



Diving More Fun in the Philippines

7th UNWTO/PATA Forum on Tourism Trends and Outlook
21-23 October 2013, Guilin, China

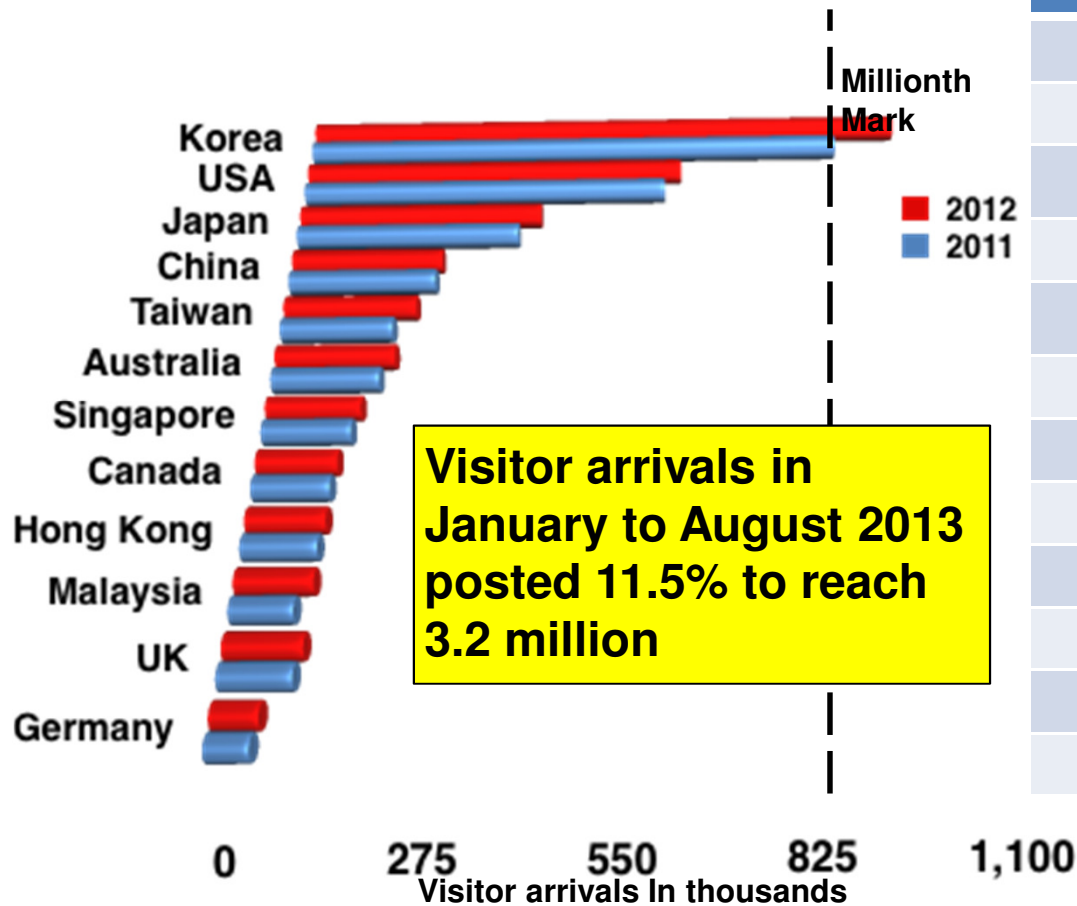


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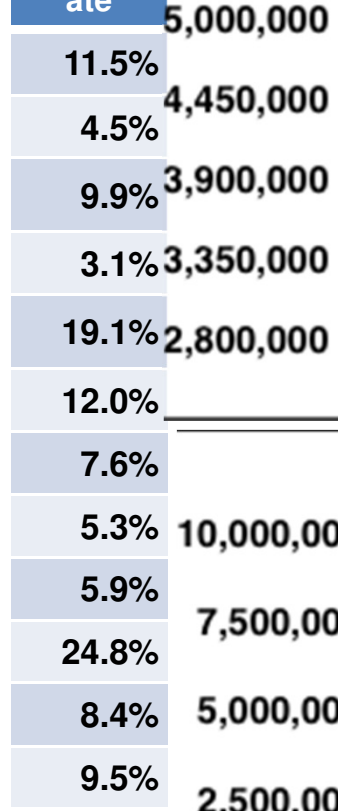
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Inbound Visitors to the Philippines, 2012

