



20 June 2021

**MEMORANDUM FOR SECRETARY BERNADETTE ROMULO-PUYAT**

**FROM :** BENITO C. BENGZON, JR.  
Undersecretary, Tourism Development

**SUBJECT :** UPDATED TOURISM RESPONSE AND RECOVERY PLAN

We are pleased to submit the Updated Tourism Response and Recovery Plan (UTRRP) with summary of revisions per results of the Focus Group Discussions (FGDs), Key Informant Interviews (KIIs) and Online Survey with our TRRP implementing partner agencies, DOT operating units and various tourism stakeholders, and comments from the DOT Executive Committee Members.

For the Secretary's kind consideration.

Thank you.

**APPROVED** / DISAPPROVED

**BERNADETTE ROMULO-PUYAT**  
Secretary



Date received by OSEC: 29 June 2021

# **Updated Tourism Response and Recovery Plan**



**Department of Tourism  
June 2021**

## ABBREVIATIONS

ACAP	–	Air Carriers Association of the Philippines
AIM ALT-CFT	–	Asian Institute of Management – Dr. Andrew L. Tan Center for Tourism
AKAP	–	Abot-Kamay Ang Pagtulong for OFWs
ASEAN	–	Association of Southeast Asian Nations
BLGF	–	Bureau of Local Government Finance
BSP	–	Bangko Sentral ng Pilipinas
CAMP	–	COVID-19 Adjustment Measures Program (CAMP) under Bayanihan 1
DILG	–	Department of Interior and Local Government
DOF	–	Department of Finance
DOLE	–	Department of Labor and Employment
DOT	–	Department of Tourism
DTI	–	Department of Trade and Industry
DPWH	–	Department of Public Works and Highways
DSWD	–	Department of Social Welfare and Development
ESP	–	DSWD - Emergency Subsidy Program
FGD	–	Focus Group Discussion
GDP	–	Gross Domestic Product
GTP	–	Guide to the Philippines
IATA	–	International Air Transport Association
IATF	–	Inter-Agency Task Force
KII	–	Key Informants Interview
LBP	–	Land Bank of the Philippines
LGU	–	Local Government Units
MDFO	–	Municipal Development Fund Office
MOA	–	Memorandum of Agreement
MSME	–	Micro-Small-Medium Enterprises
NTDP	–	National Tourism Development Plan
OIMD	–	Office of Industry and Manpower Development
OPMD	–	Office of Product and Market Development
OTDPRIM	–	Office of Tourism Development Planning Research and Information Management
OTSR	–	Office of Tourism Standards and Regulations
RNTDP	–	Reformulated National Tourism Development Plan
SAP	–	Social Amelioration Program
SB Corp	–	Small Business Corporation
SBWS	–	DOF Small Business Wage Subsidy
SEAIMD-OTDPRIM	–	Statistics and Economic Analysis and Information Management Division
SLP	–	Sustainable Livelihood Program
SSS	–	Social Security Systems
TPB	–	Tourism Promotions Board
TCP	–	Tourism Congress of the Philippines
TIEZA	–	Tourism Infrastructure and Enterprise Zone Authority
TouRIST	–	Transforming Communities Towards Resilient, Inclusive, and Sustainable Tourism
TRRP	–	Tourism Response and Recovery Program
TUPAD	–	- Tulong Panghanapbuhay sa Ating Disadvantaged/Displaced Workers
UNWTO	–	World Tourism Organization
WTTC	–	World Travel Tourism Council

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## I. INTRODUCTION

Tourism is recognized as an industry of national importance in the Philippines. It has been a strong and consistent economic engine with its 12.7 share to Philippine gross domestic product (GDP) and a significant source of employment for 5.7 million Filipinos. It is in the best position to contribute to the Sustainable Development Goals and to achieve sustainable development of host communities. Tourism stakeholders have demonstrated resilience in past crises and its recovery has the ability to stimulate broader economic and social recovery.

Philippine tourism has been experiencing strong, record-breaking tourism growth over the past several years and forecasts were for continued growth throughout 2022. The outbreak of the novel Coronavirus or COVID-19 in late December 2019, created an unprecedented health emergency and caused profound economic shocks to the global economy by February 2020. Containing the pandemic and protecting their citizens have been the immediate priorities of each country's government. As a result, inbound and outbound travel restrictions had been imposed, impeding movement and causing cancellation of travel bookings in all sectors of the tourism and travel industry.

With the near complete shut-down of international, domestic and local travel, the coronavirus pandemic has triggered an unprecedented crisis in the tourism industry. The travel restriction and quarantine measures in the country affected not only large scale tourism businesses but also the Micro, Small and Medium Tourism Enterprises (MSMEs) including the community-based which comprise the majority of businesses in the industry.

In order to provide the urgently needed support by the tourism stakeholders, the Department of Tourism (DOT), as early as April 2020, has prepared the Tourism Response and Recovery Plan (TRRP) in close coordination with other national government agencies and the stakeholders through the Tourism Congress of the Philippines (TCP). The TRRP sought to (i) ensure and protect workers and business survival during and post ECQ; (ii) enable government and private sector to work cohesively towards a sustainable and resilient tourism industry for the future; and (iii) provide policies and guidelines for the new normal.

The efforts in the past year focused heavily on providing the immediate and urgent response and relief needed by the industry to protect tourism workers especially those displaced due to the loss of markets, tourists (for repatriation), and business survival through the various national assistance programs. The industry also utilized the downtime brought about by the pandemic to reskill, upskill, and retool the stakeholders with the safety and health protocols and operations under a new normal environment, particularly for domestic tourism re-start.

### **Response and Relief**

To help address the immediate impacts of the pandemic on the sector, the DOT expedited the close coordination with other national government agencies and the stakeholders through the Tourism Congress of the Philippines (TCP) as early as April 2020. The DOT worked closely with the TCP in advocating for and securing the support of the national government during the deliberations for the Bayanihan Act relief measures.

The DOT engaged with various agencies including local government in a number of sectoral-specific relief measures including:

**Table 1: Examples of Response and Relief Measures in Philippine Tourism**

<b>Categories</b>	<b>Description</b>
<b>Market Intelligence</b>	Closure of domestic borders to prevent local transmission Assistance to 37,000 stranded foreign and domestic tourists
<b>Public-Private Partnerships</b>	Provision of rooms as 14-day quarantine facilities for arriving Filipino citizens (balikbayans), overseas Filipino workers, and tourists prior to completion of travel to their final destination.
<b>Fiscal Policy</b>	Increase in government spending primarily in infrastructure under the Build, Build. Build (Php 1 billion budget for tourism roads under the Bayanihan Act 2  Income-tax holiday for tourism enterprises investing in COVID-proofing of facilities (under the Strategic Investments Priorities Plan of the Board of Investments)
<b>Monetary/Financial Policy</b>	<p>Republic Act 11469 (Bayanihan to Heal as One Act or Bayanihan Act I)</p> <ul style="list-style-type: none"> <li>• DOLE - COVID-19 Adjustment Measures Program (CAMP) under Bayanihan 1 <ul style="list-style-type: none"> <li>- Tulong Panghanapbuhay sa Ating Disadvantaged/Displaced Workers (TUPAD)</li> <li>- Abot-Kamay Ang Pagtulong (AKAP) for OFWs</li> </ul> </li> <li>• DOF Small Business Wage Subsidy (SBWS)</li> <li>• Social Security Systems (SSS) Unemployment Benefits</li> <li>• DSWD Social Amelioration Program (SAP)</li> </ul> <p>Republic Act 11494 (Bayanihan to Recover as One Act or Bayanihan Act II) –</p> <ul style="list-style-type: none"> <li>• availability of a 6-Billion Peso capital working loan arrangement for tourism stakeholders, primarily micro, small, and medium enterprises (MSMEs), interest-free and with zero collateral MOA) with the Small Business Corporation (SB Corp) of the Department of Trade and Industry (DTI)</li> <li>• for the local aviation industry: working capital credit lines, emergency lines of credit for six months, longer term facility, and waiver of all navigational and airport charges for a given time period.</li> <li>• DOLE - DOT Financial Assistance and Cash for Work Program <ul style="list-style-type: none"> <li>- COVID-19 Adjustment Measures Program (CAMP)</li> <li>- Tulong Panghanapbuhay sa Ating Disadvantaged/Displaced Workers (TUPAD)</li> <li>- Abot-Kamay Ang Pagtulong (AKAP) for OFWs</li> </ul> </li> <li>• DSWD - Emergency Subsidy Program (ESP) <ul style="list-style-type: none"> <li>- Sustainable Livelihood Program (SLP)</li> </ul> </li> <li>• DPWH Tourism Road Infrastructure Program</li> </ul>
<b>Jobs and Skills</b>	Online capacity building initiatives - 469 tourism training programs virtually conducted by various regional and foreign offices of the DOT, from which was attended by 33,545 online participants and had reached a total of 2,136,236 online engagements. Utilizing ECQ for Tourism Enterprises, Filipino Brand of Service under the “New Normal”, ASEAN Tourism Toolbox, Digital Tourism, Tourism Innovation and Entrepreneurship
<b>Restarting Tourism</b>	Tourism Response and Recovery Plan (TRRP) Priority for domestic tourism and gradual re-entry of international tourism based on risk assessment
<b>Health and Safety Protocols</b>	Health and safety protocols developed by DOT for the accommodation establishments (AEs), restaurants, tourist land transport services; international protocols adopted by the airline community Online accreditation system; Issuance of Certificates of Authority to Operate; Introduction of WTTC Safe Travel Stamp
<b>Domestic Tourism</b>	<ul style="list-style-type: none"> <li>• Creation of a Task Force on Domestic Tourism Product and Market Development to pursue a strategy that is anchored on local and bottom-up participation.</li> </ul>



	<ul style="list-style-type: none"> <li>• Implementation of uniform protocols for domestic movements</li> <li>• Investment in digital solutions and application such as the Visitor Information and Travel Assistance (VISITA) Program of Baguio City</li> <li>• Design and promotion of green corridors such as the Ridge and Reef Travel Corridors linking Baguio City to provinces of Region 1 and the BLUPISIN (Baguio-La Union-Pangasinan-Ilocos Sur-Ilocos Norte)</li> </ul>
<b>International Tourism</b>	Closure of international borders for international leisure travellers; Entry of 'Balikbayan' travellers allowed starting December 2020

As the vaccination programs are rolled out worldwide including in the Philippines, the government is positioning for safe re-opening of more economic sectors to protect and restore more jobs and create new opportunities for Filipinos under a better normal environment. As the tourism industry that contributes 12.7 percent to the GDP continues to secure assistance to protect jobs and business, it is now in a better position to increase the readiness of destinations for safe re-opening of borders. The safe re-opening of tourism markets is the more sustainable way to recover more jobs that are dependent on the delivery of service and tourism experience.

Given the above context, the DOT spearheaded the updating of the TRRP in May 2021. The Tourism Development and Planning Division of the Office of Tourism Development Planning, Research and Information Management was tasked to review the TRRP 2020.

The OTDPRIM conducted the following activities:

- (i) Focus Group Discussions (FGD) via Zoom that focused on main discussion points (i) Industry Enterprises/ Organizations (ii) Employees/Talents (iii) Product and Destination. LGU representatives particularly tourism officers and partners such as tourism councils participated in the FGDs;
- (ii) Online Survey was undertaken simultaneously from May 05 -14, 2021;
- (iii) Key Informant Interviews (KII) with representatives from Government Financial Institutions, NGAs, LGUs, and Air Carrier Associations

In the conduct of the FGD, representatives from the Regional and National Stakeholders as well as DOT Operating Units, and attached agencies such as Tourism Infrastructure and Enterprise Zone Authority (TIEZA) and Tourism Promotion Board (TPB). A total of 285 participants were recorded as participants during the review process.

The Online Survey was disseminated to the stakeholders through the DOT Regional Offices during the period May 13-24,2021. The total responses reached 608 and included enterprises and individuals (e.g. tour guides).

The results of the consultations for the reformulated National Tourism Development Plan 2021-2022 were also utilized as source of information. LGU representatives participated in the cluster consultations conducted in November 2020.

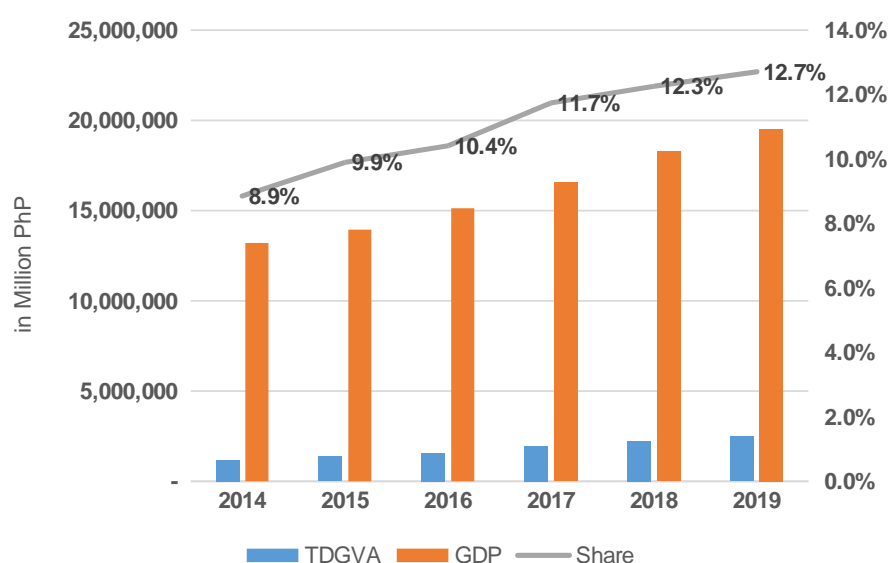


## II. PROFILE OF THE INDUSTRY

### 1. Pre-COVID Tourism

Tourism has been a significant pillar of Philippine economic development over the past 10 years since the enactment of the Tourism Act of 2009. A major milestone was reached when the industry reached a high contribution of 12.7% share to GDP that contributed to an employment level of 5.7 million. Tourism ranks as the second largest contributor to export revenues.

**Figure 1: Contribution of Tourism to the Philippine Economy, 2014-2019**



Source: Philippine Statistics Authority

The Philippine Statistics Authority (PSA) through its Philippine Tourism Satellite Accounts (PTSA) reported that there are 5.7 million people employed in the tourism sector in 2019 with over 70 percent in the passenger transport, and accommodation, food and beverage industries.

