

OFFICE CIRCULAR NO. 2016 - 05

2016 VISITOR RECEIPT/ARRIVAL REPORT

For everyone's information and reference, please find enclosed a copy of the January 2016 Visitor Receipt and Arrival Report.

The said report provides that an estimated visitor receipts of Php 21.94 billion was recorded for the year 2016. On the other hand, visitor arrivals for the first month reached 542,258 visitors registering a double-digit increase of 13.17% compared to the arrivals of 479,149 for the same period in 2015.

Thank you.

04 March 2016.

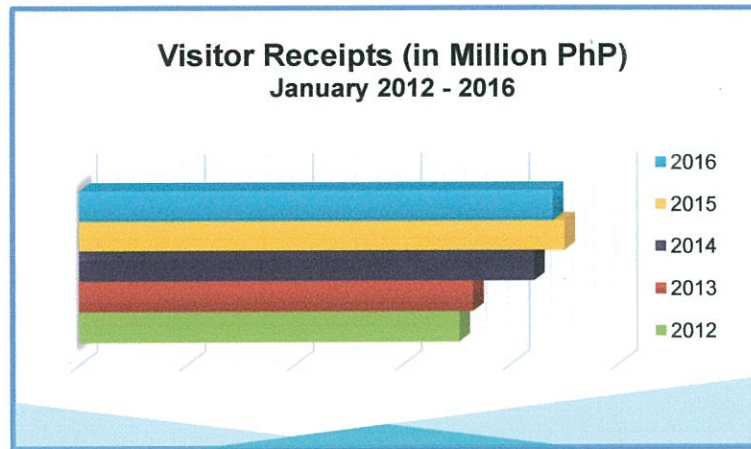
By Authority of the Secretary:


ROLANDO CANIZAL
Assistant Secretary



Department of Tourism

INDUSTRY PERFORMANCE FOR TRAVEL AND TOURISM| JANUARY 2016

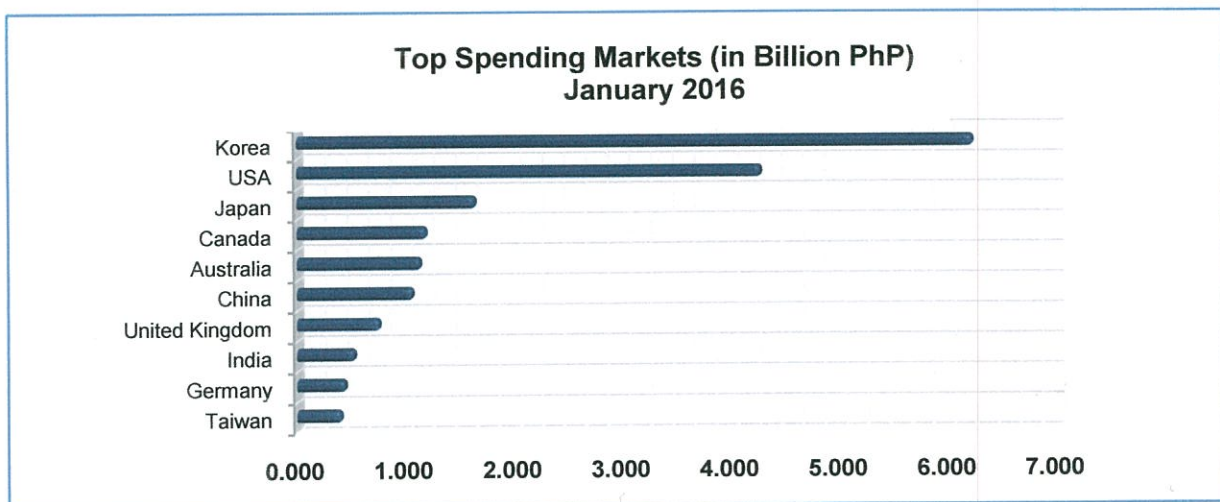


Visitor Receipts. The country generated an estimated earnings of Php 21.94 billion from tourism activities for the month of January 2016.

