

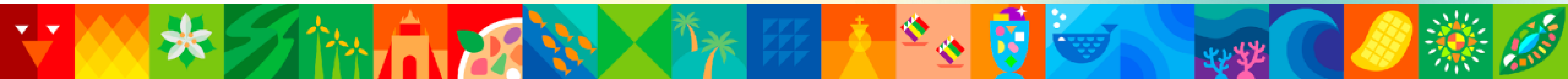


UN Tourism

ELEVATING THE ROLE OF EVIDENCE IN POLICY

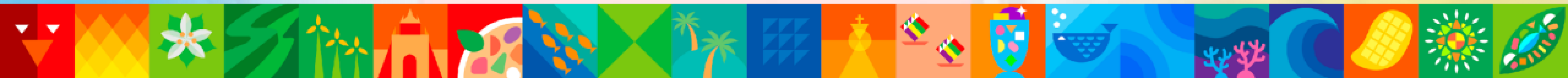
Philippine Perspective and Experience

**26th UN Tourism General Assembly
November 8, 2025**

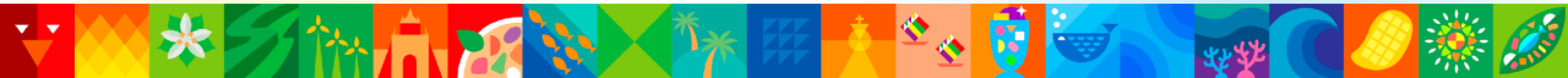
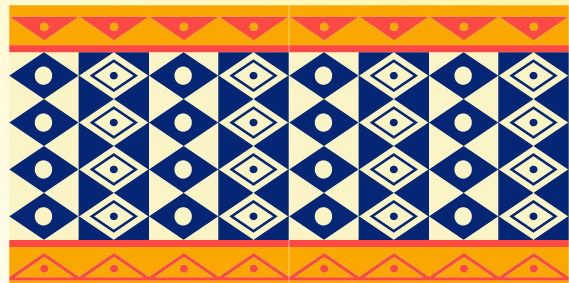
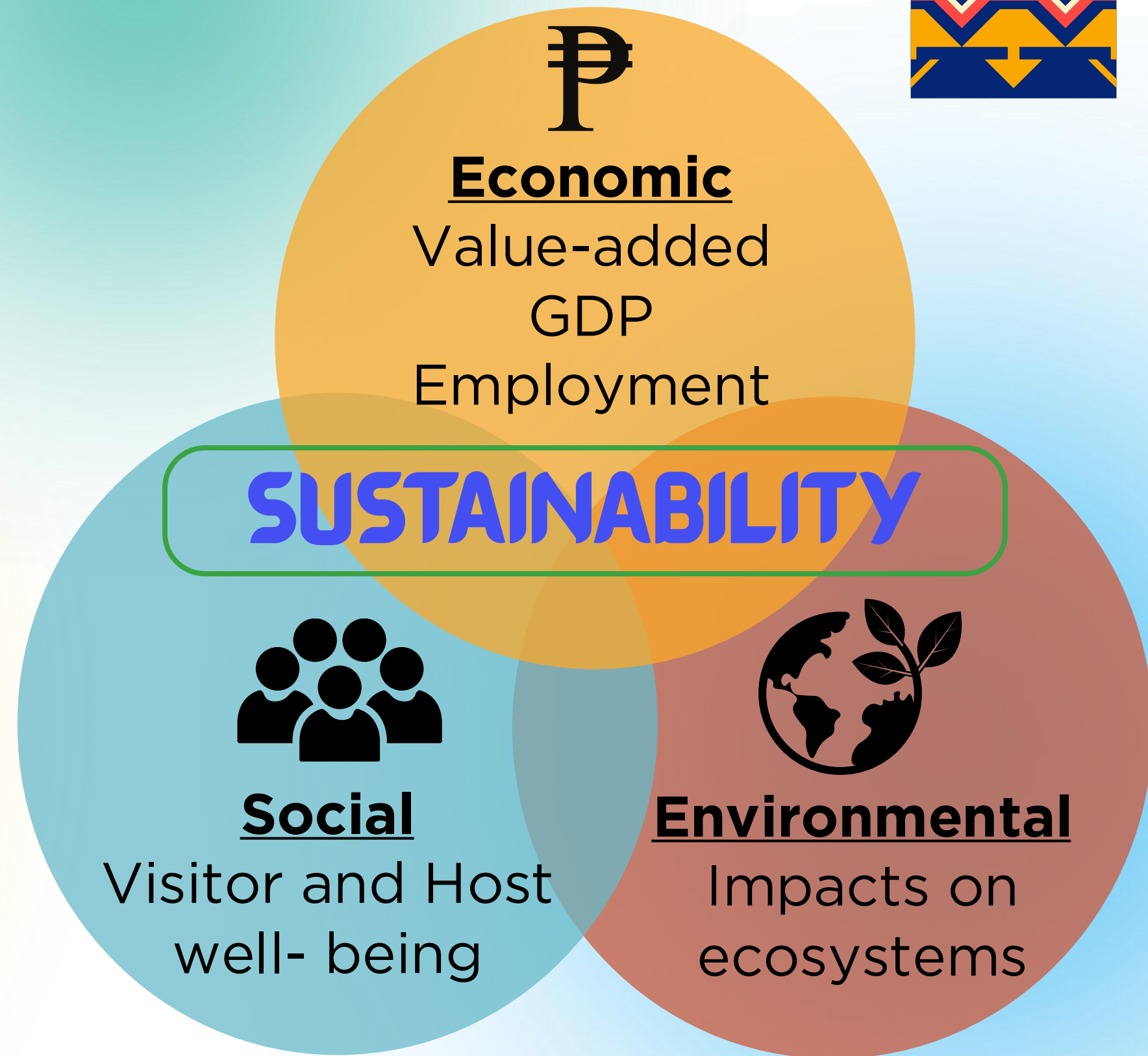