**Table 2: Employment in Tourism Industries, 2019 (in thousand persons)**

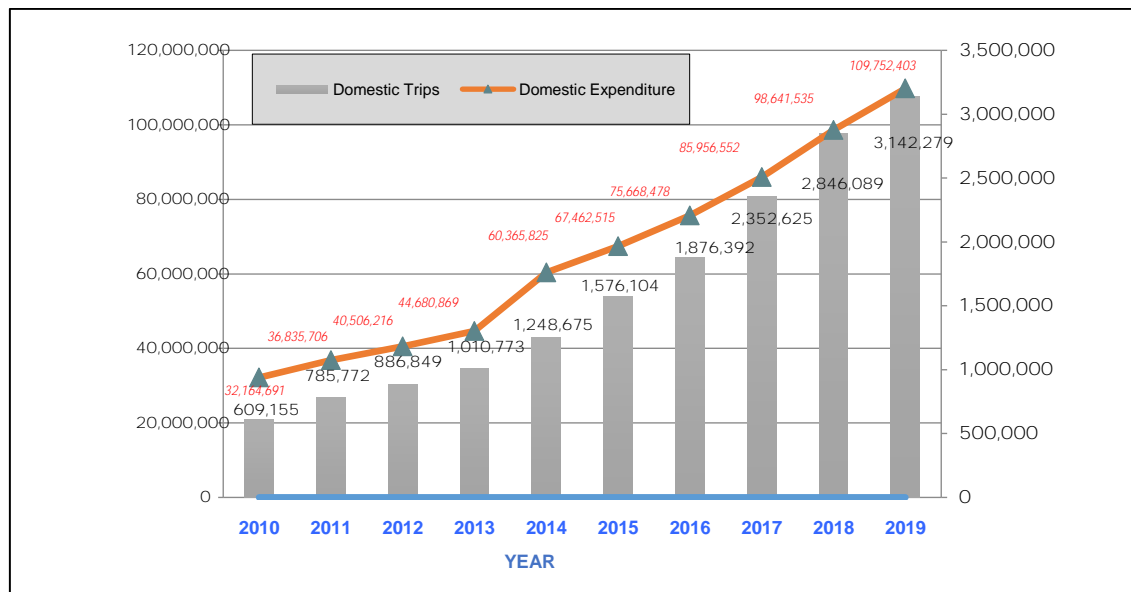
Tourism Characteristic Industries	Employment 2019 (in thousand persons)	% share per industry
Accommodation and food and beverage	1918	33.6%
Passenger transport	2189	38.3%
Travel Agents, tour operators and tourism guides	39	0.7%
Recreation, entertainment and cultural services	397	7.0%
Retail trade on tourism-characteristic goods	373	6.5%
Miscellaneous	798	14.0%
<b>Total</b>	<b>5,714</b>	<b>100%</b>

Source: PSA, Philippine Tourism Satellite Accounts 2019

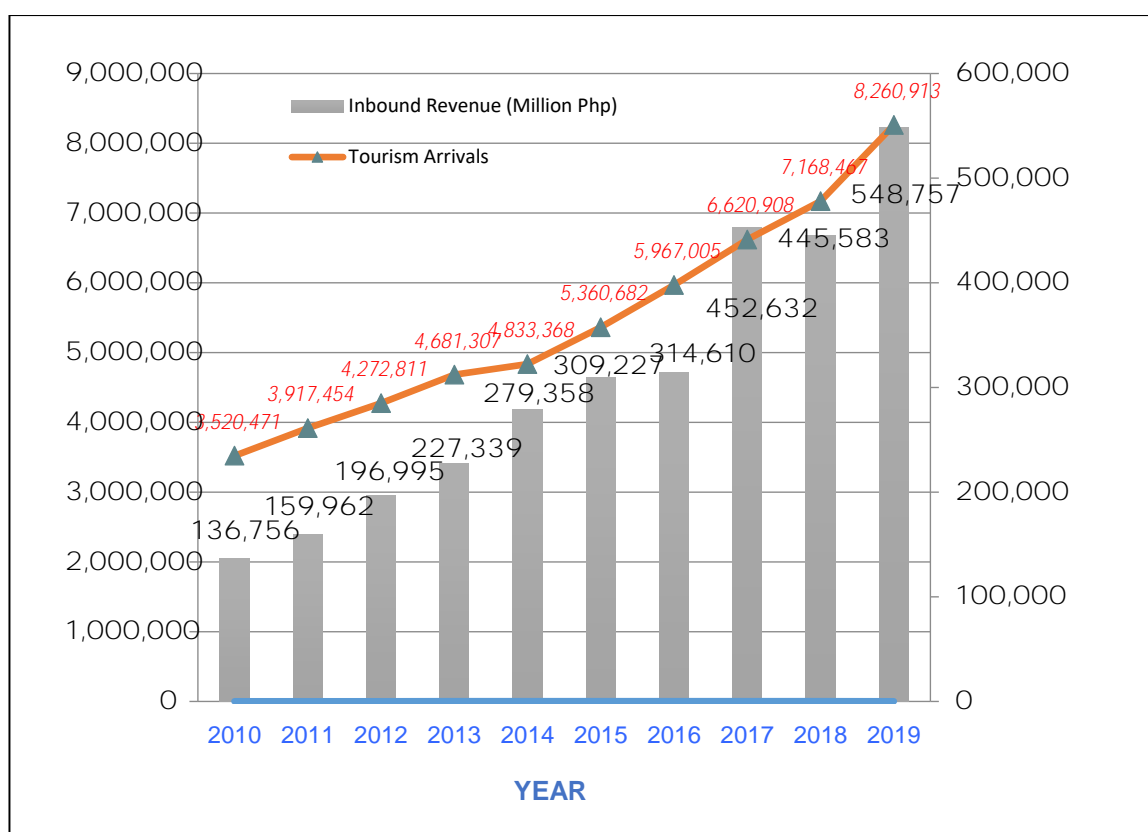
Domestic tourism is a strong backbone of the Philippine economy, with total expenditure by residents growing by 10.4 percent to 3.14 trillion pesos in 2019 from 2.85 trillion pesos in 2018. About 22.0 percent of the Household Final Consumption Expenditure is allocated for domestic travel. In terms of compounded annual growth rate (CAGR), domestic tourism expenditures/revenues and arrivals increased by 14.6% and 19.9% per year from 2010-2019.

International tourism arrivals increased by 15.2% from 7.2 million arrivals in 2018 to 8.3 million in 2019. International tourism revenues expanded by 23.1% from Php 445.6 billion to Php 548.8 billion. In terms of CAGR, international tourism revenues and arrivals increased by 16.7% and 9.9% per year from 2010-2019.

**Figure 2: Estimated Number of Domestic Trips and Domestic Expenditure, 2014-2019**



Source: Department of Tourism and Philippine Statistics Authority

**Figure 3: Tourism Arrivals & Inbound Tourism Revenue, 2010-2019**

Source: Department of Tourism and Philippine Statistics Authority

## 2. COVID-19 Impacts on Tourism

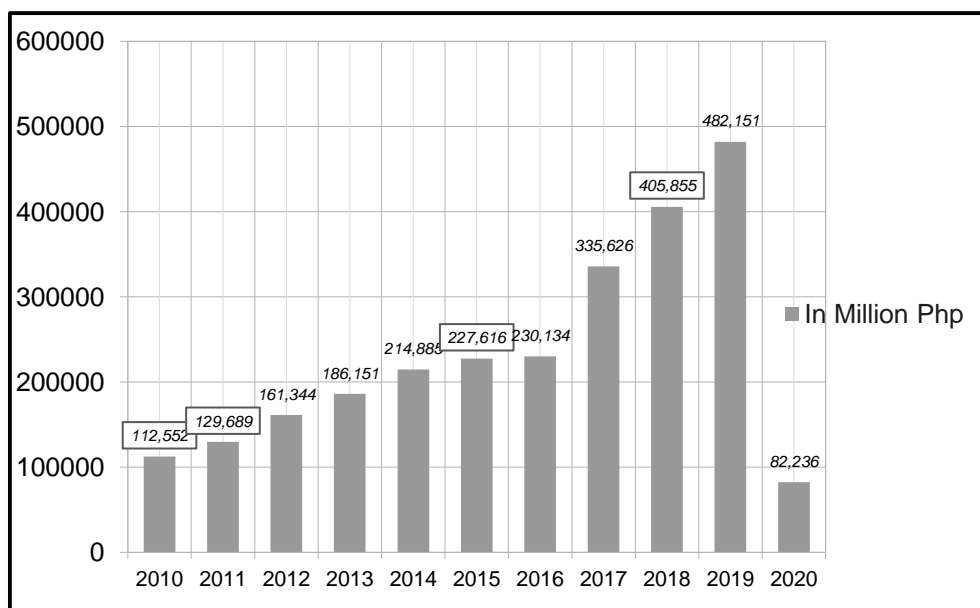
Tourism is one of the first and hardest hit sectors with the restriction on travel and closing of borders to control the spread of the covid-19. The imposition of travel restrictions and quarantine measures across the country has affected not only large-scale business but also MSMEs.

### 2.1. Impact on Receipts

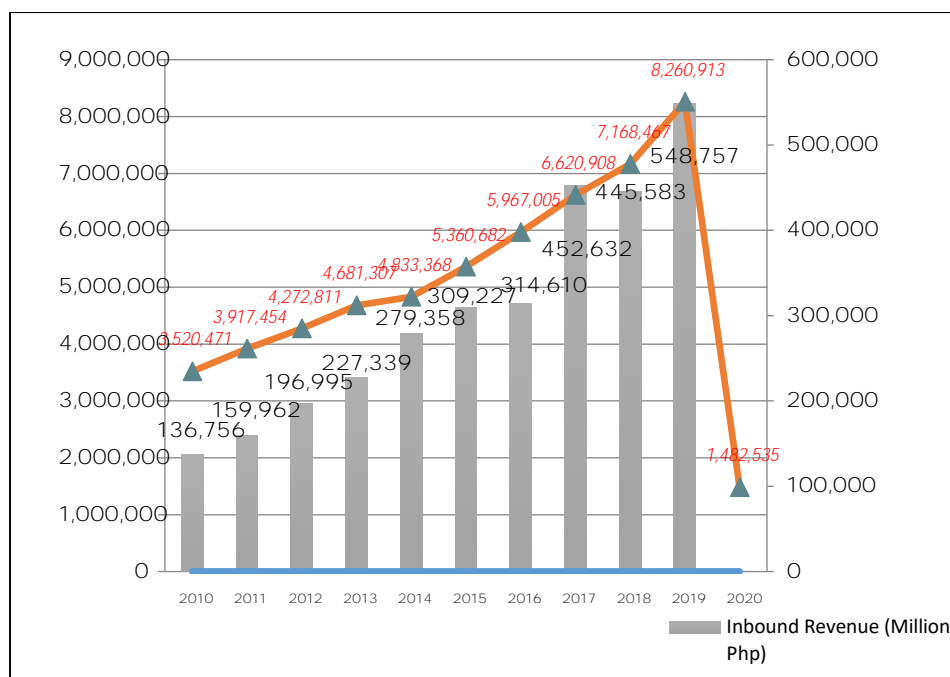
Visitor spending generated from January to December 2020 recorded an estimated PHP 82.24 Billion, a decrease of 82.94% from the visitor receipts<sup>1</sup> of PHP 482.15 Billion recorded in the same period last year.

<sup>1</sup> - Visitor receipts is computed using the Visitor Arrivals, Average Length of Stay (ALOS) and Average Daily Expenditure (ADE).

- Visitor Receipts is converted into Philippine Peso using the 2020 Monthly Exchange Rate by the Bangko Sentral ng Pilipinas. There may be a slight difference in totals due to rounding off of figures.

**Figure 4: Estimated Yearly Visitor Receipt, 2010-2020**

Source: Department of Tourism and Philippine Statistics Authority

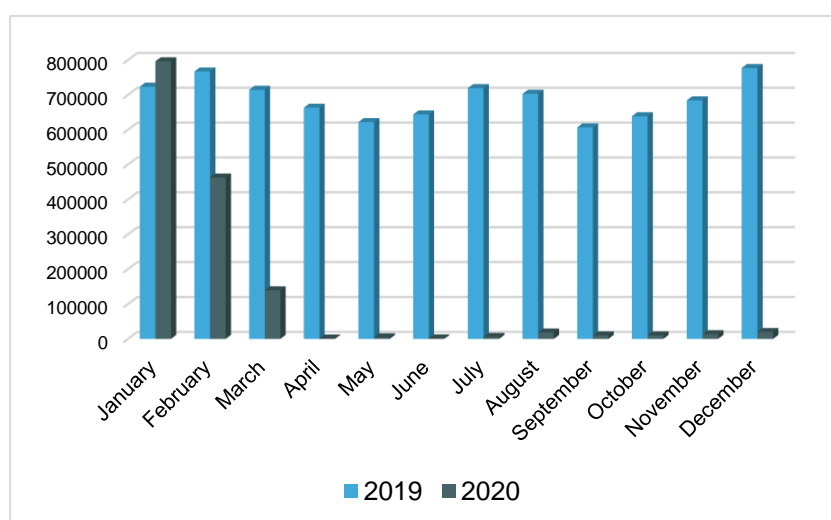
**Figure 5: Tourism Arrivals & Inbound Tourism Revenue, 2010-2020**

Source: Department of Tourism and Philippine Statistics Authority

## 2.2. Impact on Visitor Volume

Tourist arrivals declined from 8,260,913 in 2019 to 1,482,535 in 2020,<sup>2</sup> a significant drop of 82.05%. Visitor spending in 2020 was estimated at PHP 82.24 Billion, lower by 82.94% from its 2019 level.<sup>3</sup> The DOT recorded 10,906,429 domestic travelers who stayed in commercial establishments in 2020. This represented a decline of 80.79% from 2019.

**Figure 6: Monthly Visitor Arrivals to the Philippines: 2019 vs 2020**



Source: SEAIME-OTDPRIM

## 2.3. Impact on Tourism Workers

The Enhanced Community Quarantine (ECQ) in 2020 prompted the closure of many tourism businesses, most especially hotels, travel agencies, tour operations, and transport services. Aside from these companies suffering from minimal to no revenue, they also struggle with the problem of providing wages and salaries to employees. It is estimated that an amount of three billion pesos per day or 63 billion pesos for a 21-day work month is needed to support workers in the ECQ areas.

In 2020, the full-year employment in tourism was estimated at 4.7 million,<sup>4</sup> lower by 17.5% from its 2019 level. In the past year, tourism workers including those belonging to the informal sector became beneficiaries of cash assistance programs from national and local governments. Recognizing that such assistance was not sufficient to meet their personal and family needs, workers especially those displaced from their jobs engaged in other activities to survive the pandemic.

The most common activity to generate income was selling – both online and offline retail – of various products – from food and beverage, plants, insurance among others. Tour guides shifted to work like part-time teaching and call center agent. To utilize the time to prepare for the eventual market recovery, the DOT conducted series of trainings on health and safety protocols and occupational safety programs. The DOT and other agencies collaborated to promote upskilling and retooling of workers and enterprise owners particularly in digital transformation.

