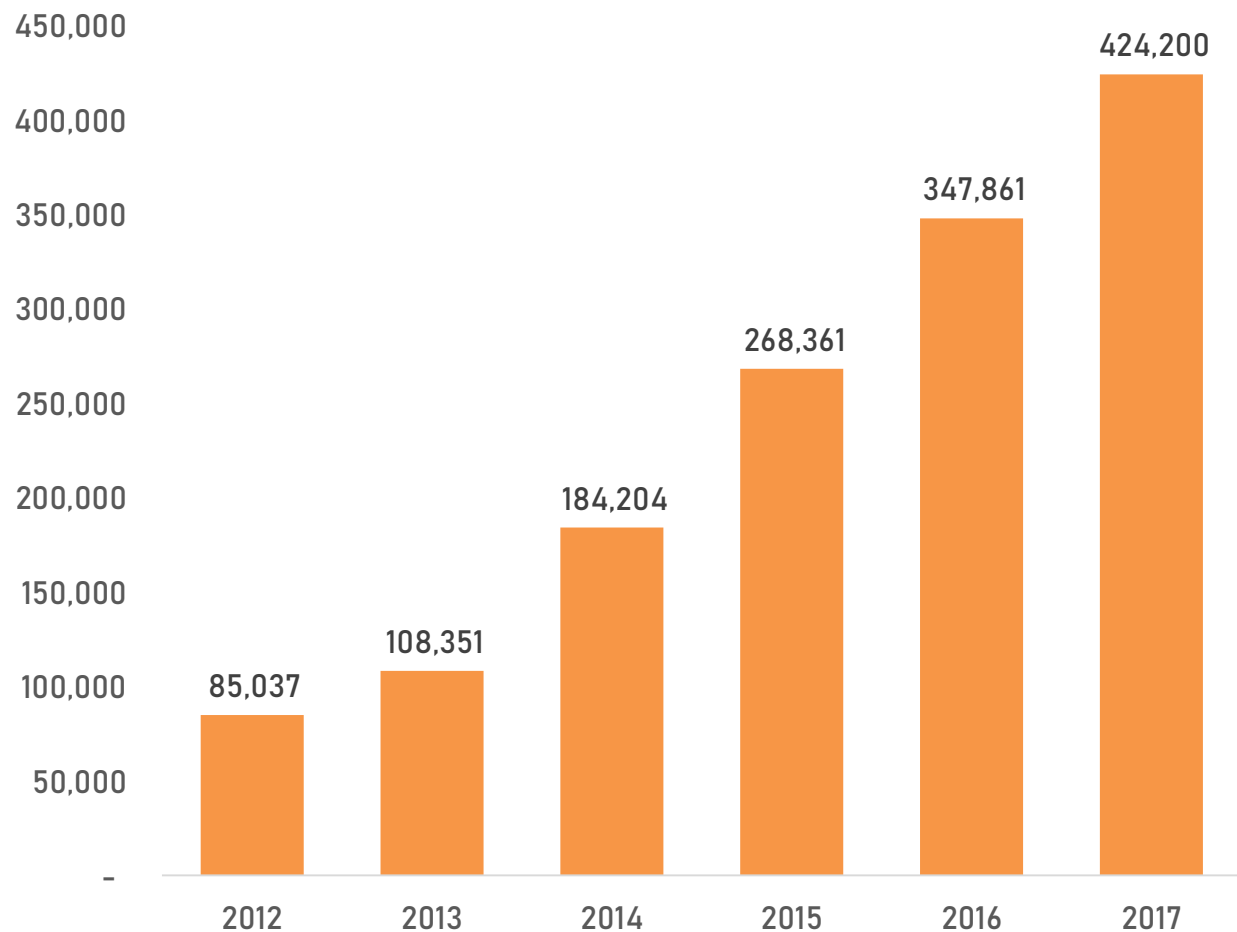
# MONTHLY JAPANESE VISITOR ARRIVALS TO THE PHILIPPINES



**JANUARY to  
SEPTEMBER 2018:**  
