



# INBOUND TOURISM UPDATE

## February 2024

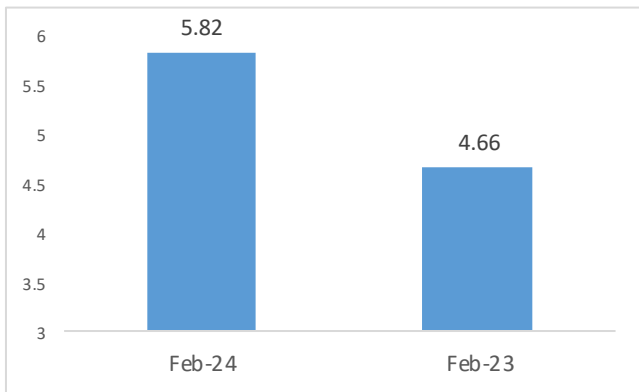
In February 2024, international air and sea ports across the country recorded a combined total of 582,332 visitor arrivals. Among them, 551,217 were foreign nationals while 31,115 were overseas Filipinos.

	Visitor Arrivals	
	February 2024	February 2023
Overseas Filipinos	31,115	34,337
Foreign Visitors	551,217	431,695
<b>Grand Total</b>	<b>582,332</b>	<b>466,032</b>

**TABLE 1: VISITORS ARRIVALS, FEBRUARY 2024/2023**

For this month, visitor arrivals in the Philippines saw an increase of 24.96% compared to the same period last year, which recorded 466,032 arrivals.

The country anticipates a continuous growth in the number of visitors in the months ahead, particularly with the onset of the summer season.



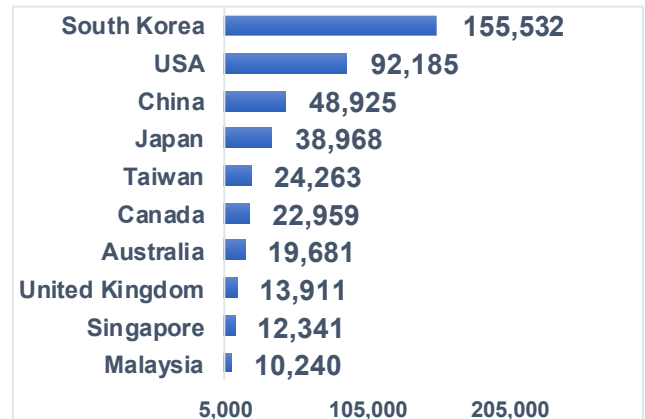
**FIGURE 1: FEBRUARY 2024/2023 (In Hundred Thousand)**

### KEY MARKETS, FEBRUARY 2024

The top five markets for this month include South Korea, securing the top spot with 155,532 visitors, accounting for 26.71% of the total share. The United States of America remained in second place with 92,185 arrivals and a share of 15.83%.

China remained at third rank with 48,925 arrivals, making up 8.40% of the total share, and Japan claimed the fourth place with 38,968 arrivals, accounting for 6.69%. Taiwan ascended to the fifth place with 24,263 arrivals, representing 4.17% of the total share.

The remaining top ten markets were Canada with 22,959 arrivals (3.94%), Australia with 19,681 arrivals (3.38%), the United Kingdom with 13,911 arrivals (2.39%), Singapore with 12,341 arrivals (2.12%), and Malaysia which remained on the tenth place with 10,240 arrivals, accounting for 1.76% of the total share.



**FIGURE 2: TOP TEN VISITOR MARKETS, FEBRUARY 2024**

### PROFILE OF VISITORS, FEBRUARY 2024

#### Age Group

Inbound travelers aged 25-34 years contributed a share of 19.32% to the total, followed by 35-44 years at 19.23%, and 45-54 years at 17.15%.

#### Sex

More male visitors traveled to the Philippines with a 54.19% share, while female visitors comprised 45.81% out of the total.



## Purpose of Visit

The main purpose of visit of most inbound travelers was Holiday/Pleasure at 73.85% of the total, while 8.94% flew to the Philippines to visit friends and relatives. Visitors on business trips comprised 7.20% of the total arrivals. Other purposes of visit include Education/Training/Studies with 1.73%, Convention/Conference with 0.67%, Health/Medical Reason with 0.27%, Government/Official Mission with 0.15% and Incentive with 0.02%.

Purpose of Visit	% Share
Holiday / Pleasure	73.85
Visit Friends / Relatives	8.94
Business / Professional	7.20
Education/Training/Studies	1.73
Convention/Conference	0.67
Health/Medical Reason	0.27
Government / Official Mission	0.15
Incentive	0.02
Others	7.16

TABLE 2: PURPOSE OF VISIT, FEBRUARY 2024

## AIR VISITOR ARRIVALS, FEBRUARY 2024

Manila International Airport served as the country's main gateway, welcoming 382,773 or 66.66% of the total air visitor arrivals. The Mactan-Cebu International Airport received a total of 104,439 tourists, accounting for 18.19% of the total share, and arrivals in Clark International Airport reached 35,653 or 6.21%.

In addition, Bohol-Panglao International Airport recorded 22,403 arrivals (3.90%), Kalibo International Airport had 18,971 arrivals (3.30%), Caticlan International Airport had 7,666 arrivals (1.34%), Davao International Airport had 2,310 arrivals (0.40%), and Iloilo International Airport had 3 arrivals.

