
PHILIPPINES TOURISM 2014

Department of Tourism

As the Philippines prepares for the ASEAN Integration in 2015, the Department of Tourism is also proactively organizing and participating in activities, trainings, and events for the development of the tourism industry.

TOURISM INDUSTRY PERFORMANCE

RANK	COUNTRY	2014	2013	GROWTH RATE
1	KOREA	1,175,472	1,165,789	0.83%
2	USA	722,750	674,574	7.14%
3	JAPAN	463,744	433,705	6.93%
4	CHINA	394,951	426,352	-7.37%
5	AUSTRALIA	224,784	213,023	5.52%
6	SINGAPORE	179,099	175,034	2.32%
7	CANADA	143,899	131,381	9.53%
8	TAIWAN	142,973	139,099	2.79%
9	MALAYSIA	139,245	109,437	27.24%
10	UNITED KINGDOM	133,665	122,759	8.88%
11	HONGKONG	114,100	126,008	-9.45%
12	GERMANY	72,801	70,949	2.61%
	OTHERS	925,885	893,197	3.66%
	GRAND TOTAL INCLUDING OTHERS	4,833,368	4,681,307	3.25%

The Philippines received 4,833,368 arrivals in 2014. This figure represents a 3.25% growth from the 4,681,307 arrivals in 2013. Korea is still the largest tourist market source for the country with 1,175,472 arrivals, accounting for 24.32% of the total. It is followed by USA with 722,750 arrivals (14.95%), Japan with 463,744 arrivals (9.59%), China with 394,951 arrivals (8.17%), and Australia with 224,784 arrivals (4.65%). As of October 2014, the arrivals generated an estimated Php172.65Billion visitor receipts. This shows 7.14% growth from the same period in 2013.

STANDARDS

The Department, in its aim to improve the quality of service, conducts several trainings for Tourism front liners and service providers. In 2014, the Department conducted 116 manpower trainings in the different region and 24 trainings for tourism front liners, registering a total of 2,628 participants and 44 tourism-related seminars and workshops for 2,307 participants, as well as two (2) trainings for tourism professional qualification standards enhancement. They also organized six (6) briefing seminars on ASEAN Mutual Recognition Arrangement (MRA) on Tourism Professionals for 404 participants. The Department also supports its regional offices in conducting manpower development and training. They assisted in six (6) trainings in the National Capital Region, four (4) in Region III, one (1) in Cordillera Autonomous Region, and one (1) in the Autonomous Region of Muslim Mindanao.

In preparation for the Philippine hosting of the Asia-Pacific Economic Cooperation Meetings in 2015, the Department endeavors to promote the “Filipino Brand of Service” among the tourism establishments in the country. For 2014, a total of 12 consultation workshops were conducted.

INVESTMENTS

The Philippines received 16 tourism projects in 2014. These projects amount to Php 33.94 Billion, requiring 2,533 manpower. Some of the notable among the investments are: Hilton Hotel in Newport City with a room capacity of 388 rooms; Hotel Specialists, Inc. in Mall of Asia complex with 347 rooms; Solaire Resort and Casino Manila in Parañaque City with 312 rooms; and Bai Hotel in Mandaue City with 638 rooms. In addition, the Department organized tourism investments selling missions in Paris, France and Madrid, Spain, as well as Dubai, United Arab Emirates.



PRODUCT DEVELOPMENT

A Tourism Working Group (TWG) was formed to develop the Tourism Guidebook for Local Government Units (LGU) to be used by LGUs in formulating tourism plans. The TWG is composed of representatives from the Department of Tourism, Department of Interior and Local Government, Department of Environment and Natural Resources, and the Development Academy of the Philippines and their consultants. The guidebook also contains templates and forms for LGUs to pattern their plans after. The guidebook was pilot tested in Negros Occidental. Subsequently, an orientation for DOT planning officers was also organized.

