



INBOUND TOURISM UPDATE 2023

For January to December 2023, a total of 5,450,557 visitor arrivals were recorded from international air and sea ports all over the country. Of this, 5,003,475 were foreign nationals and 447,082 visitors were Overseas Filipinos.

	Visitor Arrivals
Overseas Filipinos	447,082
Foreign Visitors	5,003,475
Grand Total	5,450,557

TABLE 1: VISITORS ARRIVALS, JANUARY TO DECEMBER 2023

Tourism in the Philippines had a great start in the beginning of the year. In December, the country welcomed 565,351 visitors, achieving the highest number of arrivals for the year.

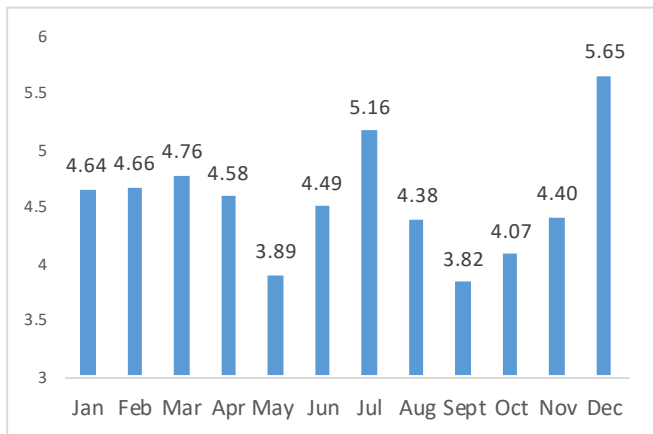


FIGURE 1: MONTHLY VISITOR ARRIVALS, JANUARY TO DECEMBER 2023 (In Hundred Thousand)

KEY MARKETS, 2023

In 2023, South Korea secured the top spot with 1,439,336 visitors, accounting for 26.41% of the total share. The United States of America remained in second place with 903,299 arrivals and a share of 16.57%.

Claiming the third rank, Japan registered 305,580 arrivals, making up 5.61% of the total share, Australia followed in fourth place with 266,551 arrivals, accounting for 4.89%. China ascended to the fifth place with 263,836 arrivals, representing 4.84% of the total share.

The remaining markets in the top ten were Canada with 221,920 arrivals (4.07%), Taiwan with 194,851 arrivals (3.57%), the United Kingdom with 154,698 arrivals (2.84%), Singapore with 149,230 arrivals (2.74%), and Malaysia on the tenth place with 97,639 arrivals, accounting for 1.79% of the total share.

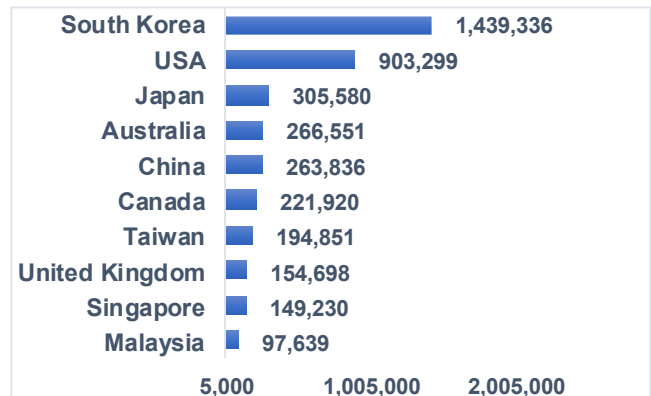


FIGURE 2: TOP TEN VISITOR MARKETS, JANUARY TO DECEMBER 2023

PROFILE OF VISITORS, 2023

Age Group

Inbound travelers aged 25-34 and 35-44 years both contributed a share of 19.71% to the total, followed closely by 45-54 years at 18.59%.

Sex

For 2023, more male visitors traveled to the Philippines with a 55.22% share, while female visitors comprised 44.78% out of the total.



