



REPUBLIC OF THE PHILIPPINES

PHILIPPINE STATISTICS AUTHORITY

# SPECIAL RELEASE

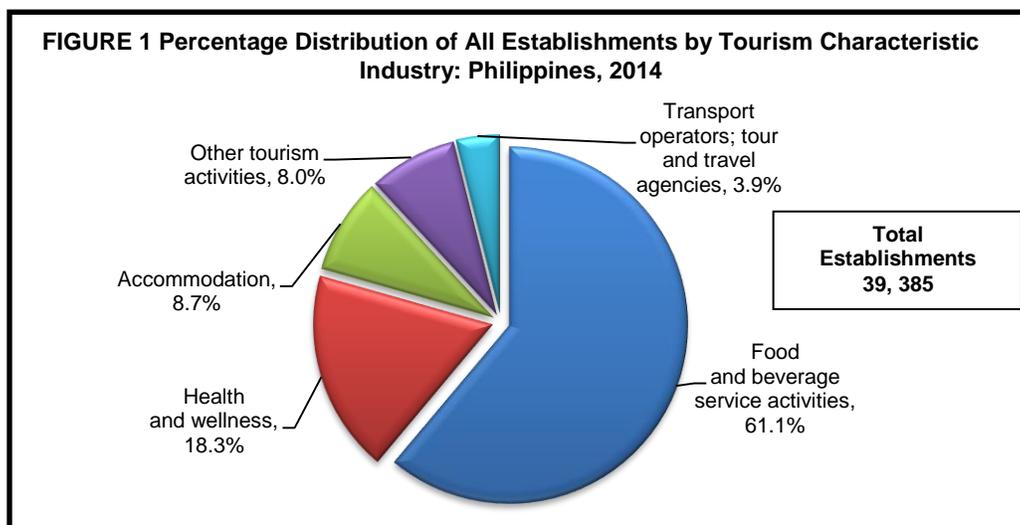
Preliminary Results

## 2014 Survey of Tourism Establishments in the Philippines Economy-wide All Establishments

### *Food and beverage service activities dominates all tourism characteristic industries*

Based on the results of the 2014 Survey of Tourism Establishments in the Philippines, there were a total of 39,385 establishments in the formal sector of the economy engaged in tourism characteristic activities. Tourism characteristic industries are: accommodation; food and beverages; road, water and air transport; transport equipment rental; travel agencies and other reservation service activities; cultural activities; sports and recreational activities; financial and insurance activities; and health and wellness.

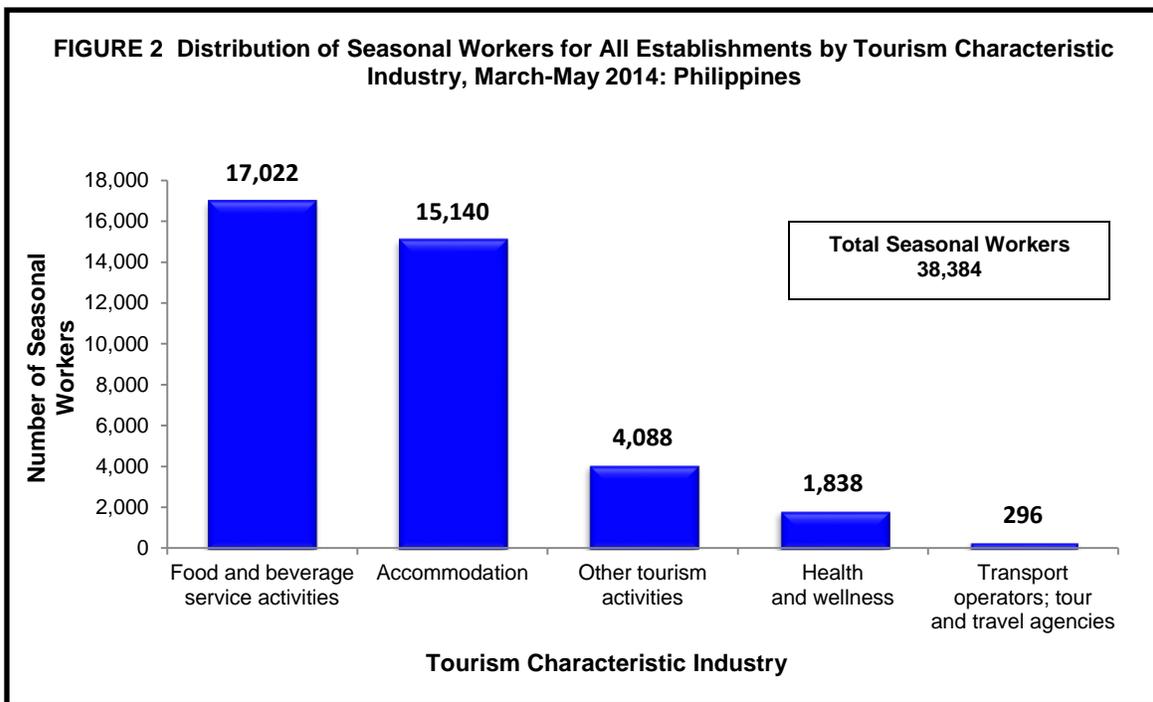
Food and beverage service activities topped among the industries with 24,066 establishments or 61.1 percent of the total. This was followed by health and wellness with 7,212 establishments (18.3%). Accommodation ranked third with 3,431 establishments (8.7%). Other tourism activities numbered 3,141 establishments or 8.0 percent. The least number of establishments was recorded by transport operators; tour and travel agencies with 1,535 establishments. Figure 1 shows the percentage distribution of all establishments by tourism characteristic industry in 2014.



