

2022

6.2%

SHARE TO GDP

5.35

MILLION
TOURISM
EMPLOYMENT

PHP 1.87

TRILLION
TOURISM
RECEIPTS

2.65

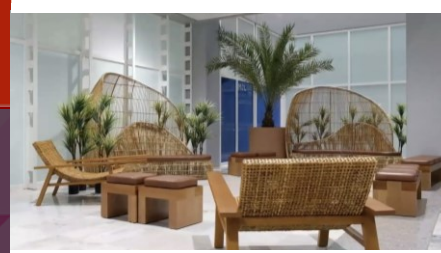
MILLION
FOREIGN
ARRIVALS

102

MILLION
DOMESTIC
TRIPS

PHP 1.5

TRILLION
DOMESTIC
RECEIPTS



2023

Foreign
visitor
arrivals

3,410,910

As of August 13, 2023

70.34%

of the 4.8 million
baseline industry
target for 2023

Foreign
Tourism
Receipts

PHP 285 BILLION

As of June 30, 2023

TOURISM:
2ND TOP
DRIVER OF
ECONOMIC
GROWTH

January to June 2023

70,000

TOURISM WORKERS
TRAINED
Filipino Brand of Service
Excellence

LOVE
THE PHILIPPINES

NORTH LUZON

1,344,385

Region 1 visitor arrivals in 2022

602,458

visitor arrivals in Pangasinan

492,639

visitor arrivals in La Union

155,584

visitor arrivals in Ilocos Norte

93,704

visitor arrivals in Ilocos Sur

543,358

Region 2 visitor arrivals in 2022

271,558

visitor arrivals in Isabela

176,234

visitor arrivals in Cagayan

90,659

visitor arrivals in Nueva Vizcaya

2,643

visitor arrivals in Batanes

2,264

visitor arrivals in Quirino

1,284,906

CAR visitor arrivals in 2022

1,042,309

visitor arrivals in Baguio City

143,426

visitor arrivals in Kalinga

62,094

visitor arrivals in Mountain Province

TOURIST REST AREA



INCREASING INTERNATIONAL FLIGHTS

Infrastructure Investment:

Improve airport facilities, customs, and immigration processes to ensure a seamless and efficient travel experience.

Government Incentives:

Offer incentives such as reduced landing fees and taxes to airlines that increase their flight frequencies to North Luzon airports.

Partnerships:

Collaborate with international airlines, travel associations, and foreign governments to establish partnerships that promote Northern Luzon as a desirable tourist destination.



TOURISM INFRASTRUCTURE REGION 1

Consultancy Services for the Detailed Architectural and Engineering Study and Preparation for the Damaged Cultural Properties - Ilocos Norte & Abra

Development of Paoay Lake and Sand Dunes - Paoay, Ilocos Norte

Development of Mt. Tabur - Brgy. Bio Tagudin, Ilocos Sur

Various Tourism Facilities in Infanta, Pangasinan



TOURISM INFRASTRUCTURE CAR

Tourist Rest Area - Baguio City

Rehabilitation of Burnham Park - Baguio City, Benguet

INTERNATIONAL FLIGHTS IN CLARK

38

in June 2022

115

in July 30, 2023

