



INBOUND TOURISM UPDATE

July 2024

For July 2024, international air and sea ports across the country recorded a combined total of 525,466 visitor arrivals. Among them, 468,016 were foreign nationals while 57,450 were overseas Filipinos.

	Visitor Arrivals	
	July 2024	July 2023
Foreign Visitors	468,016	467,919
Overseas Filipinos	57,450	48,385
Grand Total	525,466	516,304

TABLE 1: VISITORS ARRIVALS, JULY 2024/2023

The Philippines welcomed 525,466 visitors in July 2024, resulting in a 1.77% increase compared to the same month in 2023.

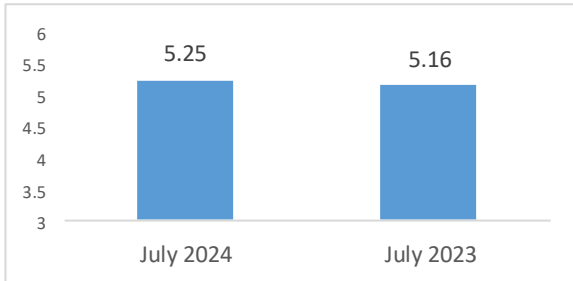


FIGURE 1: JULY 2024/2023 (In Hundred Thousand)

In July 2024, the country recovered from the previous months' downward trend, marking a 14.39% increase in visitor arrivals compared to the prior month.

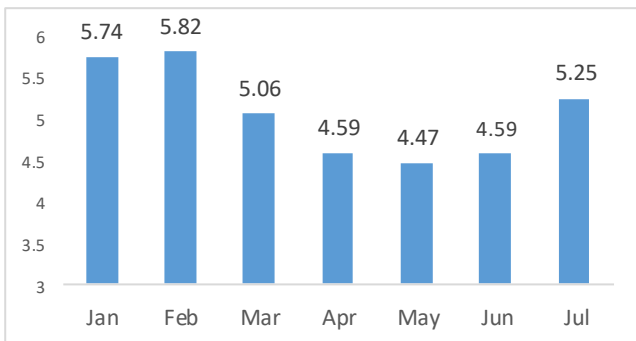


FIGURE 2: MONTHLY VISITOR ARRIVALS, JANUARY TO JULY 2024 (In Hundred Thousand)

KEY MARKETS, JULY 2024

The top five markets for this month include South Korea, securing the top spot with 140,150 visitors, accounting for 26.67% of the total share. The United States of America remained in second place with 86,438 arrivals and a share of 16.45%.

Japan reached the third rank with 32,020 arrivals, making up 6.09% of the total share, and China claimed the fourth place with 28,521 arrivals, accounting for 5.43%. Taiwan remained in the fifth place with 21,382 arrivals, representing 4.07% of the total share.

The remaining markets are Australia with 19,090 arrivals (3.63%), Canada with 17,110 arrivals (3.26%), the United Kingdom with 14,432 arrivals (2.75%), Singapore with 12,084 arrivals (2.30%), and India, which ranked tenth place with 8,458 arrivals, accounting for 1.61% of the total share.

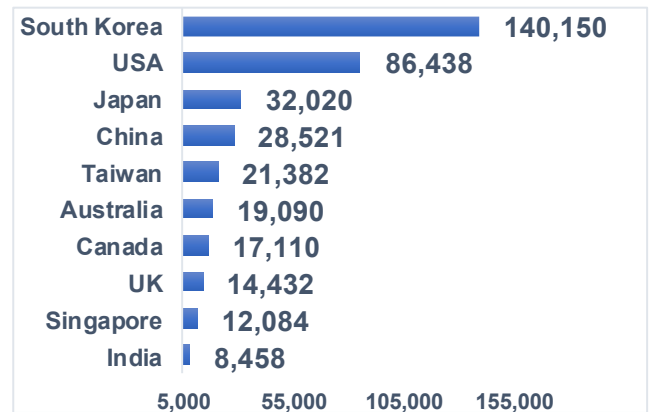


FIGURE 3: TOP TEN VISITOR MARKETS, JULY 2024

PROFILE OF VISITORS, JULY 2024

Age Group

Inbound travelers aged 35-44 years contributed a share of 20.14% to the total, followed by 45-54 years at 19.33%, and 25-34 years at 16.75%.

