



# ₱ 3.86 TRILLION

## 8.9% CONTRIBUTION TO GDP

Internal tourism expenditure surged to 3.86 trillion in 2024, a 13.12% increase from 2023 and surpassing pre-pandemic levels at 103.21% of 2019, reflecting renewed global confidence and the economic strength of Philippine tourism.

### NATIONAL TOURISM DEVELOPMENT PLAN (NTDP 2023-2028)

CONNECTIVITY

CONVENIENCE

(E)QUALITY

### 7-POINT AGENDA

Equalization of Tourism Product Development and Promotion

Improvement of Tourism Infrastructure and Accessibility

Diversification of Portfolio through Multidimensional Tourism

Cohesive and Comprehensive Digitalization and Connectivity

Maximization of Domestic and International Tourism

Enhancement of Overall Tourist Experience

Strengthening Tourism Governance through Close Collaborations with National and Local Stakeholders



**TOURIST  
REST AREAS**

**KOREAN  
SPEAKING AGENT**

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CALL CENTER**



**NEW AND ENHANCED**

**TRAVEL PH  
APPLICATION**

# EQUALIZATION OF TOURISM PRODUCT DEVELOPMENT AND PROMOTION

📍 Mactan Cebu International Airport



**PHILIPPINE**  
*experience*  
CULTURE, HERITAGE  
& ARTS CARAVANS



**VISA FREE ENTRY &  
CRUISE WAIVERS,  
AND DIGITAL  
NOMAD VISA**

**TOURISM ROAD  
INFRASTRUCTURE  
PROGRAM (TRIP)**

**EXPANDING  
CONNECTIVITY**