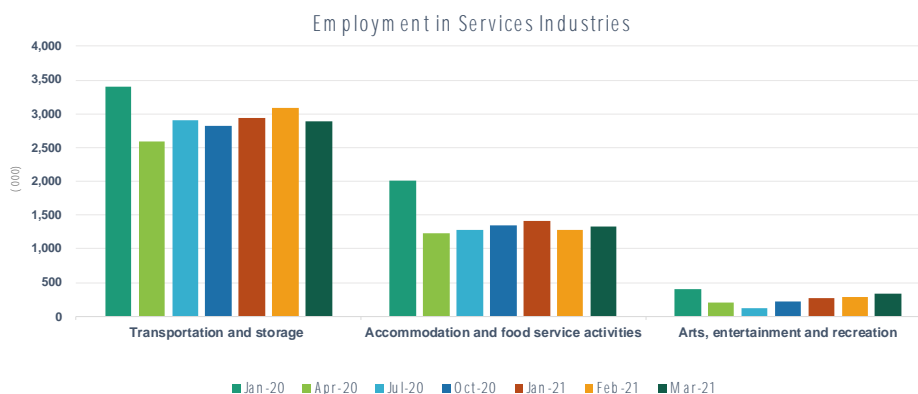
<sup>2</sup> Starting 17 March 2020, sea arrivals were not included because of their travel purposes (only for foreign repatriation, change crew, joining, or bunkering)

<sup>3</sup> Source: Annual Visitor Receipt for 2020, SEAIME-OTDPRIM

<sup>4</sup> Figures are estimate only for the Reformulated NTDP 2021-2022. Official and final figures will be provided by the PSA on June 2021.

The relaxation of quarantine and domestic cross-border rules did not guarantee the immediate recovery of jobs. Nonetheless, economic activities and employment respond to the easing of border and mobility restrictions. Data from the Philippine Statistics Authority reveal improvements in the employment levels of tourism-characteristics industries. In transportation, the March 2021 employment reached 85% of the pre-pandemic record (January 2020). In the case of accommodation and food service activities, the sector employment has reached 66% of pre-Covid level in March 2021.

**Figure 7: Employment in Tourism-Characteristics Industries**



Source of basic data: PSA Labor Force Survey

## 2.4. Impact on Tourism Enterprises

As most of the country was placed in various levels of community quarantine, the whole tourism value chain felt the significant loss of supply of tourists all over the country. With no domestic flights and the travel of Filipinos going abroad, ticketing agencies/travel and tour operators did not have any bookings and had to close their offices. Lockdowns with varying safety protocols and border controls imposed by local government units, inter-zonal movement proved to be challenging for tourist transportation operators and other tourism enterprises. The disruptions caused by covid-19 go beyond tourism-characteristic industries affecting global value chains (GVCs), such as, accommodation, food services, event organizers, furniture suppliers, and property management services.

For the past year, enterprises adopted various measures to protect their employees and to ensure business continuity (Figure 8).

**Figure 8: Measures Adopted by Enterprises to Finance Survival<sup>5</sup>**

On 12 October 2020, the DOT and the Small Business Corporation (SB Corp) signed a Memorandum of Agreement (MOA) to finalize the CARES for Tourism Rehabilitation and Vitalization of Enterprises and Livelihood (TRAVEL) program that will extend loan assistance to micro, small, and medium enterprises (MSMEs) from the tourism industry. Through the DOT and SB Corp's CARES for TRAVEL program, tourism MSMEs will have access to zero interest, no-collateral loans with a loan term period of up to four (4) years, including a corresponding grace period of up to one (1) year.<sup>6</sup> As of this date, there are 426 approved<sup>7</sup> loan applications mostly coming from NCR, MIMAROPA, Western Visayas, and Central Visayas regions.

The relatively low demand for loans by enterprises with financial institutions was due to reasons such as:<sup>8</sup>

- *Market-Demand Conditions:* Uncertainties with market demand recovery, preference for temporary closure until restrictions are eased; availability of other sources of funds (i.e. families, emergency funds);
- *Behavior and Network Effects and Search Costs:* lack of awareness and understanding of the program; influence of others and their experience on the decisions of enterprise owners; general preference for assistance not loans; search cost consideration and available access to other relenders in the countryside;
- *Program-Specific:* Lack of documentary requirements to support application, short grace period given uncertainties in market restart/recovery/'extended pandemic' due to variants; short repayment period; insufficient maximum loan amount to address borrowers' needs.

The safe and gradual re-opening of the borders are considered as the more sustainable solution to the recovery of the industry. Enterprises and their employees and partners in the activities experienced challenges related to the re-start of local tourism: (1) difficulty to promote and host visitors due to varying and inconsistent domestic border protocols and requirements; (2) costly re-opening (e.g. spoilage of goods) and closing of borders due to lack of clear roadmap and communication plan and coordinated approach; (3) lack of funds to immediately shift to digitization particularly for micro and small enterprises.

<sup>5</sup> Extracted from the survey of 608 enterprises and results of the consultations.

<sup>6</sup> [http://tourism.gov.ph/news\\_features/CaresForTravel.aspx](http://tourism.gov.ph/news_features/CaresForTravel.aspx)

<sup>7</sup> Source: CARES for TRAVEL, SB Corp., as of 07 June 2021

<sup>8</sup> Extracted from the survey of 608 enterprises and results of the consultations.

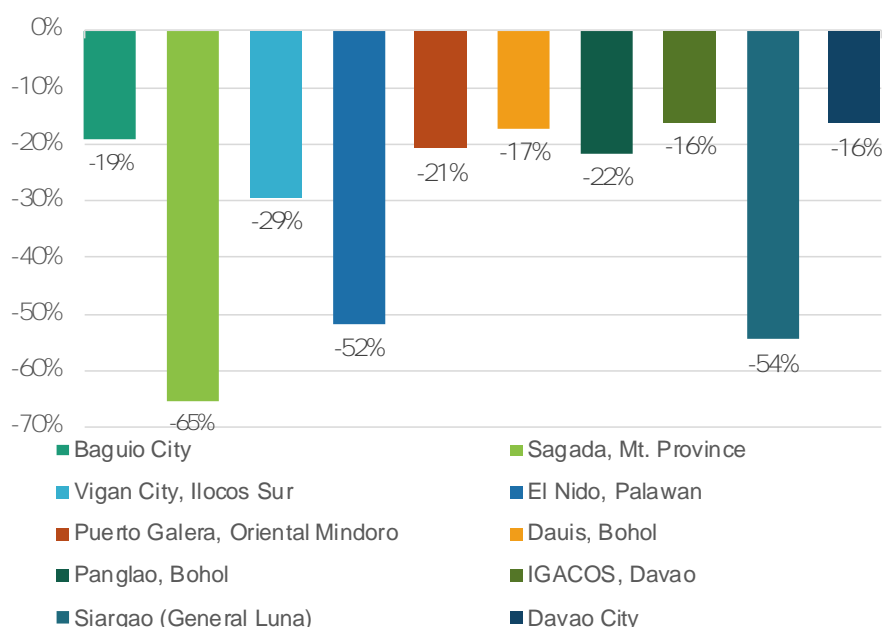


## 2.5. Impact on Local Government Units and Communities

The local government units (LGUs) served as major partners in the following: (1) containment of local transmission and roll-out of vaccination programs; (2) delivery of social services and distribution of assistance; (3) provision of jobs particularly to displaced formal and informal workers; (4) repatriation of tourists; (5) grant of temporary relief to enterprises through waiver and/or discounts in rent, permits, licenses and other fees; and (6) development of smart applications and other tools to facilitate contract tracing and response mechanisms.

The COVID-19 had impacts on the resources of the LGUs and tourism-related programs. Business and services income declined due to lower collections from rent, operations of economic enterprises (for transport terminals and markets), and ecotourism development fees. The impacts could be evidenced in tourism and environment-related programs that were earmarked as beneficiaries of such fees. The rent income declined by 73.4% from Php 12.5 million in 2019 for the City of Vigan. For LGUs like the Island Garden of Samal, transportation system fees declined by 54.2%. For LGUs like Baguio City and General Luna in Siargao, income from market operations declined by 43% and 66%, respectively.

**Figure 9: Service and Business Income Performance of Select LGUs  
% decline of 2020 Income**



Source of basic data: Audited Financial Statements from Commission on Audit

For those dependent on business and service income from their economic enterprises, the LGUs reduced the number of job orders or temporary workers who became priorities in new openings related to COVID-response.

To address the needs of LGUs to finance COVID-19 response, the government introduced measures such as allocation of Php 1 billion each to Land Bank and DBP for the interest subsidies on new and existing loans secured by LGUs and facilitation of loans by the DOF under its Municipal Development Fund Office. The DOF reported that 18 LGUs applied for loans to combat the effects of the Covid-19 pandemic in their respective localities in 2020. To expedite the loan application process of LGUs, the DOF has also provided electronic assistance to speed up issuance of certificates on net debt service ceiling and borrowing capacities to the LGUs. The Land Bank approved loans totaling P62.32 billion for 194 local government units (LGUs) nationwide under its RISE-UP LGUs (Restoration and Invigoration package for a Self-Sufficient Economy towards UPgrowth for LGUs) Lending Program, designed together with the League of Cities of the Philippines. As of Feb 2021, P1.89 billion has been released to 32 LGUs.

**Figure 10: Measures to Support LGUs in COVID-19 Response**

LGUs especially those in tourism-dependent destinations before COVID-19 recognize the importance of tourism rebound on the survival of their local enterprises, job security of the tourism workers, and overall economic recovery of their destinations. However, there are actions by LGUs that impact on the recovery elements particularly in restoring travel confidence.

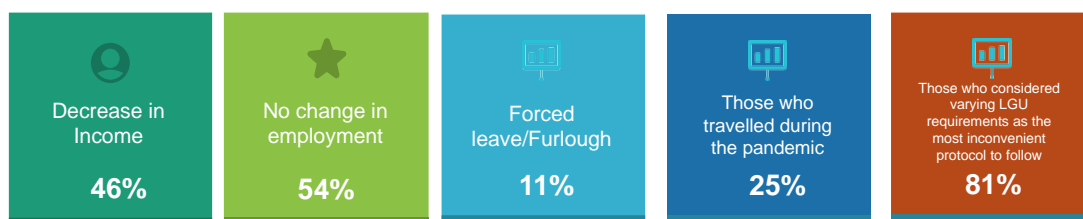
1. *Protocols and Border Restrictions.* During the past year, when borders opened for domestic tourism, travellers experienced higher travel costs due to varying COVID-19 test, documentary requirements and protocols. As reported in the Domestic Travel Survey in December 2020, 81% of the respondents cited varying LGU requirements as the most inconvenient protocol to follow.<sup>9</sup> “The varying LGU safety protocols is the top source of travel inconvenience. The presence of a unified system that outlines the set of standard protocols in various travel destinations will help ease travel arrangements.” These protocols deter visitors from being able to move across tourism sites even within a tourism circuit developed and /ore prepared by the tourism stakeholders for rebound. The survey also revealed that 77% are willing to do multi-destination travel, 76% are open to traveling on extended trips and 79% are open to integrating remote work and leisure or “workation” that can potentially extend length of stay and increase economic impacts. The IATF issued Resolution 101 in February 2021 supporting the implementation of uniform travel protocols among LGUs. Such policy provides the opportunity for LGUs particularly those belonging to the same tourism development areas to benefit from the multi-destination trips of Filipino travellers as revealed in the Domestic Travel Survey of 2020.
2. *Digitization.* The use of different applications increases the time spent by visitors to search and download the app, and finally complete their itinerary. Combined with the varying protocols and entry requirements, visitors would tend to pursue point to point travel only and reduce the ability of tourism circuit development to increase the rebound potentials of the local economy through safe tourism.
3. *Travellers and Host Community Confidence.* Reports on violations of safety and health protocols by tourists and/or local residents reduce the confidence of others to go to the destination. These violations tend to be interpreted as evidence of ineffective enforcement of the protocols and lack of culture for safety at the destination level despite the pandemic. The Domestic Travel Survey (December 2020) showed a high willingness of travellers to comply to protocols such as face masks, face shields and contact tracing requirements because give them assurance of safety during travel.
4. *Contract tracing.* Reports on the increase in cases in destinations due to violations and lack of contact tracing capabilities impact on the ability of the tourism to recover the markets and jobs.

<sup>9</sup> Department of Tourism, Dr. Andrew L. Tan Center for Tourism, & Guide to the Philippines (DOT, ALTCFT, GTTP). (2021, February). The Philippine Travel Survey Report: The Evolving Landscape of Domestic Travel in the Philippines. Department of Tourism, Asian Institute of Management, Guide to the Philippines

## 2.6. Impact on Tourists

The COVID-19 had impacts on the spending power of the consumers. Focusing on the domestic market, the DOT Domestic Travel Survey in December 2020<sup>10</sup> revealed that 40% of the respondents experienced decrease in income due to the pandemic. While 40% of the respondents did not state any changes in employment, a group of 11% of the respondents stated that they had to go on forced leave to keep their jobs.

**Figure 11: Experience of Domestic Travellers Due to COVID -19 Impacts**



Travel demand did not collapse due to the pandemic. The survey highlighted that 25% of the respondents travelled during the pandemic. Travel was not seamless due to the varying protocols of the LGUs. About 81% of the respondents considered these LGU requirements as the most inconvenient protocol to follow.

## III. WAY FORWARD IN ADDRESSING THE IMPACT OF COVID-19

The protocols and practices to keep communities safe against COVID-19 have allowed sectors of the economy to rebound. They have also made tourism operations and rebound a significant challenge but not impossible. Stakeholders have gained from the re-opening of their destinations in the past months particularly from major source markets like Metro Manila and environs.<sup>11</sup> Others suffered from almost reversal of fortunes due to the lockdown measures in NCR+ due to their dependence on this market for various reasons. What is clear in the experience during the pandemic is the willingness of Filipinos to travel under certain conditions – economic, safety considerations, protocols and the like.

The Domestic Travel Survey<sup>12</sup> revealed that 25% of the respondents traveled during pandemic and 35% of those who traveled, traveled for leisure, followed by visiting family & relatives. Travelers visited destinations close to their place of residence (within their regions and neighboring regions). The DOT collaborated with LGUs in designing and promoting green corridors such as the Ridge and Reef Travel Corridors linking Baguio City to provinces of Region 1 and the BLUPISIN (Baguio-La Union-Pangasinan-Ilocos Sur-Ilocos Norte) and point to point movement even while NCR plus was under strict quarantine restrictions. While international tourism markets remain closed to leisure travelers, destinations can benefit from the dividends earned from building and growing the domestic travel markets in the past years. The level of movements as described above will not be able to generate enough revenues to restore the pre-COVID employment and income levels. Tourism relies on actual visitation and experience of products and services at the destinations. When borders continue to remain closed to tourism, the relief response will continue to be at the core of the updated TRRP. However, given evidences of good practices by enterprises and destinations, the prioritization of tourism workers in the vaccination program, and the intensive campaign by the DOT to nurture culture of safety across the tourism value chain, the industry has a good opportunity to upscale these initiatives towards the more sustainable solution to market and ultimately job recovery.

<sup>10</sup> Ibid.

<sup>11</sup> FGDs with tourism stakeholders. May 2021.

<sup>12</sup> Ibid.

The following sections provide an overview of the priorities identified by stakeholders and stated in the surveys conducted by the DOT in the past six months. These surveys include the following: (1) Domestic Travel Survey of 7,243 Filipino travelers; (2) Survey of 108 tourism enterprises in December 2020; (3) IATA survey of 4,700 respondents conducted online in 11 markets between 15 and 23 February 2021; and (4) survey of 608 tourism enterprises in May 2021 to capture the experiences of financing survival during the pandemic and the key priorities in the next 12 months. The other points integrated in the discussion include the results of the FGDs, KIIs, and broader industry consultations as described in the Introduction of this updated TRRP.