MANILA CALL FOR ACTION ON MEASURING SUSTAINABLE TOURISM

- *Manila Call for Action, 2017* (hosted by the Philippines)
- Collaboration to measure tourism's economic, social, and environmental impact
- Foundation of the Philippines' sustainable tourism measurement agenda



THREE DIMENSIONS OF SUSTAINABILITY



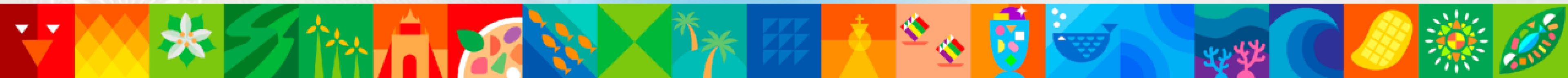
BUILDING THE FOUNDATION: (PTSA)



- **Philippine Tourism Satellite Accounts (PTSA)**
- **Measures tourism's share in GDP, employment, expenditure**
- **Produced by PSA Macroeconomic Accounts Service**

Gross Domestic Product (GDP)	in Million PHP	26,446,369
	GDP Growth Rate (%)	8.8%
	Share of TDGVA to GDP (%)	8.9%
Inbound Tourism Expenditure	in Million PHP	699,978
	Growth Rate (%)	0.4%
Domestic Tourism Expenditure	in Million PHP	3,159,297
	Growth Rate (%)	16.4%
Internal Tourism Expenditure	in Million PHP	3,859,275
	Growth Rate (%)	13.1%
Outbound Tourism Expenditure	in Million PHP	345,677
	Growth Rate (%)	37.5%
Employment in Tourism Industries	in thousand persons	6,754
	% Share	13.8%