Purpose of Visit

The main purpose of visit of most inbound travelers was Holiday/Pleasure at 70.12% of the total, while 12.14% flew to the Philippines to visit friends and relatives. Visitors on business trips comprised 8.13% of the total arrivals. Other purposes of visit included Education/Training/Studies with 1.84%, Convention/Conference with 0.85%, Health/Medical Reason with 0.31%, Government/Official Mission with 0.15% and Incentive with 0.02%.

Purpose of Visit	% Share
Holiday / Pleasure	70.12
Visit Friends / Relatives	12.14
Business / Professional	8.13
Education/Training/Studies	1.84
Convention/Conference	0.85
Health/Medical Reason	0.31
Government / Official Mission	0.15
Incentive	0.02
Others	6.40

**TABLE 2: PURPOSE OF VISIT,
JANUARY TO DECEMBER 2023**

AIR VISITOR ARRIVALS, 2023

Manila International Airport served as the country's main gateway, welcoming 3,709,296 or 68.37% of the total air visitor arrivals. The Mactan-Cebu International Airport received a total of 941,406 tourists, accounting for 17.35% of the total share, and arrivals in Clark International Airport reached 351,617 or 6.48%.

In addition, Bohol-Panglao International Airport recorded 172,626 arrivals (3.18%), Kalibo International Airport had 197,031 arrivals (3.63%), Davao International Airport had 28,540 arrivals (0.53%), Puerto Princesa International Airport had 6,624 (0.12%) and Laoag International Airport had 45 arrivals.

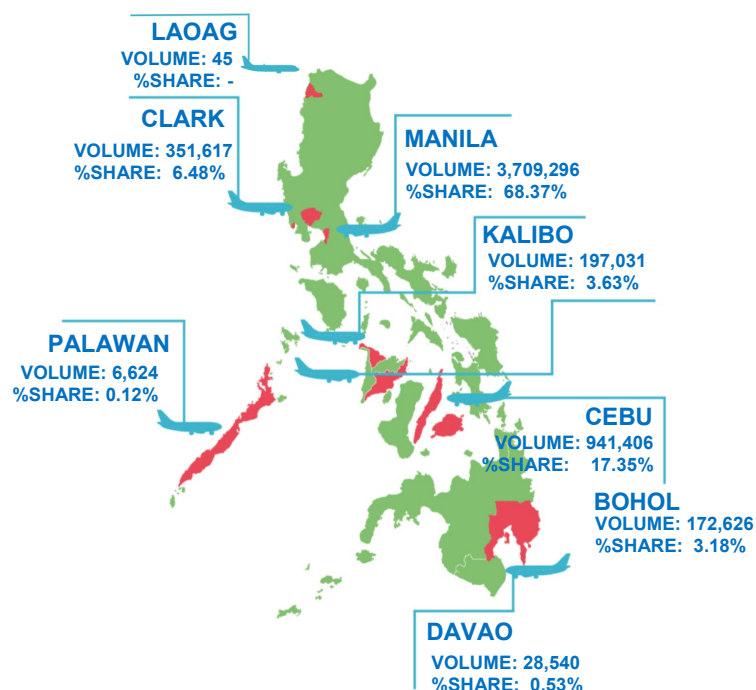


FIGURE 3: ARRIVALS BY AIRPORT OF ENTRY, 2023

PORT OF ENTRY, 2022/2023

Following the complete reopening of its borders after the pandemic, the Philippines witnessed a surge in tourism. Since the beginning of 2023, the country has documented a notable influx of visitors.