Sex

More male visitors traveled to the Philippines with a 53.23% share, while female visitors comprised 46.77% of the total.



Purpose of Visit

The main purpose of visit of most inbound travelers was Holiday/Pleasure at 73.03% of the total, while 7.91% flew to the Philippines to Visit Friends / Relatives. Visitors on Business/Professionals comprised 6.00% of the total arrivals. Other purposes of visit include Education/Training/Studies with 2.39%, Convention/Conference with 1.23%, Health/Medical Reason with 0.27%, Government/Official Reason with 0.25% and Incentive with 0.01%.

Purpose of Visit	% Share
Holiday / Pleasure	73.03
Visit Friends / Relatives	7.91
Business / Professional	6.00
Education/Training/Studies	2.39
Convention/Conference	1.23
Health / Medical Reason	0.27
Government / Official Mission	0.25
Incentive	0.01
Others	8.91

TABLE 2: PURPOSE OF VISIT, JULY 2024

AIR VISITOR ARRIVALS, JULY 2024

Manila International Airport served as the country's main gateway, welcoming 350,436 or 66.69% of the total air visitor arrivals. Mactan-Cebu International Airport received a total of 89,436 visitors, accounting for 17.02% of the total share, and arrivals at Bohol-Panglao International Airport reached 34,182 or 6.51%.

In addition, Clark International Airport recorded 29,075 arrivals (5.53%), Kalibo International Airport had 15,098 arrivals (2.87%), Caticlan International Airport had 4,280 arrivals (0.81%), and Davao International Airport had 2,946 arrivals (0.56%).

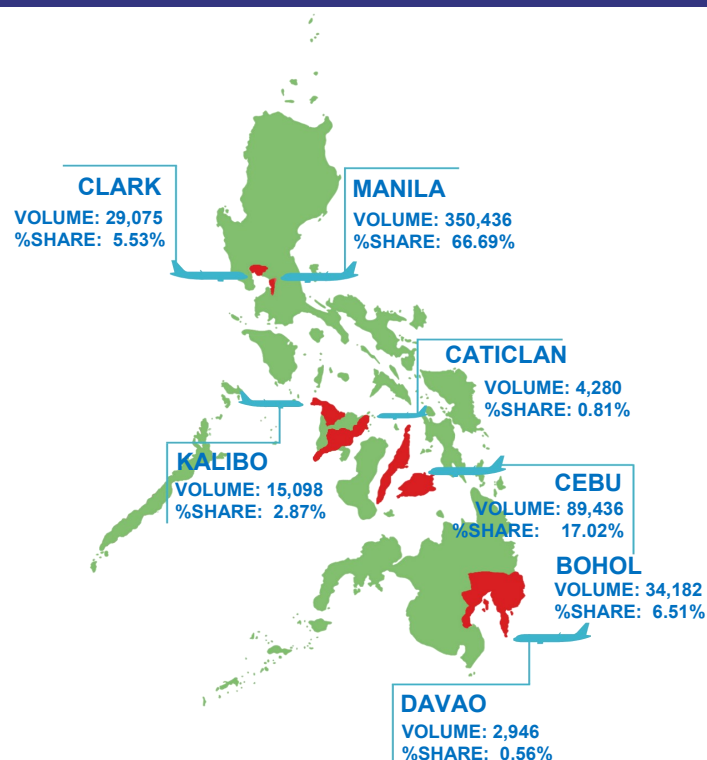


FIGURE 4: ARRIVALS BY AIRPORT OF ENTRY, JULY 2024

Below is the breakdown of visitor arrivals at the country's international gateways in July 2024 compared to the same period in 2023.