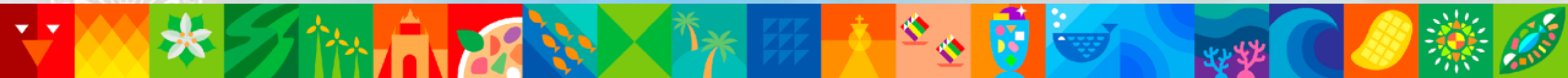
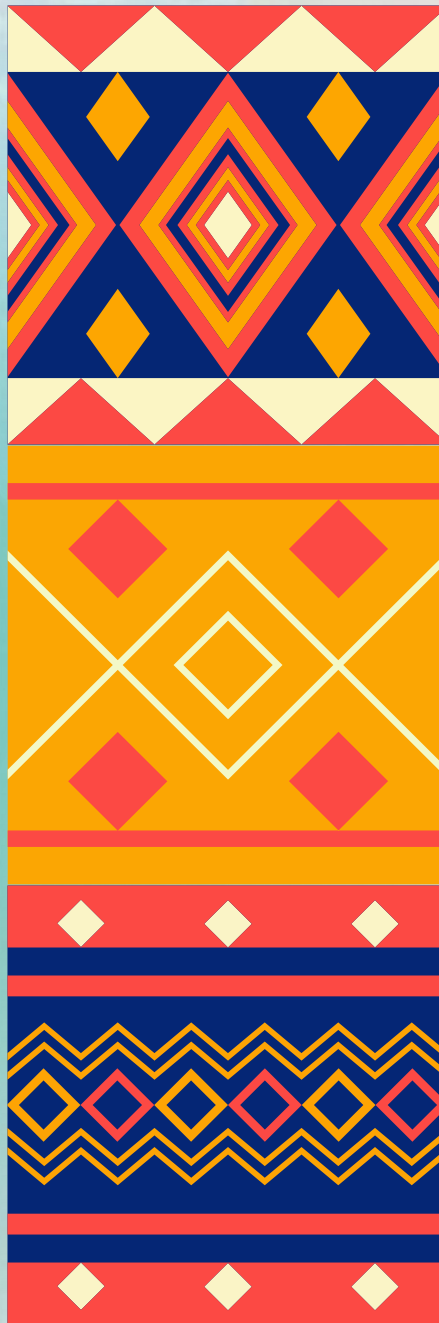
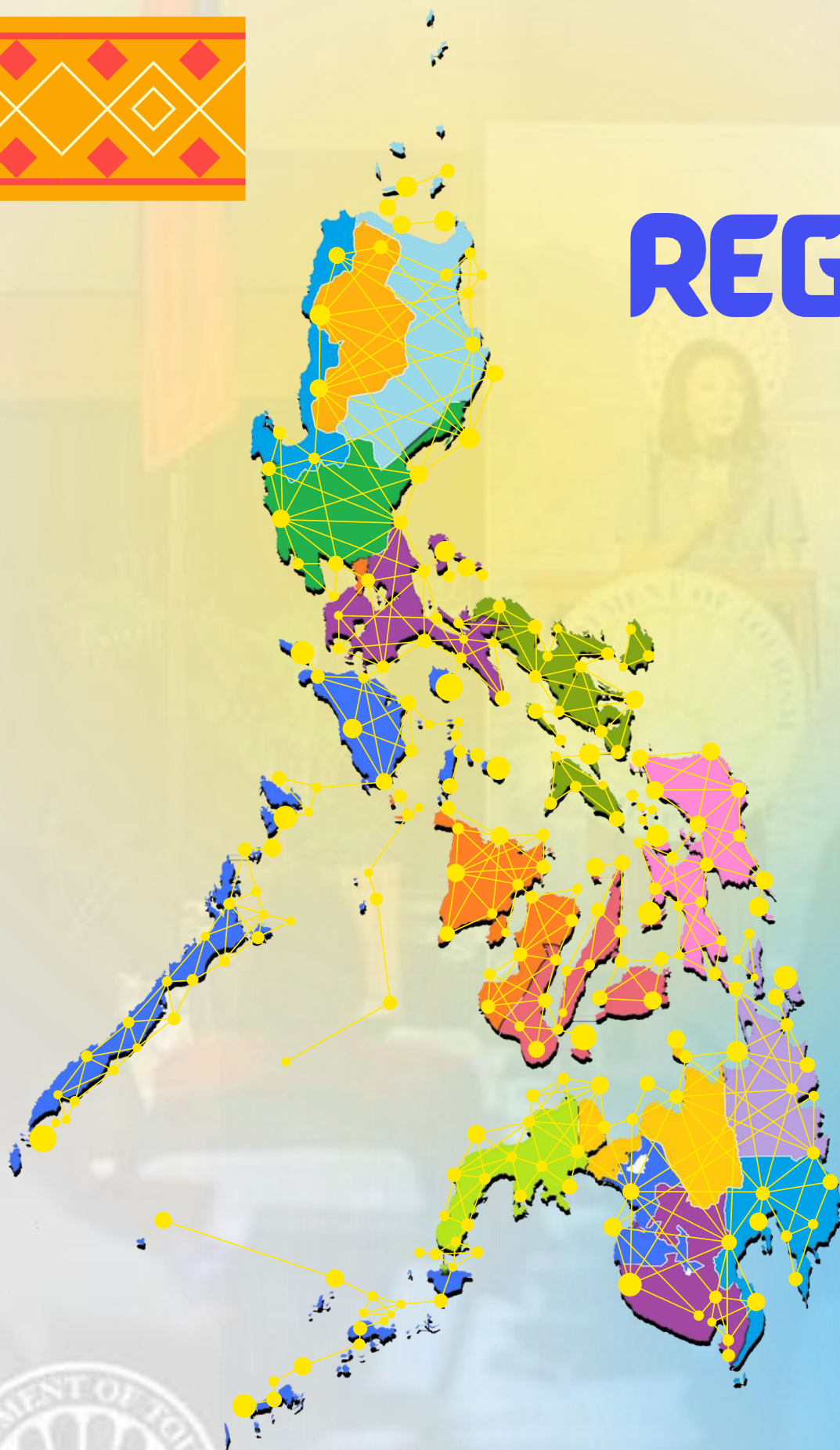
Source: 2024 PTSA STATISTICAL TABLES