MARKET DEVELOPMENT

In order to increase its market, the Department continues to develop and participate in various activities to attract more tourists. They identified potential country market sources, namely, Thailand, Indonesia, Viet Nam, Russia, Indonesia, and Middle East, to focus on. There are also niche tourism markets identified such as cruise, dive, medical and wellness, and English as second language. In relation to this, they also assisted in the development of new routes.

The DOT participated in approximately 67 travels fairs and trade shows such as Moscow International Festival-The Golden Dolphin Show and Moscow International Travel and Tourism Exhibition in Russia, Salon de la Plongee Sous Marine 2014 in Paris, France; Outbound Travel Mart- Mumbai and Delhi, India; TTC Travel Mart and

Astindo Fair in Indonesia; Routes Asia 2014 in Kuching, Malaysia; and the Arabian Travel Mart in Dubai, United Arab Emirates. They also organized six (6) shows and 34 joint promos, mostly with tour operators and airlines. At least ten (10) selling missions and approximately 55 familiarization trips were also conducted. As a directive from the secretary, the conduct of familiarization trips were increased as it is seen as an effective promotion tool. The sites visited in the familiarization tours include Manila, Boracay, Palawan, Bohol, Cebu, Laguna, Ilocos Norte, Pampanga, Cebu, Mindoro, Batangas, Davao and Bicol Region. Sales calls and selling missions were also conducted. Additionally, the Department increased its reach through continually developing DOT websites in foreign languages such as Thai, Viet Nameese, Japanese and Korean. The Philippines is now also being marketed as a wedding destination.



The Visit Philippines Year 2015 campaign was launched at the end of 2014. The market groups also conducted various promotions and campaigns for their market groups. Photography workshops, trainings and competitions were held for the dive market. The Department also attended meetings and conducted inspections for the medical and wellness market.

Moreover, the department also supported in the opening of new routes such as Kuala Lumpur-Kalibo (Air Asia), Singapore-Kalibo (Silk Air), Xiamen-Kalibo (Cebu Pac), Manila-Haneda (PAL), Manila-Narita (Cebu Pac), Manila-Haneda (ANA), Manila-Riyadh (Cebu Pac), and Manila-Dammam (Cebu Pac).

Related to this, the Department won the bid to host the Routes Asia 2016.

PARTNERSHIPS

The Asian Development Bank (ADB) and the Canadian Government provided technical assistance to DOT on Improving Competitiveness in Tourism. It has three (3) main components: 1.) Regulatory Impact Assessment (RIA), which focuses on the development and implementation of a RIA work plan; 2.) Hotel and Resort Quality Assurance and Accreditation System, which is geared towards the improvement of the service of hotels, and 3.) Tourism Industry Skills Development Program for strengthening the industry through planning, analysis and quality management. For RIA, Regulatory Impact Statements on scuba diving, cost recovery of accreditation fees, travel tax, duty-free availment privileges for tourists, membership application fees for retirees, marine interaction guidelines, and

transportation in Intramuros are being processed. For the Hotel and Resort Quality Assurance and Accreditation System component, researches and studies are being conducted on the Star Grading classification and Small Accommodation accreditation. A month long orientation program and induction training for the newly appointed International Grants Manager was conducted, relative to the third component. Industry Skills Grant Support training activities were also organized, monitored and evaluated.

The DOT-DPWH Convergence Program on Enhancing Tourism Access is still on-going. The program identifies vital access roads, airport, seaports and other infrastructure requirements in identified tourism areas. In 2014, 53 road projects were completed, amounting to Php16.7 Billion. The program will continue until 2016.

Under the initiative of the DOT and the United States Agency for International Development – Advancing Philippine Competitiveness (USAID – COMPETE), the Bohol Tourism Recovery Plan was created to bring back the confidence of the international and domestic traveler markets to the tourism destinations affected by the 7.2 magnitude earthquake in 2013, while ensuring that local communities continue to benefit through creation of jobs and livelihood opportunities for enhanced and new tourism products. The recovery plan included series of meetings, site validations and the development of a new Bohol advertisement, incorporating the Visit Philippines Year 2015. The recovery plan was turned over to LGUs in May 2014, however, they still continued to conduct trainings and workshops for LGUs and stakeholders.