**485,121**  
**(7.3% growth rate)**



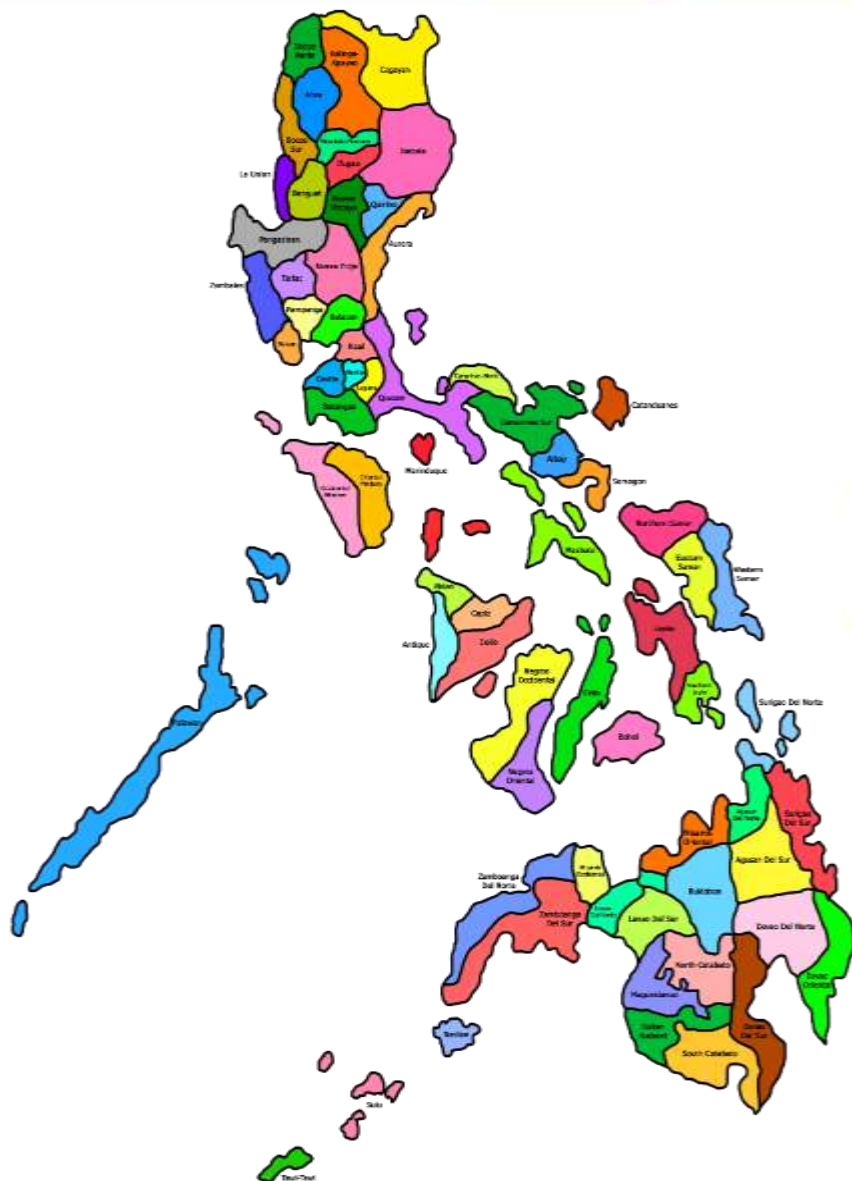
# FILIPINO VISITORS TO JAPAN (2012-2017)



