

# Philippines : Outbound and Inbound Tourism

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[www.itsmorefuninthephilippines.com.tw](http://www.itsmorefuninthephilippines.com.tw)

— IT'S MORE FUN IN THE —  
**PHILIPPINES**  
[www.tourism.gov.ph](http://www.tourism.gov.ph)

# Outline



Philippines  
Economy

Outbound  
Tourism

Opportunities  
and Prospects

Its More Fun in  
the Philippines

# Philippines Economy

- One of the fastest growing economies in ASEAN
- The Philippines economy remained resilient to global headwinds in 2016.
- The rapidly growing domestic economy has yielded substantial gains in **employment** and **poverty reduction**.
- The Philippines is the world's 10th fastest growing economy in the world in 2017.
- The Philippines economy is a 'stand-out' in Asia.

# Top 10 Outbound Destinations



- Hong Kong
- Singapore
- Malaysia
- South Korea
- China
- Dubai
- Thailand
- Japan
- USA
- Taiwan

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## PH ranks 8th of fastest growing Asia Pacific outbound travel market

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3.4 million outbound travels in 2016 and expected to reach 4.3 million trips by the year 2021 (Mastercard, 2016)

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Filipino visitors in	172,475 (2016)
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Taiwan <small>(Taiwan Ministry of Tourism)</small>	139,217 (2015)
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23.89 % growth

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Filipino visitors in	350,000 (2016)
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Japan <small>(Japan NTO, 2017)</small>	269,000 (2015)
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30% growth

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# Philippines Outbound Market

### Filipino visitors in Hong Kong (*HKTB, 2017*)

- 791,171 (2016)
- 704,082 (2015)
- 12.4 % growth

### Filipino visitors in Korea (*KTO, 2017*)

- 450,000 (2016)
- 396,000 (2015)
- 12 % growth

### Filipino visitors in Singapore (*STB, 2017*)

- 691,643 (2016)
- 673,374 (2015)
- 2.7% growth

### Filipino visitors in Dubai (*Dubai Tourism, 2017*)

- 390,000 (2016)
- 325,000 (2015)
- 20% growth

## The Outbound Market from the Philippines

# Filipino tourists spending capacity

- Filipino travelers spent a combined \$9.9 billion (P465 billion) on outbound travel in 2015.
- Spending expected to almost double their 2025 i.e. 79% to \$17.7 billion, ranking 25th among 50 markets that have deep pockets for international travel (*Visa, 2016*)
- The study found average annual spending by households during a trip will likely rise at 8% to \$5,230 (P245,000).
- Filipinos are fond of buying a pasalubong or gift to their family and friends



# Filipino Travel Market



- New wealthy middle class
- Promoting new travel experiences & destinations through social media
- Economy / budget travel packages
- Growth of independent travel (FIT)
- Multi-generational
  - Young Professionals with high income
  - Middle age group with kids
  - Retirees

*Traveling becomes a 'family affair'*



# Purpose of Travel

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- Leisure travel
- VFR
- Enjoy and appreciate new culture
- Study or work abroad
- Shopping
- Adventure
- Official/Business
- Incentive/MICE



# Planning and Booking a Trip

- Triggers for travel – seat sales promotions
- Consult companions availability, then book
- Book first, plan later – airline seats reservation before planning the itinerary, accommodations, etc.
- Hotel accommodations are booked online through hotel websites and travel aggregators.
- Trip advisor is also helpful
- Budget travellers often booked accommodation thru Airbnb
- Itinerary is finalized days or a week prior to the trip usually based on WOM, must-see lists based on the internet, based on photos shared on Facebook, Instagram, etc.