GENDER AND DEVELOPMENT



Launching of the Gender Tool Kit

The Department also continues to push for the mainstreaming of Gender and Development (GAD). In April 2014, they conducted the Training for the Trainers in Batanes. The GAD Module and Gender Kit has also been finalized and launched in October 2014. The said module was pilot tested on tourism stakeholders in Cebu. A Gender Mainstreaming and Monitoring System Orientation was also conducted among the DOT attached agencies.

PHILIPPINE HOSTED EVENTS

The Department continues to make its presence felt in the international scene. The DOT participated in various tourism meetings and forums in fulfillment of their roles as a member of international tourism organizations such as the United Nations World Tourism Organization (UNWTO), Association of South East Asian Nations (ASEAN),

and Asia Pacific Economic Cooperation (APEC). The meetings and forum include, the ASEAN Tourism Forum 2014 in Kuching, Malaysia; 98th Session of the UNWTO Executive Council Meeting in Madrid, Spain; ASEAN Tourism Working Group in Yangon, Myanmar; and APEC Tourism Working Group in Peru. Through these, the Department was able to strengthen its networks in the tourism industry as well as adopt best practices from other member countries.

In February 2014, the Department, along with Discovery Mice, a UNWTO affiliate, co-organized the World Ecotourism Conference with the theme “Marine and Coastal Ecotourism: Oceans of Uncertainties, Waves of Opportunities”. The event was held in Cebu City, followed by a technical tour in Bohol.

Furthermore, the ASEAN Workshop on Establishing a Monitoring and Reporting Committee for the Implementation of the ASEAN Climate Change and Tourism Framework and Formulation of Work Plan for 2015 Onwards was hosted by the DOT in April 2014, as the Philippines is the ASEAN lead coordinator for climate change. The participants from ASEAN NTOs were able to agree upon their course of action for the implementation of Climate Change and Tourism Framework.

The DOT also hosted the UNWTO Meetings and International Conference for Tourism and Climate Change held in Legazpi, Albay in May 2014. The Legazpi Declaration on Tourism’s Response to Climate Change was signed during the said event. The signatories of the declaration were members of the private sector pledging to adhere to the Declaration.

On 26 June 2014, the Philippine Cruise Industry Workshop was also organized in partnership with Cruise Lines International Association to better equip the participants with knowledge in the present cruise industry.

In October, the Department hosted the Regional Workshop on the ASEAN Tourism Strategic Plan and the ASEAN Tourism Working Group and Committee Meetings in week-long event, held in Ortigas, Metro Manila. Among others, the said event gave a venue for ASEAN NTOs to convene and exchange updates and ideas on ASEAN tourism projects.

Moreover, the National Conference on Sustainable Consumption and Production in the Tourism Industry was held in November 2014 to share best practices in sustainable consumption and production among the participants. Government agencies, private sector, Regional Ecotourism Committee, and members of the academe participated in the event. It was co-sponsored by the United Nations Environment Programme, and the United States Agency for International Development.

AWARDS

The Philippines received the following tourism-related awards and citations in 2014:

- Top 25 countries to retire to in 2015 (Forbes)
- Philippines, a must see destination in 2015 (Lonely Planet)
- Manila, one of the top 30 cities in the world (JLL, Global Real Estate Services)
- Manila, among world's most affordable cities for young people (Youthful Cities Affordability Index – UK)
- Vigan, one of the New Seven Wonder Cities of the World (World of New 7 Wonders)
- Palawan, most beautiful island in the world 2014 (Huffington Post Travel)
- Malapascua, Cebu and Virgin Island, Bohol, listed paradise islands in Asia (Theguardian.com)
- Palawan and Boracay, top spots for world's best island destinations (Conde Nast Traveler's Readers' Choice Award)
- Philippines as destination of the year 2014 (TTG Asia)
- Philippines among 20 destinations for 2014 (UK Telegraph)
- Enchanted River in Surigao is one of 32 magical destinations in this lifetime (Buzzfeed.com)

