



VISITOR ARRIVALS

JANUARY-DECEMBER 2019

VISITOR ARRIVALS
8.26 MILLION

▲ 15%

Tourism in the Philippines marked a new milestone as the year concluded with 8,260,913 visitor arrivals, up by 15.24% compared to 7,168,467 in 2018. This figure hit the 8.2 million target that was set in the National Tourism Development Plan 2017-2022.

KEY MARKETS, 2019

Korea is still the biggest visitor-generating market with a total of 1,989,322 arrivals, 22.48% higher than the arrivals in 2018. Since 2010, this market has consistently topped the list of source markets. This year, Korean tourists arriving through Kalibo airport rose massively by 161.35% with the reopening of Boracay. Growth in arrivals from Korea was also recorded in the airports of Cebu with an 11.20% increase and Palawan with 34.33% growth.

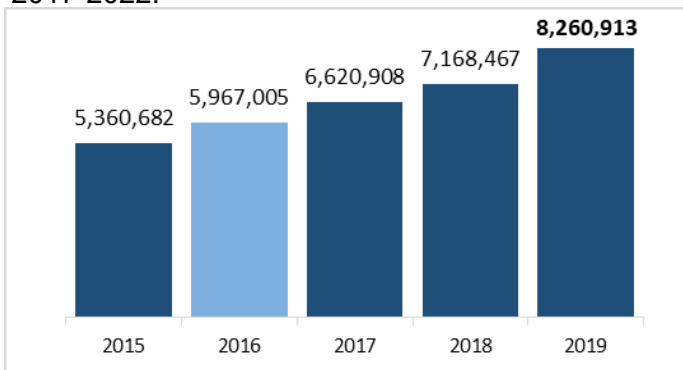


FIGURE 1: INBOUND VISITOR ARRIVALS, 2015-2019

Double-digit growth in arrivals was observed from February to December. The largest volume was recorded in the month of December with 776,798 arrivals, while the highest growth was registered in the month of August with 27.54%.