- Eased visa rules/ lifting of visa restrictions affordable travel cost
- Rise in Filipinos' financial stability
- Aggressive tourism promotions of foreign governments in the Philippines
- Expanded digital tools used in planning and booking travel packages/tours
- Greater connectivity through social media
- Millennial generation is exceptionally open to exploring other cultures
- Improved transportation infrastructure
- Cruise tourism



# Growth of Philippines Outbound Tourism

# Opportunities and Prospects



- From Group to FIT ↑
- Middle-class household income ↑
- social media usage ↑
- Millennials/Genennials
- 56% of millennials are usually the ones to try new technology, making them a target of many businesses for their products (*Millennial Marketing, 2016*)
- 20million Filipinos are millennials
- Philippine holidays - long weekends
- Cruise Tourism
- **November 1, 2017 Visa-free for the Filipinos to Taiwan**

# Trivia & Tips

- 69M Facebook users as of June 2017
- Philippines is world's selfie capital
- Always within top 5 in social media - Twitter, Instagram, Facebook
- #taiWanderful
- #taiWanderwoman or #taiWandergirls
- #taiwanItThatWay
- #taiwanNobodyButYou
- #taiWan dela Cruz escapades

## Tips

- Should create compelling experience to attract Filipino travelers
- English-speaking tour guide



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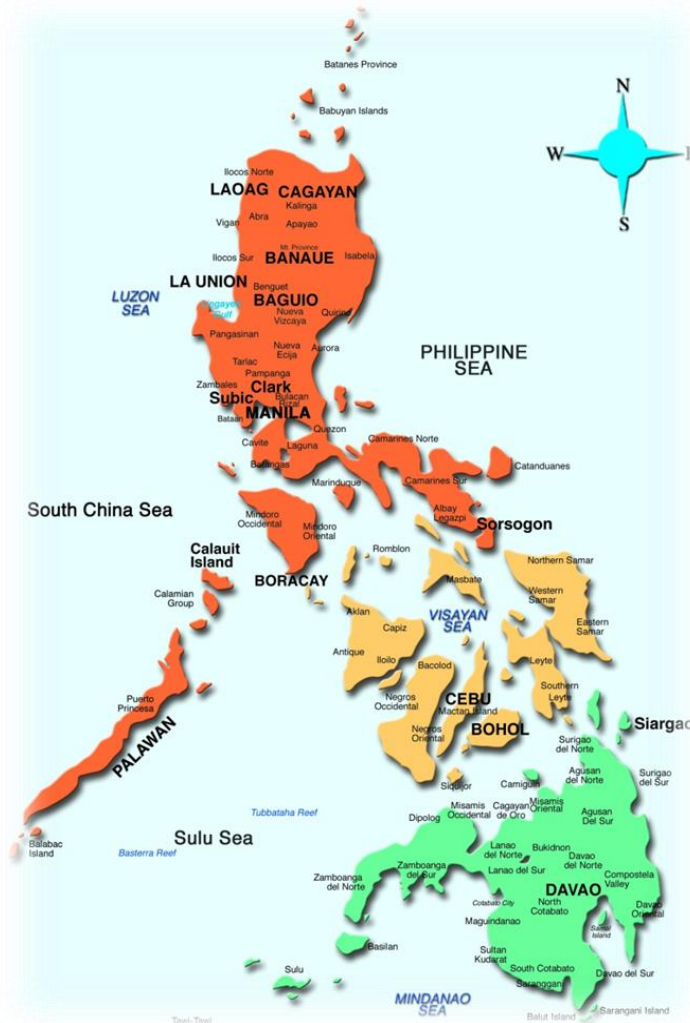
# Inbound Tourism