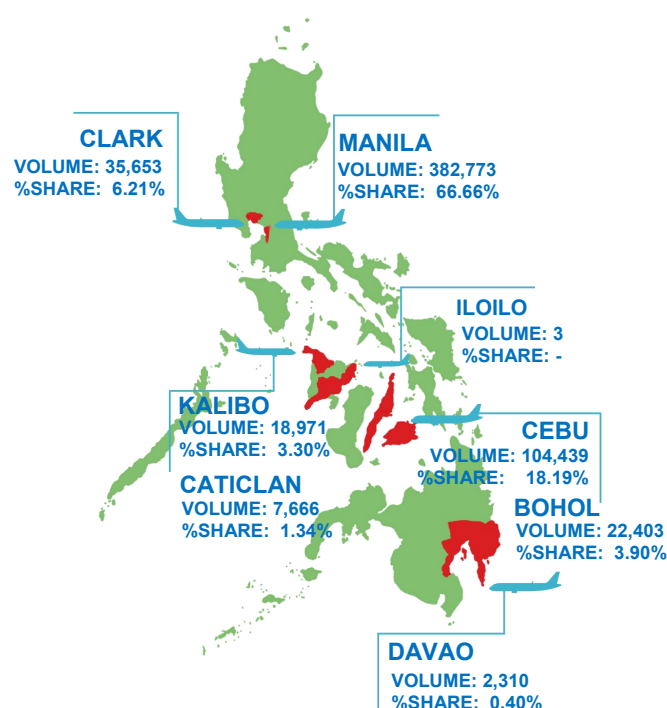


FIGURE 3: ARRIVALS BY AIRPORT OF ENTRY, FEBRUARY 2024

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)	Feb-23	Feb-24	%Change
Manila	333,685	382,773	14.71
Cebu	61,952	104,439	68.58
Clark	33,949	35,653	5.02
Bohol	16,367	22,403	36.88
Kalibo	13,978	18,971	35.72
Caticlan	891	7,666	760.38
Davao	2,618	2,310	-11.76
Puerto Princesa	1,082	-	-
Iloilo	-	3	-

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

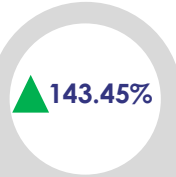


# VISITOR RECEIPTS

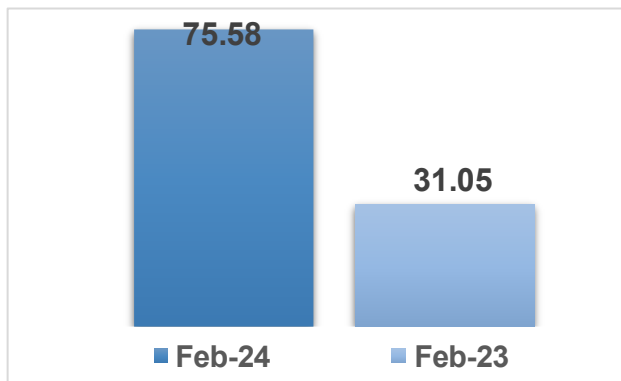
## FEBRUARY 2024

### VISITOR RECEIPTS

# PHP 75.58 BILLION



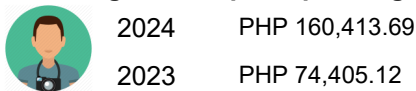
For the month of February, visitor expenditure reached about PHP 75.58 Billion, a 143.45% increase from PHP 31.05 Billion in February 2023.



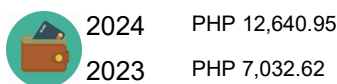
**FIGURE 2: VISITOR RECEIPTS**  
**FEBRUARY 2024/2023**  
(in Billion PHP)

The Average Per Capita Expenditure for this month is about PHP 160,413.69. It is estimated that a visitor had an average length of stay of 12.69 nights and an average daily expenditure of PHP 12,640.95 during their visit to the country.

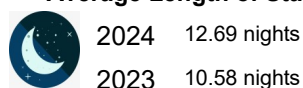
#### Average Per Capita Spending



#### Average Daily Expenditure

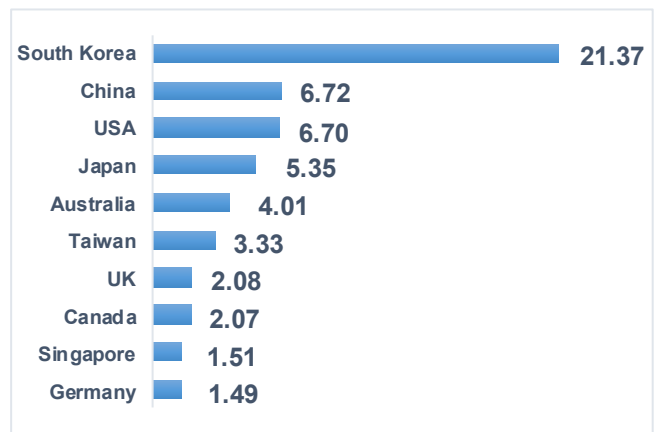


#### Average Length of Stay



### Top Spending Markets, February 2024

Among the top markets, visitors from South Korea recorded the highest spend, contributing approximately PHP 21.37 Billion. China secured the second position with a total expenditure of PHP 6.72 Billion, followed by the United States of America in the third spot with PHP 6.70 Billion. Japan claimed the fourth rank with PHP 5.35 Billion, and Australia rounded out the top five with spend reaching PHP 4.01 Billion. Taiwan occupied the sixth position with PHP 3.33 Billion, the UK followed at the seventh rank with PHP 2.08 Billion, Canada at the eighth spot with PHP 2.07 Billion, Singapore at the ninth position with PHP 1.51 Billion, and Germany secured the tenth rank with PHP 1.49 Billion.



**FIGURE 3: TOP SPENDING MARKETS, FEBRUARY 2024**  
(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 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 56.06