



INBOUND TOURISM UPDATE

January 2024

In January 2024, international air and sea ports across the country recorded a total of 574,439 visitor arrivals. Among them, 542,066 were foreign nationals, while 32,373 were Overseas Filipinos.

	Visitor Arrivals
Overseas Filipinos	32,373
Foreign Visitors	542,066
Grand Total	574,439

TABLE 1: VISITORS ARRIVALS, JANUARY 2024

In the first month of the year, the Philippines witnessed a promising growth in visitor arrivals with an increase of 23.76% compared to January 2023 which recorded 464,168 visitors.

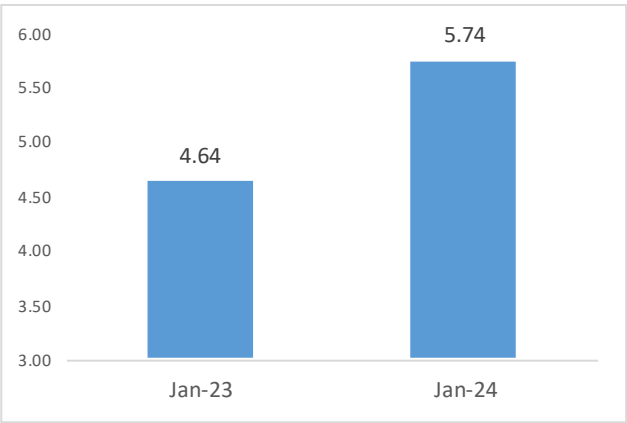


FIGURE 1: JANUARY 2023/2024 (In Hundred Thousand)

KEY MARKETS, JANUARY 2024

The top five markets for this month include South Korea, ranking first with 174,119 visitors, accounting for 30.31% of the total share. The United States of America remained in second place with 93,202 arrivals and a share of 16.22%.

China ascended to the third rank with 33,389 arrivals, making up 5.81% of the total share, and Japan is in fourth place with 28,454 arrivals, accounting for 4.95%. Australia moved down to the fifth place with 28,013 arrivals, representing 4.88% of the total share.

The remaining top ten markets were Canada with 25,088 arrivals (4.37%), Taiwan with 16,678 arrivals (2.90%), the United Kingdom with 14,540 arrivals (2.53%), Singapore with 11,475 arrivals (2.00%), and India claiming the tenth place with 9,865 arrivals, accounting for 1.72% of the total share.

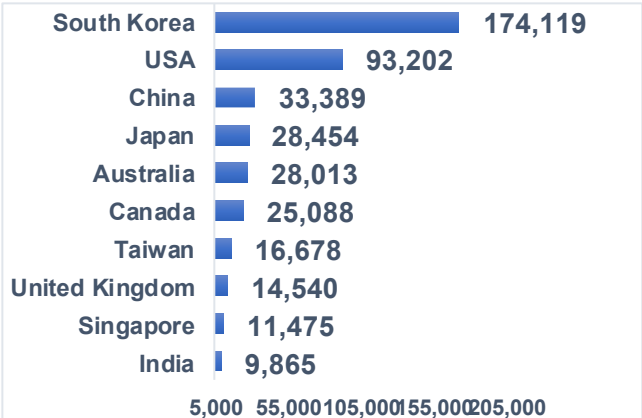


FIGURE 2: TOP TEN VISITOR MARKETS, JANUARY 2024

PROFILE OF VISITORS, JANUARY 2024

Age Group

Inbound travelers aged 35-44 years contributed a share of 18.33% to the total, followed by 25-34 years at 17.98%, and 45-54 years at 17.57%.

Sex

A majority of visitors to the Philippines were male, making up a 54.33% share, while female visitors comprised of 45.66% of the total.



Purpose of Visit

The main purpose of visit of most inbound travelers was Holiday/Pleasure at 71.95% of the total, while 9.80% flew to the Philippines to visit friends and relatives. Visitors on business trips comprised 7.29% of the total arrivals. Other purposes of visit included Education/Training/Studies with 3.29%, Convention/Conference with 0.52%, Health/Medical Reason with 0.28%, Government/Official Mission with 0.07% and Incentive with 0.03%.