**JANUARY to  
SEPTEMBER 2018:**  
**354,036**  
**(20.9% growth rate)**







もっと楽しい

# フィリピン





# AIRPORT DEVELOPMENTS



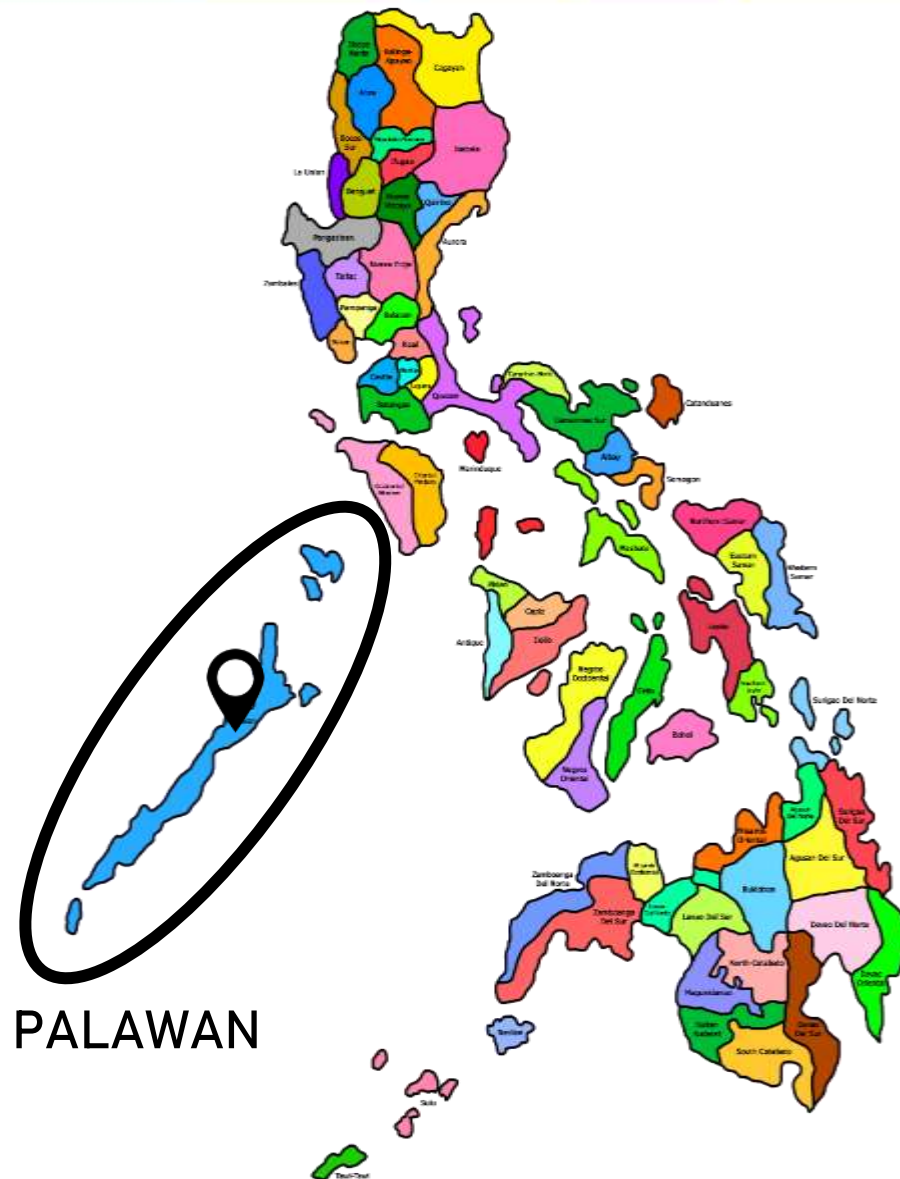


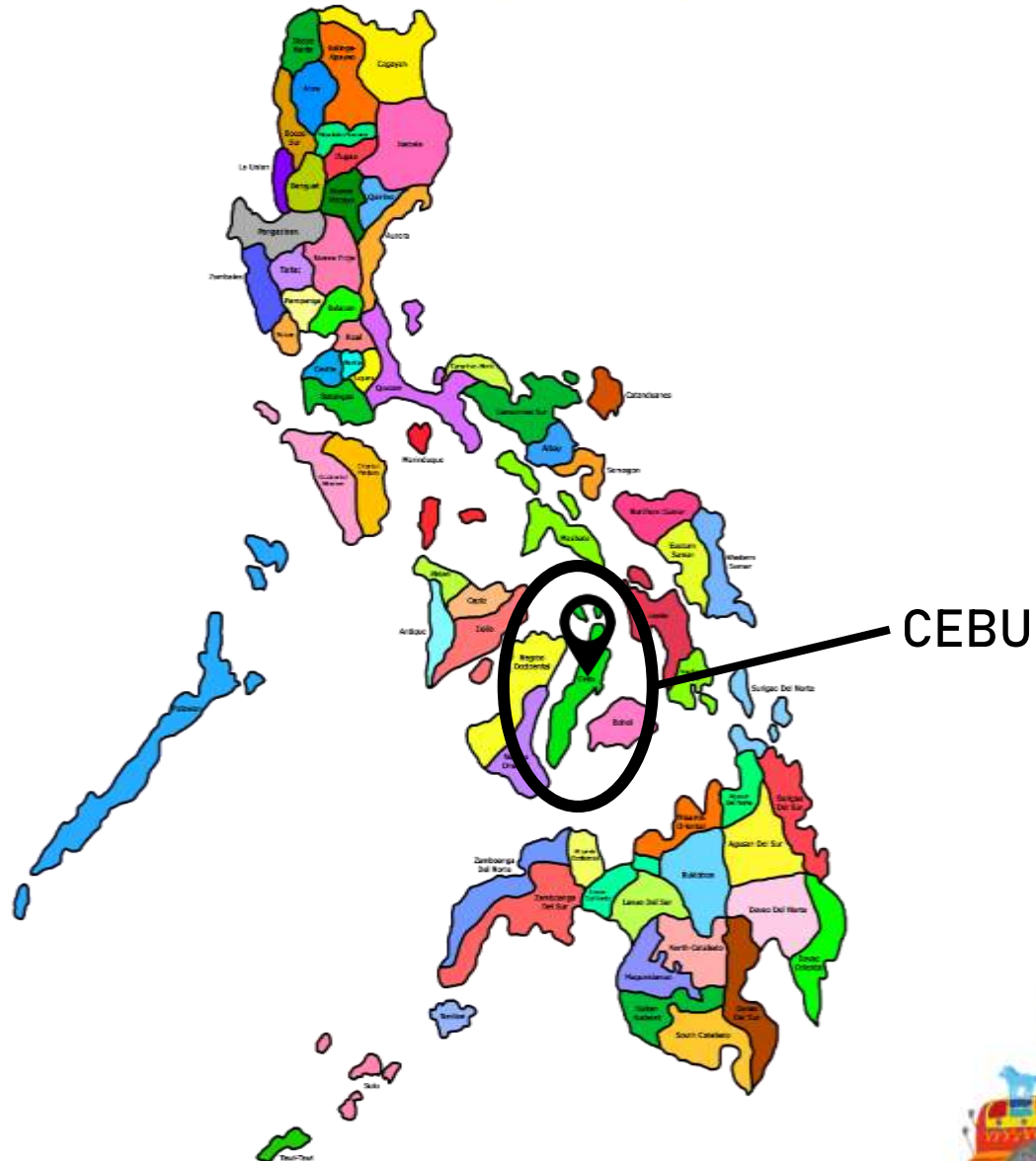
# PUERTO PRINCESA INTERNATIONAL AIRPORT











# MACTAN-CEBU INTERNATIONAL AIRPORT





10-12 March 2019 | Waterfront Hotel, Cebu, Philippines

- Key event for airports, airlines, tourism authorities and policy leaders ;
- Considered as an opportunity to meet air carriers in Asia to discuss the development of new international air routes.