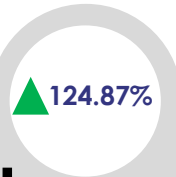
Port of Entry (AIR)	2022	2023	%Change
Manila	2,164,304	3,709,296	71.39
Cebu	245,575	941,406	283.35
Clark	148,768	351,617	136.35
Kalibo	47,109	197,031	318.24
Bohol	27,969	172,626	517.20
Davao	19,446	28,540	46.77
Puerto Princesa	167	6,624	3,866.47
Laoag	54	45	-16.67

**TABLE 3: AIR ARRIVALS BY PORT OF ENTRY,
2022/2023**

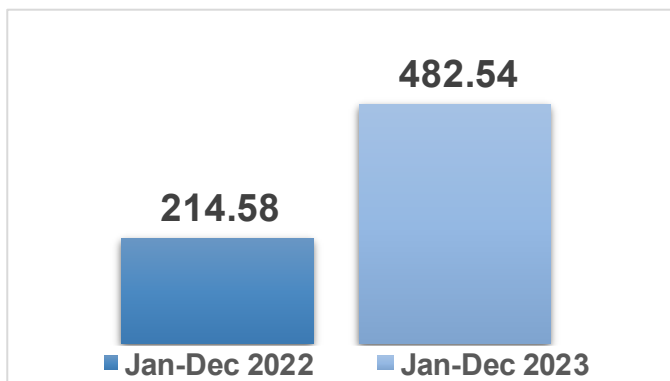


VISITOR RECEIPTS 2023

VISITOR RECEIPTS PHP 482.54 BILLION




Visitor spending in January to December 2023 generated an estimated PHP 482.54 Billion, an increase of 124.87% from the visitor receipts of PHP 214.58 Billion in the same period last year.




**FIGURE 2: VISITOR RECEIPTS
JANUARY TO DECEMBER 2023/2022
(in Billion PHP)**

The Average Per Capita Expenditure for 2023 is about PHP 80,115.51. It is estimated that a visitor had an average length of stay of 11.60 nights and an average daily expenditure of PHP 6,906.51 during their visit to the country.


Average Per Capita Spending

	2023	PHP 80,115.51
	2022	PHP 117,758.58

Average Daily Expenditure

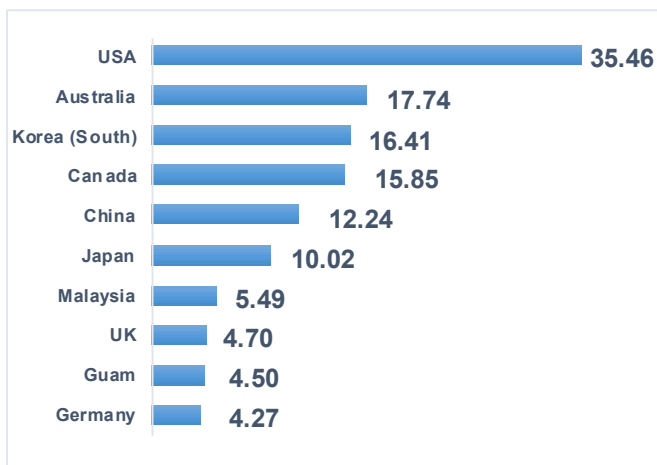
	2023	PHP 6,906.51
	2022	PHP 9,120.87

Average Length of Stay

	2023	11.60 nights
	2022	12.91 nights

Top Spending Markets, 2023

In 2023, among the top markets, visitors from the USA recorded the highest spending, contributing approximately PHP 35.46 Billion. Australia secured the second position with a total expenditure of PHP 17.74 Billion, followed by South Korea in the third spot with PHP 16.41 Billion. Canada claimed the fourth rank with PHP 15.85 Billion, and China rounded out the top five with spending reaching PHP 12.24 Billion. Japan occupied the sixth position with PHP 10.02 Billion, Malaysia followed at the seventh rank with PHP 5.49 Billion, the UK at the eighth spot with PHP 4.70 Billion, Guam at the ninth position with PHP 4.50 Billion, and Germany secured the tenth rank with PHP 4.27 Billion.



**FIGURE 3: TOP SPENDING MARKETS, 2023
(In Billion PHP)**

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 2023, 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 2023 Average Rate by the Bangko Sentral ng Pilipinas computed at USD 1 = PHP 55.63
5. Due to the reopening of the country's borders and allowing foreign nationals to travel in the country for the purpose other than tourism or leisure, an increase in visitor arrivals resulted to high % change.