



## Did you know that...

**the Cordilleras posted a 2.5 % increase in tourist arrivals in 2005?**

Last year, the Cordillera Administrative Region (CAR) welcomed 866,242 tourists to post an overall growth of 2.5 percent for 2005. Domestic travelers contributed the lion's share at 91.1 percent, foreign visitors accounted for 8.2 percent while visiting overseas Filipinos or "balikbayans" were the minority at 0.7 percent. (Table 1)

Foreign visitors were dominated by Europeans (29.7%), East Asians (26.4%) and North Americans (17.0%). Among the visiting countries, Korea topped the list with the biggest arrivals of 9,186 visitors. Canada followed with 9,137 and Japan with 4,699.

Baguio, remained the favorite destination in CAR with total tourist arrivals of 637,298 or 73.6 percent of the regional total. (Figure 1) Due to its cool climate, Baguio is known as the "Summer Capital of the Philippines" and is famous for its floral festivals.

Ifugao province ranked second to Baguio as a major tourist destination in the region with a total of 90,874 visitors or 10.5% of the regional total. Ifugao is known for its Banaue Rice Terraces, dubbed as the "Eight Wonder of the World."

Benguet Province registered 84,192 visitors in 2005. La Trinidad, the capital town of Benguet, is known for strawberry picking and the availability of a wide variety of highland vegetables produced throughout the province at the local Trading Post.

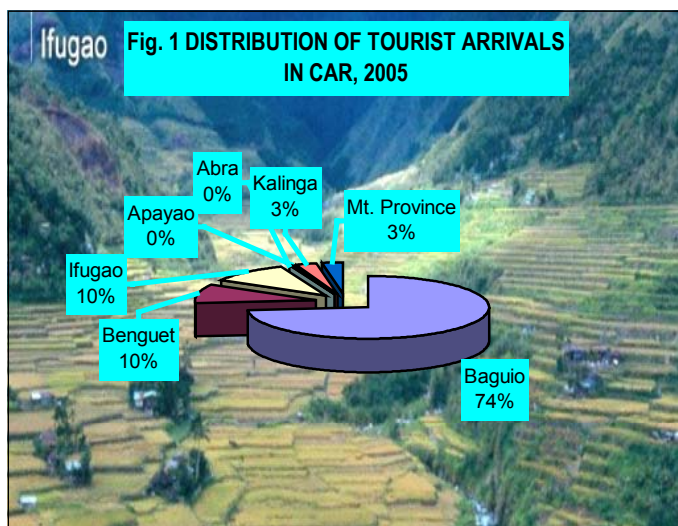
Mt. Province had a total of 23,700 visitors last year. The province is known for its natural wonders such as the Sagada caves, the Bumod-ok Falls, and the Besao sunset.

The tourism industry in CAR generated an estimated P5.4 billion in tourist expenditures.

Table 1. TOURIST ARRIVALS BY COUNTRY OF ORIGIN  
CORDILLERA ADMINISTRATIVE REGION  
2004-2005

Country of Origin	YEAR		GROWTH RATE (%)
	2004	2005	
<b>TOTAL</b>	<b>844,746</b>	<b>866,242</b>	<b>2.5</b>
<b>Domestic</b>	<b>785,093</b>	<b>789,268</b>	<b>0.5</b>
<b>Overseas Filipinos</b>	<b>2,291</b>	<b>6,348</b>	<b>177.1</b>
<b>Foreign</b>	<b>57,362</b>	<b>70,626</b>	<b>23.1</b>
<b>ASIA</b>	<b>18,678</b>	<b>23,628</b>	<b>26.5</b>
<b>ASEAN</b>	<b>2,489</b>	<b>3,425</b>	<b>37.6</b>
Brunei	7	55	685.7
Cambodia	-	111	
Indonesia	381	476	24.9
Malaysia	587	706	20.3
Singapore	945	1,191	26.0
Thailand	569	752	32.2
Vietnam	-	134	
<b>East Asia</b>	<b>14,719</b>	<b>18,638</b>	<b>26.6</b>
China	2,535	2,445	-3.6
Hongkong	957	1,199	25.3
Japan	4,628	4,699	1.5
Korea	5,328	9,186	72.4
Taiwan	1,271	1,109	-12.7
<b>South Asia</b>	<b>610</b>	<b>779</b>	<b>27.7</b>
India	610	779	27.7
<b>Middle East</b>	<b>860</b>	<b>786</b>	<b>-8.6</b>
Israel	-	-	
Saudi Arabia	860	786	-8.6
<b>AMERICA</b>	<b>12,310</b>	<b>12,045</b>	<b>-2.2</b>
USA	9,606	2,908	-69.7
Canada	2,704	9,137	237.9
<b>EUROPE</b>	<b>18,448</b>	<b>20,995</b>	<b>13.8</b>
France	3,665	2,786	-24.0
Germany	3,241	4,118	27.1
Netherlands	216	2,621	1113.4
United Kingdom	2,689	2,486	-7.5
Other Europe	8,637	8,984	4.0
<b>Others Not Specified</b>	<b>4,647</b>	<b>10,533</b>	<b>126.7</b>

Source of Basic Data : Department of Tourism



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