



# **LIVEABLE CITIES LAB : REVENGE TRAVEL**



## **WHAT IS REVENGE TRAVEL?**

*Revenge travel is basically the idea of taking “revenge” on Covid by travelling after almost two years of being locked down during the pandemic.*

# WHERE WERE WE?



- Prior to the pandemic, Philippine tourism began to assert itself as a rising star in the country's economy.
- Some figures pre-pandemic : (2019)
  - almost 12% of the GDP
  - earned almost P3 trillion in revenues from inbound and domestic travel
  - employed 5.5 million people directly
  - visitor arrivals reached an all-time high of 8.26 million.
- The Philippines was poised to be a breakout destination in 2020 and beyond.
- Borders were closed to leisure travelers since mid-March of 2020.

# WHERE WERE WE?



- International arrivals disappeared as other countries closed borders and limited travel for their nationals.
- Only returning Filipinos and Overseas Foreign Workers along with members of the diplomatic corps and special visas were allowed to enter but with quarantine and testing requirements.
- LGUs in the Philippines also restricted interisland travel and virtually sealed off provinces to prevent the spread of COVID.
- Hotels, travel agencies, tour operators, tourist transport and other stakeholders suspended operations.
- Accommodations were eventually allowed to reopen and used as quarantine facilities.

## WHERE WERE WE?

- An estimated 1 million jobs in the tourism industry were lost during the pandemic.
- Workers were also put on temporary leave or lay-offs.
- Tourist transport operators lost their vehicles.



# WHERE WERE WE?



News | Coronavirus pandemic

## Philippines closes border to foreigners, some citizens over COVID

*Country is battling a surge in cases linked to new variants and has imposed curfews and movement restrictions.*



A man takes a group selfie upon their arrival at the world-renowned Boracay Island on Wednesday (March 11, 2020). Government authorities have been urging the public to patronize local destinations in a bid to cushion the impact of the coronavirus disease 2019 on the economy.

## In need of lifeline, millions of tourism industry workers rely on Bayanihan 2's pledge for pandemic financial aid

Rosette Adel  
Thu, August 20 2020 - 07:34am

SHARE TWEET



## Hotels hit by drops in business travel, MICE

Catherine Talavera  
Wed, January 27 2021 - 12:00am

SHARE TWEET

MANILA, Philippines — The decline in demand from the business travel and the meetings, incentives, conventions and exhibitions (MICE) sectors are some of the factors that may prompt hotels to temporarily close their facilities, according to a hospitality consultancy firm.

MANILA, Philippines — Before the national

# WHERE DO WE GO NOW?



- Domestic tourism slightly rebounded with the loosening of entry requirements to popular destinations in the 4<sup>th</sup> Quarter of 2021 but was again affected by the Omicron variant surge in early 2022.
- Last January 28, 2022, the government announced that fully-vaccinated tourists from countries that required no visas to enter the Philippines will be allowed to come in subject to pre-arrival testing and having travel insurance with Covid coverage starting Feb. 10, 2022.
- From Feb. 10-16, a total of 13,360 passengers foreign tourists came in.
- Top 3 source markets were the United States, Canada and the United Kingdom.

# WHERE DO WE GO NOW?



## TOTAL ARRIVALS FOR 2022 : (as of Apr. 24, 2022)

	Feb. 10-28	Mar. 1-31	Apr. 1-24	GRAND TOTAL
TOTALS	47,715	117,150	148,185	313,050



# WHERE DO WE GO NOW?



- Most of the foreign tourists that arrived came from the long haul markets such as Europe and North America.
- Domestic tourism also started to increase as the numbers of cases of Omicron infections began to creep downward and LGUs again loosened restrictions.
- Demand continues to remain robust for the following months and we expect more for the winter season of 2022 barring any unforeseen events.

# WHERE DO WE GO NOW?

## WHAT TRAVELERS ARE LOOKING FOR :

- More experiential tours.
- Active and tactile activities.
- Tours that explain and show the culture and history of the Philippines on a deeper scale.
- Culinary experiences.
- Destinations with more open spaces and less people.





National, News

## PH reignites travel in Asia-Pacific region – WTTC

Published April 21, 2022, 3:53 PM  
by [Aaron Recuenco](#)

☰ TRAVEL+  
LEISURE

SUBSCRIBE

Home + News

## The Philippines Opens Its Borders to International Travelers

The Philippines had been closed to tourists for almost 2 years.

# WHERE DO WE GO NOW?

## WHAT DOES IT MEAN FOR CITIES?

- We need to have sustainable practices in place that would address the expected influx of tourists.
- Develop itineraries such as cultural, historical and culinary tours that will make cities more attractive.
- Develop other cities around the Philippines to spread the benefits of tourism.
- Take advantage of the MICE segment like other cities have done.
- An opportunity to make our cities more interesting.



# WHERE DO WE GO NOW?



## THINGS WE ARE LOOKING AT :

- The situation in the Ukraine.
- Prices and rates of tourism products.
- New strains of Covid.
- The resumption of full flight frequencies.





# LOOKING FORWARD

## WHAT DO WE NEED :

- Development of more destinations and gateways.
- Investments for tourism infrastructure – hotels, airports, ferries...
- Close government and private sector partnership.
- Appropriate budget for DOT and marketing to be in step with our ASEAN neighbors.
- Creation of disaster/calamity fund for the tourism industry in case of another pandemic-like event.





**THANK YOU VERY MUCH!**