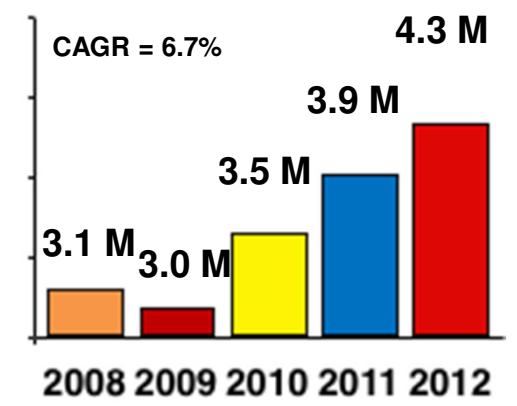
Key Source Markets



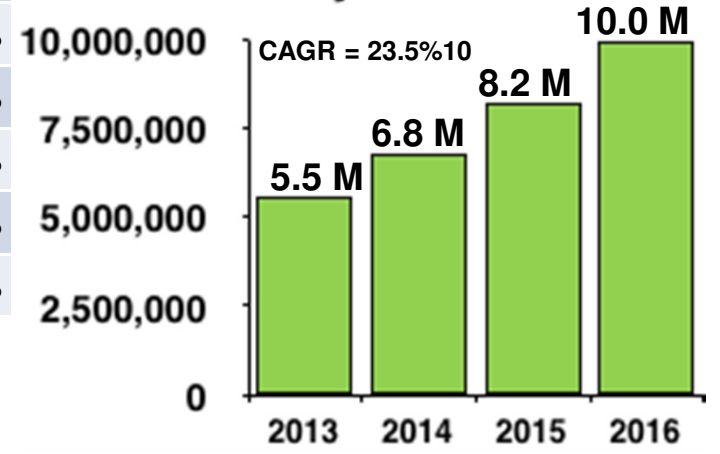