**Estimated Visitor Receipts
January 2016/2015**

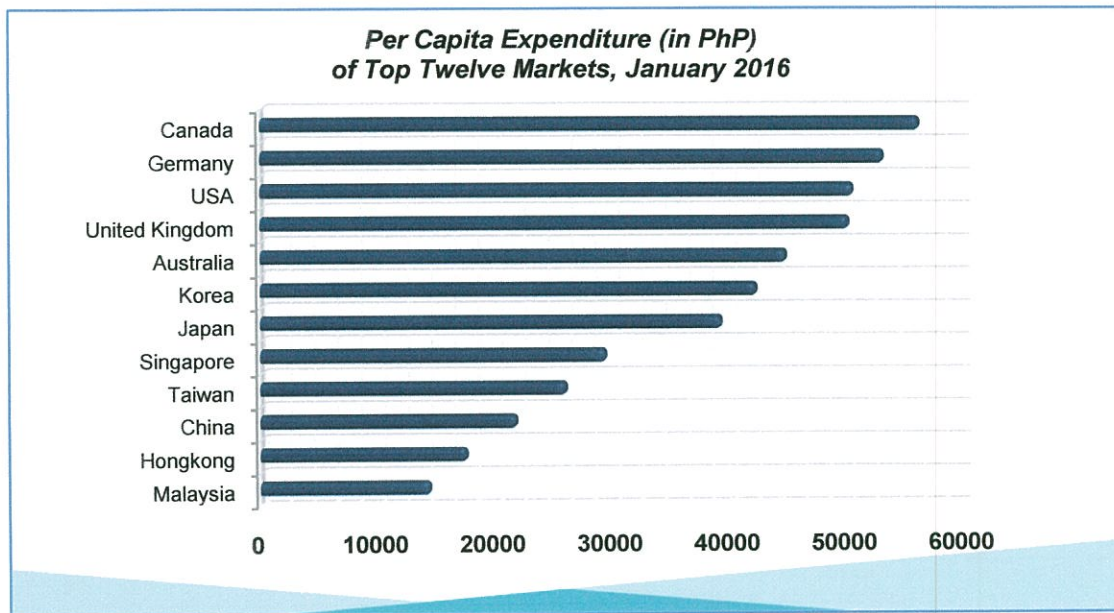
	2016	2015
In Php (Million)	21,941.53	22,480.31

The Average Daily Expenditure (ADE) for the month of January 2016 is Php 4,904.10. On the other hand, Average Length of Stay (ALoS) of tourists in the country for the year is registered at 10.31 nights while average per capita expenditure of visitors for the month was Php 50,561.23.



Korea is still the top spending market with visitor spending accumulating to Php 6.21 billion. U.S.A. ranked second with Php 4.26 billion expenditure followed by Japan which provided Php 1.64 billion spent. Visitors from Canada spent an estimated Php 1.18 billion to become the fourth biggest spending market for the month while Australia occupied the fifth spot with visitor spending at Php1.13 billion for the month in review.

Among the top twelve markets of the country, visitors from Canada recorded the highest per capita spending for the month of January with Php 56,088.87. This was followed by visitors from Germany which provided the second biggest per capita spending of Php 53,039.49. USA ranked third with per capita spending of Php 50,462.85. Other top markets with high per capita spending include United Kingdom with Php 50,097.62, Australia with Php 44,757.31 and Korea with Php 42,217.26.



International Arrivals January 2012 - 2016	
2016	542,258
2015	479,149
2014	461,383
2013	436,079
2012	411,064

Visitor Arrivals. The Year 2016 started the year with high hopes and expectations as visitor arrivals reached an unprecedented 542,258 visitors, posting an increase of 13.17% versus the 2015 arrivals of 479,149 for the same month. This is the first time that inbound arrivals for January breached the 500 thousand mark. The strong performance of the industry is expected to continue this year as the industry is gearing for aggressive marketing activities and international events, such as the holding of the ASEAN Tourism Forum in January, as well as, increasing

awareness of the countries product offerings which will be able to sustain influx of visitors to the Philippines.

By regional grouping, the East Asian region is the biggest source of arrivals with 261,919 visitors, sharing 48.30% to the total visitor volume. It recorded an increase of 15.51% compared to the 226,756 arrivals for the same period last year. Korea, China and Japan which belong to this region accounted for almost 44% of the total volume from this region.

