

Sustainable Tourism in the Philippines: Connecting Oceans, Culture, and the Future

Philippines-Taiwan Partnership for a Greener Tomorrow



Philippines-Taiwan Tourism

Growing Partnership

The Philippines is a significant tourism market for Taiwan, with Filipinos topping the list of Southeast Asian visitors.

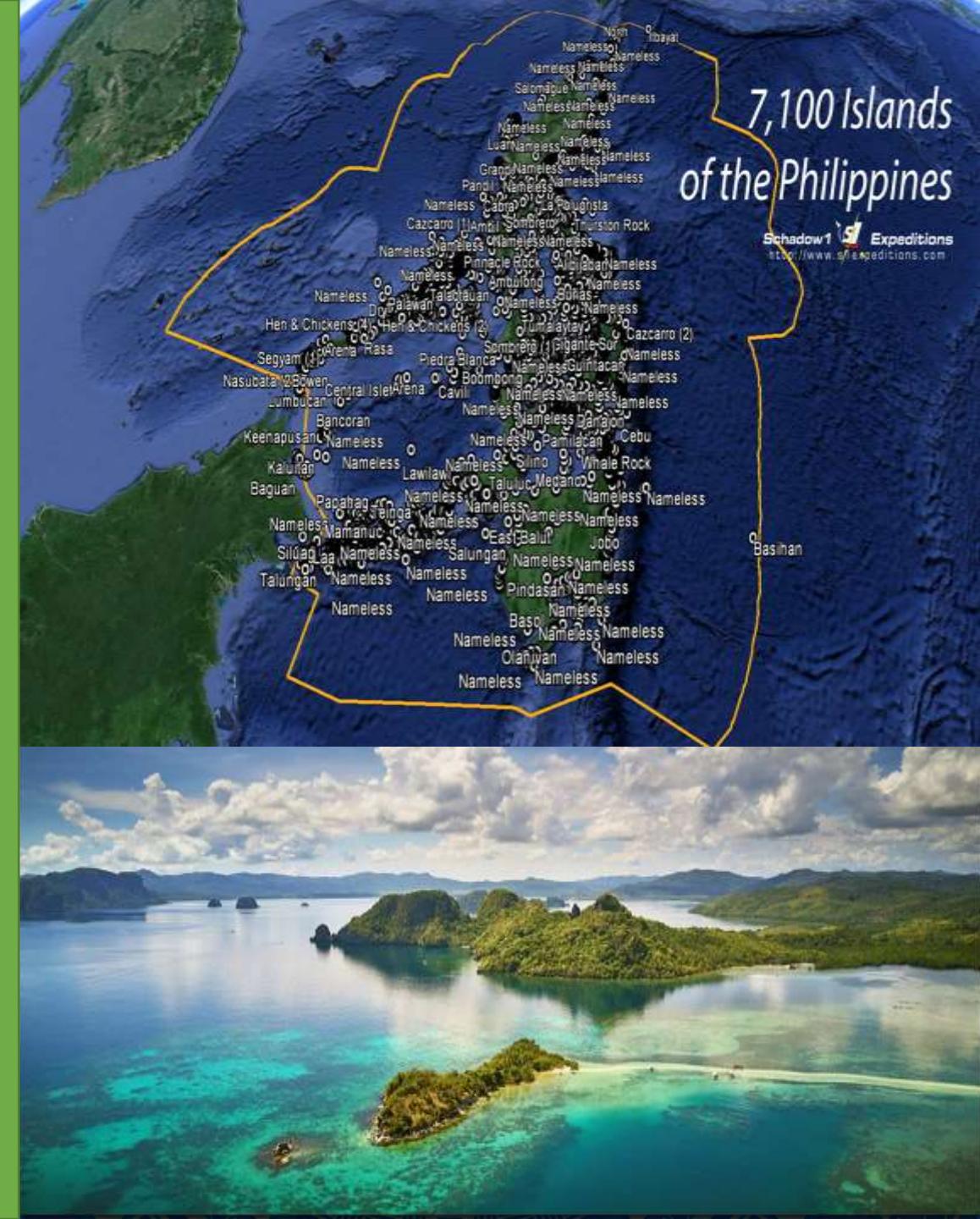
371,593 Filipino tourist arrivals in Taiwan (October 2024)