Growth Rate



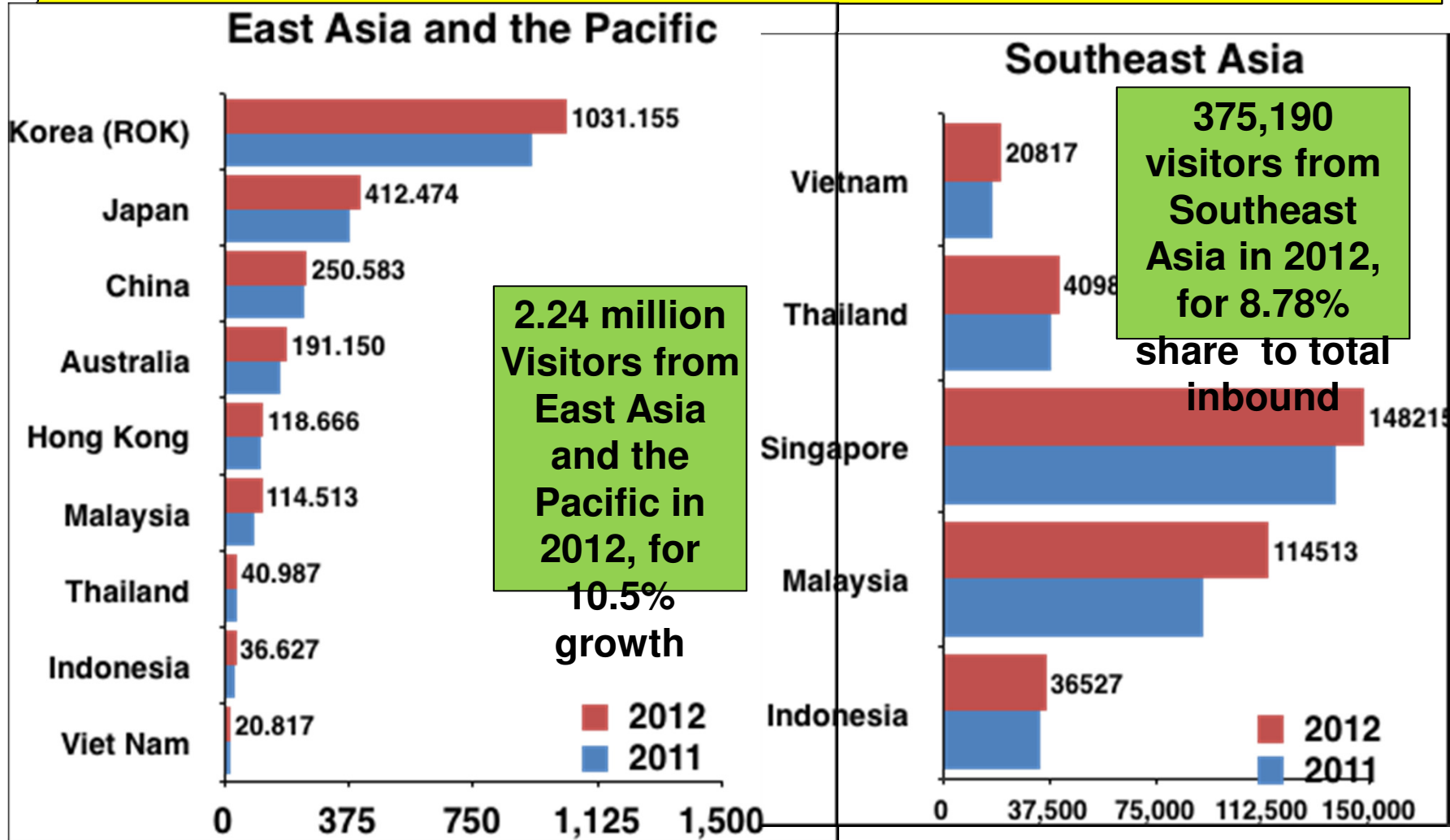
5-Year Arrivals



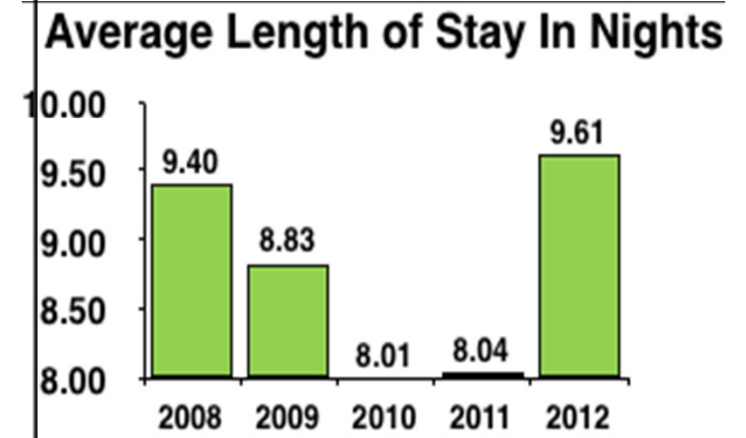