REGIONAL TOURISM SATELLITE ACCOUNTS (RTSA)

- Regional extension of PTSA
- League of Provinces resolution supporting data sharing
- Enables localized tourism measurement



INTERAGENCY COMMITTEE ON TOURISM STATISTICS (IACS)

- Multi-agency mechanism to harmonize methodologies
- Ensures cross-agency consistency in data



ETRAVEL SYSTEM

- A digital platform developed by the Philippine government to streamline arrival and departure processes for travelers



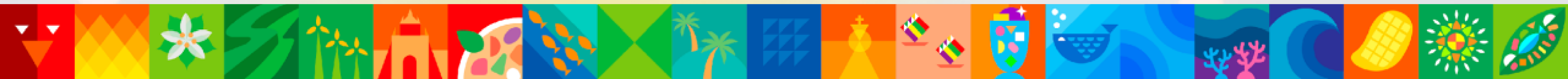
eTravel

Philippine Travel
Information System



MOBILE POSITIONING DATA (MPD)

- Partnership with **DEPDev** and **PSA**
- Uses anonymized mobile network data
- Enhances accuracy and timeliness of visitor movement tracking

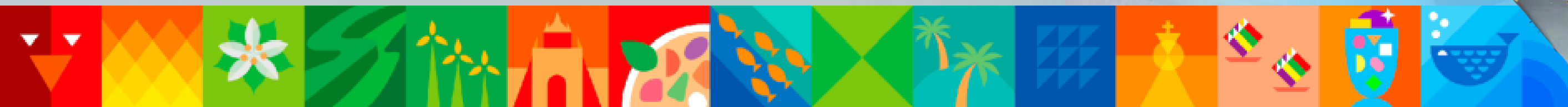


POLICY INNOVATIONS: CRUISE VISA WAIVER AND E-VISA

**Cruise Visa Waiver (CVW)
Program:**
simplifies entry for cruise tourists
from visa-required countries

E-Visa System:
expands digital visa access to
more markets

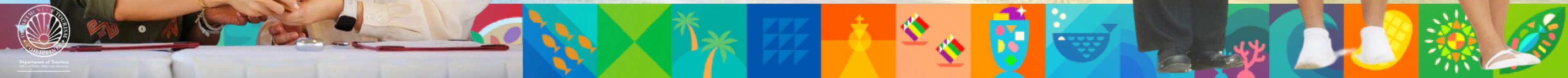
**Both derived from visitor arrivals
and market data analysis**



TRANSLATING DATA INTO DEVELOPMENT: NTDP PROGRAMS GUIDED BY EVIDENCE

- **NTDP 2023-2028: Data-driven governance**
- **Connectivity, infrastructure, local empowerment, human capital development**

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THE PHILIPPINES



ROUTE DEVELOPMENT

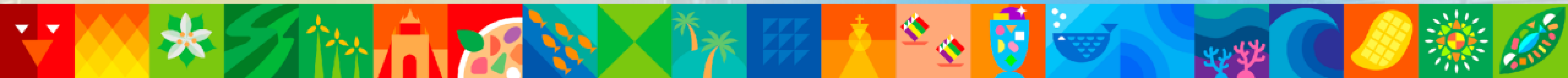
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- Data-based identification of priority markets and routes
- Guided by arrival trends, load factors, market demand

- 14 international destinations across 11 countries reconnected

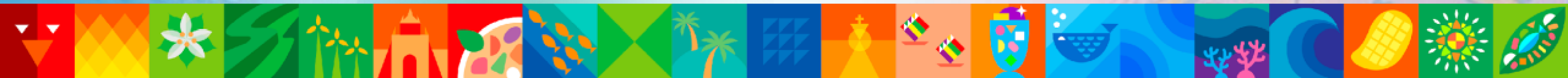
- Strengthens international and domestic connectivity



TOURIST REST AREAS (TRAS)

12 TOURIST REST AREAS NOW OPEN NATIONWIDE

- Origin: National survey revealed top traveler priority — clean, safe restrooms
- Data-informed site selection using visitor flow and road network analysis
- Infrastructure aligned with tourism demand