35% increase from the previous year

Expected to reach half a million by next year



**The Philippines,
an archipelago
of over 7,000
Islands, is
renowned for its
breathtaking
beaches, vibrant
culture, and
resilient people.**



Regional Models of Sustainable Tourism

Boracay

-focuses on rehabilitation and conservation efforts, with initiatives like beach clean-ups, waste management, and sustainable transportation. The island has also implemented a carrying capacity system to limit visitor numbers.

Bohol

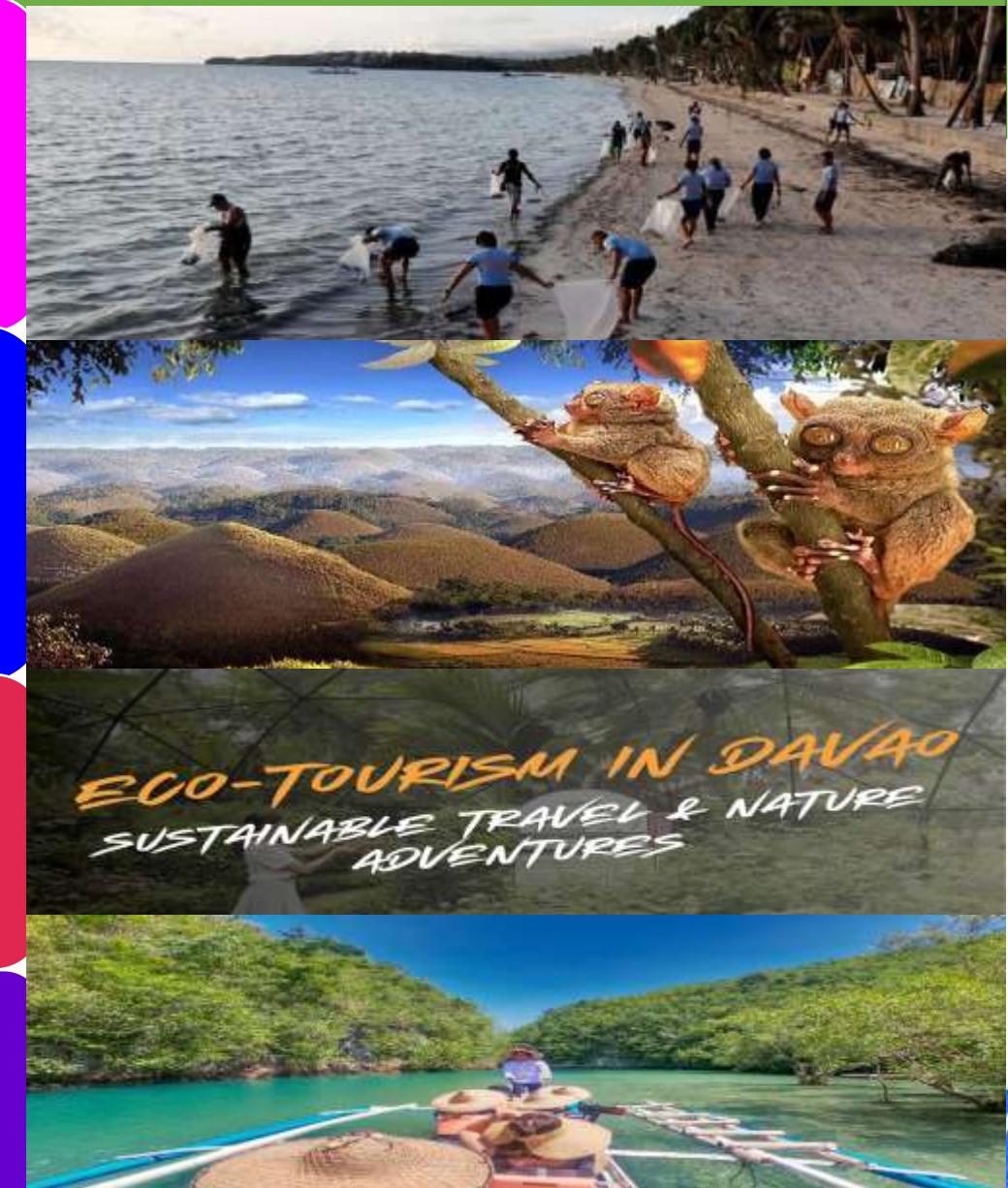
-emphasizes community-based ecotourism, with local communities managing and benefiting from tourism activities. The province has also established protected areas, such as the Chocolate Hills and the Tarsier Sanctuary.