REGIONAL OFFICES

The Department of Tourism National Capital Region (NCR) office provided technical assistance for tourism product development related activities in Metro Manila such as the development of a historical-cultural tour in the University of Sto. Tomas, assistance to Fort Bonifacio Development Corporation in making Bonifacio Global City tourist friendly, and the Pasig River development through the Pasig River Rehabilitation Commission. For the Local Government units (LGUs) and tourism stakeholders, the office conducted seven (7) capacity building programs in the areas of planning, statistics, and customer service. The office also provided 18 seaport assistance at Manila South Harbor, as Cruise Tourism is now one of the fastest growing segments in the tourism industry. Several exposure tours for international media groups, tour operators, and stakeholders were conducted to generate awareness on the capital city. Internationally, they participated in the Cruise Shipping Miami and organized the Philippine Sales Mission and Roadshow to Canada to establish linkages with tourism industry partners. Domestically, they attended the Philippine Travel Mart, Maginhawa Food Festival, and the Metropolitan Medical Center College of Arts, Science and Technology Diamond Events "Brings You Intramuros".

CAR Regional Office formulated the Ifugao Provincial Development Plan and the Tuba Municipal Tourism Development Plan. In product development, the office was

able to come up with the Hungduan community-based tourism product, which is a marketable trekking package participated by locals, as well as the development of Naneng as a Heritage Village.

Under the Department of Tourism (DOT) and Department of Public Works and Highways (DPWH) Convergence Program, Regional Office (RO) 1 inspected the proposed Tourism Road Infrastructure Project Prioritization Criteria (TRIPPC) sites in Calasiao, Malasiqui, Manaoag, Lingayen, Labrador, and Rosario, as well the on-going and for implementation TRIPPC projects. Other projects include the conduct of a Tourism Convention themed “Expanding Tourism in Region 1” attended by various stakeholders, manpower trainings, and attendance to various meetings and events. The RO also provided financial assistance to festivals and local tourism-related events in the region.

In 2014, RO2 validated, implemented, inspected, and monitored 22 projects under the Grassroots Participatory Budgeting. They also participated in the Sales Mission in Canada which resulted to the negotiations for the tour package “Winter Escapade” in the region. For the period in consideration, RO2 also launched Philippine Tourism Star, Bangon Tours, and conducted awareness programs on the Mutual Recognition Arrangement and Heritage Act of 2009. They also had trainings on product and market development. Subsequently, they inspected and evaluated sites for product development.

RO3 participated in the central office’s consultation workshop on the Filipino Brand of Service, in preparation for APEC 2015. They also organized seminars and workshops for their tourism stakeholders, including, Tourist Oriented Police for Community Order and Protection, Tour Guiding Refresher Course with mock tour for volunteer tourist guides, seminar on eco-guiding for Aeta guides, protocol seminar for PNP, festival planning and management seminar, waitering and bartending seminar, multi-skills training, Korean language courses for PNP, and Kulinarya seminar. An orientation seminar on online accreditation and procedures for stakeholders was also conducted. They also provided technical assistance in the various festivals and local activities such as the annual Century Tuna Triathlon held in Subic Bay, Free Port, and the 3rd Health and Wellness Expo by Spa and Wellness Association of Pampanga. RO3 also co-organized the North Philippines Tourism and Travel Expo with Regions 1, 2 and CAR.

RO4 was able to produce provincial brochures for both the CALABARZON and MIMAROPA areas for the first semester of 2014. They participated in seven (7) marketing activities including sales missions, fairs and other events. They also hosted several invitational programs for media and travel trade. In 2014, RO4 office branched out into two offices, separating Region 4A and 4B.