**Food and beverage service activities recorded the highest seasonal workers from March to May**

Seasonal workers hired during tourism peak season from March to May of 2014 by tourism characteristic industries reached a total of 38,384 workers.

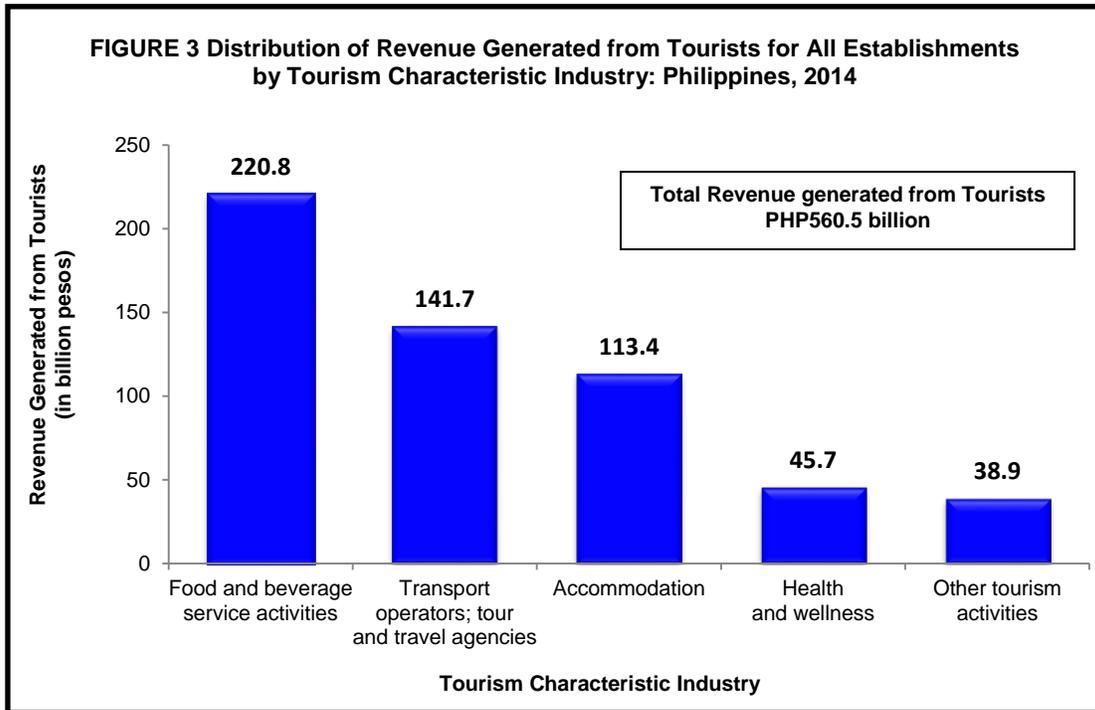
Among industries, food and beverage service activities, having the highest number of establishments, recorded the largest number of seasonal workers at 17,022 (44.3%). This was followed by accommodation with 15,140 (39.4%). Other tourism activities ranked third with 4,088 seasonal workers or 10.7 percent. Health and wellness accounted for 1,838 workers (4.8%). Transport operators, tour and travel agencies had the least recorded number of seasonal workers at 296 (0.8%). Distribution of seasonal workers for all establishments by tourism characteristic industry is shown in Figure 2.