# Travel Requirements

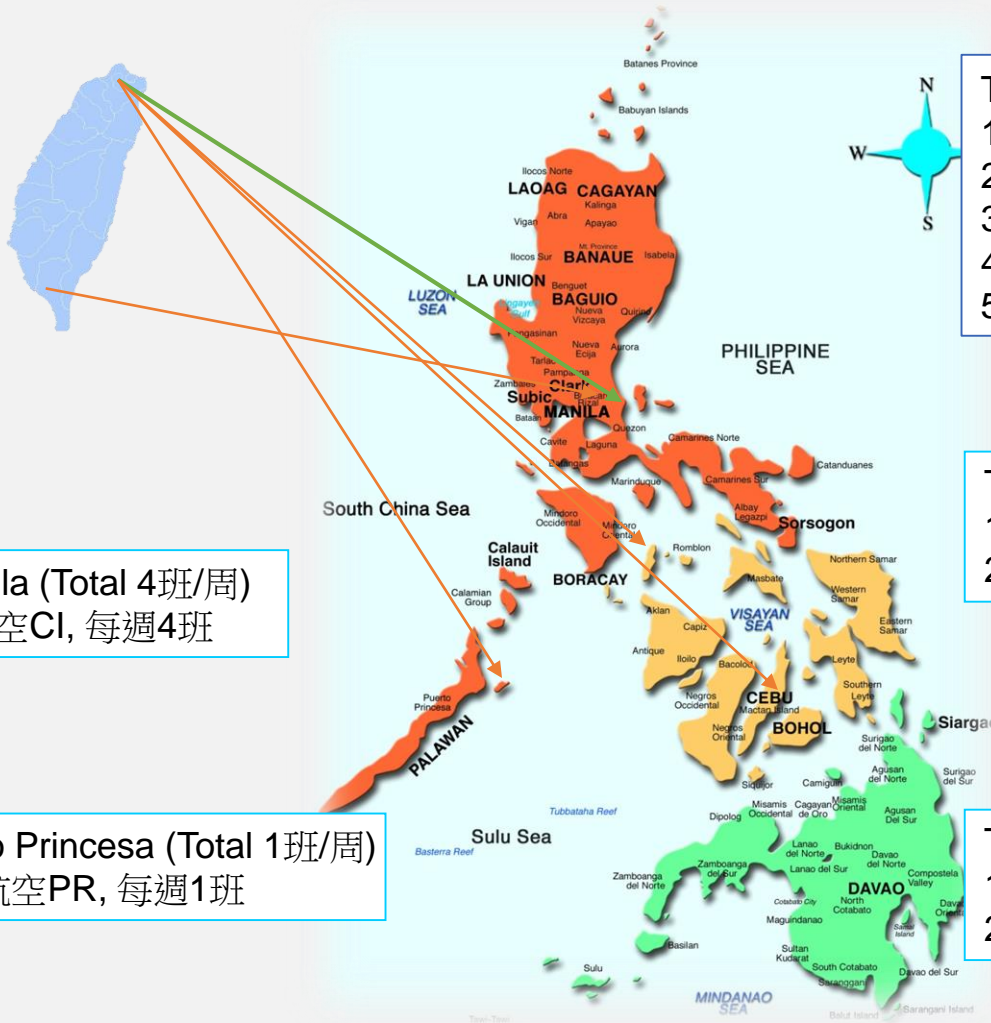
Under the Electronic Travel Authorization system, ROC nationals over the age of 14 seeking to visit the Philippines for tourism purposes can now apply online for a visa at a cost of NT\$1,100 (US\$35.6), which is also payable online. Successful applicants will be granted a multiple entry visa for a stay of up to 30 days, according to the Manila Economic and Cultural Office (MECO) in Taipei.





# the Philippines

- 36,289 kms. of coastline
- 7,107 islands
- 175 languages
- World's 3<sup>rd</sup> Largest English-speaking nation
- Distance between the Philippines and Taiwan is 1,200 km or 746 miles



- TPE-Manila (Total 49班/周)**
1. 中華航空CI, 每週14班
  2. 長榮航空BR, 每週14班
  3. 菲律賓航空PR, 每週7班
  4. 威航ZV, 每週4班
  5. 宿霧太平洋航空5J, 每週10班

- TPE-Boracay (Total 3班/周)**
1. 菲律賓航空PR, 每週2班
  2. 宿霧太平洋航空5J, 五天一串

- TPE-Cebu (Total 10班/周)**
1. 宿霧太平洋航空5J, 每週3班
  2. 長榮航空BR, 每週7班

- KHH-Manila (Total 4班/周)**
1. 中華航空CI, 每週4班

- TPE-Puerto Princesa (Total 1班/周)**
1. 菲律賓航空PR, 每週1班



# Why the Philippines?



Exceptionally friendly and English-speaking people



Value-for-money for shopping, dining and studying



Variety of tourist attractions and activities



**Fun-Celebration Vacation**



# An Appealing Product Portfolio Mix

**Culture and  
History**



**Nature and  
Adventure**



**Diving**



**Health and  
Wellness**



**Shopping,  
Leisure, and  
Entertainment**



**Sun and Beach**



**Cruise**



**MICE and  
Events**



ore a metropolitan melting pot that has lots to  
from a 400-year-old walled city to three of the  
's biggest shopping malls.