**CAPA**

**2019 LCCs in  
NORTH ASIA**



23-25 June 2019 | Radisson Blu Hotel, Cebu, Philippines

- Largest gathering of CEOs and executives of LCCs in Asia;
- Provides networking opportunity with decision makers of LCCs in the Asian region.





# ENGLISH AS SECOND LANGUAGE



The Philippines the 4th  
biggest Study English  
destination for the  
Japanese market, after the  
USA, Australia and Canada.

オスズの国・都市診断

フィリピンの人気留学学校ランキング

**JTB ACADEMY**

2019年10月1日現在 4.15 4.15

2019年10月1日現在 4.15 4.15

2019年10月1日現在 4.15 4.15

オスズの国・都市診断

秋冬におすすめの学校2019

ベストボディ留学 in CEBU

留学申込み特典

留学申込み特典

留学申込み特典

JTB 海外留学

03-3980-2412

06-6342-6000

PHILINTER

フィリピン

2019-2020年度 English Education Learning Center (ELC) 入校生募集です。

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留学申込み特典

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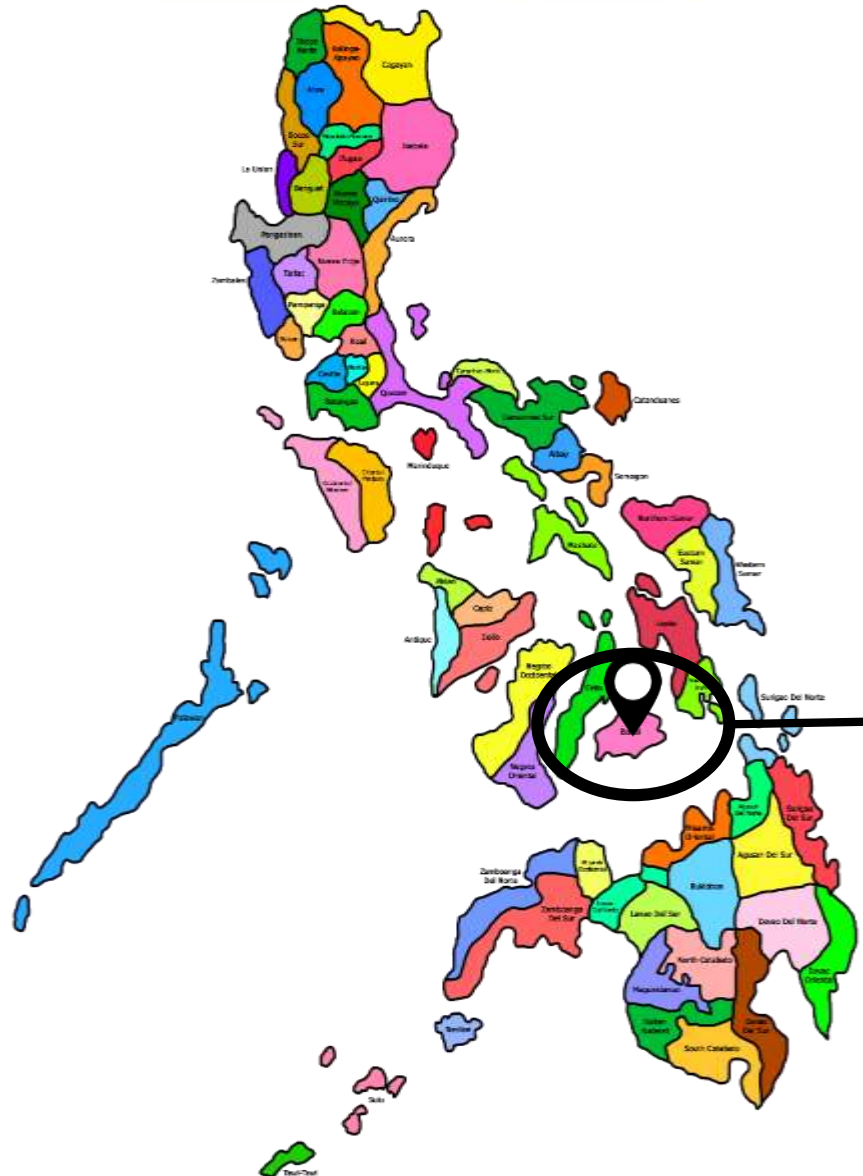
# STUDY ENGLISH IN THE PHILIPPINES



All schools are located in destinations that are multi-faceted and have various activities and attractions.