The North American region is the second biggest source by region for accumulating 105,899 arrivals which is higher by 11.33% from the 95,125 arrivals it produced a year ago. This region comprised 19.53% of the total arrivals. Visitors from ASEAN countries accounted for 37,187 arrivals constituting 6.86% of the total inbound traffic. The Australasia/Pacific region provided 30,340 arrivals comprising 5.60% of the total visitor. It grew by 8.64% compared to its arrivals of 27,927 in January 2015. Northern European region provided 25,614 arrivals, sharing 4.72% to total arrivals. It registered a growth of 23.49% from its output of 20,741 arrivals for the same month last year.

Visitor Arrivals To The Philippines By Port Of Entry January 2016					
By Air			By Sea		
Port	Volume	Share (%)	Port	Volume	Share (%)
<i>Manila</i>	374,199	69.01	<i>Manila</i>	3,778	0.70
<i>Cebu</i>	84,200	15.53	<i>Palawan</i>	2,410	0.44
<i>Kalibo</i>	50,901	9.39	<i>Davao</i>	1,327	0.24
<i>Clark</i>	20,360	3.75	<i>Batangas</i>	1,020	0.19
<i>Davao</i>	1,090	0.20	<i>Cebu</i>	490	0.09
<i>Laoag</i>	1,021	0.19	<i>Zamboanga</i>	143	0.03
<i>Palawan</i>	957	0.18	<i>Subic</i>	83	0.02
<i>Iloilo</i>	279	0.08			
Total	533,007	98.29	Total	9,251	1.71

Sources of Data: A/D Cards & Shipping Manifests

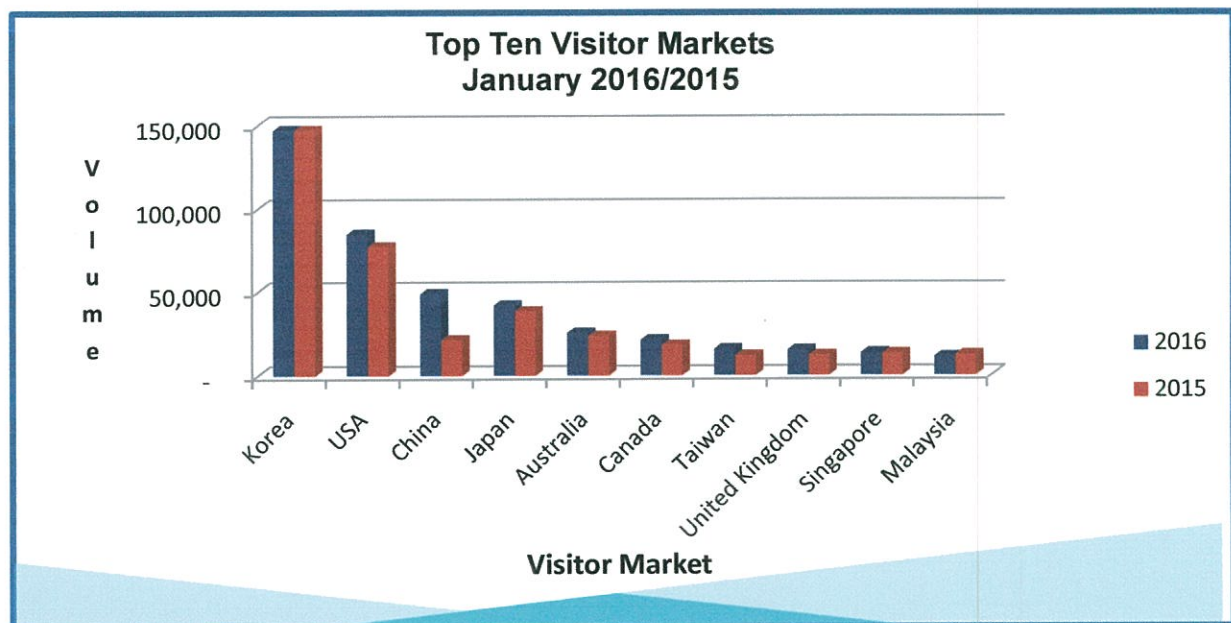
For the month of January, 533,007 visitors entered the country through various airports while the rest at 9,251 visitors entered through various seaports.

The Ninoy Aquino International Airport, as the primary port of entry of the country, welcomed 69.01% of the total visitor volume with 374,199 visitors. Cebu, as the second busiest airport, welcomed 84,200 visitors, a share of 15.53% while Kalibo received 50,901 visitors which constituted 9.39% of the total arrivals. The rest of the airports accumulated 23,707 arrivals for a 4.37% share to total.

