



Nearly 3.2M tourists visited PHL from Jan.-Oct. 2011

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NEARLY 3.2 million tourists visited the Philippines from January to October this year, the Department of Tourism (DOT) said.

According to a DOT news release, the number of tourist arrivals from January to October this year — 3,185,866 visitors — was 11.96% higher compared to the figure recorded during the same period last year — 2,845,573 arrivals.

The highest number of arrivals was recorded in July with 360,784 visitors. The highest growth, on the other hand, was reported in February at 18.52%. The Korean market continued to be the top tourist market for the Philippines. It had a 23.76% share (756,863 arrivals) of the total number of tourist arrivals. This market registered a double-digit growth of 27.85%.

East Asian region

The DOT said the East Asian region accounted for 47.44% of the total arrivals with 1,511,389 visitors. This figure is higher by 17.71% over the volume of 1,283,965 arrivals.

China, Korea and Japan which belonged under this region accounted for more than 83% of the arrivals.

Other regions

Meanwhile, the North American region had an aggregate arrivals of 604,226, or 18.97% share of the total volume of tourist arrivals from January to October this year.

This region registered a growth of 5.03% from last year's 575,295 arrivals during the same period.

The ASEAN region is the third biggest contributor to the tourist volume this year, with 270,409 arrivals. It accounted for 8.49% of the total inbound traffic, the DOT said.

The fourth biggest source by region was Australasia/ Pacific with 179,874 arrivals for a share of 5.65% to total visitor volume. Arrivals from this region grew by 14.85% against its arrivals of 156,617 the previous year. It comprised 5.65% of the total visitor volume.

The fifth biggest contributor of arrivals was the Northern European region with 129,346 visitors, constituting a 4.06% share of the total arrivals. It recorded an increase of 10.38% from last year's 117,182 during the same period.