



Philippines

**Travel and
Tourism
Statistics**

2012

VISITOR ARRIVALS 2012/2011

VOLUME

COUNTRY	2012	2011	% INC/ DEC
Korea	1,031,155	925,204	11.45
USA	652,626	624,527	4.50
Japan	412,474	375,496	9.85
China	250,883	243,137	3.19
Taiwan	216,511	181,738	19.13
Australia	191,150	170,736	11.96
Singapore	148,215	137,802	7.56
Canada	123,699	117,423	5.34
Hong Kong	118,666	112,106	5.85
Malaysia	114,513	91,752	24.81
United Kingdom	113,282	104,466	8.44
Germany	67,023	61,193	9.53
India	46,395	42,844	8.29
Guam	42,695	41,013	4.10
Thailand	40,987	37,862	8.25
Overseas			
Filipinos	215,943	207,152	4.24
Others/ Unspecified	486,594	443,003	9.84
TOTAL	4,272,811	3,917,454	9.07

Source of Data: A/D Cards and Shipping Manifests

VISITOR ARRIVALS 2003 - 2012

YEAR	VOLUME	% INC/DEC
2003	1,907,226	-1.30
2004	2,291,352	20.14
2005	2,623,084	14.48
2006	2,843,345	8.40
2007	3,091,993	8.74
2008	3,139,422	1.53
2009	3,017,099	-3.90
2010	3,520,471	16.68
2011	3,917,454	11.28
2012	4,272,811	9.07

VISITOR PROFILE AND TRAVEL CHARACTERISTICS 2012

MODE OF TRAVEL (%)

Air	99.18
Sea	0.82

SEX (%)

Male	58.75
Female	39.72
Not Stated	1.34

AVERAGE AGE (YEARS)

37.64

PURPOSE OF VISIT (%)

Holiday	55.79
Visit Friends/Relatives	3.47
Business	10.22
Official Mission	0.06
Health/Medical	0.20
Convention	1.08
Incentive	0.00
Education/Studies	0.34
Others/Not Specified	28.84

Sources of Data: A/D Cards, Shipping Manifests, and Visitor Sample Survey 2012

VISITOR PROFILE AND TRAVEL CHARACTERISTICS 2012

FREQUENCY OF VISIT (%)

First Visit	36.20
Repeat Visit	63.80

TRAVEL ARRANGEMENT (%)

Package	15.30
Independent	84.70
Not Stated	0.00

AVERAGE DAILY EXPENDITURE (IN US\$)

92.99

AVERAGE LENGTH OF STAY (IN NIGHTS)

9.61

PERCENT DISTRIBUTION OF VISITORS BY TYPE OF ACCOMMODATION (%)

Hotel	61.90
Resort	15.60
Pension/Inn/Lodge	5.60
Hostel/Dormitory	2.10
Apartelle/Rented Homes/ Apartment	2.00
Home of Relatives/Friends	24.60
Others	8.20

ARRIVALS BY PORT 2012

PORT	AIR	SEA
Manila	3,131,584	8,172
Cebu	612,548	5,645
Davao	8,276	3,983
Clark	224,802	0
Subic	0	4,672
Batangas	0	8,667
Palawan	0	332
Kalibo	259,663	0
Zamboanga	0	1,549
Bacolod	377	0
Iloilo	598	0
TOTAL	4,237,935	34,876

Sources of Data: A/D Cards and Shipping Manifests

AIR SEATS PER WEEK BY PORT 2012

Manila	191,479
Cebu	14,986
Davao	426
Clark	19,851
Kalibo	2,763
TOTAL	229,505

MAJOR CRUISE SHIPS 2012

MS Legend of the Seas	1,989
MS Nautica	980
MV Azamara	880
MV Oriental Dragon	876
MS Asuka II	866

Sources of Data: A/D Cards and Shipping Manifests

ESTIMATED VISITOR RECEIPTS 2012

MONTH	IN US\$ MILLION	IN PhP MILLION
January	403.53	17,601.82
February	386.75	16,499.26
March	347.72	14,902.59
April	309.96	13,235.19
May	327.40	14,029.61
June	256.79	10,984.62
July	292.03	12,237.50
August	256.82	10,798.26
September	230.11	9,606.84
October	292.85	12,139.26
November	336.35	13,831.44
December	377.45	15,477.98
TOTAL	3,817.76	161,344.37