Davao

-promotes eco-tourism and adventure tourism, with activities like hiking, diving, and whale shark watching. The city has also implemented sustainable practices, such as using renewable energy and reducing plastic waste.

Cebu

-features community-led tourism initiatives, such as the Bojo River ecotourism project, which supports local livelihoods and conservation efforts.



Regional Models of Sustainable Tourism

Palawan- sustainable tourism practices



Coron-initiatives like coral reef conservation and sustainable diving practices.



Siargao-activities like surfing, island hopping, and eco-tours that support local communities.

Ilocos Norte-cultural and heritage tourism, with initiatives like preserving historic landmarks and promoting local crafts

Benefits of Sustainable Tourism



10.8% CAGR from 2025 to 2035



USD 38 billion by 2035

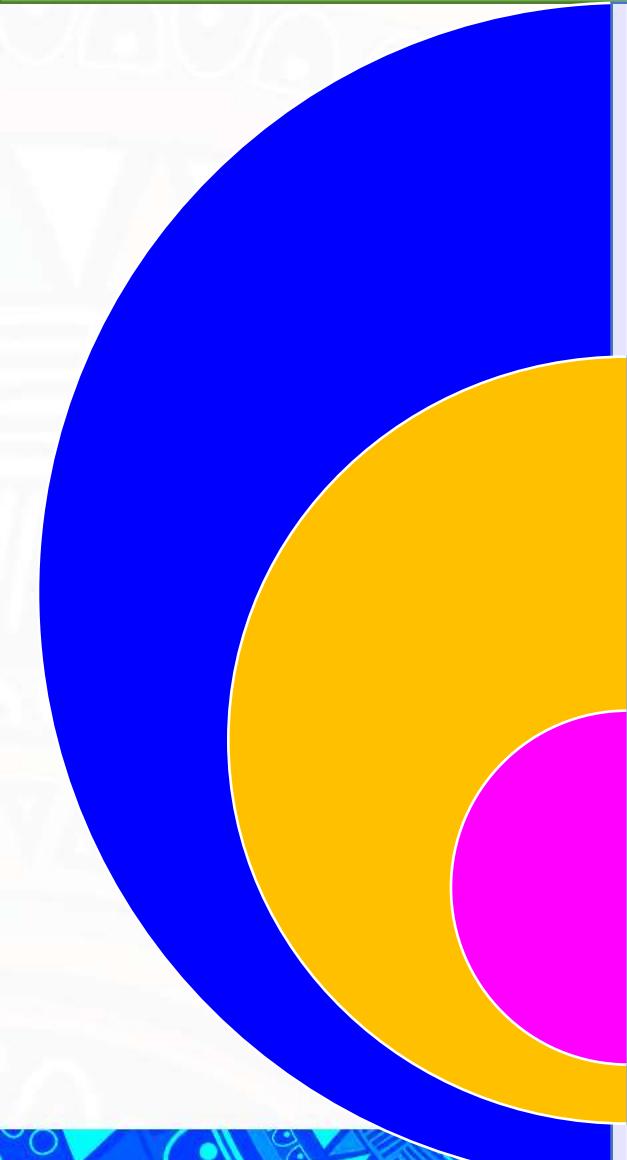


5.95 million foreign visitors in 2024



PHP 760.5 billion (USD 13.1 billion) in revenue

Key Tourism Indicators



8.3 million visitors in 2019, projected to reach 12.6 million by 2028

122.1 million domestic trips in 2019, expected to rise to 165.8 million by 2028

5.7 million jobs in 2019, projected to reach 7.2 million by 2028

National Tourism Development Plan (NTDP) 2023-2028

Increase tourism revenue to

PHP 6,157 billion by 2028.

