

# Philippines

## **Key Market Message**

*Leisure outbound market has not picked up although there were signs of the economy recovering. However affluent travellers and Visiting Friends and Relatives (VFR) travellers continue to travel. March to May is considered the off peak months with the only exception being the Easter week in April.*

## **1. Key Market Results and Achievements**

- Nil.

## **2. Australian Travel Market**

- Nil.

### **2.1 Market performance**

- Philippines arrivals in March were 4,200, a decrease of 4 per cent relative to March 2008.
- Philippines arrivals in April were 5,400, an increase of 20 per cent relative to April 2008. For the four months to April, visitor arrivals totalled 16,700, an increase of 7 per cent relative to the same period in 2008. In the year ending April 2009, there were 48,000 arrivals, an increase of 11 per cent relative to the previous twelve months.

### **2.2 Airline Issues/Changes**

- Nil

### **2.3 Trade Information Summary (including Business Events)**

- Nil

## **3. Current and Upcoming Activities in Market**

- Nil.

### 3.1 Consumer Marketing:

Dates	Project / Event	Partners
	<ul style="list-style-type: none"><li>Nil.</li></ul>	

### 3.2 Trade Marketing:

Dates	Project / Event	Partners
	<ul style="list-style-type: none"><li>Nil.</li></ul>	

## 4. Media Environment

- Nil.

## 5. General Travel Outlook

### 5.1 Political and Economic Outlook

- Economists and government officials reported the economic crisis is not over, but the worst is over for the Philippines economy. The March exports data indicated “bottoming out”, an economic lingo which simply means there’s “no-way-but-up”.
- The export sector has been declining at the pace of almost 40 per cent per month since November. 30.9 percent decline figure in March is considered a sign that the ‘way up’ is starting.
- Political front is stable.

### 5.2 Outbound Travel

#### Outbound numbers and trends

- Leisure market travel slowed down as consumers are holding back their spending in anticipation of difficult times ahead, though there is sign of recovery.
- Corporate companies are looking at regional destination like Hong Kong, Thailand and Singapore in an effort to cut down travel budget expenses for incentive trips.
- Government promoting domestic travel to spur spending within the country.

## 6. Next 60 Days

Philippines						
START DATE	END DATE	MARKET	PROJECT/EVENT	TARGET AUDIENCE	LOCATION	PARTNERS
13/6/09	15/6/09	Philippines	Australian Tourism Exchange	5 Buyers	Melbourne	