

Boracay Tourist Arrivals Recorded Seen Increasing In the First Quarter of 2013 – Western Visayas Informer (April 2013)

BORACAY TOURIST ARRIVAL RECORDED SEEN INCREASING IN THE FIRST QUARTER OF 2013

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Source: Western Visayas Informer – Marsh Bernabe

The Department of Tourism Region VI has given half of the targeted tourist arrival for Western Visayas to Aklan specifically to Boracay. Of the 3 million target tourist arrivals for Region VI, 1.5 is expected to be delivered by Boracay and the Island is seen to be on the right track as the record shows.

The latest statistical data gathered on tourist arrivals in Caticlan Jetty Port and Passenger's Terminal, has been observed to be on an upward trend giving the first QUARTER of 2013 a total of 357,225 tourist arrival record.

Compared to last year's the same months, the first three months of 2012 totaled 324,254 tourist arrivals recorded giving this year an increase of 9.2 percent.

Among the first three months, February and March has seen to record 10,000 more compared last year and the contributory factor where considered like; the last week of February – Chinese New Year Celebration and March.

The figures recorded as of March 31, 2013 comprises 23.815 percent of the 1.5 million target whereas, we are only at the start of summer season and we are expecting more this coming April 2013 since last year's April recorded the highest number of of tourist arrivals for 2012 at 161,504 tourists.

Last year's tourist arrivals, 2012 has delivered a whopping 1,206,252 tourist arrivals. First quarter comprises 26.88 percent, second quarter the highest as it is the peak summer season at 31.38 percent, third quarter, the lowest at 19.05 percent and last quarter at 22.68 percent.

The upward trend started 2011 and the highest so far was recorded last year with 300,000 increase of tourist arrival.

With this year's target, and with the steady supply of regional tourists from CHINA, KOREA, TAIWAN and the continuous international and local citations Boracay is attaining, it is assured that 1.5 Million tourist arrival this year will be reached.

(Source: Western Visayas Informer – Marsh Bernabe)