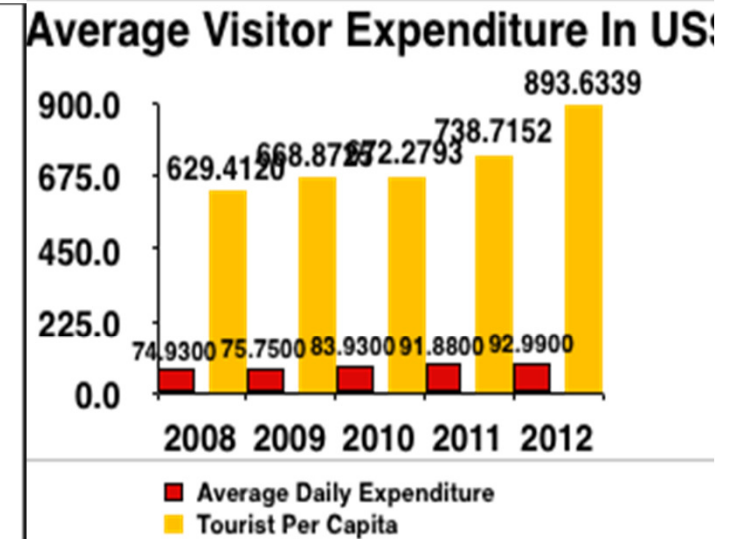
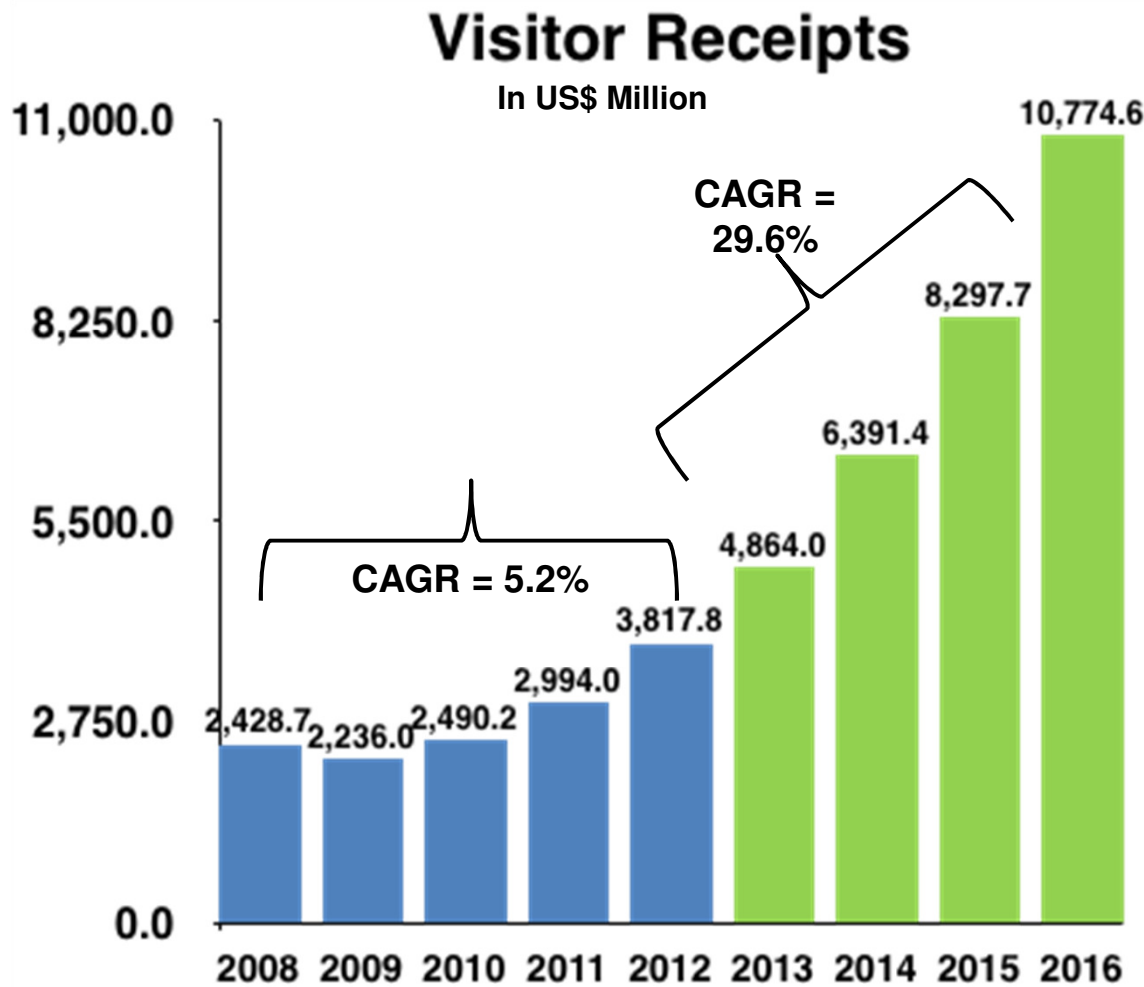
Projected Arrivals