Port of Entry (AIR)	July-24	July-23	%Change
Manila	350,436	341,016	2.76%
Cebu	89,436	97,213	-8.00%
Bohol	34,182	15,917	114.75%
Clark	29,075	32,715	-11.13%
Kalibo	15,098	22,609	-33.22%
Caticlan	4,280	3,220	33.92%
Davao	2,946	2,693	9.39%
Puerto Princesa	-	831	-
Laoag	-	15	-

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

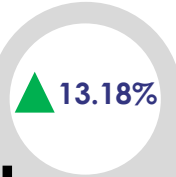
Source of Data: e-Travel
Prepared by: Statistics, Economic Analysis, and Information Management Division
Office of Tourism Development Planning, Research, and Information Management
Tourism Development, DEPARTMENT OF TOURISM



VISITOR RECEIPTS

JANUARY TO JULY 2024

VISITOR RECEIPTS
PHP 323.68 BILLION



From January to July, visitor expenditure reached about PHP 323.68 billion, a 13.18% increase from PHP 285.99 billion during the same period in 2023.

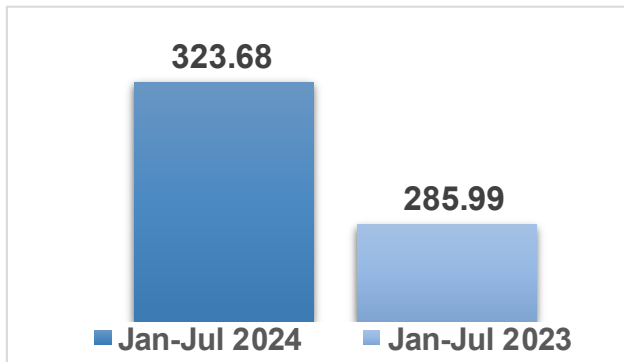




FIGURE 1: VISITOR RECEIPTS JANUARY TO JULY 2024/2023 (in Billion PHP)

The average per capita expenditure for July is about PHP 60,080.72. It is estimated that a visitor had an average length of stay of 9.73 nights and an average daily expenditure of PHP 6,174.79 during their visit to the country.


Average Per Capita Spending

	July 2024	PHP 60,080.72
	July 2023	PHP 92,730.91

Average Daily Expenditure

	July 2024	PHP 6,174.79
	July 2023	PHP 7,138.64

Average Length of Stay

	July 2024	9.73 nights
	July 2023	12.99 nights

Top Spending Markets, July 2024

According to the latest data, visitors from South Korea spent the most among all markets, with their expenditure contributing approximately PHP 11.25 billion. The United States of America secured the second position with a total expenditure of PHP 7.07 billion, followed by Japan in the third spot with PHP 2.62 billion. China claimed the fourth rank with PHP 2.33 billion, and Taiwan rounded out the top five with PHP 1.75 billion. Australia occupied the sixth position with PHP 1.56 billion, Canada followed at the seventh rank with PHP 1.40 billion, the United Kingdom at the eighth spot with PHP 1.18 billion, Singapore at the ninth position with PHP 0.99 billion, and India secured the tenth rank with PHP 0.69 billion.

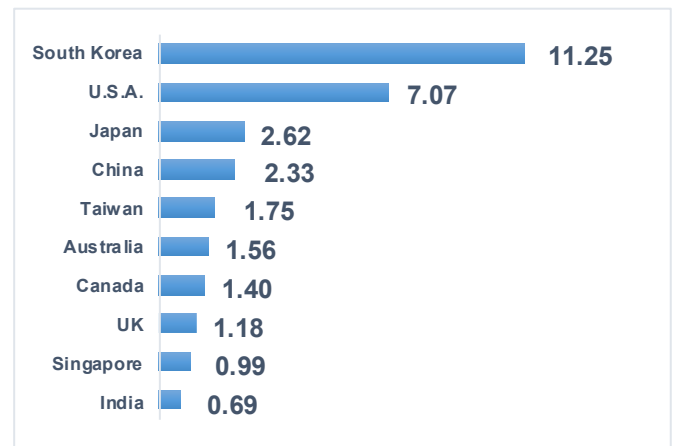


FIGURE 2: TOP SPENDING MARKETS, JULY 2024 (In Billion PHP)

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 July 2024 Average Rate by the Bangko Sentral ng Pilipinas computed at USD 1 = PHP 58.48

Sources of Data: e-Travel and Visitor Sample Survey (VSS)
 Prepared by: Statistics, Economic Analysis, and Information Management Division
 Office of Tourism Development Planning, Research, and Information Management
 Tourism Development, DEPARTMENT OF TOURISM