## 1. Market Expectations and Preferences

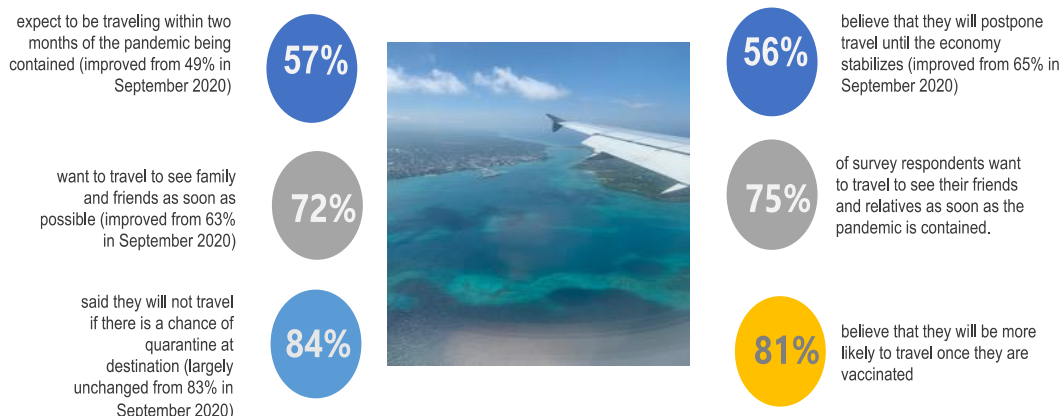
The following insights and responses were gathered from the updated Philippine Travel Survey undertaken by the DOT, in partnership with the Asian Institute of Management – Dr. Andrew L. Tan Center for Tourism (AIM ALT-CFT) and the Guide to the Philippines (GTTP), from November 28, 2020 to December 30, 2020 of 7,243 Filipino travelers and 108 tourism enterprises nationwide on their sentiments towards the current pandemic situation, as well as their behavior and preferences on future domestic leisure travel.

The survey revealed that Filipinos are willing to travel during the pandemic and that there is pent up demand that may be unleashed with restored market confidence. This in turn depends on evidences of effective implementation of safety and health protocols, successful vaccination program roll-out, and availability of income and trusted operators or providers.

**Figure 12: Key Implications from the DOT Domestic Travel Survey**

- 01** Travel is perceived as an answer to keeping their sanity
- 02** Travel behavior has changed thereby opening opportunities for introducing new travel products and services
- 03** Travel and safety protocols need to be standardized
- 04** Traveling can be personalized
- 05** Travelers' preferences evolved

In the international tourism market, the International Air Transport Association (IATA) survey in February 2021 revealed a high preference to travel to visit friends and relatives market and to travel once they are fully vaccinated.

**Figure 13: IATA Survey of International Travellers: February 2021**

The various destinations across the archipelago are in a unique position to match the preferences of travelers – outdoor spaces, low density recreational sites, responsible travel among others - during this time and even in post-COVID 19. By supporting the programs and stakeholders in developing these experiential products under the updated TRRP, more destinations will be able to tap their strengths, create and curate experiences to inspire travel confidence. See Appendix 1 on Results of the Regional Cluster Consultations in November 2020.

## 2. Needs of the Industry Workforce

The workers in the industry have been supported by various government assistance (i.e. DOLE-DOT Financial Assistance and Cash for Work Program, DOLE-COVID-19 Adjustment Measures Program of CAMP under Bayanihan 1, DSWD Social Amelioration Program (SAP), DOF Small Business Wage Subsidy (SBWS), Social Security Systems (SSS) Unemployment Benefits) as part of the relief package in the past year. They have also gained from the training programs provided by the DOT and partner agencies. The most frequently cited programs include: COVID-19 health and safety protocols (across various tourism-characteristic industries such as but not limited to accommodation, tour operations), customer service, occupational safety-related training, online marketing, and creation and curation of tour packages.

- (i) *Financial Assistance.* The appeal for such assistance continues to be strong due to the uncertainties as regards timeline of re-opening tourism markets or increasing the capacities to accommodate recovery in demand. The financial assistance is recognized as not sufficient to meet the needs of workers and their families over a longer period of the pandemic.
- (ii) *Skills training.* The need is to gain skills and capabilities to shift or diversify to other livelihood activities and to adapt to new technologies for enhanced service delivery;
- (iii) *Market recovery.* This is the solution to restoring lost jobs and income by focusing on specific geographical and special interest segments (focused and not general marketing). This requires training programs that will enable the workers to match or serve the needs and preferences of the market segments. The training programs will be designed by the DOT based on the identified trends and needs of the market. The DOT has conducted learning needs assessments of tourism workers and enterprises that will serve as basis for designing the training programs.
- (iv) *Vaccination.* The prioritization for tourism workers strongly advocated by the DOT was highly recognized during the consultations with the stakeholders.

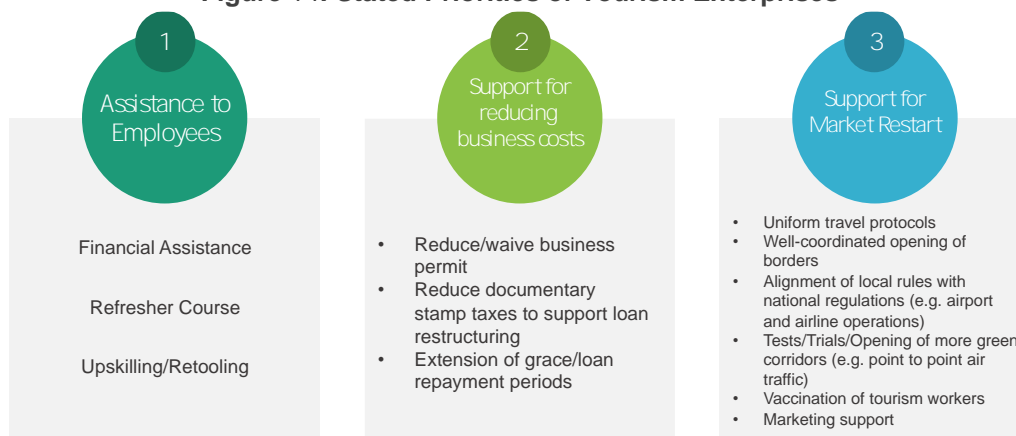
### 3. Tourism Enterprises

The DOT survey of enterprises in December 2020 revealed the following implications:

- (i) Stability of public health is perceived as the minimum requirement to accelerate the opening of local tourism;
- (ii) A standardized set of health protocols and requirements is needed to promote tourist activity;
- (iii) Financial survival remains to be the most pressing concerns; and
- (iv) Assistance in the form of advising is needed and marketing and promotions of tourism products and services remain to be the key point of intervention, followed by financial assistance.

The DOT Survey of Tourism Enterprises in May 2021 and the responses shared by stakeholders during the FGDs highlighted the priorities of enterprises for seeking government assistance: (i) assistance to their employees, (ii) support to reduce their business costs and finance their way towards market rebound, and (iii) support for market restart that are dependent on policies and regulations – both national and local. The demand for funds and loans in the next 6 to 12 months exist based on the May 2021 survey of 608 enterprises. Apart from making the funds more available and accessible, there is need to streamlined procedures in applying and availing of incentives and/or subsidies. The development of loan packages suited to the sizes of enterprises and extension of period to consider realistic target of achieving herd immunity were among the proposals from the enterprises.

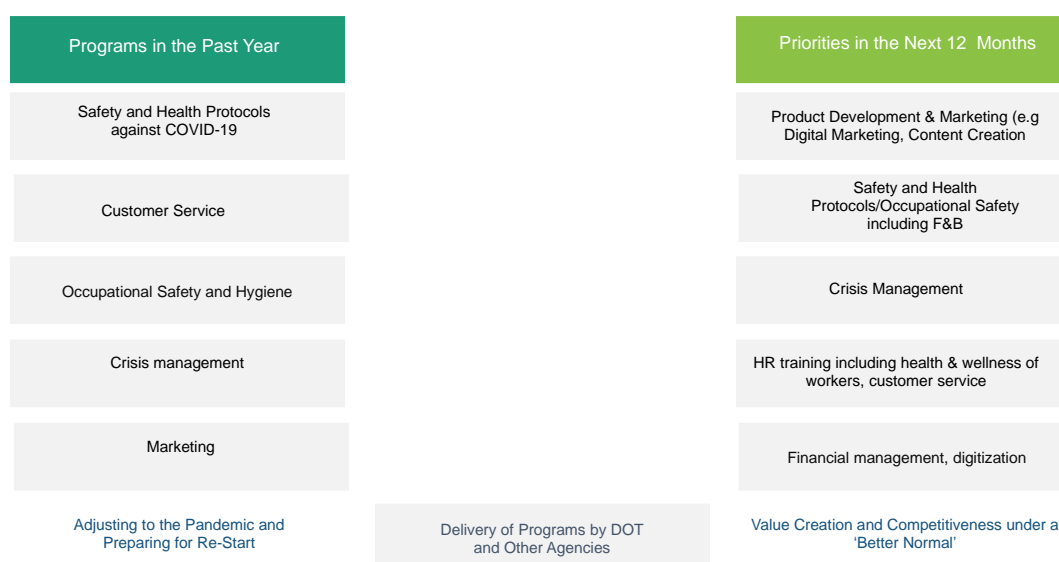
**Figure 14: Stated Priorities of Tourism Enterprises**



Marketing support will be very important as source markets reach their points of “herd immunity” and outbound travel restrictions gradually are relaxed. This should be the major program of the DOT Foreign offices in the international front while regional offices can fine tune their product development efforts to the domestic and foreign niche markets. Focused marketing should be adopted and of a generic or shotgun approach with an overall theme of safety, healthy and convenience in travel.

For enterprise owners, the topmost priority in capacity-building is product development (particularly for tour operators) and marketing (primarily digital marketing including content creation programs). There is continuing demand for safety and health protocols and occupational safety programs. The demand also emanated from stakeholders who gained from the training programs last year. They believe that such programs particularly occupational safety should benefit more stakeholders, given that there are others who were not reached by the program last year.

**Figure 15: Stated Priorities for Capacity-Building**



#### 4. Local Government Units

The levels of development and capacities of LGUs to respond to COVID-19 and prepare for tourism market restart vary. The gaps may exist in the hard and/or soft infrastructure and both require financial resources to procure, deliver, and complete. The vulnerable LGUs are those that have been highly dependent on tourism during pre-COVID but lacked economic diversity and the health and sanitation-related infrastructure needed to fight the COVID-19 pandemic. These LGUs have low resilience due to the low ratio of doctors/nurses/midwives and hospital beds to the population. And for island tourism economies, their vulnerabilities are further worsened by the lack of emergency response system during these very difficult times. To add to the growing list of pressure points, the LGUs located along typhoon and/or earthquake belts but dependent on tourism for their local rebound would need critical support to benefit from the vaccination program.

**Figure 16: Stated Priorities by LGUs for Increasing Capabilities in Market Restart**





## 5. Relevant Policies and Guidelines

The Philippines began addressing the COVID-19 pandemic on March 8, 2020 when it issued Proclamation No. 922 to declare a state of public health emergency throughout the country. On 16 March 2020, it was complemented by Proclamation No. 929, declaring a state of calamity to the entire Philippines due to COVID-19.

The government started implementing deliberate measures such as the imposition of community quarantines to the different areas of the country. It aimed to contain the transmission of the COVID-19 by limiting movement of the population with the exception of essential personnel and skeletal workforce. “Non-essential” businesses such as travel and tourism were disallowed.

On 24 March 2020, the Republic Act No. 11469 or the Bayanihan to Heal as One Act was enacted, which authorizes the President to exercise emergency power to carry out urgent measures to meet the current national emergency related to COVID-19 crisis for a period of three months.

In relation to RA 11469, DOT issued Department Order Number 2020-024 directing the immediate development of a tourism response and recovery plan and creation of a program management committee. Six sub-committees were created to address various sectoral concerns of the industry. The guidelines by National Disaster and Risk Reduction Management Council were adopted in the formulation of TRRP. On July 2020, the TRRP was completed.

To support the accommodation needs of returning OFWs and stranded tourists in accordance with IATF Resolutions, the DOT issued Administrative Order No. 2020-001B to provide the rules and regulations governing the operation of hotels and other Accommodation Establishments during the ECQ. The hotels and other accommodation establishments have operated on a limited scale for the use of front liners, OFWs, and stranded tourists.

A Joint Administrative Order No. 2020-001 among the DOT, Department of Health (DOH) and the Department of the Interior and Local Government (DILG) was signed in April 2020 setting the guidelines for the operation of accommodation establishments as quarantine facilities for OFWs under RA 11469.

Subsequently, several issuances were issued by the DOT to provide implementing rules and regulations to Accommodation Establishments and other Tourism-related Establishments based on the situation and classification of the community quarantine that is being implemented. These were all in conformity with the changing resolutions that the IATF-EID has been enforcing since the pandemic began, and with the local policies of LGUs.

Some of the Administrative Orders that the DOT issued were: (i) Administrative Order No. 2020-002-C, rules on the operations of Ancillary Establishments in Accommodation Establishments, and an increase in the operational capacity of Accommodation Establishments in areas under MGCQ; (ii) Administrative Order No. 2020-004, the guidelines for leisure and tourism operations of island and beach destinations under MGCQ; (iii) Administrative Order No. 2020-006-A, the amended guidelines on the operations of accommodation establishments for staycation purposes under GCQ; (iv) Administrative Order 2020-007-A, the amended guidelines governing the operations of travel and tour agencies, and tour guides under a community quarantine; (v) Administrative Order 2021-001 which is line with IATF Resolution No. 99, the amended guidelines on the operations of tourist attractions such as parks, natural sites, historical landmarks, and museums under community quarantine; and (vi) Administrative Order No. 2021-004 based on IATF Resolution No. 95 and 106-B, the updated guidelines on the operations of hotels and other accommodation establishments under a community quarantine. With the enforcements of these issuances, some Accommodation Establishments and other Tourism-related Establishments resumed with their operations with limitations.

To ensure the continuity of the response and recovery measures of the government on the COVID-19 pandemic, the Republic Act No. 11494 or the Bayanihan to Recover as One Act was enacted on 11 September 2020, which extends the President’s necessary and appropriate special powers in undertaking various actions and efforts such as recovery and stimulus programs to mitigate the impacts of COVID-19 to the people and economy. The Bayanihan to Recover as One Act with a P165-billion pandemic response fund was extended until 30 June 2021 through Republic Act No. 11519.

Pursuant to the mandate of RA 11494, the DOT was given fund allocation to ensure the survival of MSMEs in the different sectors of tourism industry through financial aid programs in partnership with other agencies such as the financial assistance and cash-for-work program with the DOLE, and the CARES for travel program with SB Corp.

In relation to the financial programs with DOLE, the DOT issued Joint Memorandum Circular No. 2020-001 on 30 October 2020 which provides guidelines for the implementation of the financial assistance to displaced tourism workers and tour guides. In order to expand the coverage and beneficiaries of the program, the DOT-DOLE signed Joint Memorandum Circular 2021-001 on 03 February 2021 which provides the amended guidelines on providing financial assistance and cash-for-work program for displaced workers in the tourism sector that is hardly hit by the COVID-19 pandemic.