Purpose of Visit	% Share
Holiday / Pleasure	71.95
Visit Friends / Relatives	9.80
Business / Professional	7.29
Education/Training/Studies	3.29
Convention/Conference	0.52
Health/Medical Reason	0.28
Government / Official Mission	0.07
Incentive	0.03
Others	6.78

TABLE 2: PURPOSE OF VISIT, JANUARY 2024

AIR VISITOR ARRIVALS, JANUARY 2024

Manila International Airport served as the country's main gateway, welcoming 371,045 or 65.25% of the total air visitor arrivals. The Mactan-Cebu International Airport received a total of 106,671 tourists, accounting for 18.76% of the total share, and arrivals in Clark International Airport reached 42,161 or 7.41%.

In addition, Bohol-Panglao International Airport recorded 24,038 arrivals (4.23%), Kalibo International Airport had 18,825 arrivals (3.31%), Davao International Airport had 3,278 arrivals (0.58%), Caticlan Airport had 2,653 (0.47%), and Puerto Princesa International Airport had 3 arrivals.

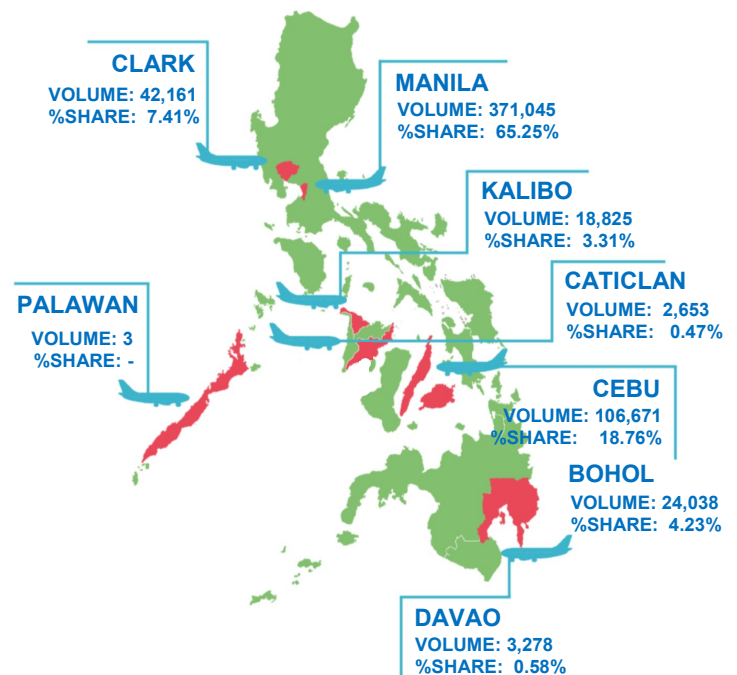


FIGURE 3: ARRIVALS BY AIRPORT OF ENTRY, JANUARY 2024

PORT OF ENTRY, JANUARY 2023/2024

In 2023, the Philippines exceeded its targeted visitor arrivals. This positive outcome signals a thriving tourism sector, contributing to the growth of the tourism industry in the country. With this, the Philippines looks forward to even greater numbers in 2024 and attract an even larger influx of international visitors.

Port of Entry (AIR)	Jan-23	Jan-24	%Change
Manila	329,451	371,045	12.63
Cebu	67,079	106,671	59.02
Clark	35,793	42,161	17.79
Bohol	15,955	24,038	50.66
Kalibo	10,046	18,825	87.39
Davao	2,664	3,278	23.05
Caticlan	1,990	2,653	33.32

TABLE 3: AIR ARRIVALS BY PORT OF ENTRY, JANUARY 2023/2024



VISITOR RECEIPTS

JANUARY 2024

VISITOR RECEIPTS
PHP 36.51 BILLION

▲ 6.71%

For the month of January, visitor expenditure reached about PHP 36.51 Billion, a 6.71% increase from PHP 34.21 Billion in January 2023.