**Total revenue generated from tourist amounts to PHP560.5 billion**

Gross revenue generated from tourists in 2014 by all establishments engaged in tourism characteristic activities reached PHP560.5 billion.

Across industries, food and beverage service activities earned the biggest of the total revenue generated from tourist at PHP220.8 billion or 39.4 percent of the total. Ranked second was transport operators; tour and travel agencies with PHP141.7 billion (25.3%). This was followed by accommodation and health and wellness with PHP113.4 billion and PHP45.7 billion respectively. Other tourism activities recorded the least revenue with just PHP38.9 billion or 6.9 percent. Figure 3 shows the distribution of revenue generated from tourists for all tourism characteristic establishments.



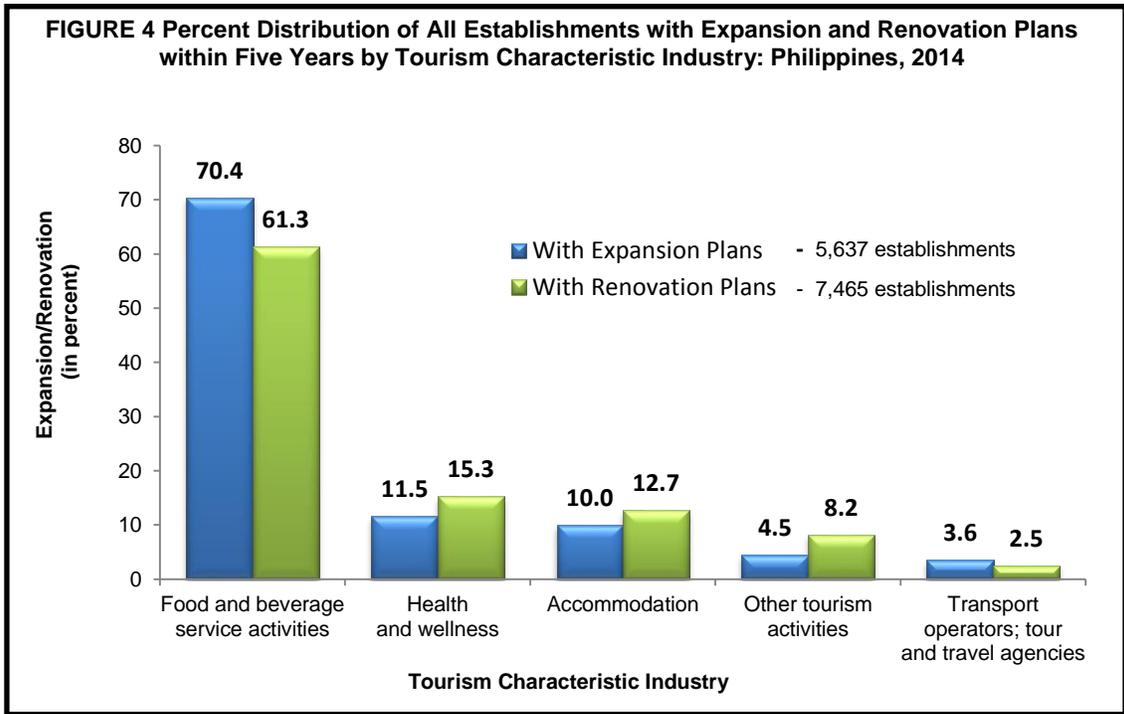
***About 14.3 percent of the establishments plan to expand; 19.0 percent plan to renovate***

In 2014, 5,637 establishments or 14.3 percent had plans for expansion within the next five years while 7,465 establishments or 19.0 percent planned to renovate within the next five years.

In terms of expansion, food and beverage service activities topped among the tourism characteristic industries with 70.4 percent. This was followed by health and wellness with 11.5 percent. Ranked third and fourth were accommodation and other tourist activities with 10.0 and 4.5 percent respectively. The least among industry was transport operators; tour and travel agencies with only 3.6 percent.