RO 4A coordinated with the Department of Environment and Natural Resources (DENR) to study about the Carrying Capacity and Conduct of Visitor Satisfaction Survey for Taal Volcano Island in Talisay, Batangas. Several product development projects were also undertaken in various sites such as the White water adventure in Camp Allen, Sta. Cruz, Laguna; Agri-tourism site in Lobo; Batangas, Seven Lakes of San Pablo; and Tiaong, Quezon. The office also conducted a site validation for the removal of informal settlers in San Juan, Batangas. They provided support for the festivals in the region.

On the other hand, RO 4B prepared a Memorandum of Agreement and Terms of Reference for the Site Planning formulation of the Municipality of Bongabong in Oriental Mindoro. They also conducted several training workshops. They also hosted exposure trips of MIMAROPA destinations in Coron and Puerto Princesa, Palawan for media, tour operators, and stakeholders.

RO5 had a noteworthy first semester as they hosted their first international event, the UNWTO Meetings and International Conference on Climate Change. During the said event, the Legazpi Declaration, Tourism's Response to Climate Change was also signed. The event was graced by representatives from other ASEAN and UNWTO countries as well as the UNWTO Secretary General and high officials, and the President Benigno Aquino III. There are around 300 tourism player participants who attended the event. In addition, they also organized tourism sales missions for Hong Kong and Taiwan, to create awareness of Bicol, as well as to negotiate for the hosting of Hong Kong Travel Association. The Regional Development Committee also approved the Area Development Plan for ALMASOR Tourism Alliance. Camarines Sur was also subjected to site validation and assessment to identify the areas that are most feasible for tourism development.

Capacity building trainings such as the Basic Tourism Statistics Training Mentoring Activity were conducted by RO 6 for their stakeholders. They also assisted LGUs and stakeholders. The most notable among these is the launching of "Experience Western Visayas", a campaign to entice more tourists to visit Region 6. Likewise, their new tourism products, Cruise and Drive Tours and Bridges of Blessings Tour are still on-going. The Cruise and Drive Tour aims to connect the three Islands of Western Visayas: Panay, Negros and Guimaras; while the Bridges of Blessings Tour aims to raise awareness on the people behind the bridges in Iloilo City and their virtues that are blessings to present day Ilonggos. The office also participated in sales missions and travel fairs in Singapore, Malaysia, Japan and USA. Remarkably, Savannah City, Oton, Iloilo was included in Guinness Book of World Records for the Light of Peace in the Philippines, holding the record for the "largest flaming image of words". They also hosted a reception for the MS Superstar Cruise Ship to promote Boracay Island and Aklan.

The first semester of 2014 was noteworthy for RO 7. They hosted the 5th World Ecotourism Conference with the theme “Oceans of Uncertainties, Waves of Opportunities”. The conference was attended by 400 tourism stakeholders participants. The National Ecotourism Strategy and Action Plan was launched in the event and adopted by the Secretaries of the Department of Tourism and Department of Environment and Natural Resources. The said conference was originally scheduled in November 2013 but was postponed due to the earthquake and typhoon Yolanda. The conference also included a technical tour in Bohol. In terms of tourism development and planning, the RO conducted a value chain analysis and tourism awareness seminar in Bantayan Island, Negros Oriental and Siquijor; consultation meetings and workshops for the DOT-DPWH programs; and industry manpower trainings such as Basic Korean Tour Guiding, Skills Training for Community Guides, Tourism Awareness Seminar for TOPCOPs, and Basic Date Gathering Workshop for Statistics, to name a few. They also had ecotourism activities such as the Promotion of Green Economic Development, along with the Department of Trade and Industry (DTI) and Deutsche Gesellschaft fur Internationale Zusammenarbeit (GIZ). In addition, the region is developing products in various ecotourism sites. They also did site inspection in the proposed wild boar farm in Bohol.

RO 8 continues to get back after being stricken by Typhoon Yolanda in 2013. In 2014, they prepared, implemented and monitored the Yolanda Comprehensive Rehabilitation and Recovery Plan. This plan aims to develop livelihood and infrastructure plans to “build back better” for the recovery of the affected localities. Moreover, industry manpower trainings were conducted to enhance the skills of industry workers. They also developed an Underwater Dive Photography Workshop as a tourism product.