Promote sustainable tourism practices.

**Develop infrastructure, including roads,
bridges, and waste management systems.**

Partnership with Taiwan

The Taiwan Tourism Authority has been a valuable partner in our sustainable tourism efforts, collaborating with travel agencies and travel associations to develop eco-tourism packages and promote cultural exchange.



Collaboration Opportunities

- Promoting Taiwan and the Philippines as a single destination
- Eco-Tourism Packages: Highlighting our shared biodiversity and natural wonders
- Direct Flights and Travel Routes
- Increasing accessibility and convenience
- Cultural Exchange Programs: For tourism professionals and students
- Sustainable Tourism Practices
Collaborating on environmental conservation efforts
- Tourism Infrastructure Development
- Enhancing airport and seaport facilities
- Human Resource Development
- Training and capacity-building programs for tourism professionals



VISITOR ARRIVALS

JANUARY – MAY 2025

2,547,819

JANUARY – MAY 2025/2024

-0.84%

COMPARED TO 2,569,379
ARRIVALS IN 2024



SOURCE: DOT

TOP VISITOR MARKETS

(AS OF 29 JUNE 2025)

Rank	Country of Residence	Visitor Arrivals	% Share of Total Arrivals	Growth Rate (2024/2023)	Recovery Rate (2024/2019)
1	South Korea	636,312	21.45%	-19.10%	67.95%
2	USA	603,790	20.35%	9.37	102.98%
3	Japan	241,592	8.14%	18.23%	74.25%
4	Australia	167,759	5.65%	18.62%	116.22%
5	Canada	158,966	5.36%	19.20%	121.01%
6	China	132,801	4.48%	-30.17%	15.51%
7	United Kingdom	100,700	3.39%	12.56%	94.00%
8	Taiwan	100,511	3.39%	-11.94%	63.99%
9	Singapore	98,545	3.32%	4.83%	122.04%
10	Germany	49,645	1.67%	3.99%	89.95%
11	Malaysia	49,585	1.67%	-3.43%	67.26%
12	Hong-Kong SAR	49,014	1.65%	-2.06%	111.42%
13	France	45,726	1.54%	18.44%	86.65%
14	India	41,997	1.42%	2.95%	61.70%
15	United Arab Emirates	34,870	1.18%	17.92%	608.13%

NOTE: DATA PER SOURCE MARKET INCLUDES FOREIGN NATIONALS AND OVERSEAS FILIPINOS

SOURCE: DOT

Tourism Growth

INTERNATIONAL VISITOR ARRIVALS

2019-2024

YEAR	ARRIVALS	GROWTH (%)	RECOVERY
2019	8,260,913	15.24%	-
2020	1,482,535	-82.05%	-
2021	163,879	-88.95%	-
2022	2,633,858	1,519.40%	32.13%
2023	5,450,557	105.38%	65.98%
2024	5,949,350	9.15%	72.02%

Source: DOT

Sustainable tourism initiatives



- Tubbataha Reefs Natural Park: UNESCO World Heritage Site and premier diving destination
- Apayao: UNESCO Biosphere Reserve
- Bohol Geopark: Philippines' first UNESCO Global Geopark