**Getting There:**  
Accessible via air from many international gateways through the Ninoy Aquino International Airport



**More Things To Do:**

- Visit Binondo, the world's oldest Chinatown.
- Go on a historical and cultural tour of Old Manila.
- Shop for bargains in Greenhills.

- Party all night at Bonifacio Glo
- Head to Ayala Museum for som

# Manila's Historical Landmarks



# Manila's Entertainment City

OKADA HOTEL MANILA



SOLAIRE HOTEL MANILA







# RESORTS WORLD MANILA



# CITY OF DREAMS MANILA

A street scene in the historic town of Vigan, Ilocos Sur, Philippines. The street is paved with cobblestones and lined with Spanish colonial buildings. A horse-drawn carriage is in the foreground, and other people and buildings are visible in the background. The scene is illuminated by warm, golden light, suggesting late afternoon or early morning.

UNESCO Heritage Site:

Historic town of Vigan in Ilocos  
Sur

A diver in a black wetsuit and scuba gear is swimming on the left side of the frame, looking towards a massive, dense school of sardines that forms a large, rounded shape in the center. The background is a deep blue ocean with a coral reef visible at the bottom. The text "Sardine Run" is overlaid in white in the upper left.

Sardine Run

Cebu  
World-famous dive  
sites and sounds

Getting There:

More Things to Do:



**Thresher Sharks in Malapascua**



**Whale Sharks in Oslob**



**Moalboal**



# Palawan

Above ground and underground

# Palawan





KAYANGAN LAKE  
In CORON



UGONG ROCK ADVENTURES

Celebrate with nature



UNDERGROUND RIVER TOUR  
in PUERTO PRINCESA



HUMA ISLAND  
in BUSUANGA



# Boracay

Asia's 24/7 island



HELMET DIVING



Celebrate a milestone in one of the world's top islands



BE A MERMAID FOR A DAY

# SUNSET SAILING



# CLIFF DIVING

Diniwid Beach, Boracay Island Grant Orbeta



# ZORB BALL

FAIRWAYS & BLUEWATER  
NEW JERSEY GOLF COURSE

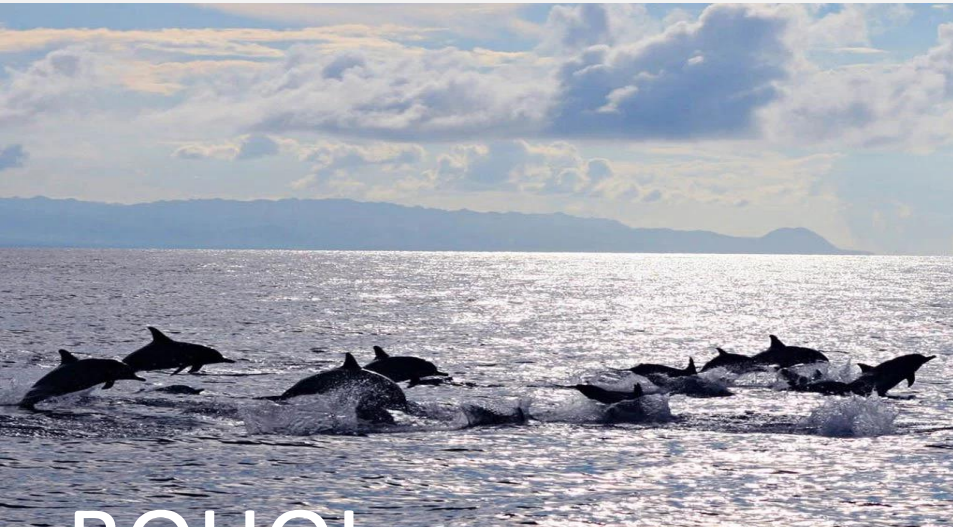


NIGHT LIFE, PARTIES, AND EVENTS



Speed bumps. More fun in the  
**Philippines**

 George Tapan



BOHOL



TARSIER





# Davao

Relax. Explore. Repeat.





Making a splash. More fun in the

# Philippines

[moncorpuz.com](http://moncorpuz.com)





# Cagayan de Oro

The adventure never ends.



Must try

**“The best pig ever.”**  
**- Anthony Bourdain**



**CEBU LECHON**



**THANK YOU!**