Sources of Data: A/D Cards, Shipping Manifests, and Visitor Sample Survey 2012

VISITOR RECEIPTS 2003 - 2012

YEAR	VOLUME (IN US\$ MILLION)	GROWTH RATE
2003	1,522.68	-12.49
2004	1,990.81	30.74
2005	2,236.05	12.32
2006	2,753.12	23.12
2007	2,957.08	7.41
2008	2,428.68	-17.87
2009	2,235.92	-7.94
2010	2,490.23	11.37
2011	2,993.97	20.23
2012	3,817.76	27.51

Sources of Data: A/D Cards, Shipping Manifests, and Visitor Sample Survey 2012

METRO MANILA HOTEL STATUS 2012/2011

NUMBER OF HOTELS

HOTEL CLASSIFICATION	NUMBER OF HOTELS 2012	NUMBER OF HOTELS 2011
Deluxe	22	21
First Class	8	7
Standard*	43	41
Economy*	10	10
TOTAL	83	79

AVAILABLE ROOMS

HOTEL CLASSIFICATION	NO. OF ROOMS 2012	NO. OF ROOMS 2011	% INC/DEC
Deluxe	8,965	8,887	0.88
First Class	1,545	1,332	15.99
Standard*	4,747	4,423	7.33
Economy*	888	925	-4.00
AVERAGE	16,145	15,567	3.71

*Includes DOT accredited and non-accredited hotels.
Source of Data: Metro Manila Hotels

METRO MANILA HOTEL STATUS 2012/2011

AVERAGE OCCUPANCY RATE

HOTEL CLASSIFICATION	2012	2011
Deluxe	71.49%	72.42%
First Class	58.04%	62.14%
Standard*	64.82%	67.30%
Economy*	53.44%	58.58%
AVERAGE	67.25%	69.26%

AVERAGE LENGTH OF STAY

HOTEL CLASSIFICATION	2012	2011
Deluxe	71.49%	72.42%
First Class	58.04%	62.14%
Standard*	64.82%	67.30%
Economy*	53.44%	58.58%
AVERAGE	67.25%	69.26%

*Includes DOT accredited and non-accredited hotels.

NUMBER OF ACCOMMODATION ESTABLISHMENTS AND ROOMS PER REGION 2012

REGION	NUMBER OF AE'S	NUMBER OF ROOMS
NCR	320	31,790
CAR	343	6,855
Region I	590	8,631
Region II	158	3,982
Region III	489	15,024
Region IV-A	348	5,521
Region IV-B	517	7,597
Region V	533	8,549
Region VI	635	15,200
Region VII	1,306	27,447
Region VIII	229	3,185
Region IX	217	4,420
Region X	380	8,113
Region XI	404	9,613
Region XII	166	3,426
Region XIII	238	3,050
TOTAL	6,873	162,403

Source of Data: National Statistical Coordination Board

PHILIPPINE TOURISM SATELLITE ACCOUNT DERIVED INDICATORS 2011

TOURISM DIRECT GROSS VALUE ADDED (TDGVA) AND TOTAL GDP (CURRENT PRICES) IN MILLION PESOS

TDGVA	571,258
Total GDP	9,735,521
Share of TDGVA to GDP	5.9%

INTERNAL TOURISM EXPENDITURE VERSUS HFCE AND EXPORTS (CURRENT PRICES) IN MILLION PESOS

Internal Tourism Expenditure	1,120,164
HFCE and Exports	10,196,789
Share to HFCE and Exports	10.99

Source of Data: National Statistical Coordination Board

PHILIPPINE TOURISM SATELLITE ACCOUNT DERIVED INDICATORS 2011

DOMESTIC TOURISM EXPENDITURE AND (CURRENT PRICES) IN MILLION PESOS

Domestic Tourism Expenditure	995,702
HFCE	7,177,046
Share to HFCE	13.9%

INBOUND TOURISM EXPENDITURE AND TOTAL EXPORTS (CURRENT PRICES) IN MILLION PESOS

Inbound Tourism Expenditure	124,462
Exports	3,019,743
Share to Total Exports	4.1%

Source of Data: National Statistical Coordination Board

EMPLOYMENT IN TOURISM INDUSTRIES (IN THOUSAND PERSONS) 2011

**TOTAL EMPLOYMENT IN THE
PHILIPPINES** 37,191

**TOURISM CHARACTERISTIC
INDUSTRIES** 3,823

Hotels and similar	127
Restaurants and similar	989
Passenger transport	1,524
Travel agents, tour operators and tourism guide	185
Recreation, entertainment and cultural services	374
Retail trade on tourism- characteristic goods	277
Miscellaneous	348

SHARE TO TOTAL EMPLOYMENT 10.3%

Source of Data: National Statistical Coordination Board

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Philippines 