Food and service activities reported the highest in terms of renovation among tourism characteristics industry with 61.3 percent. Health and wellness came in second with 15.3 percent, completing the top three was accommodation with 12.7 percent. Other tourism activities with 8.2 percent. Transport operators; tour and travel agencies had the least number of establishments that planned to renovate within the next five years with only 2.5 percent.

Figure 4 shows the percent distribution of establishments with expansion and renovation plans.



***Food and beverage service activities registered the highest DOT accreditations***

Out of the total number of 39,385 tourism characteristic establishments, 8,869 establishments or 22.5 percent were accredited by the Department of Tourism (DOT).

More than half or 58.3 percent of the accredited establishments were engaged in food and beverage service activities. Accommodation had a 20.0 percent share of the total accreditation. The least share of accreditation of 6.5 percent was for other tourism activities. Figure 5 shows the distribution of establishments with DOT accreditation.

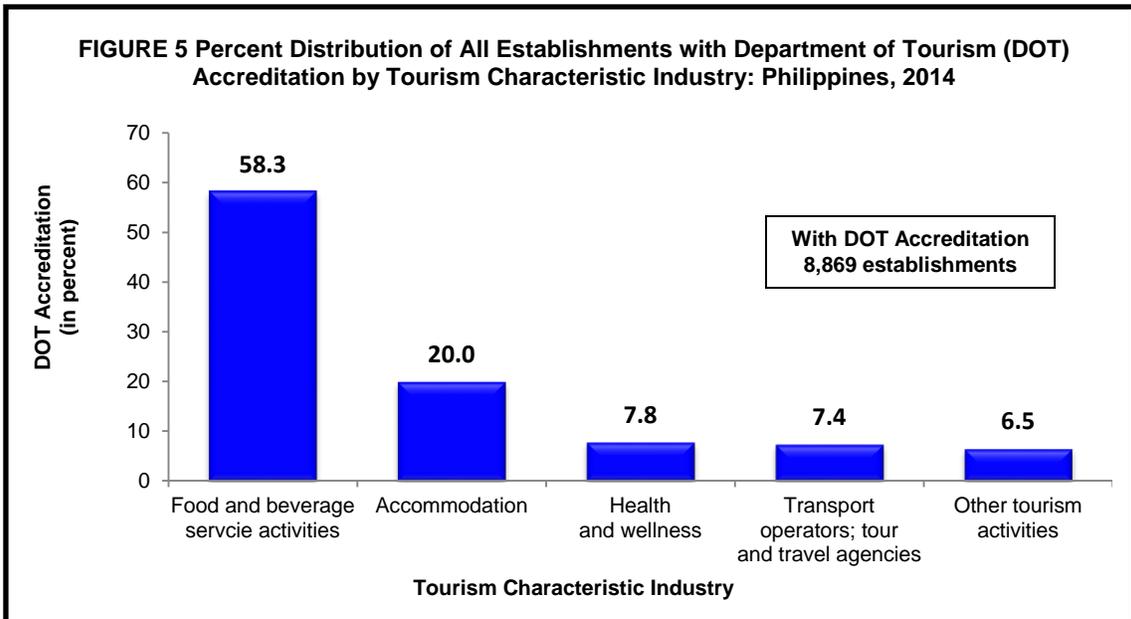


TABLE 1 Summary Statistics for All Establishments by Tourism Characteristic Industry: Philippines, 2014

*(Details may not add-up to total due to rounding and/or statistical disclosure control )*

Tourism Characteristic Industry	Number of Establishments	Seasonal Workers from March to May	Revenue Generated from Tourists (in PHP)	Number of Establishments		
				With Expansion Plans within the next Five Years	With Renovation Plans within the next Five Years	With DOT Accreditation
	(1)	(2)	(3)	(4)	(5)	(6)
<b>Philippines</b>	<b>39,385</b>	<b>38,384</b>	<b>560,486,018</b>	<b>5,637</b>	<b>7,465</b>	<b>8,869</b>
Accommodation	3,431	15,140	113,406,986	562	946	1,776
Food and Beverage Service Activities	24,066	17,022	220,831,669	3,966	4,580	5,169
Transport Operators; Tour and Travel Agencies	1,535	296	141,711,021	205	187	653
Health and Wellness	7,212	1,838	45,656,698	651	1,139	693
Other Tourism Activities	3,141	4,088	38,879,645	253	613	578