Meanwhile, arrivals by sea summed to 9,251 arrivals, of which, the Port of Manila recorded 3,778 arrivals followed by the port in Palawan with 2,410 arrivals. On the other hand, Davao received 1,327 arrivals while the port in Batangas recorded 1,020 arrivals. The rest of the seaports accumulated 716 arrivals.



Countries in Asia supplied 57.13% of the visitors to the Philippines for the month of January 2016 with total arrivals accumulating to 309,790 visitors. Among countries from the East Asian markets, China posted triple-digit gains recording an increase of 130.15%, producing 48,708 arrivals versus its 21,164 production the previous year. The Americas contributed 106,931 arrivals posting a market share of 19.72%. Europe recorded 64,575 arrivals (11.91%) followed by Australasia/Pacific with 30,340 arrivals (5.60%).



Visitor Markets, January 2016. Korea consistently leads the list of top visitor-generating markets by providing 147,165 visitors this month. This market accounted for 27.14%, more than one-fourth of the total arrivals to the country. Canada jumped to 6th place overtaking Taiwan and Singapore while India and Germany claimed the 11th and 12th spot respectively dislodging Hongkong. Among the top 12 markets, China posted a very high growth of 130.15% from January 2015. It is followed by Taiwan with an increase of 31.51%.

The United States of America supplied the 2nd biggest influx of tourist arrivals with 84,506 visitors constituting 15.58% of the total, 9.90% higher than of 76,896 in January 2014. China already claimed the 3rd spot which provided 48,708 visitors, 8.98% share to the total. Japan followed by contributing 41,691 visitors, comprising 7.69% to the total inbound traffic. The 5th major market was Australia with 25,274 arrivals, constituting 4.66% of the total.

Rounding up the top ten visitor markets are Canada (+17.78%) with 21,108 arrivals, Taiwan (+31.51%) with 15,523 arrivals, United Kingdom (+25.95%) with 15,072 arrivals, Singapore (+3.15%) with 13,404 arrivals and Malaysia (-9.69%) with 11,068 arrivals.

High growth markets, January 2016. In addition to the top twelve markets, countries with substantial growth in inbound are: Spain with 2,833 arrivals (+35.75%), New Zealand with 2,011 arrivals (+27.12%), France with 5,356 (+21.23%), Indonesia with 4,590 arrivals (+16.23%), Sweden with 3,569 arrivals (+20.17%), Switzerland with 3,432 arrivals (+14.59%), Netherlands with 3,240 arrivals (+9.53%), and Hongkong with 8,132 (+3.49%).