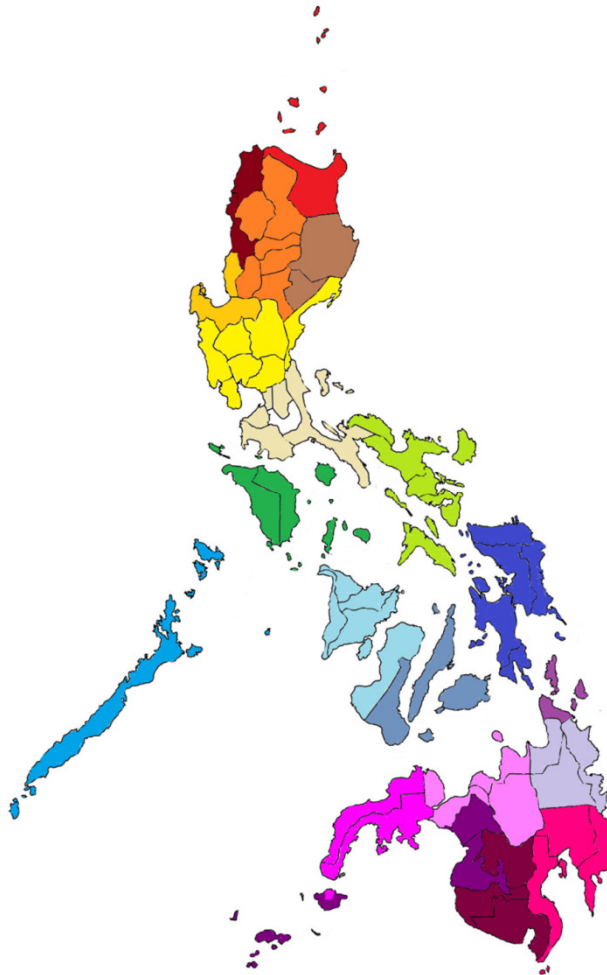
Inbound visitors from Asia Pacific, 2012



International Visitor Receipts



Philippine Tourism Products



Nature Tourism

Cultural Tourism

Sun and Beach

**Leisure &
Entertainment Tourism**

MICE & Events

**Health, Wellness, and
Retirement Tourism**

Cruise & Nautical

**Diving & Marine
Sports Tourism**

Education Tourism



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Philippines: A Dive Destination



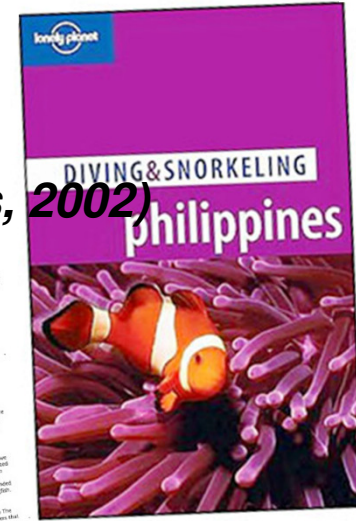
⑩ Most productive and diverse marine ecosystem