Similar to most Regions, RO9 also conducted manpower trainings on Tourist Reception and Guiding Techniques, and Crisis Management and Tourist Safety and Security Seminar for TOPCOP (TOPCOP II). They also conducted familiarization tours for Davao media practitioners, and Philtoa and Travex tour operators. There was also a familiarization tour for Bird Festival media, as they supported this event of the Wild Bird Club of the Philippines. Furthermore, the office initiated “The Real Mindanao Story” where students from Zamboanga City would help change the image of Mindanao by posting positive news, reviews and comments about Mindanao on the internet. They also unveiled the marker for the Shinryu Maru Incident, which would be a new tourist destination. The Sta. Cruz Community Based Ecotourism Project is still on-going.

The Pasundayag Northern Mindanao is the major accomplishment of RO 10 for the first semester of the year. It is a week-long showcase and selling of their tourism products. The event registered 27,000 visitors and generated Php842,000.00 income. Also, the regional office held Technical Orientations for the LGUs, focusing on accomplishing statistical forms, criteria for road projects, and information on the

Grassroots Participatory Budgeting Projects (GPBP). In relation to this, they are closely coordinating with the LGUs for the identified 2014 GPBPs. Workshops on foreshore lease endorsements and capability building activities were also conducted for the private sector and LGUs.

RO 11 launched the Visit Samal Campaign to increase tourist traffic in the Samal Island. This includes newspaper advertisements in the three major newspapers in Davao. They are also continuously developing tourism products in Mt. Apo, Mt. Hamiguitan, and Kiblawan Municipality. Trainings for tourism stakeholders on front office operations, housekeeping procedures, effective customer service, and disaster preparedness were conducted as well. The RO conducted tourism planning for Davao del Sur and Davao Oriental.

RO 12 was able to prepare three (3) plans in the first half of 2014 namely Annual Physical and Financial Plan, Strategic Regional Ecotourism Plan, and Strategic Community Based Eco Tourism Plan. They were also able to conduct several manpower training programs; most were identified by tour operators and stakeholders alike as a need. The trainings were on the Filipino Brand of Service, Eco-naturalist Guide, ASEAN MRA, Training of Drivers as Tourism Front liners, Homestay Training, Spiel Development workshop for tour guides, and Getting to Know Your Tourists. Similarly, they also conducted activities such as team building with tourism officers from LGUs, tour operator's course, and festival management. The latter activities cited are not regularly conducted but were organized to promote cooperation among the stakeholders, that they may meet their tourist arrival targets and accreditation targets. The RO also provided support in local festivals. In addition, the RO planned activities and side events for the Paragliding World Cup, which may eventually become an annual event.

RO 13 formulated Ecotourism Management Plan in Agusan Marsh and Region-wide Solid Waste Management Plan to address environmental issues concerning tourism enterprises and stakeholders. They also arranged capability-building programs to capacitate tourism frontliners, and arranged a Provincial Tourism Summit to update tourism stakeholders on the latest issues and trends in tourism concerning the region. They also organized the Caraga Culinary Live Show Competition. In partnership with the DOT Central Office, the RO also conducted the Workshop on Doing Business in Free Trade Areas (DBFTAs): Integrating the Tourism Sector in the ASEAN Economic Community 2015. The said workshop in Butuan was attended by tourism industry players (hotels, tour operators, tour guides) and other government agencies such as Department of Trade and Industry and Department of Education. Major issues on infrastructure, tourism standards, mutual recognition arrangements and AEC 2015 information campaign were raised and addressed during the open forum.