As the significant part of the extensive efforts and initiatives of the government in mitigating the effects and impacts of the COVID-19, the Republic Act No. 11525 was signed on 26 February 2021, which is an act establishing the COVID-19 Vaccination Program. This is in line with the interim plan of the DOH entitled, "The Philippine National Deployment and Vaccination Plan for COVID-19 Vaccines" that was published on January 2021. The DOH also provided the COVID-19 Vaccination Program's prioritization framework which ranges from Priority Group A to C. According to the latest IATF Resolution No. 117, s. 2021, private sector workers and informal sector workers who are required to be physically present at their respective workplace are under Priority Group A4; and this includes workers from the tourism industry. However, according to the reports, Secretary Puyat recommended to the National Task Force (NTF) to allow the tourism frontline workers in accommodation establishments utilized as isolation facilities or quarantine hotels be eligible for vaccination under Priority Group A1; and in the letter response of Sec. Carlito Galvez, he stated that the IATF-EID had approved the request of the DOT.

## **6. Reformulated National Tourism Development Plan 2021-2022**

At the end of 2019, the Philippines was on track or exceeded the goals set under the NTDP. When COVID happened, it became clear that recovery and medium-term development will not happen soon as envisioned especially for international tourism. In 2020, the TRRP recommended the updating of the NTDP 2016-2022 to account for the impacts of COVID-19 and the response aligned to the flagship Transforming Communities Towards Resilient, Inclusive, and Sustainable Tourism (TouRIST) program of the DOT launched in 2019. The TRRP set the industry back on the NTDP path to achieving the TouRIST goals.

The NTDP 2016-2022 has been updated already and reformulated for 2021-2022 timeline given the uncertainties of the pandemic situation. The Vision, Values and Goals of the NTDP have been considered still relevant. Three changes were introduced in the RNTDP 2021-2022, namely the addition of: (1) the value of safety in competitive tourism, (2) resilience and emphasis on the TouRIST program as anchor for local tourism development; and (3) strategy of strengthening governance and destination management capacities of LGUs in light of the increased devolution by 2022. The RNTDP 2021-2022 therefore sets the path to medium-term development that will be covered under the successor NTDP 2022-2028. The strategic actions related to building or accelerating tourism infrastructure for resilient destinations identified under the TRRP in 2020 have already been integrated in the RNTDP 2021-2022. An updated TRRP 2021-2022 that builds on the values of the national plan will focus on job and income recovery, and preparing the industry for the aftermath of the pandemic aligned to the RNTDP 2021-2022. In the next two years, even with the vaccination goals fully achieved, the stakeholders are envisioned to have already adjusted to an environment where distancing requirements would continue to be in place. The industry would be in a position where stakeholders are able to respond and match the changes in travel expectations and preferences. The RNTDP will upscale initiatives in tourism development that will support and sustain the recovery goal under the updated TRRP.

**Table 3: Alignment of Updated TRRP Thematic Outcomes to RNTDP SAPs**

<b>TRRP Thematic Outcomes</b>	<b>RNTDP 2021-2022 Strategic Action Programs</b>
<b>1. Social Protection and Livelihood</b>	1.3 Protect livelihood and enable innovative financing and investments 1.4 Foster Upskilling of Human Resources and Improve Service Standards 1.6 Embrace Tourism Quality Initiatives 2.2 Ensure safe access to opportunities & tourism experience for all
<b>2. Enterprise Survival</b>	1.1 Accelerate safe and green travel infrastructure & facilitation initiatives 1.3 Protect livelihood and enable innovative financing and investments 2.1 Upgrade MSMEs in the tourism value chain
<b>3. Product Development and Marketing</b>	1.2 Diversify product and provide a safe and high-quality experience 1.5 Design and implement innovative marketing& promotions programs 2.3 Build and strengthen capacities of destinations for conservation, and climate-smart investments
<b>4. Infrastructure Investments*</b>	1.1 Accelerate safe and green travel infrastructure and facilitation 1.3 Protect livelihood and enable innovative financing and investments
<b>5. Readiness of LGUs and Destinations*</b>	3.1 Upgrade the Destination Tourism Information Infrastructure 3.2 Develop and Strengthen Capacities for Local Planning and Implementation

Note: \*The programs related to infrastructure and strengthening LGU governance especially In light of the Mandanas ruling implementation are integrated already in the RNTDP 2021-2022. Other initiatives on product development such those that will benefit from development of new roadmaps (e.g. Halal tourism) are emphasized under the RNTDP 2021-22.

Tourism scenario projections were established for purposes of creating tourism forecasts based on a range of crisis-driven situations. These projections will be updated by the Philippine Statistics Authority (PSA) when the PSA has released the Philippine Tourism Satellite Accounts for 2020.

By 2022, under a mild scenario:

- 100 million domestic trips contributing PHP 3.0 trillion;
- 5 million international tourists contributing PHP 231 Billion;
- 5.1 million employment or 11.7% of national employment.

By 2022, under a harsh/medium scenario:

- 85 million domestic trips contributing PHP 2.6 trillion
- 3.5 million international tourists contributing PHP 161 Billion;
- 4.7 million employment or 11.5% of national employment.

By 2022, under a severe scenario:

- 19 million domestic trips contributing PHP 603 Billion
- 2 million international tourists contributing PHP 92 Billion;
- 4 million employment or 10% of national employment.

## IV. TOURISM RESPONSE AND RECOVERY PLAN

### 1. Objective

The main objective of the updated TRRP is therefore to mitigate the impacts of COVID-19 to the tourism industry by continuing the delivery of assistance programs to workers and businesses and upscaling efforts towards safe recovery of tourism markets. As restrictions start to lift and borders begin to open, protecting people (residents and visitors) and maintaining a healthy tourism sector are key to rebuilding traveler and industry confidence. The plan relies on the principles of 3Cs (convergence, collaboration, and cooperation) with public and private stakeholders.

Specifically, the plan aims to:

1. Address the priority needs of stakeholders for social protection and job recovery particularly in the next 6 to 12 months;
2. Ensure continued operation and survival of tourism enterprises;
3. Implement capacity-building and skills enhancement programs based on the needs identified as part of the review process and other assessments done by the DOT; and
4. Develop projects and activities for vulnerable groups.

The updated TRRP is oriented to support stakeholders in accommodation, food and beverage, transport, travel agencies and other reservation services, cultural, sports and recreation, retail trade of goods, and other miscellaneous activities. It also endeavours to cover the role of the DOT as the primary planning, programming, coordinating, implementing, and regulatory government agency in the development of the country's tourism industry to ensure that the agency responds accordingly to the COVID-19 challenge as well as other crises in the future.

### 2. Strategies and Action Plan

The TRRP focuses on leveraging the strengths of tourism (in terms of physical, natural and human resource assets) and opportunities and is based on four strategies aligned to the actions/values/goals of the RNTDP 2021-2022. The TRRP prioritizes the role of domestic tourism in achieving the rebound needed to recover jobs.

#### 2.1. Strategies

The TRRP pursues three (3) strategies and six (7) strategic actions.

##### **(i) Ensure protection of jobs and safety of tourism workers, visitors and communities;**

- Providing mechanisms to protect jobs and enable upskilling of tourism workers from both formal and informal sectors
- Increasing the readiness of host communities in the restart and recovery process

##### **(ii) Support recovery of tourism enterprises**

- Ensuring that assets and capacities would remain available and sustainable for recovery

##### **(iii) Rebuild confidence and grow demand in the domestic and foreign markets**

- Restoring access to destinations based on informed decisions related to market demand, border restrictions and consumer confidence;
- Developing new products and experiences focused on market segments with high growth potential under the new environment
- Investing in market research and regular assessments of the impact of marketing activity to make informed adjustments in approach
- Increasing awareness of safe destinations and highlighting the unique brand positions

## 2.2. Action Programs

A detailed action plan is provided to address the priorities identified during the review process. The alignment and integration with the RNDP 2021-2022 provide the platform for the shift of investment priorities to sustainable, inclusive, resilient tourism recovery in the medium to long term.

## 2.3. Indicative Investment Cost

The total estimated investment cost for the TRRP Action Plan for 2021 and 2022 is estimated at Php 10.3 Billion, of which Php 5.6 billion is allocated for 2021 activities and Php 4.7 Billion for 2022. All infrastructure related investments such as those in sanitation, solid waste management and water supply for supply resilience are integrated already in the Annual Tourism Infrastructure Program under the RNTDP 2021-2022.

**Table 4: Indicative Investment Cost 2021-2022 (in PHP Million)**

Outcome	2021	2022	TOTAL
Outcome 1: Protection of tourism jobs and safety of workers, visitors and communities secured.	1,500	800	2300
Outcome 2: Recovery of tourism enterprises supported	1,200	1000	2200
Outcome 3: Market confidence and visitations restored	850	900	1750
<b>Total</b>	<b>5,571</b>	<b>4,722</b>	<b>10,293</b>

Note: Policy responses in terms of labor (i.e., wage subsidies), deferral (i.e., income/corporate tax, value added tax, social security and pension contributions, rent/utilities/local tax), and financial instruments (i.e., loan guarantees, direct lending to SMEs, grants and subsidies) are part of

Table 5: Action Plan 2021-2022

Programs	Projects/Activities	Project/Activity Description	Timeline		Budget (in Million Pesos)		Implementing Agencies
			2021	2022	2021	2022	
Strategic Outcome 1: Protection of tourism jobs and safety of workers, visitors and communities secured.					1,500	800	
1.1 Provide and increase utilization of financial assistance and social protection programs for workers under but not limited to existing national recovery initiatives (e.g. National Employment Recovery Strategy or NERS)					1,266	498	
1.1.1	Secure financial assistance for tourism workers and social protection for vulnerable groups in tourism under the NERS	<p>Coordinate with the DOLE and DTI for the list of tourism workers to benefit from the program. The MSMEs that availed of the CARES for Travel loan are also eligible for the proposed wage subsidy program.</p> <p>Develop and/or update the database of vulnerable groups to benefit from the social protection funding support under NERS</p> <p>Apart from the current proposal of wage subsidy under the NERS, monitor the legislative measures that seek to provide social assistance and protection to workers.</p> <p>Coordinate with partner agencies to ensure streamlined processes.</p>	Q3-Q4	Q1-Q2	1,051	390	DOT, DOLE, DTI (SBCorp) DOLE, TCP
1.1.2	Provide capacity-building programs to enable	Collaborate with other agencies such as DTI, DA, DOST to conduct training programs in	Q3-Q4	Q1-Q2	2.5		DOT, DTI, DA, DOST, LGUs

Programs	Projects/Activities	Project/Activity Description	Timeline		Budget (in Million Pesos)		Implementing Agencies
			2021	2022	2021	2022	
	diversification of livelihood skills and opportunities in backward or forward linkages of tourism	activities where tourism workers and vulnerable groups can use their skills to earn income					
1.1.3	Facilitate the creation of an 'online 'tourism labor marketplace' and skills registry including those from the marginalized and youth sectors	<p>Develop a web-based resource center under the DOT website where stakeholders can access the list of legitimate online job market sites.</p> <p>Assist the LGUs in creating linkages with enterprises and individuals for the development of their local online registry of tourism workers – formal and informal – and their qualifications and skills and job openings</p> <p>Harmonize the records of tourism workers under tourism and PESO departments and conduct trainings to facilitate monitoring and reporting</p> <p>Process recent data from the Community-Based Monitoring Systems (or similar socio-economic census to generate information about the vulnerable sectors and general skills sets of households members involved in tourism-related activities</p>	Q4		5.0	2.0	DOT, TESDA, LGUs (DOLE/PESO)
1.1.4	Engage displaced tourism workers including those from the informal sector for job opportunities in the LGUs in activities such as coastal protection, site maintenance,	Given the downtime in tourism, LGUs with support from national government are in the best position to invest in environmental protection and conservation projects. Based on the registry, involve currently unemployed workforce in alternative livelihood options such	Q2-Q4	Q1-Q4	200	100	DOT, DOLE, and DENR



Programs	Projects/Activities	Project/Activity Description	Timeline		Budget (in Million Pesos)		Implementing Agencies
			2021	2022	2021	2022	
	contact tracing, IEC campaign, hybrid meetings among others.	as environmental resources management, disaster risk management, social services, and other LGU-mandated programs.					
1.1.5	Strengthen and broaden partnerships with the private sector for regular job fairs/summits	Collaborate with local and international travel and hospitality associations and firms to identify job opportunities and share the information in the proposed online platform	Q4	Q3	3.1	3.0	DOT, DTI, DOLE, TCP, TIBFI
1.1.6	Engage private sector, development partners, and government agencies to tap local tourism schools and tourism workers for activities such as environmental (coastal and terrestrial) assessment, cultural/heritage mapping, local surveys, and product validation	<p>Coordinate and cooperate with stakeholders, tourism partners, agencies, foreign firms and development partners to outsource activities to capable tourism enterprises in the destinations (e.g. marine assessment by local divers, setting baselines or generating inputs for carrying capacity studies)</p> <p>Conduct training programs to enable the local stakeholders to meet the demand by the agencies and partners</p>	Q3-Q4	Q1-Q4	3.8	3.0	DOT, DENR, Tourism Partners, and Private Sector
1.1.7.	Invest in health and wellness programs for tourism workers in both government and private sectors.	<p>Continue to provide online and/or hybrid training sessions on health and wellness programs for tourism workers through partnerships with local operators such as farm tourism operators</p> <p>Collaborate with human resource departments/tourism enterprise owners in designing health and wellness programs for their workers</p>	Q3-Q4	Q1-Q4	0.6	0.6	DOT, DOLE, DOH, and Private Sector
<b>1.2 Nurture culture of safety in workplace and communities</b>					236	306	

Programs	Projects/Activities	Project/Activity Description	Timeline		Budget (in Million Pesos)		Implementing Agencies
			2021	2022	2021	2022	
1.2.1	Vaccinate tourism workers and n supplier communities of tourism – both formal and informal sectors (e.g. farmers, fisherfolk market vendors)	Allocate sufficient supply of vaccines for tourism workforce, front liners and service providers  Recommend the inclusion of workers in the supplier communities to the Priority Group of DOH to the IATF.	Q2-Q4	Q1			DOT, DOH, and DOLE
1.2.2	Provide financial assistance/allocation to public airport/seaport authorities and operators to keep premises sanitary and disinfected at all times, to install machines to improve air circulation and exhaust system, to install measures to promote social and physical distancing	Allocate budget specific to the purposes mentioned.  Collaborate with the authorities and operators to implement the proposed measures	Q3-Q4	Q1-Q4	150	180	DOT, DOTr, Public Airport/Seaport Authorities and Operators
1.2.3	Provide assistance to enterprises for the installation and purchase of materials for disinfection of frequently touched objects and surfaces of transport and premises particularly during flight/mobility of passengers	Allocate budget specific to the purposes mentioned.  Collaborate with the authorities and operators to implement the proposed measures	Q3-Q4	Q1-Q4	80	120	
1.2.4	Develop and intensify IEC for tourism workers and destinations on the benefits of the vaccination program for tourism rebound and	Based on the results of the survey on attitude towards vaccination, collaborate with the LGUs in crafting the appropriate messages and materials on the significance and advantages of the vaccination program	Q3	Q1	2	2	DOT and DOH