BOHOL



# PANGLAO ISLAND INTERNATIONAL AIRPORT









# ROUTE DEVELOPMENT



# MANILA – SAPPORO FLIGHT OF PHILIPPINE AIRLINES



 **Philippine Airlines**  
The Heart of the Filipino

As low as  
**USD 399**

**MANILA - SAPPORO**  
ECONOMY ROUNDTRIP BASE FARE

Selling Period: July 6, 2018  
Travel Period: September 10, 2018 onwards



Terms and conditions apply. CAB Approval No.: 2157-07-02-a2018









# BORACAY

C R E A T I N G   A   C U L T U R E  
O F   S U S T A I N A B L E  
T O U R I S M











20,239  
Hotels/Resorts

Check out DOT social media sites for an updated list



9,151  
Rooms



# 19,215

at any given time

**CARRYING CAPACITY REGULATION**



# 6,405

Arrivals

Per day on an average 3-day stay



# M.I.C.E.

## PHILIPPINES



**TPB**PHL

TOURISM PROMOTIONS BOARD PHILIPPINES





# ASEAN 50 PHILIPPINES 2017

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
PARTNERING FOR CHANGE,  
BUILDING TOGETHER





# NEW TOURISM DEVELOPMENT PROJECTS



**Savoy Newport Hotel Newport City, Pasay**  
684 rooms; Opened second half 2017



**Rizal Park Hotel**  
South Road Drive T.M. Kalaw Street Manila  
107 rooms, Opened in October 2017



**Seda Circuit Makati**  
255 rooms;  
Opening in 2018



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





# NEW TOURISM DEVELOPMENT PROJECTS



**Seda Vertis North Hotel Quezon City**  
438 guestrooms and suites;  
Opened in June 2017



**The Grand Hyatt Hotel**  
**Bonifacio Global City, Taguig**  
461 guest rooms;  
Opened in 2017



**The Okada Manila in Entertainment City, Parañaque**  
993 luxury suites and villas; Opened in March 2017



# NEW TOURISM DEVELOPMENT PROJECTS



**Iloilo Convention Center**  
Iloilo City, Iloilo



**Marriott Grand Ballroom**  
Pasay City, Manila





**M.I.C.E.**



## MICE Assistance Scheme

Min 50 pax	<ul style="list-style-type: none"><li>- Airport facilitation</li><li>- Giveaways OR cultural presentation</li></ul>
Min 150 pax	<ul style="list-style-type: none"><li>- Airport facilitation</li><li>- Giveaways AND cultural presentation</li></ul>
Min 250 pax	<ul style="list-style-type: none"><li>- Airport facilitation</li><li>- Giveaways OR cultural presentation</li><li>- Lunch or dinner hosting (F&amp;B)</li></ul>
Min 500 pax	<ul style="list-style-type: none"><li>- Airport facilitation</li><li>- Giveaways</li><li>- Cultural Presentation</li><li>- Lunch or dinner hosting (F&amp;B)</li></ul>
Min 750 pax	<ul style="list-style-type: none"><li>- Airport facilitation</li><li>- Giveaways</li><li>- Cultural Presentation</li><li>- Lunch or dinner hosting</li><li>- Ground arrangements during ocular inspection in the Philippines for 2 pax for a maximum of 5D/4N</li></ul>









— M A B U H A Y —

THANK YOU!