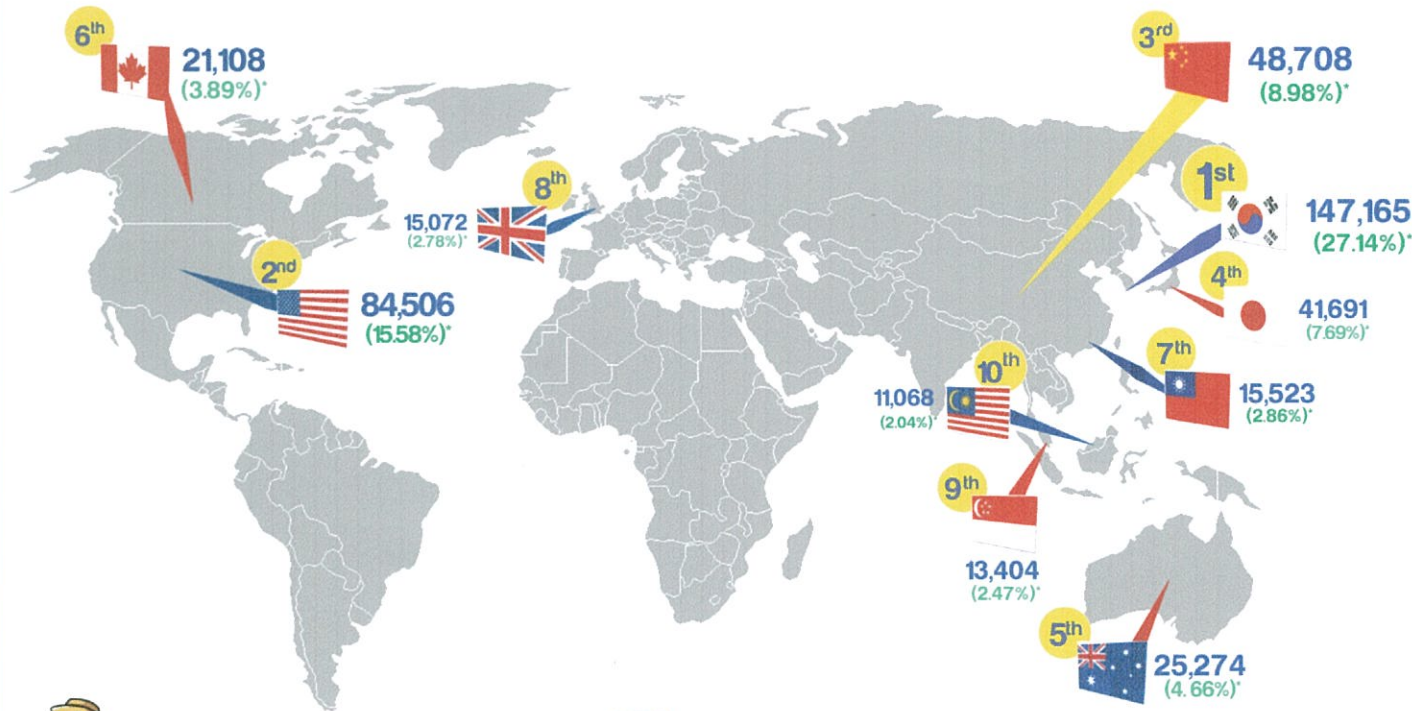
INBOUND TOURISM | JAN 2016

0.542 Million
International tourists

INTERNATIONAL RECEIPTS | JAN 2016

21.941 Billion PhP

TOP TEN VISITOR MARKETS



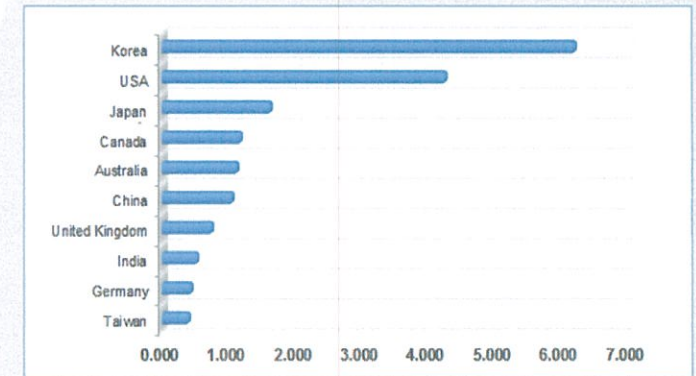
Average Length of Stay

JAN 2016 **10.31** nights
 JAN 2015 **11.51** nights

Average Daily Expenditure

JAN 2016 **4,904.10** PhP
 JAN 2015 **4,284.25** PhP

*Top Spending Markets (in Billion PhP)
January 2016*



International Tourist Arrivals

JAN 2016 **542,258**
 JAN 2015 **479,149**



International Tourist Receipts

JANUARY 2016 **Php 21,941.53 Billion**
 JANUARY 2015 **Php 22,480.31 Billion**

*2016 Share (%)