Programs	Projects/Activities	Project/Activity Description	Timeline		Budget (in Million Pesos)		Implementing Agencies
			2021	2022	2021	2022	
	recovery						
1.2.5	Continue the development and implementation of health and safety protocols/standards across the tourism value chain and destination levels	Pursue standardized health and safety protocols in tourism enterprises, public spaces, transport facilities and among tourism workforce	Q4	Q3	0.2	.2	DOT, DOH, and LGUs
1.2.6	Monitor compliance and develop a system of incentives or disincentives for enterprises that comply or violate protocols at the national and LGU levels	Coordinate with DILG in the inclusion of implementing health and safety protocols as basis for granting the Seal of Good Local Governance (SGLG)	Q4	Q1	0.2	0.2	DOT, DILG
1.2.7	Deploy TOP COP support to destinations that are re-opening for tourism	Coordinate with PNP on the deployment of peace and order personnel in destinations with growth demand	Q3	Q1-Q4	1	1.4	DOT and PNP
1.2.8	Increase the utilization of the online accreditation system and implement safe off-line or mobile accreditation	Continue to monitor the utilization of online accreditation and make recommendations on improvement of the system when applicable  Provide safe offline or mobile accreditation particularly in vulnerable destinations i.e. those with low health care capacities for COVID-19 response	Q4	Q4	2	2	DOT and DICT
1.2.9	Increase number of accredited enterprises and destinations that secure Safe Travel Stamps	Encourage accredited establishments and LGUs/destinations/properties to apply for and secure the Safe Travel Stamps program	Q3	Q4	0.2	0.5	DOT and Private Tourism Associations

Programs	Projects/Activities	Project/Activity Description	Timeline		Budget (in Million Pesos)		Implementing Agencies
			2021	2022	2021	2022	
1.2.10	Conduct capacity-building/training programs on occupational safety and hazards to protect workers and tourists	Continue to provide capacity-building measures regarding health and safety in the workplace to ensure the well-being of tourism workers and tourists	Q4	Q2	0.5	0.5	DOT and DOLE
1.2.11	Develop registry of establishments and destinations with fully vaccinated employees/tourism workers and leverage the information for market restart	Develop registry to increase the awareness of visitors about safe travels in the destinations.	Q4	Q3	0.5	0.5	DOT, DTI, and LGUs
<b>Strategic Outcome 2: Support the recovery of tourism enterprises.</b>					<b>1,200</b>	<b>1000</b>	
<b>2.1: Increase access to financing and economic opportunities by tourism enterprises</b>					1141	908	
2.1.1	Collaborate with the SB Corp in addressing the demand and program-specific proposals of the private sector for the CARES for TRAVEL program (e.g. loan packages depending on size of the enterprise and needs for longer grace/ repayment period)	Review and amend existing guidelines on the availment of loans to match the size and needs for loans	Q2-Q3		0.1		DOT, DTI-SBC
2.1.2	Intensify the IEC related to the benefits of the CARES for TRAVEL program relative to other loan programs	Coordinate with PIA in the national streamlining of the CARES for Travel Program in all sectors of the tourism industry.	Q3-Q4		0.5		DOT, PIA

Programs	Projects/Activities	Project/Activity Description	Timeline		Budget (in Million Pesos)		Implementing Agencies
			2021	2022	2021	2022	
2.1.3	Provide discounts/lower or waived taxes, fees, and interest surcharge penalties (at least for 2021): permits/licenses, airport and navigational charges, applicable fees, membership fees, participation fees, documentary stamp taxes	Restructuring of budget documents, tax developments and cash-based appropriations in response to the COVID-19 pandemic	Q3-Q4	Q1	1080	828	DTI, DOF, and LGUs
2.1.4	Extend loan repayment periods and/or reduce interest rates for medium to large tourism enterprises borrowing from government financial institutions other than SB Corp.	Coordinate with LBP, DBP, and other finance-related GOCCs to exercise leniency in payment of soft loans, or the reduction of interest rates for primary tourism enterprises	Q3				DOT, LBP, DBP, and other GFIs
2.1.5	Expand utilization of loan assistance programs for purposes beyond working capital requirements to include digitization	Exercise financial inclusion through harnessing digital technologies for the improvement of loan assistance processing.	Q3-Q4				DOT, DOF, BSP and other GFIs
2.1.6	Utilize tourism enterprises such as MICE, tour operators, tour guides to handle logistics for COVID-response (e.g. IEC, training, vaccination)	Coordinate with MICE and travel trade providers in the provision of necessary health and safety interventions in response to the current pandemic	Q3-Q4	Q1-Q4	50	70	DOT, DOH, and the Private Tourism Associations
2.1.7	Work with the private sector associations to assist enterprises seeking new investment partners or	Collaborate with the private sector in guiding tourism establishments regarding investment and property management	Q3-Q4	Q1-Q4	10	10	DOT, DOF, DTI, and DOLE

Programs	Projects/Activities	Project/Activity Description	Timeline		Budget (in Million Pesos)		Implementing Agencies
			2021	2022	2021	2022	
	owners for their properties, and implement an updated investment program						
<b>2.2. Foster up-skilling/retooling of workers, enterprises, LGUs to transition to better normal environment and strengthen migration to digital transformation and e-commerce applications.</b>					59.2	92.1	
2.2.1	Invest in capacity building for enterprises and LGUs in the functional areas of management: financial/management, productivity enhancement, human resource management, and primarily digital marketing (and content creation).	Finance the provision of technical assistance programs and sharing of best practices on enterprise development and management to mitigate possible economic losses and define the new normal of travel. Technical assistance to LGUs within the commercial enterprise management areas to help enterprises rebound from financial loss caused by the pandemic	Q4	Q1-Q2	12	15	DOT, DILG, DOT, DOF, DTI
2.2.2	Invest in capacity building in preparing crisis management, business, and government service continuity plans.	Coordinate with DTI and NDRRMC on the orientation and training of tourism officers with regards to business recovery planning		Q1-Q2	7	12.6	DOT, DTI, and NDRRMC
2.2.3	Identify the skill requirements and conduct training programs for tourism workers, enterprises, and LGUs to meet emerging and persisting new trends e.g. customer service elderly or with disabilities; visitors seeking specific experiences such as green tourism,	Establish skill requirements and facilitate trainings for tourism workers, establishments, and LGUs regarding the recent market demands of tourism clients in order to sustain competency	Q3-Q4	Q1-Q2	8.2	12.6	DOT and DTI

Programs	Projects/Activities	Project/Activity Description	Timeline		Budget (in Million Pesos)		Implementing Agencies
			2021	2022	2021	2022	
	cultural tourism, adventure tourism						
2.2.4	Increase capacity of tourism workers for first-aid response system and to gain problem-solving and adaptability skills	Train tourism workforce esp. those with high-risk tourism activities on first-aid, occupational safety and health programs	Q3-Q4	Q1-Q4	2	2	DOT, NDRRMC, and Philippine Red Cross
2.2.5	Improve business continuity through investments in innovations and technology to enhance market access	Secure access to innovative financing to enable tourism enterprises to make new investments or upscale investments in digitization and application of big data in improving resilience	Q4	Q1	30	50	DOT, DTI, Development Partners
<b>Strategic Outcome 3: Rebuild confidence and grow demand in the domestic and key foreign markets</b>					<b>850</b>	<b>900</b>	
<b>3.1 Invest in travel facilitation initiatives</b>					45	50	
3.1.1	Work with airport/seaport/land transport operators, airlines/shipping lines/land transport providers, and local stakeholders to reinstate additional domestic routes, and identify routes for safe re-entry of regional markets for air travel	Collaborate regularly with concerned stakeholders and use information on restrictions and confidence levels of markets as consideration in capacity response to demand trends/growth	Q3-Q4	Q1-Q4	10	10	DOT, DOTr, CAB, CAAP, TIEZA, MARINA, PPA
3.1.2	Continue to advocate for green lanes/travel bubbles in the domestic and international markets as the pandemic situation evolves	Conduct of destination, product and market alignment workshop DOT/TPB among market and product officers and DOT Regional Offices as well as consultations with LGUs and other industry stakeholders	Q3-Q4	Q1-Q4	15	10	DOT, TPB, TCP, PHILTOA, PTAA



Programs	Projects/Activities	Project/Activity Description	Timeline		Budget (in Million Pesos)		Implementing Agencies
			2021	2022	2021	2022	
3.1.3	Adopt uniform travel protocols to facilitate mobility across destinations in one circuit or cluster and provide a green lane for fully vaccinated travelers	Coordinate with LGUs regarding the health and safety travel protocols in their area and initiate consistent measures to be adopted by each and cater green lane for full vaccinated tourists	Q3-Q4	Q1-Q4	10	20	DOT, DOH, TIEZA, and LGUs
3.1.4	Develop collaboration among LGUs in the circuits through common smart applications to facilitate mobility and product development programs of the DOT Task Force to implement uniform travel protocols	Forge partnerships with LGUs and regional development councils on the development and implementation of a standardized set of health and safety travel protocols	Q3-Q4	Q1-Q2	10	10	DOT, DILG and LGUs
<b>3.2 Increase visitations through high quality experiential products</b>					160	160	
3.2.1	Develop and support tourism experiences that drive visitation in the priority tourism circuits - open spaces/outdoors, nature-based, curated, sensorial, and inclusive products	Use the lessons from recently completed product development programs on how social acceptability for tourism under the current environment was addressed  Increase readiness of the communities – enterprises and households - along the circuits through training in safety and health protocols	Q3-Q4	Q1-Q4	80	50	DOT, TPB, Product Stakeholders
3.2.2	Work with attractions and sites like national parks, museums, convention centers for safe hybrid events that can be staged to increase length of stay and generate high impacts	Prepare the shortlist of these national attractions where safe hybrid events can be staged safely, and with due consideration of the COVID-19 response capabilities of the LGUs	Q3-Q4	Q1-Q4	30	60	DOT, TPB, PACEOS, Product and MICE Stakeholders

Programs	Projects/Activities	Project/Activity Description	Timeline		Budget (in Million Pesos)		Implementing Agencies
			2021	2022	2021	2022	
3.2.3	Invest in research of consumer expectations, preferences, and sentiments	Conduct of studies, surveys and consultations to understand and laydown parameters for the new normal in the travel and tourism industry		Q1	10	10	DOT, TPB
3.2.4	Update the product-market matching based on the results of research and develop new and/or enhanced products	Conduct product audits, inventories, product development initiatives to match market preferences		Q1	20	20	DOT, TPB, Product Stakeholders
3.2.5	Conduct training of enterprises, workers, and stakeholders for them to provide the experience expected by tourists due to changes in preferences	Conduct the training programs on skills and customer service levels required for specific target market segments using hybrid sessions whenever possible		Q2	15	15	DOT and TPB
3.2.6	Collaborate with the private sector and specific institutions in designing and promoting educational trips particularly for the schools and youth organizations hand in hand with collegial reunions and nostalgic holidays	Undertake a scoping activity with the private sector to identify areas where educational trips particularly for the schools and youth organizations hand in hand with collegial reunions and nostalgic holidays (intra-regional/inter-regional) can be promoted  Coordinate with the LGUS for safe travel protocols	Q4		5	5	DOT and TPB
<b>3.3. Intensify marketing initiatives to enterprises and destinations as the situation and vaccination programs evolve.</b>					645	689	
3.3.1	Launch the domestic marketing campaign as anchor of initiatives by private sector and LGUs	Promote domestic tourism as a natural recourse of citizens given stringent international travel procedures and restrictions which, and is already can be felt, emerging higher costs.	Q3-Q4	Q4	100	100	DOT and TPB

Programs	Projects/Activities	Project/Activity Description	Timeline		Budget (in Million Pesos)		Implementing Agencies
			2021	2022	2021	2022	
3.3.2	Continue to monitor the impact of marketing activity, particularly domestic tourism, through data and consumer research to increase spending and visitations	Implement monitoring mechanism for marketing campaign activities		Q2		2	DOT and TPB
3.3.3	Continue with the support provided to tourists for COVID-19 tests and expand coverage to more areas outside of NCR	Identify other public health care facilities where COVID-19 tests can be subsidized to stimulate intra-regional/inter-regional travel	Q3		10	10	DOT, TPB, DOH, LGUs
3.3.4	Adopt focused marketing approach with an overall theme of safety, health, and convenience in travel.	Pursue and adhere to a concrete marketing approach focused on specific market segments rather than generic markets	Q3-Q4	Q1-Q4	100	225	DOT and TPB
3.3.5	Heavily invest in digital media as the main platform in providing foreign travel agents and customer bases in disseminating up-to-date information	As a step towards focused marketing, procure partners to implement the platform particularly videos representing “virtual tours” as a tool in presenting safe sites/attractions, activities and health protocols when visiting destinations. They can be presented as “point to point” travel experiences.	Q4		175	100	
3.3.6	Provide marketing budget and support to source markets that reach their points of “herd immunity and their outbound travel restrictions gradually are relaxed.	Intensify assistance and support in marketing once source markets are already open for outbound travel		Q3-Q4	100	100	DOT and TPB
3.3.7	Invest in the organization and	Advocate with the IATF the value created by	Q4		100	150	

Programs	Projects/Activities	Project/Activity Description	Timeline		Budget (in Million Pesos)		Implementing Agencies
			2021	2022	2021	2022	
	hosting of domestic and international events of major impacts and relevance by the Tourism Promotions Board and the private sector	these types of events while complying with the minimum health protocols					
3.3.8	Develop the interactive online platform that serves as a repository of real-time information that tourists need to “feel safe and confident” to travel	Establish the interactive digital platform that will provide actual information about health and safety in destinations to encourage tourists and intensify their safety and confidence in travelling	Q3-Q4	Q1-Q2	55		DOT and DICT
3.3.9	Continue to develop campaign materials to promote Safe Travel in the Philippines in assisting tourists during emergencies	Actively advertise the readiness of the country in emergency preparedness and response for tourists		Q1-Q4	5	2	DOT and TPB

### 3. Monitoring

The DOT will spearhead the review of the TRRP on a periodic basis (e.g. monthly, quarterly, and annual) and conduct evaluation at the end of 2022 to cover the 3-year period in the TRRP 2020. The review will be done in coordination with other partner agencies and stakeholders through the use of administrative and survey data. The key risk is the surge of COVID-19 cases that can affect participation of stakeholders and reverse the gains achieved during the implementation process. Alternative mechanisms or options to implement the activities should be considered and second-best alternatives can be selected depending on the situation especially in the destinations.