⑩ No less than 800 species of corals
(Lonely Planet Diving & Snorkeling Philippines, 2002)

⑩ Featured as a Critter Country
(EZ Dive Magazine)

⑩ 2012 Best Dive Destination
(US Travel and Leisure Magazine)

⑩ Among the top 3 diving spots
in the world (2006 Dive and Travel Awards)



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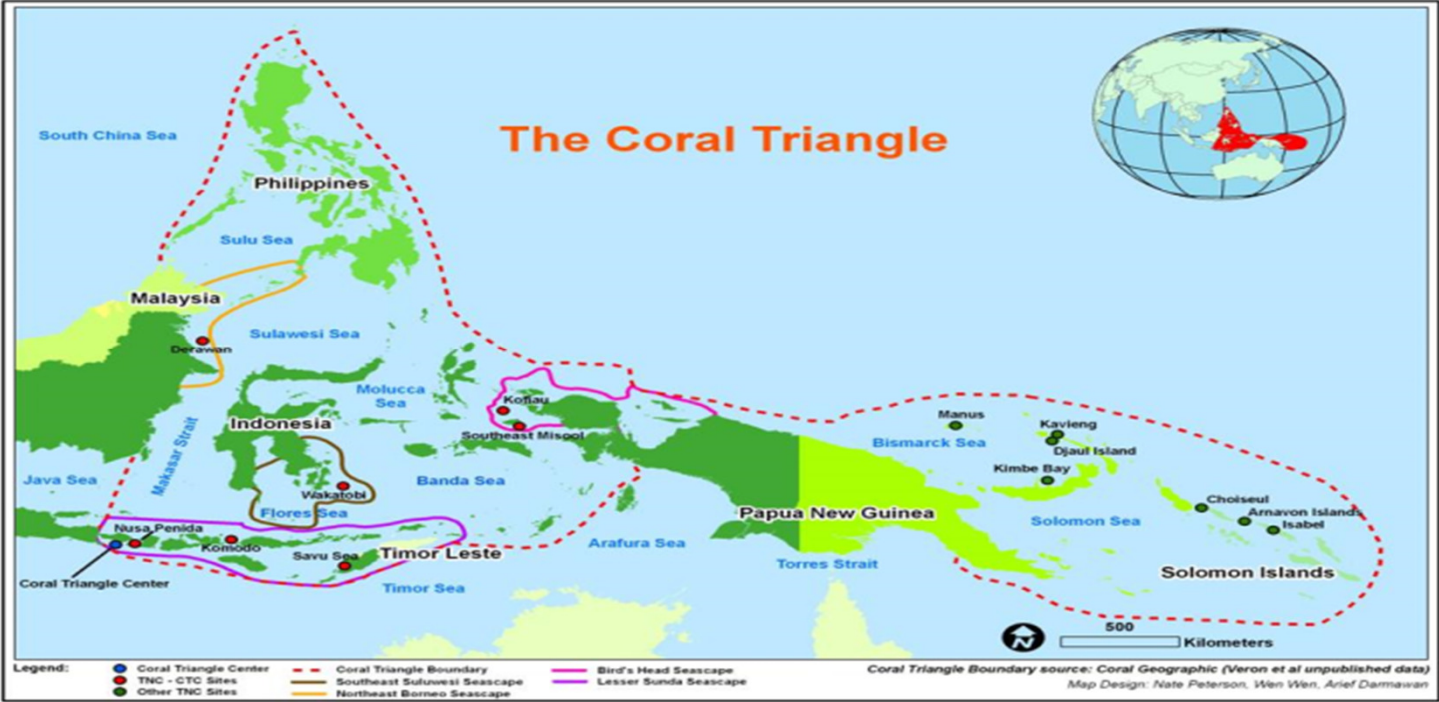
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Philippines: A Dive Destination

⑩ Located at the center of the center of marine shorefish biodiversity and being one of the countries that is included in the coral triangle



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Philippine Dive Sites



Anilao, Batangas

ⓐ Not only ideal for poking around and observing marine life but also outstanding for macro photography.