TOURISM CHAMPIONS CHALLENGE (TCC)



- LGU projects evaluated on arrivals, jobs, investment, ROI metrics
- Builds national database of tourism innovations
- Promotes data-based local planning



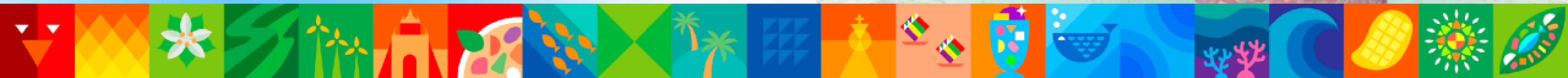


FILIPINO BRAND OF SERVICE EXCELLENCE (FBSE)

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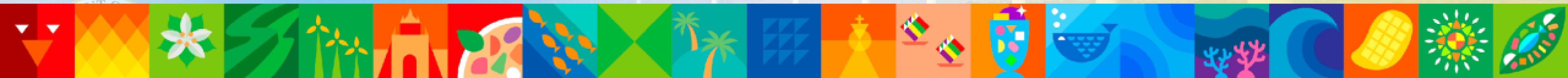
- Tracks training reach, satisfaction, and service quality
- Uses employment data to target workforce needs
- Builds a culture of measurable service excellence



NATIONAL ACCOMMODATION STANDARDS



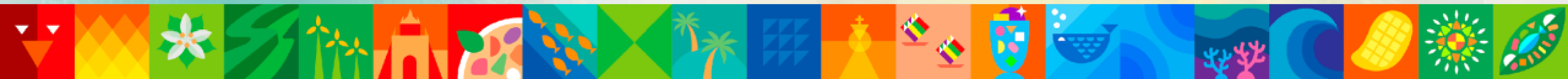
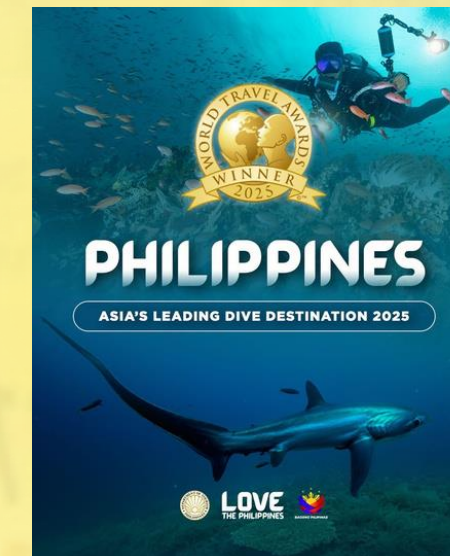
- **Efficient resources, waste & noise reduction, green sourcing, local employment**
- **Promote Filipino culture, FBSE values, and digital guest tools**
- **Environmental permits linked to accreditation.**



TOURISM PRODUCT SURVEY (TPS)



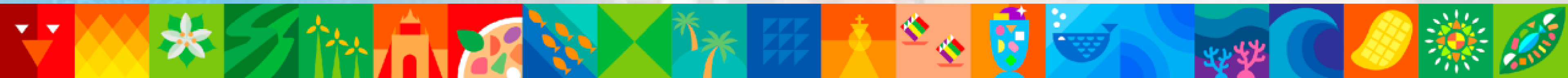
- Gather insights on tourist preferences to guide tourism development
- Focus: Cruise, Medical, Wellness, Dive Tourism, and ESL tourism products
- Baseline data on revenue, jobs, visitors, and service providers.



INTEGRATION AND ACCOUNTABILITY



- NTDP as a data-driven framework
- Connecting connectivity, infrastructure, governance, and people
- Continuous monitoring and feedback



WAYS FORWARD



ADOPTION

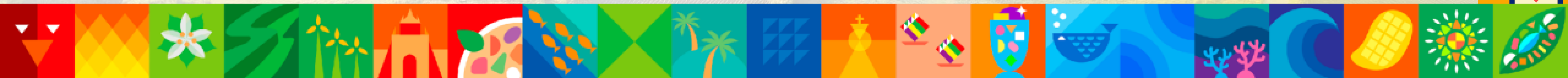
Broaden adoption across regions

ANALYTICS

**Integrate AI and
advanced analytics**

ALLIANCES

**Strengthen international
collaboration**



LOVE
THE PHILIPPINES



**"TRANSFORMING DATA INTO
DIRECTION, AND DIRECTION INTO
DEVELOPMENT."**

THANK YOU!