**Table 6: Monitoring Framework**

Results	Indicators/Targets			Means of Verification
	Description	Baseline (April 2021)	End (2022)	
<b>Goal:</b> Safe tourism recovery aligned to the RNDTP 2021-2022				
<b>Outcome 1:</b> Safety and protection of tourism workers, visitors and communities prioritized	Number of tourism workers supported by the assistance programs	368,118	≥368,118	Records of DOT/DOLE
Output 1.1: Financial assistance and social protection programs utilized	Online market and/or skills registry	None	At least 1 platform developed	Availability of link to DOT website and/or partner LGUs
	Number of national job fairs/summit conducted	1	≥3	Record of event
	Number of regional job fairs/summits conducted		≥5	Record of event
Output 1.2: Safety and health protocols effectively implemented	Number of enterprises and destinations awarded with the Safe Travel Stamps	40	1,000	Records of DOT

Results	Indicators/Targets			Means of Verification
	Description	Baseline (April 2021)	End (2022)	
<b>Outcome 2:</b> Tourism enterprises and job recovery supported	Number of accredited tourism enterprises in the industry	9,725	≥ 9,725	Records of DOT Accreditation
Output 2.1: Access to financing and economic opportunities by tourism enterprises improved	Number of enterprise loans approved with SB Corp	365	≥ 700	Records of SB Corp
Output 2.2: Upskilling programs including migration to e-commerce applications strengthened	Number of training programs (online and hybrid) delivered	530	600	Records of DOT and partner agencies/stakeholders
<b>Outcome 3:</b> Market confidence restored	Number of destinations offering green lane for fully vaccinated travellers	None	At least 2 airport gateway destinations	Records of DOT
Output 3.1: Travel facilitation initiatives implemented	Number of route assessments conducted	5	10	Records of meetings and assessment by DOT
Output 3.2: New and high quality experiential products developed	Number of product assessments/validation programs	10	31	Records of domestic tourism task force on product development
Output 3.3: Marketing initiatives and support expanded	Launch of domestic tourism campaign Interactive online platform for digital marketing developed and implemented	In-process In-process	Completed Completed	Records of TPB/DOT/Task Force on Domestic Tourism Product Development

### Annex 1: Results of Regional Consultations for the Reformulated NTDP 2021-2022

Region	Product / Sites / Attraction	Geographic / Spatial (adjacent town / province / within region / outside region)	Time – Bound ( day trips/ weekend/ long holidays)	Demographics	Activities / Special Interest
National Capital Region	Soul Circuit: Manila/ Bataan/ Corregidor	NCR residents	Day Trip/ Weekend/ long-holiday	Middle class and Up	Beach, History, Culinary, Nature
	Travel by Hubs: Ortigas, Intramuros, Entertainment City, BGC, Katipunan, Makati CBD	Millennials from NCR, R4 and R3	Day trips/ weekend/ long-holiday	Middle class and Up	Culinary, History, Entertainment, Lifestyle, MICE, Shopping, Business & Leisure, Art Tours in BGC, Museum Tours, Cultural Tours, LGBT Pedestrian
	Pasig River Ferry Cruise: Manila, Pasig, Makati, Mandaluyong	NCR residents	Day trips	Middle class and Up/ MIC E	Walking Food Tour, Historical or Heritage Tour, Wine Tour, Coffee Tours, Chocolate Tours, Bar hopping
	Educational Tourism	NCR residents, R3, R4A and R4B	Long-haul		School Tours, School Sports Celebrity-based Tour
	Walking Food Strips	NCR residents	Day trips	C,B,A	
CAR	Mountaineering	Kabayan-Bokod-Itogon ; Kapangan-Bakun-Kibungan (Benguet)  Mayoyao (Ifugao)-Barlig (Mt. Prov)  Sabangan-Bauko	At least 3 days when already in the destination	Young adults and adults	

Region	Product / Sites / Attraction	Geographic / Spatial (adjacent town / province / within region / outside region)	Time – Bound ( day trips/ weekend/ long holidays)	Demographics	Activities / Special Interest
		(Mt. Province)  Tanudan-Pasil-Balbalan (Kalinga)			
	Farm Tourism & Food Tourism	Abra, Apayao, Benguet, Ifugao, Kalinga, Mt. Province	Weekend	All ages, family	
	Creative Crawl / Arts	Baguio City	Day trips/ weekends	Youth, adults, seniors	
	Bird Watching	Alfonso Lista, Ifugao; Kabugao, Calanasan and Luna, Apayao; Balbalasang National Park, (Kalinga)	Day trips/ weekends	Millennials, birders, young adults	
	Forest Bathing	Baguio-La Trinidad-Tublay	Day trips/ weekends	Youth and all ages	
Region 2	Nature –based (Cagayan, Isabela, Quirino, Nueva Vizcaya & Batanes)	adjacent town/province/within region/outside region	Day trips/ weekend/long weekends	21-30; 31-40	Beach and waterfalls exploration, swimming, nature appreciation, hiking, adventure activities
	Farm Tourism (Cagayan, Isabela, Quirino, Nueva Vizcaya & Batanes)	adjacent town/province/within region/outside region	Day trips/ weekend	21-70	Farm activities, kulinarya, shopping (pick & pay)
	Culture-based(Cagayan, Isabela, Quirino, Nueva Vizcaya & Batanes)	adjacent town/province/within region/outside	Day trips/ weekend	21-70	Kulinarya, faith(pilgrimage), historical sites and museums



Region	Product / Sites / Attraction	Geographic / Spatial (adjacent town / province / within region / outside region)	Time – Bound ( day trips/ weekend/ long holidays)	Demographics	Activities / Special Interest
		region			
	Sun and Beach (Cagayan, Isabela & Batanes)	adjacent town/province/within region/outside region	Day trips/ weekend/long weekends	21-70	Swimming and relaxation, shopping, culinary
	Cruise tourism (Cagayan, Isabela & Batanes)	Outside the region	Day trips	41-60;61-70	Nature immersion, shopping, culinary
Region III	Clark—Pampanga-Subic (Leisure , Entertainment, Nature and Adventure)	Within the region	(3D/2N) / Weekend /long holidays	Family/group, Entertainment - 18 -65	Eco trails / shopping / water adventure / historical tour
	Soul Circuit: Manila Bay –Corregidor - Bataan Cruise Tour	Outside the region	(3D/2N) / Weekend /long holidays	Age 15-65	Historical tour
	Sun and Beach (Aurora - Bataan - Zambales)	Within the region	Weekend /long holidays	Family/group, Age 15-65	Surfing / Diving / Watersports
	Eco-Cultural Adventure (Tarlac – Nueva Ecija- Aurora – Bulacan-Zambales )	Within the region	Weekend /long holidays	Age 15-65	Trekking / Nature walks/Pilgrimage / Museum tours
	Culinary – Farm Tours/ Medical and Wellness (Region wide)	Within the region	Weekend /long holidays	Family/group	Food crawl / Farm to table / wellness treatments
Region IV – A	Metro Tagaytay Tourism Circuit (Maragondon, Tagaytay City, Silang and Alfonso)	Within: Laguna and Batangas Outside: NCR and Region III	Day Trips / Weekend	Middle to Upper Income Class, Young Professionals, Backpackers, aged 20 to 35 years old	River Cruise, Weaving, Farm Tourism, Health and Wellness, Historical (Bonifacio Shrine)
	Buhay Laguna Tourism Circuit (San Pablo, Rizal, Nagcarlan and Liliw)	Within: Rizal and Quezon Outside: NCR and Region III	Day Trips / Weekend	Middle to Upper Income Class, Young Professionals, Backpackers, aged 20 to 35 years old	Lake Tour/Raft, Swimming, Farm Tourism, Culinary, Seven Lakes of San Pablo, TANAW Park, Kilangan Falls
	Bayside Tourism Circuit (San Juan, Nasugbu, Calatagan, Taal)	Within: Cavite and Quezon Outside: NCR and Region III	Day Trips / Weekend / Long Holidays	Middle to Upper Income Class, Young Professionals, Family, OFWs, aged between 18 to 60	Sun and Beach, Mount Daguldol Trekking, Resorts, Taal Heritage Town

Region	Product / Sites / Attraction	Geographic / Spatial (adjacent town / province / within region / outside region)	Time – Bound ( day trips/ weekend/ long holidays)	Demographics	Activities / Special Interest
	FFAAN Tourism Circuit (Antipolo City, Angono, Taytay, Cainta)	Within: Laguna and Quezon Outside: NCR and Region III	Day Trips / Weekend	Middle to Upper Income Class, Family, OFWs, aged between 18 to 60	Faith and Pilgrimage, Art Museums, Hinulugang Taktak(Nature), Clothing Tiangge, Suman, Kasoy, Kakanin
	REINA Tourism Circuit (Real, Infanta, General Nakar)	Within: Laguna and Rizal Outside: MIMAROPA and Region V	Day Trips / Weekend / Long Holidays	Middle to Upper Income Class, Young Professionals, Backpackers, aged 20 to 35 years old	Sun and Beach, Ecotourism (Old Mangroves), 1917 Public Bath and Museum (History), Surfing
Region IV – B	<b>Sun and Beach</b> <i>El Nido -Small and Big lagoons, Matinloc, Tapiutan Strait, Cadlao Channel, Nacpan Beach</i> <i>Taytay - Lake Manguao Municipal Conservation Area and Ecotourism Zone, and Sader Beach</i> <i>San Vicente – Long beach, Port Barton Marine Park and Beach</i>	<i>El Nido-Taytay-San Vicente</i>	weekend	55% Female 75% Leisure 52% Domestic 3% Resident 35-44 Age Group	Snorkeling, Kayaking, Diving
	<b>Nature Tourism</b> <i>Coron - Kayangan Lake, Twin Lagoon, Siete Pecados, Barracuda Lake, Malcapuya Island, Maquinit Hotspring, Mt. Tapyas</i> <i>Busuanga – Calauit Safari Park, Black Island, Busuanga River Cruise</i>	<i>Coron-Busuanga</i>	weekend		Snorkeling, trekking, Kayaking, Diving
	<b>Nature, Sun and Beach, and Farm Tourism</b> Underground River, Sabang Beach, Sabang Mangrove, Honda Bay, Farm sites (Yamang Bukid, Javenri Harvest, Farm Teach, Aloha House)	<i>Puerto Princesa City</i>	Weekend	55% Female 75% Leisure 52% Domestic 3% Resident 35-44 Age Group	Island hopping, snorkeling, kayaking, boating, harvesting/farming
	<b>Dive Tourism</b> <i>Puerto Galera - Giant Clams, Sabang wrecks, the Boulders, Verde</i>	<i>Puerto Galera (Mindoro Or.)- Sablayan (Mindoro</i>	Weekend	41% Female 65% Leisure 63% Domestic	Diving, snorkeling

Region	Product / Sites / Attraction	Geographic / Spatial (adjacent town / province / within region / outside region)	Time – Bound ( day trips/ weekend/ long holidays)	Demographics	Activities / Special Interest
	<i>Island, and Sabang Points Sablayan - Apo Reef Natural Park</i>	<i>Occ.)</i>		5% Resident 25-34 Age Group	
	<b>Nature, and Sun and Beach</b> Poblacion beach, Lanas beach, Tanagan Picnic Groove, Tagaytay View Point, Cliff diving (Kuding-Kuding Cave, Cathedral Cave, and Bugtong-Bato)	<i>San Jose (Carabao Island) in Romblon</i>	Weekend  Day trip (Tourists from Boracay)	61% Female 40% Leisure 86% Domestic 10% Resident 35-44 Age Group	Swimming, cliff diving, trekking
	<b>Sun and Beach, Cultural, Nature and Farm and Faith Tourism</b> Maniwaya Island, Poctoy Beach, Bagumbungan Cave, Ecotourism, Churches (Boac Cathedral, St. Claire Monastery, St. Joseph in Gasan, Sta. Cruz Church), Paadjao Falls, Ulong beach, Farm sites (Agrea, DMDC, & Marl Insect & Butterfly)	<i>Marinduque</i>	Weekend  Day trip (residents from Catanduan, Quezon)	61% Female 30% Leisure 69% Domestic 27% Resident 35-44 Age Group	Swimming, trekking, pilgrim
Region V	Albay Green and Blue Lane Adventure (Nature and Sand and Beach)	Bicol residents NCR CALABARZON	Week-end and long holidays)	Age: between 21-35 Young Professionals Family, backpackers	ATV, trekking, horseback riding, bamboo rafting, kayaking, farm tour, Trick shots, historical tour, souvenir shopping, spelunking
	Legazpi MICE		Weekdays/ week-ends	Business/ Professionals	Meetings, Incentives, Conventions and Exhibitions
	Misibis-Cagraray Nature Getaway		Week-ends/ holidays	Family Middle/Upper Class	Kayaking, jet skiing, snorkeling, wind surfing, stand-up-paddle, island hopping, sightseeing, camping, trekking, swimming, beach combing
	Albay Culinarya		Weekdays/ week-ends/ holidays	Family, Middle and upper class	Legazpi-Albay-Camalig Food trip, historical tour, sightseeing, shopping
	Calaguas Ocean Adventure  <i>Major tourism products like the Caramoan - Calaguas Sea, Catanduan</i>	Camarines Norte and Bicol Residents NCR	2D/1N (week-end/long holiday	Backpackers Family Young Professionals	Island Hopping, swimming, beach combing, snorkeling, trekking, ATV

Region	Product / Sites / Attraction	Geographic / Spatial (adjacent town / province / within region / outside region)	Time – Bound ( day trips/ weekend/ long holidays)	Demographics	Activities / Special Interest
	<i>s Sand and Beach Adventure need rehab. Due to the devastation brought by the series of typhoons (Quinta, Rolly and Ulysses).</i>				
	Bagasbas Beach (Daet)	Cam. Norte and Bicol Residents	Week-ends	Amateur Surfers Young Professionals	Surfing, beach activities
	Capalonga	Cam. Norte Res. Quezon Province	Week-ends	Pilgrims, Family, backpackers	Swimming, Pilgrimage, waterfalls
	Naga X (Cultural Experience) Churches, Shrine, Museum, USI,	Bicol Residents, NCR, MIMAROPA	Week-ends/ holidays	Pilgrims, Sr. Citizens, Family, Middle class	Church and museum visit, cultural tour
	CamSur Aqua Adventure - CamSur Watersports Complex (CWC)	Residents of Province/Bicol NCR	Week-end/ holidays	Watersports aficionados, family, young professionals	Wakeboarding, wake skating, knee boarding, water skiing, skateboarding
	Farm Tour Sonrisa Farm, MikeLiz Integrated Farm, Hibiscus, Bidi Bidi	Residents of Province/Bicol NCR	Week-end/ holidays	Family, Young Professionals, middle class Educ. Tours	Fruit picking, vegetable harvesting, farm to table, trainings
	Catanduanes Virac-Bato-Baras-Gigmoto (ViBBGig) Tourism Circuit	Catanduanes and Bicol Residents	Week-end/holidays	Surfers, Back-packers, family	Surfing, trekking, sightseeing, nature camping/trips, swimming,
	Pang-Viga-Bagamanocto Pandan	Catanduanes and Bicol Residents	Week-end/holidays	Backpackers, family	trekking, sightseeing, nature camping/trips, swimming
	Masbate Nature Escape (Masbate City-Milagros, Balud-Aroroy)	Residents of Masbate and Bicol	Week-end/ holidays	Backpackers, family, young professionals	Island Hopping, swimming, snorkeling, ranch tour, river cruising, bird watching
	San Pascual Nature Experience	Masbate, Cam. Sur, Quezon	Week-end/ holidays	Family, Young Professionals, backpackers	Island hopping, trekking, cliff dicing, snorkeling, swimming, beach combing
	Donsol-Pilar– Sorsogon-Gubat (Nature and River Tour)	Bicol Provinces, Western	Week-end/ holidays leisure	Young Professionals, Middle and Upper class	Whaleshark adventure, island hopping, firefly watching,