Source: A/D Cards, Shipping Manifests and Visitor Sample Survey



<http://www.itsmorefuninthephilippines.com/>

**VISITOR ARRIVALS TO THE PHILIPPINES BY COUNTRY OF RESIDENCE
JANUARY 2016**

Country of Residence	JANUARY 2016		JANUARY 2015		% GROWTH RATE
	VOLUME	% SHARE	VOLUME	% SHARE	
ASIA					
<i>ASEAN</i>					
<i>BRUNEI</i>	526	0.10	645	0.13	-18.45
<i>CAMBODIA</i>	301	0.06	219	0.05	37.44
<i>INDONESIA</i>	4,590	0.85	3,949	0.82	16.23
<i>LAOS</i>	102	0.02	93	0.02	9.68
<i>MALAYSIA</i>	11,068	2.04	12,256	2.56	-9.69
<i>MYANMAR</i>	597	0.11	593	0.12	0.67
<i>SINGAPORE</i>	13,404	2.47	12,995	2.71	3.15
<i>THAILAND</i>	4,035	0.74	3,426	0.72	17.78
<i>VIETNAM</i>	2,564	0.47	2,807	0.59	-8.66
<i>SUB-TOTAL</i>	37,187	6.86	36,983	7.72	0.55
<i>EAST ASIA</i>					
<i>CHINA</i>	48,708	8.98	21,164	4.42	130.15
<i>HONGKONG</i>	8,132	1.50	7,858	1.64	3.49
<i>JAPAN</i>	41,691	7.69	38,190	7.97	9.17
<i>KOREA</i>	147,165	27.14	147,163	30.71	0.00
<i>MACAU</i>	700	0.13	577	0.12	21.32
<i>TAIWAN</i>	15,523	2.86	11,804	2.46	31.51
<i>SUB-TOTAL</i>	261,919	48.30	226,756	47.32	15.51
<i>SOUTH ASIA</i>					
<i>BANGLADESH</i>	407	0.08	311	0.06	30.87
<i>INDIA</i>	8,954	1.65	6,221	1.30	43.93
<i>IRAN</i>	179	0.03	213	0.04	-15.96
<i>NEPAL</i>	282	0.05	360	0.08	-21.67
<i>PAKISTAN</i>	388	0.07	391	0.08	-0.77
<i>SRI LANKA</i>	474	0.09	384	0.08	23.44
<i>SUB-TOTAL</i>	10,684	1.97	7,880	1.64	35.58
<i>MIDDLE EAST</i>					
<i>BAHRAIN</i>	314	0.06	302	0.06	3.97
<i>EGYPT</i>	161	0.03	135	0.03	19.26
<i>JORDAN</i>	89	0.02	67	0.01	32.84
<i>KUWAIT</i>	460	0.08	495	0.10	-7.07
<i>QATAR*</i>	386	0.07	302	0.06	27.81
<i>SAUDI ARABIA</i>	4,286	0.79	4,154	0.87	3.18
<i>UNITED ARAB EMIRATES</i>	1,223	0.23	1,169	0.24	4.62
<i>SUB-TOTAL</i>	6,919	1.28	6,624	1.38	4.45
AMERICA					
<i>NORTH AMERICA</i>					
<i>CANADA</i>	21,108	3.89	17,922	3.74	17.78
<i>MEXICO</i>	285	0.05	307	0.06	-7.17
<i>USA</i>	84,506	15.58	76,896	16.05	9.90
<i>SUB-TOTAL</i>	105,899	19.53	95,125	19.85	11.33

**VISITOR ARRIVALS TO THE PHILIPPINES BY COUNTRY OF RESIDENCE
JANUARY 2016**

Country of Residence	JANUARY 2016		JANUARY 2015		% GROWTH RATE
	VOLUME	% SHARE	VOLUME	% SHARE	
SOUTH AMERICA					
ARGENTINA	392	0.07	202	0.04	94.06
BRAZIL	412	0.08	309	0.06	33.33
COLOMBIA	135	0.02	134	0.03	0.75
PERU	67	0.01	46	0.01	45.65
VENEZUELA	26	0.00	17	0.00	52.94
SUB-TOTAL	1,032	0.19	708	0.15	45.76
EUROPE					
WESTERN EUROPE					
ANDORRA	19	0.00	30	0.01	-36.67
AUSTRIA	1,716	0.32	1,617	0.34	6.12
BELGIUM	1,151	0.21	1,000	0.21	15.10
FRANCE	5,356	0.99	4,418	0.92	21.23
GERMANY	8,337	1.54	7,848	1.64	6.23
LUXEMBOURG	89	0.02	63	0.01	41.27
NETHERLANDS	3,240	0.60	2,958	0.62	9.53
SWITZERLAND	3,432	0.63	2,995	0.63	14.59
SUB-TOTAL	23,340	4.30	20,929	4.37	11.52
NORTHERN EUROPE					
DENMARK	2,477	0.46	1,873	0.39	32.25
FINLAND	1,049	0.19	865	0.18	21.27
IRELAND	1,249	0.23	1,112	0.23	12.32
NORWAY	2,198	0.41	1,954	0.41	12.49
SWEDEN	3,569	0.66	2,970	0.62	20.17
UNITED KINGDOM	15,072	2.78	11,967	2.50	25.95
SUB-TOTAL	25,614	4.72	20,741	4.33	23.49
SOUTHERN EUROPE					
GREECE	231	0.04	206	0.04	12.14
ITALY	2,778	0.51	2,649	0.55	4.87
PORTUGAL	297	0.05	222	0.05	33.78
SPAIN	2,833	0.52	2,087	0.44	35.75
SUB-TOTAL	6,139	1.13	5,164	1.08	18.88
EASTERN EUROPE					
COMMONWEALTH OF INDEPENDENT STATES					
RUSSIAN FEDERATION	4,310	0.79	4,804	1.00	-10.28
TOTAL(CIS & RUSSIA)	5,624	1.04	5,955	1.24	-5.56
POLAND	1,284	0.24	948	0.20	35.44
SUB-TOTAL	6,908	1.27	6,903	1.44	0.07
EASTERN MEDITERRANEAN EUROPE**					
ISRAEL	1,620	0.30	1,299	0.27	24.71
TURKEY	954	0.18	546	0.11	74.73
SUB-TOTAL	2,574	0.47	1,845	0.39	39.51