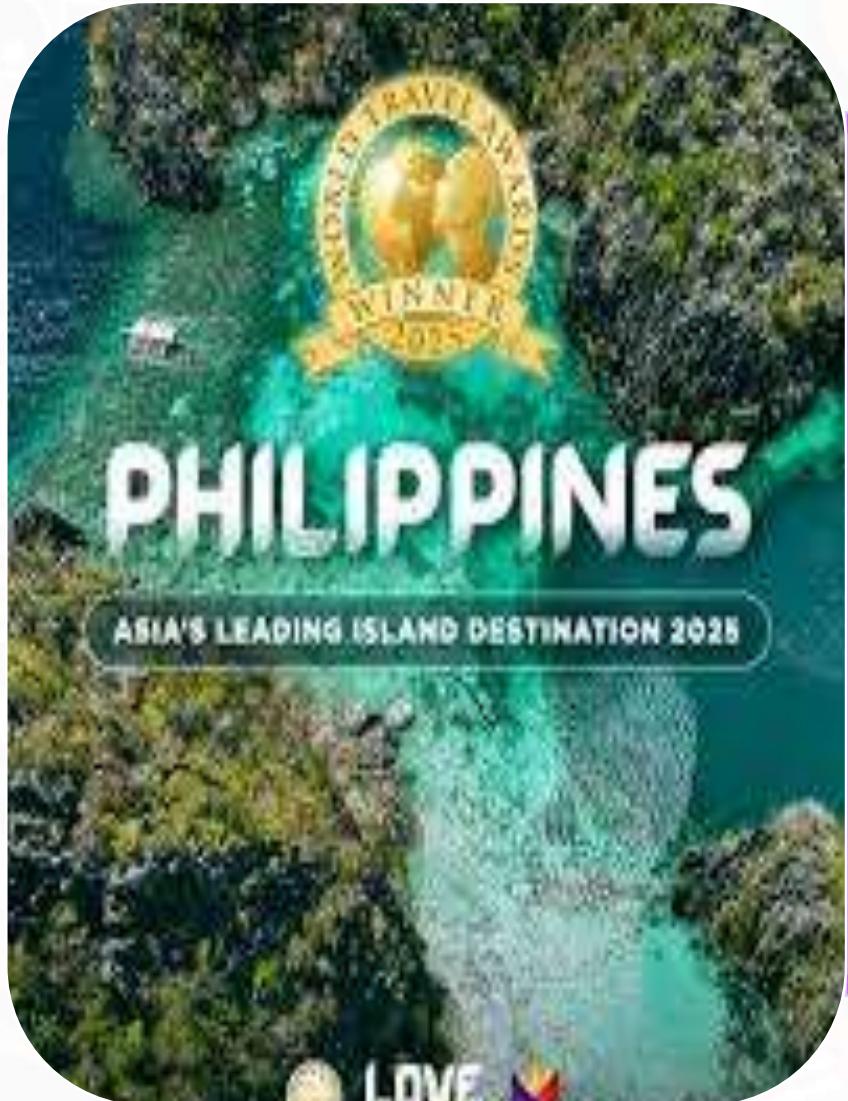
Philippines Sustainable Tourism Model

Protecting Our Oceans

To protect our oceans, we've implemented various sustainable practices, including marine protected areas, sustainable fishing practices, and waste management initiatives.



2025 Philippine Awards and Recognition



- Asia's Leading Beach Destination
- Asia's Leading Dive Destination
- Asia's Leading Island Destination
- Boracay as Asia's Leading Luxury Island Destination
- Clark Freeport Zone as Asia's Leading Meetings and Conference Destination

CALL TO ACTION!

Starting from ourselves is the most effective way to create a ripple effect and inspire others to join the movement towards sustainable tourism. When we make conscious choices in our daily lives, we not only reduce our own impact on the environment, but we also set an example for others to follow. By practicing sustainable tourism habits, we can create a cultural shift and encourage others to do the same.



Remember, every small action counts, and collective efforts can lead to significant positive change! So, let's continue to lead by example and inspire others to join us in making sustainable tourism a way of life.

Michelle G Taylan
GTBA Founding Chairman



THANK YOU
FOR MAKING
ME PART OF
THIS JOURNEY!