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		n Visayas NCR,MIMAROPA			river tour, surfing, sightseeing, snorkeling, farm tour
	BVNP Bulusan Volcano Natural Park (BVNP) Eco-Agri-Tourism	Bicol Residents, Samar,	Week-end/holidays	Backpackers, family, leisure	Boating, swimming, trekking, mountaineering, kayaking
Region VI  CP 4- A Iloilo, Guimaras	Farm	Guimaras, Northern, Southern & Central Iloilo	Day trips, weekend, long weekends	Family, senior citizens, young professionals	Fruit picking, lectures, cooking demo, DIY, zipline, swimming pool, horseback riding & fish feeding, canopy walk, pilgrimage step to heaven; farm sunrise and sunset bathing, instagrammable photos, mountain biking, picnic in farm, inland fishing, hiking tours, birdwatching, garden visit and sale
	Sun and Beach	Northern & Southern Iloilo Nueva Valencia & Buenavista, Guimaras	Day trips, weekend, long holidays	Family, senior citizens, adventure-seekers	Island hopping, CSR, snorkeling, diving, kayak, jet ski
	Cultural	Southern Iloilo, Central Iloilo, Jordan, Guimaras, Iloilo City	Day trips, weekend, long holidays	Family, senior citizens, special interest groups	Pilgrimage, trekking, weaving demo, bolo making pottery, art gallery and museum tours, heritage tours, culinary, educational tours, visit to IP village
	Nature-based	Iloilo 1 <sup>st</sup> to 5 <sup>th</sup> districts, Guimaras, Iloilo City, Jordan and San Lorenzo	Day trips, weekend, long holidays	Family, senior citizens, special interest groups	Spelunking, hiking, biking, camping, culinary, swimming, birdwatching, island hopping, eco tours
	Cruise	Northern Iloilo, Guimaras, Iloilo City	Day trips, weekend, long holidays	Family, senior citizens	Snorkeling, island hopping, shopping, bar hopping, heritage tour

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	Wellness	Guimaras, Iloilo	Day trips, weekend, long holidays	Family, senior citizens	Spa experience (hilot, nature and spiritual healing)
Region VI CP 4-B Aklan, Capiz, Antique	Cultural	Capiz, Aklan, Antique	Day trips, weekends, long holiday	Family, senior citizens, yuppies	Pilgrimage, weaving demo, cultural ecopark immersions, virtual festivals, visit to museum, immersion with cultural master, visit to IP village
	Sun and Beach	Boracay Island, Antique, Capiz	Day trips, weekend, long holidays	Family, senior citizens, yuppies	Island hopping, CSR, snorkeling, diving, kayak, jet ski and other water sports activities
	Cruise	Boracay Island, Antique	Day trips, weekend, long holiday	Family, senior citizens, FITs	Island hopping, CSR, food & pub crawl, biking, water sports activities, wellness
	Natural	Capiz, Aklan, Antique	Day trips, weekend, long holidays	Family, senior citizens, FITs	Spelunking, hiking, fishing, river cruise, mountain climbing, trekking, diving, mangrove tours, biking
	Farm	Capiz, Aklan, Antique	Day trips, weekend, long holidays	Family, senior citizens, FITs	Cooking demo DIY, fruit picking fish catching & crab tying, visit to mussel and green shell farms
Region VI CP 5-B Negros Occidental	Cultural	Bacolod City and Negros Occidental	Day trips, weekends, long holidays	Family, senior citizens, FITs, yuppies,	Heritage walk, food trips, art-related activities, museum tours, slow food cooking, food trips, hilot
	Sun and Beach	Negros Occidental	long holidays	FITs, adventure-seekers, family	Island hopping, CSR, snorkeling
	MICE	Don Salvador, Bacolod City, Victorias, Bago City	Day trips, weekends, long holidays	FITs, adventure-seekers, family,	Educational, DIY, fruit picking, farm immersions
	Farm	Negros Occidental	Day trips, weekends, long holiday	Family, senior citizens, FITs, yuppies, Visayas and other Filipinos	Hot spring Dipping pool, detox program, organic farm tour, traditional hilot,

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					farm visits
	Nature-based	Victorias, Valladolid, Cauayan, Sagay & San Enrique	Day trips, weekends, long holiday	Family, senior citizens, FITs, yuppies	Bird watching, educational, slow fishing, immersion, trekking,
Region VII	Marine Sports/ Sun and Beach/Recreational Tourism	Lapu-lapu City, Cebu Province Bohol, Negros Oriental and Siquijor	Day trips/weekends/long holidays	Family, domestic and local tourists Age from 12-65 years old	Cebu:Diving and marine Sports Tourism/Whaleshark watching/Malapascua Thresher Sharks Monad/Gilutungan Marine Sanctuary/Dolphin Watching, groupie tours, bigiw sailing Bohol: Free diving, island hopping, dolphin watching, snorkeling
	Farm Tourism/Wellness	Cebu City, Cebu Province Bohol, Negros Oriental, Siquijor	Day trips/weekends/long holidays	Family, domestic and local tourists Age from 20-above	farm to table/farm activities/fitness Game farms/ wellness/glamping/ highland tours
	Education Tourism, MICE E.g. Weddings	Cebu City, Mandaue City, Lapu-lapu City Negros Oriental, Bohol	weekends/long holidays	Special interest groups	Internship/interregional/continuing education/ review/ research
	Cultural Tourism E.g. Culinary, Filipino Martial Arts (FMA), Heritage sites, Halal Tourism	Cebu City, Lapu-lapu City, Cebu Province, Bohol, Negros Oriental, Siquijor	Day trips/weekends/long holidays	Family, domestic and local tourist and special interest groups	Training, Tournament, Pilgrimage tours, food crawl, delicacies, Muslim-friendly establishments and activities
	Nature Tourism E.g. Outdoor Adventure, Ecotourism	Lapu-lapu City, Cebu Province Bohol, Negros Oriental, Siquijor	Day trips/ long holiday/weekends	Family, adventure seekers, nature enthusiasts, locals domestic and special interest groups	<b>Outdoor Adventure:</b> Cebu: Canyoneering, Kawasan Falls Bojo River Cruising, Tarsier Siting, cycling, skimboarding, kayaking Negros Oriental: Forest Camp-

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					Valencia, dolphin watching in Manjuhod Sandbar and Bais Bay and waterfalling Bohol- diving, Stand-up paddling, kayaking <b>Ecotourism:</b> Cebu-Central Cebu Protected Landscape Bohol-Rajah Sikatuna Protected and Mt. Dolores, birdwatching, professional photography, birdwatching and under water, spelunking Negros Oriental- Balinsasayaw lakes, APO island marine and turtle sanctuary
Region VIII	Nature & Adventure, Farm & Culinary	2021 1st sem- within the region 2021 2nd sem- within and outside of the region	Day trips, weekend and long holidays	<ul style="list-style-type: none"> <li>• Gen X and Millennials</li> <li>• Ages 34-49</li> <li>• Spends more than Php 10,000</li> </ul>	Boating, kayaking, caving, trekking/ torpedo boat ride (river rafting/ shooting the rapids) boulder jumping/, birding/ heirloom dish cooking and food tasting/ surfing, skimboarding
	Sun & Beach	-do-	-do-	-do-	Swimming, snorkeling, picnic, pearl seeding, "habal-habal" motorcycle ride
	History, Culture and Heritage	-do-	-do-	-do-	Pilgrimage, museum & church tour
	Sogod Bay Dive	-do-	Long holidays	-do-	Scuba diving, snorkeling, boating
	Cruise	2022	Day trips		Shore excursion, cultural immersion, swimming, picnic
Region IX	Farm Tourism	Within the Region (Zamboanga del Sur-Zamboanga	Applicable for weekend/long holidays and day trip	Age 15-65	Organic farming & multi-product farming offering farm to plate packages and farm activities such as fruit picking, planting experience



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		del Norte)			etc.
	Savores de Zamboanga (Flavors of Zamboanga)	Within the Region (Zamboanga City)	Applicable for weekend/long holidays and day trip	Age 25-50	Spanish, Muslim and halal cuisines, local delicacies etc.
	Cultural and Adventure tourism	Within the region (Zamboanga Del Norte and Zamboanga Sibugay)	Applicable for weekend/long holidays and day trip	Age 30-50	Community-Based EcoTourism with immersion
	Sun and Beach	Within the Region (Zamboanga City-Isabela City Tourism Circuit) ZdN Quad Islands (Aliguay, Selinog, Piñahon & Murciellagos)	Applicable for weekend/long holidays and day trip	Age 22-45	Pristine pink and white sand beach experience
	Colorful Festival & Flavors	Within the region	Applicable for weekend/long holidays and day trip	Age 22-50	Regatta de Zamboanga & other colorful festivals of the region
Region X	Misamis Oriental Diving	Balingoan and Medina, Misamis Oriental	Weekend/Long Holidays	Young Professionals/Divers	Diving and Diving Photography
	Taglucop Farm/ Binahon Farm	Kitaotao and Lantapan, Bukidnon	Weekend and Long Holidays	Families/ Group Tours	Farm Tourism
	Gardens of the world and mountain tourism	Tangub City, Misamis Occidental	Weekend and Long Holidays	Families/ Group Tours	Mountain Tourism
	Halal Farm Tourism	Sultan Naga	Weekend and Long	Families/ Group Tours	Halal Farm Tourism

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		Dimaporo	Holidays		
	Mt. Hibok-Hibok and Timpoong Mountain Tourism	Mambajao, and Catarman, Camiguin	Weekend and Long Holidays	Young Professionals/Outdoor Outfitters	Mountain Climbing and Trekking
Region XI	Cultural and Culinary Tourism / Halal Tourism	Davao City/ Davao Oriental/ Davao De Oro/Davao del Sur/Davao del Norte/ Davao Occidental	Special Interest	Family /Group	Experience the IP Culture / Museum/IPs delicacies/cuisine /historical tour
	Farm Tourism	Davao del Sur/ Davao City/Davao Oriental/ Davao del Norte/Davao De Oro	Weekend/Long holiday	Family /Group	Organic Farm and garden resort/ Pick and Buy / Educational (Learning Sites)
	Nature Tourism	Davao De Oro/ Davao City/Davao Oriental/Davao del Norte/Davao del Sur	Weekend/Long holiday	Family /Group	Highland Resort / Water Falls/wellness /nature walk/eco trails / Cycling
	Adventure Tourism	Davao Oriental/Davao De Oro/ Davao del Sur/ Davao del Norte/Davao del Sur	Weekend/Long holiday	Age : 15- 59	Mountain trekking/ Diving/ Surfing /snorkeling/Kayaking/ Paragliding / Ultralight Plane Flying / Water Tubbing / Spelunking / Cliff Jumping / Biking
	Sun and Beach	Davao Occidental/Davao Oriental/Island Garden City of Samal/Davao De	Weekend/long holiday/Day	Family/Group	Aqua sports / Island Hopping / snorkeling/ swimming /

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		Oro /Davao Del Sur			
Region XII	<b>Nature</b> (Mt. Apo, Asik-asik, Seven Falls, Fekung Bula -, White Sand Beaches, Rivers, Lake Sebu, Baras Bird Sanctuary, Lake Agco, Paniki Falls)	Regionwide/Nation wide	Weekends/day trips	as allowed -	Hiking/mountaineering/trekking, camping, beach, biking, forest bathing, falls hoping, race, bird watching
	<b>Culture</b> (GAMABA, Tboli, Blaan, Maguindanaon, Architecture, Museums, Teduray, Muna To-burials, CBET, Halal Tourism), Festivals, Religious activities)	Regionwide/Nation wide	Weekends/day trips	as allowed -	Cultural immersion thru guided tour, cultural presentations, food fest
	<b>Farm</b> (Accredited Agri-Tourism Sites, organic, aqua, flower farm,high value crops, upland rice)	Regionwide/Nation wide	Weekends/day trips	as allowed -	Experiential activities (fruit picking, vegetable harvesting, freshwater fishing, cooking and picnic)
	<b>Diving</b> (Saragani Bay, KALEPAL)	Regionwide/Nation wide	2-3 days	Working professional (21 – 60)	Scuba diving, snorkeling
	<b>MICE</b> (Gensan, Koronadal & Kidapawan City, Cotabato City)	Regionwide/Nation wide	Day trips/up to 3 days	Working professional (21 – 60)	Seminar/Conference/Convention – NGAs, Private Sector, etc. Cuisine/Culture/Shopping and entertainment
Region XIII	1. Siargao Islands (Naked Island, Guyam Island, Daku Island, Cloud 9 Surfing Site, Magpupungko Island, Sugba Lagoon, Sohoton Cove)	Domestic Tourists (Caraga residents, Mindanao Regions, Clark, Manila, Cebu, Davao)	Day Trip/ Weekend/ Long Holiday	Middle class and Up (Family/Barkada Trips, Backpackers, Young Professionals, Sports Enthusiasts)	Sun and Beach, Island Food, Island-Hopping, Surfing, Farm related activities
	2. Butuan City (MICE, Bood Promontory Eco-park, Bonbon Shell Midden, Banza Ruins, Balanghai Museum, Delta Discovery Park, Agusan River)	Domestic Tourists (Caraga residents, Manila, Cebu and Mindanao Regions)	Day-trip/3-5 days for MICE Conventions	Middle class and Up (Business Sector, Academe, Professionals/	History and Cultural Tours, Entertainment, Museum Tours, Zipline Adventures, and MICE.

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				Students)	
	3. Surigao City (Entry and Exit Point of Butuan-Cabadbaran-Surigao Loop)	Domestic Tourists (Caraga residents, Manila, Cebu and Mindanao Regions)	Day-trip/3-5 days for MICE Conventions	(Family/Barkada Trips, Backpackers, Young Professionals, Academe)	History and Cultural Tours (Battle of Surigao Strait Museum for Surigao City, Mount Hilong-Hilong of Cabadbaran City, Green Haven Adventure Farm for Bayugan City), Entertainment and MICE, Farm related activities
	4. Surigao del Sur (Britania, Cagwait Cove, Hinatuan Enchanted River, Tinuy-an Falls, Alameda Farm, Lanuza, PICOP Compound)	Caraga residents, Cebu, Region XI	Day Trip/ Weekend/ Long Holiday	Middle class and Up (Backpackers/Big Bikers)	Sun and Beach, Island Food, Island-Hopping,, Farm Tourism, Bird watching
	5. Dinagat Islands (Mount Redondo Bonsai Forest, Lake Bababu Underwater Cave System, Campintact Black Beach No. 2, Blue Lagoon, Duyos Camping Resort, Tidal Pool)	Caraga residents	Day Trip/ Weekend/ Long Holiday	Middle class and Up (Backpackers, Business Sector)	Sun and Beach, Forest Tours, Seafood, Historical Museum Tour