**VISITOR ARRIVALS TO THE PHILIPPINES BY COUNTRY OF RESIDENCE
JANUARY 2016**

Country of Residence	JANUARY 2016		JANUARY 2015		% GROWTH RATE
	VOLUME	% SHARE	VOLUME	% SHARE	
AUSTRALASIA/PACIFIC					
<i>AUSTRALIA</i>	25,274	4.66	23,281	4.86	8.56
<i>GUAM</i>	2,485	0.46	2,490	0.52	-0.20
<i>NAURU</i>	2	0.00	-	0.00	-
<i>NEW ZEALAND</i>	2,011	0.37	1,582	0.33	27.12
<i>PAPUA NEW GUINEA</i>	568	0.10	574	0.12	-1.05
<i>SUB-TOTAL</i>	30,340	5.60	27,927	5.83	8.64
AFRICA					
<i>NIGERIA</i>	163	0.03	91	0.02	79.12
<i>SOUTH AFRICA</i>	435	0.08	340	0.07	27.94
<i>SUB-TOTAL</i>	598	0.11	431	0.09	38.75
OTHERS & UNSPECIFIED RESIDENCES					
	6,679	1.23	4,870	1.02	37.15
TOTAL	525,832	96.97	462,886	96.61	13.60
OVERSEAS FILIPINOS***	16,426	3.03	16,263	3.39	1.00
GRAND TOTAL	542,258	100.00	479,149	100.00	13.17

*Prior to 2009, statistics from this country were lumped under "Others"

**Grouping from UNWTO; prior to 2009, statistics from Israel were lumped under "Middle East" and statistics from Turkey were lumped under "Others"

*** Philippine passport holders permanently residing abroad; excludes overseas Filipino workers

Rank	Country	January 2016	% Share	January 2015	% Share	Growth Rate (%)
1.	KOREA	147,165	27.14%	147,163	30.71%	0.00
2.	USA	84,506	15.58%	76,896	16.05%	9.90
3.	CHINA	48,708	8.98%	21,164	4.42%	130.15
4.	JAPAN	41,691	7.69%	38,190	7.97%	9.17
5.	AUSTRALIA	25,274	4.66%	23,281	4.86%	8.56
6.	CANADA	21,108	3.89%	17,922	3.74%	17.78
7.	TAIWAN	15,523	2.86%	11,804	2.46%	31.51
8.	UNITED KINGDOM	15,072	2.78%	11,967	2.50%	25.95
9.	SINGAPORE	13,404	2.47%	12,995	2.71%	3.15
10.	MALAYSIA	11,068	2.04%	12,256	2.56%	-9.69
11.	INDIA	8,954	1.65%	6,221	1.30%	43.93
12.	GERMANY	8,337	1.54%	7,848	1.64%	6.23

Sources of Data: A/D Cards & Shipping Manifests

Prepared by: Tourism Research & Statistics Division, Office of Tourism Development Planning,
Planning, Product Development and Coordination, DEPARTMENT OF TOURISM

e-mail: mysay@tourism.gov.ph

Visit the Department of Tourism's website at <http://www.tourism.gov.ph>