ⓑ Multi-hued crinoids are prolific. Variety of nudibranchs is unmatched.

ⓒ Night dives are especially nice and often reveal unusual creatures like sea hares, sea goblins, catfish eels, ghost pipe fishes, blue-ringed octopuses, mandarin fishes, and snake eels.



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Philippine Dive Sites



Puerto Galera, Mindoro Oriental

⑩ World-famous for splendid beaches, coral reefs, and exquisite dive sites for new and experienced divers.

⑩ Has shallow coral gardens, interesting rock formations, and colourful species to watch, like crabs, shrimps, sea anemones, moray, and trumpet fishes.



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Philippine Dive Sites



Tubbataha Reef National Park, Palawan

⑩ Home to some of the most beautiful coral reefs in the world.

⑩ Rising from the volcanic depths of the Sulu Sea, these magnificent atolls encompass an astonishing diversity of marine life.

⑩ Only marine natural park listed as a UNESCO World Heritage Site.



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Philippine Dive Sites



Apo Island, Negros Oriental

⑩ One of the smallest volcanic islands that is best known for its marine sanctuaries.

⑩ Beneath the clear sparkling blue waters of the island lies a breathtaking collection of over 600 documented fish species and 400 varieties of corals.



Philippine Dive Sites



Malapascua Island, Cebu

⑩ Known for its wide white sand and bounty beach.

⑩ Has beautiful coral gardens and excellent dive spots nearby, including Monad Shoal, an underwater plateau where thresher sharks and manta rays can be sighted on a regular basis.

⑩ Only place in the world where divers can reliably sight thresher sharks.



Philippine Dive Sites



Cabilao and Balicasag, Bohol

⑩ Cabilao has wonderful and undisturbed reefs, the peaceful atmosphere, and famous shoals of hammerhead sharks.

⑩ Balicasag Island is home to some 400 meters of successfully protected marine sanctuary.



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Why diving is more fun in the Philippines



Cocktail Divers

- ⑩ Home to 7,107 islands surrounded by vast and beautiful seas. One will never run out of sparkling bodies of water.
- ⑩ A haven to happy and hospitable people.
- ⑩ Variety of activities to choose from beach party, relaxation, adventure and encounter with school of colourful and lively marine species.
- ⑩ Great pampering after a day's busy activities.
- ⑩ Affordable deals.



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Philippine Dive Market Profile



⑩ High disposable income, travelling year-round including individuals and groups.



⑩ Aged 25 – 40 years old; either professionals or self-employed.



⑩ Predominantly male, single and travel regularly.



⑩ Adventure seekers

⑩ Mostly from Russia, Belgium, France, Germany, United Kingdom, Japan and Australia





Efforts to save the dive sites



⑩ Annual coastal and beach clean up



⑩ Regular monitoring of coral reefs and marine life



⑩ Promotion of ethics among resort and dive operators on caring for the environment



⑩ Strong tie-up with local governments and environmental agency





Development efforts

- ⑩ Exploration and mapping of dive sites
- ⑩ Identification, familiarization and documentation of underwater critters
- ⑩ Training of underwater macro photography guides
- ⑩ Marketing and promotions
 - ⑩ Marine Dive Fairs
 - ⑩ Scuba Diving Exhibitions
 - ⑩ Joint promotions





Macro underwater photography

- ⑩ A niche dive market now fast booming in Asia and the Pacific
- ⑩ Stay longer and spent a lot seeking for unique marine species
- ⑩ Dive seafari
 - ⑩ A gathering of marine macro photography enthusiasts to experience the rich, diverse, and colourful marine life and critters in various dive sites





Thank you for your attention!



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