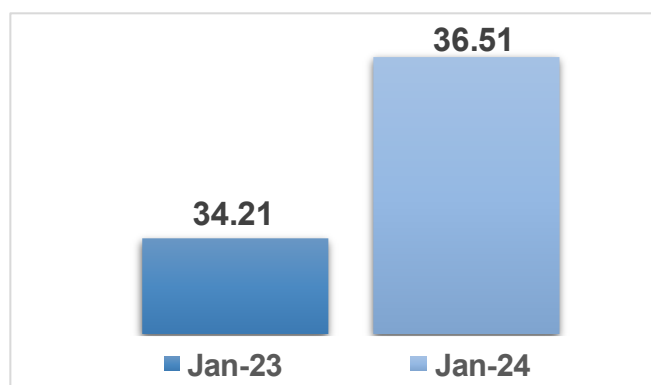


FIGURE 2: VISITOR RECEIPTS
JANUARY 2024/2023
(in Billion PHP)

Top Spending Markets, January 2024

Among the top markets, visitors from South Korea recorded the highest spend, contributing approximately PHP 5.85 Billion. Australia secured the second position with a total expenditure of PHP 3.15 Billion, followed by the UK in the third spot with PHP 1.77 Billion. Canada claimed the fourth rank with PHP 1.20 Billion, and Singapore rounded out the top five with spend reaching PHP 1.20 Billion. Germany occupied the sixth position with PHP 1.13 Billion, China followed at the seventh rank with PHP 1.12 Billion, India at the eighth spot with PHP 1.03 Billion, Japan at the ninth position with PHP 0.96 Billion, and France secured the tenth rank with PHP 0.94 Billion.

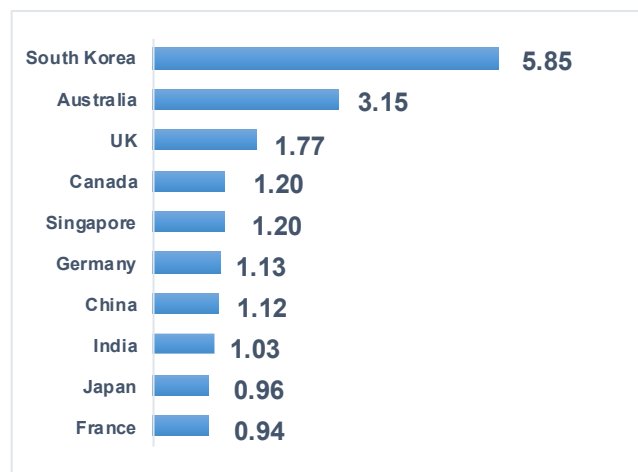


FIGURE 3: TOP SPENDING MARKETS, JANUARY 2024
(In Billion PHP)

The Average Per Capita Expenditure for this month is about PHP 112,441.05. It is estimated that a visitor had an average length of stay of 13.65 nights and an average daily expenditure of PHP 8,237.44 during their visit to the country.

Average Per Capita Spending



2024	PHP 112,441.05
2023	PHP 107,376.53

Average Daily Expenditure



2024	PHP 8,237.44
2023	PHP 8,001.23

Average Length of Stay



2024	13.65 nights
2023	13.42 nights

Notes:

1. Visitor Receipts is computed using the Visitor Arrivals, Average Length of Stay (ALOS) and Average Daily Expenditure (ADE).
2. This is the INITIAL Tourism Receipts computation for 2024, and will be subject to revisions at the end of the year and when there is a change in the methodology.
3. There may be a slight difference in totals due to rounding off of figures.
4. Visitor Receipts is converted into Philippine Peso using the 2024 Average Rate by the Bangko Sentral ng Pilipinas computed at USD 1 = PHP 55.97