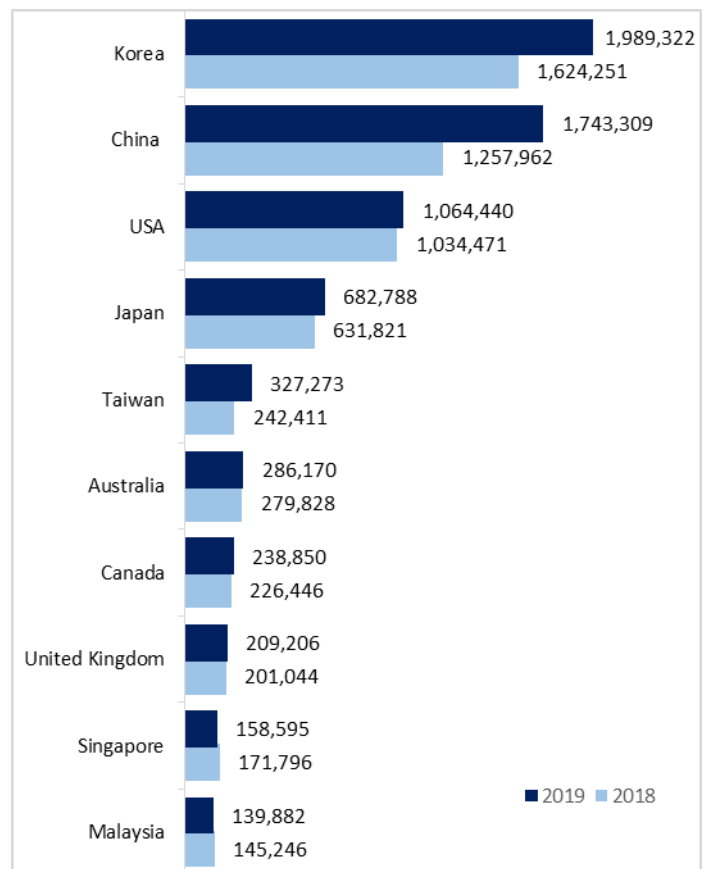


FIGURE 3: ARRIVALS OF THE TOP TEN MARKETS

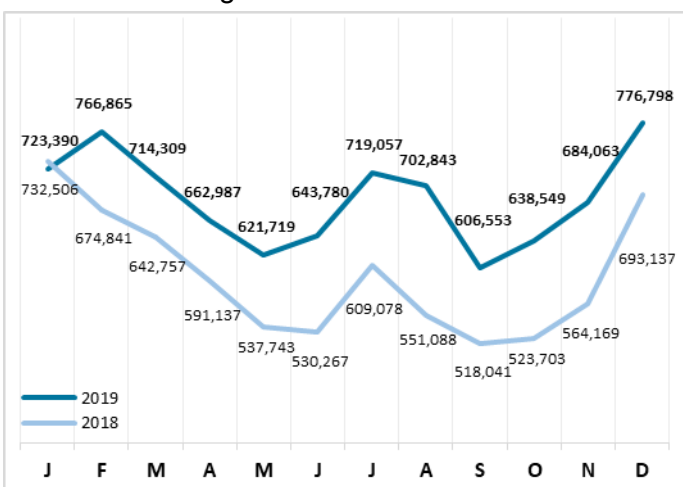


FIGURE 2: MONTHLY INBOUND VISITOR ARRIVALS

China is the second-biggest source of visitors with 1,743,309 arrivals, posting a substantial growth of 38.58% compared to the arrivals in 2018. This market began occupying the second spot in the top source markets in 2017. In 2019, China was the only market to record one million arrivals in NAIA, the major gateway of the country. Moreover, similar to the Korean market, the Boracay reopening attracted many Chinese tourists as arrivals from China to Kalibo surged by 155.64%.

United States of America (USA) still holds the third spot among the top source of visitors with 1,064,440 arrivals, 2.90% higher than the volume in 2018. Increase in arrivals from the USA was recorded in all major ports in the country.

Japan placed fourth in the list with 682,788 arrivals, showing a growth of 8.07% from the arrivals last year.

The Taiwanese market also showed huge growth with 35.01%, accumulating a total of 327,273 arrivals in 2019. Interestingly, the volume of tourists from Taiwan to Kalibo was about five times higher, from 6,220 arrivals in 2018 to 37,117 arrivals in 2019.

Australia, Canada, and the United Kingdom all posted positive growth rates in the year in review and remained as reliable sources of visitors. Australia provided 286,170 arrivals with 2.27% growth; Canada contributed 238,850 arrivals with a 5.48% increase while United Kingdom supplied 209,206 with a 4.06% increment.

Completing the top ten markets are neighboring markets Singapore and Malaysia. Visitor count from Singapore reached 158,595 arrivals while Malaysia recorded 139,882 arrivals. India and Germany took the 11th and 12th spots respectively by generating more than 100,000 visitors.

BY PORT OF ENTRY, 2019

Air arrivals comprised 98.04% of the total inbound visitors, equivalent to 8,099,210 visitors. The Ninoy Aquino International Airport, as the main gateway of the country, welcomed 5,087,896 arrivals. Cebu received 1,683,945 visitors and Kalibo Airport recorded 772,501 arrivals. Arrivals in Clark International Airport summed up to 436,235 while the rest of the airports accumulated 118,633 arrivals.

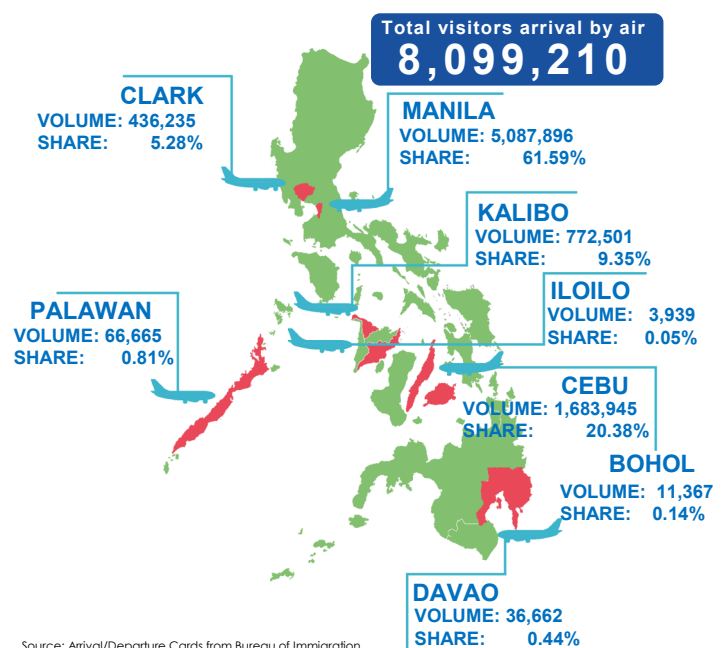


FIGURE 4: AIR ARRIVALS BY PORT OF ENTRY