ATTACHED AGENCIES

The Tourism Infrastructure and Enterprise Zone Authority (TIEZA) generated a total of Php1.7B revenue in 2014. 84.21% of this revenue is from the travel tax collections which amounted to Php1.431B. The travel tax collection itself had a rise of 3.38% from the 2013 revenue of Php1.385B for the year. Other collections such as Processing fee, Rent Income and Other Business Income also increased impressively at 2.22%, 15.06% and 94.20%, respectively. In addition, 22 projects were completed in 2014, bearing an aggregate cost of Php389.08M. Through these implemented tourism projects, approximately 6,416 jobs, mostly blue collar, were generated.

The Tourism Promotions Board (TPB) is tasked to market and promote to the major tourism markets. As of September 2014, they conducted 67 MICE assisted activities, 61 invitationals, and 7 special projects. They also participated in 32 international trade and consumer fairs, and 14 domestic travel fairs. The major travel fairs include Internationale Tourismus-Börse (ITB) Berlin, World Travel Mart (WTM) in London, Asia Dive Expo (ADEX) in Singapore, World Travel Fair (WTF) in China, and Korean Travel Fair (KOTFA) among others. They also organized the Philippines MICE Conference (MICECON 2014) on 4-7 June 2014 in Clark, Pampanga as a TPB organized institutional project.

Intramuros Administration (IA) continues its restoration, conservation and maintenance activities through the reconstruction of San Ignacio Church, Maestranza Project reassessment for rebidding, rehabilitation of electrical connection at Plaza San Luis and preparation of bidding documents for the TIEZA endorsed and approved projects. IA organized Fort Santiago Cultural Show as a tourism promotion activity. Likewise, they co-sponsored the events Fete de la Musique 2014, Outbreak Zombie Manila Run, Via Crucis, and Pasyal Sunday.

National Parks Development Committee worked on the development, maintenance, and rehabilitation of assigned parks, center islands, and plazas in Rizal Park, Pook ni Mariang Makiling, Paco Park, and T.M. Kalaw center island in 2014. Likewise, they organized recreational, cultural, and educational programs and activities such as Concert at the Park, Paco Park Presents, Lights and Sounds Presentation (The Martyrdom of Dr. Jose Rizal), and hosting of big and special events. These are geared towards the promotion of Filipino culture, traditions and values.

The Nayong Pilipino Foundation (NPF) continuously promoted Philippine heritage and culture through educational tours. The Nayong Pilipino Clark Expo has received more than 500,000 visitors. NPF aims to instill national pride to our fellow Filipinos by showing the greatness of the Philippine heritage, culture and arts. Nayong Pilipino maintains its Orchidarium, not only for park beautification, but also to produce new varieties of orchids and that will eventually make the Philippines competitive in

orchidology world wide. The remodeling of the Museo ng Nayon in Clark, Pampanga is also on-going. The museum features 100 year-old artifacts.

Duty Free Philippines Corporation (DFPC) sales totaled to USD 159.8M as of the third quarter of 2014, achieving 68% of its USD 235M target revenue for the year. They organized several promotional events in from January to September to drive traffic and boost sales. The events include Chinese New Year Peso Power and Peso Power Sale, Liquor/ Fashion & Beauty Walk Sale, Appliance Sale, Big Toy Sale, Anniversary Sale, Araw ng Kalayaan Promo, and Cool Casual Sale, Promo. The DFPC also acquired certification from the International Organization for Standardization. They are now ISO 9001:2008 Certified. Moreover, they adopted a cost reduction program. Establishment of new stores near or within major international airports is also in line.

Philippine Retirement Authority (PRA) received a net enrollment of 3,954 retirees in 2014, which exceeds the target by 4.05%. This also shows 28.54% growth rate from the net enrollments for the same period in 2013. The gross enrollment of 4,781 retirees shows a 25.58% growth rate for the same period in 2013. Furthermore, they generated USD 38.93M Forex from visa deposits of retiree-members, which exceeded the target for the whole year by 13.49%. PRA has 216 accredited marketers, 19.5% more than the accredited marketers in 2013. These marketers brought in 85% of the retiree-members in the year. There are 57 accredited retirement facilities. The actual collection of the management fees for the period in consideration is 78.63%. The Authority has a 72.10% Collection Efficiency Ratio.