



# RA 9593: DOT'S LEGAL COMPASS

The Tourism Act of 2009 (RA 9593) mandates the DOT to regulate, promote, and develop tourism as a key driver of national development. It empowers the DOT to work with LGUs, industry stakeholders, and communities for institutional strengthening.

Its attached agencies support this mandate: TPB for marketing, TIEZA for investments and infrastructure, PRA for retirement tourism, and IA for heritage conservation—ensuring the holistic growth of Philippine tourism.



INTRAMUROS ADMINISTRATION



DUTY FREE Philippines



NATIONAL PARKS DEVELOPMENT COMMITTEE

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THE PHILIPPINES



# ₱3.86 TRILLION

8.9% Contribution to GDP

## DRIVING RECOVERY THROUGH TOURISM RECEIPTS

Internal tourism expenditure surged to ₱3.86 trillion in 2024, a 13.12% increase from 2023 and surpassing pre-pandemic levels at 103.21% of 2019, reflecting renewed global confidence and the economic strength of Philippine tourism.

Source: Philippine Statistics Authority



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# ₱700 BILLION

## INBOUND TOURISM EXPENDITURE

The tourism industry generated a record-breaking ₱ 700 billion in estimated international visitor receipts in 2024. This is proof of the rising global demand and tourism's strong impact on the Philippine economy.

Source: Philippine Statistics Authority



# 134,136,651

## DOMESTIC TRIPS IN 2024

# ₱3.16 TRILLION

## DOMESTIC TOURISM EXPENDITURE IN 2024

Domestic tourism in 2024 reached an all-time high, achieving a **100.6% recovery rate** with ₱3.16 trillion domestic tourism expenditure and 134 million domestic trips made, compared to ₱3.14 trillion generated and 122 million domestic trips made in 2019 prior to the pandemic.

Source: Philippine Statistics Authority

## THE PHILIPPINES HAS THE BIGGEST DOMESTIC TOURISM MARKET IN SOUTHEAST ASIA

The Philippines ranked number 1 in Southeast Asia.

Member States	2023 (USD Billion)	2024 (USD Billion)	% Share to ASEAN	2025 (Forecast) (USD Billion)
<b>PHILIPPINES</b>	<b>52.1</b>	<b>63.4</b>	<b>35.8%</b>	<b>70.8</b>
Thailand	33.2	33.4	18.8%	34.7
Indonesia	21.1	22.5	12.7%	24.0
Malaysia	19.2	21.3	12.0%	23.2
Vietnam	17.6	18.6	10.5%	20.1
Singapore	12.7	14.1	8.0%	14.9
Cambodia	1.7	2.2	1.2%	2.4
Myanmar	0.1	0.8	0.5%	0.9
Brunei	0.4	0.5	0.3%	0.5
Lao PDR	0.5	0.4	0.2%	0.4
<b>TOTAL</b>	<b>106.5</b>	<b>177.2</b>	<b>100%</b>	<b>192</b>

Source: Travel and Tourism Economic Impact Report 2025, World Travel and Tourism Council (WTTC)

## HISTORICAL ANALYSIS: INTERNATIONAL VISITOR ARRIVALS



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# 6.75 MILLION FILIPINOS EMPLOYED DIRECTLY THROUGH TOURISM

Employment in the tourism sector reached 6.75 million, a share of 13.82% of the country's total employment. Additionally, direct and indirect tourism jobs reached as high as **16.4 million** in the first quarter of 2024.

Source: Philippine Statistics Authority



# NATIONAL TOURISM DEVELOPMENT PLAN 2023-2028

Establish a Philippine tourism industry anchored on Filipino culture, heritage, and identity, which aims to be sustainable, resilient, and competitive in order to transform the Philippines into a tourism powerhouse in Asia.

CONNECTIVITY

CONVENIENCE

(E)QUALITY

## 7 OBJECTIVES

- 1 Improvement of Tourism Infrastructure and Accessibility
- 2 Cohesive and Comprehensive Digitalization and Connectivity
- 3 Enhancement of Overall Tourist Experience
- 4 Equalization of Tourism Product Development and Promotion
- 5 Diversification of Portfolio through Multidimensional Tourism
- 6 Maximization of Domestic and International Tourism
- 7 Strengthening Tourism Governance through Close Collaborations with National and Local Stakeholders

## IMPROVEMENT OF TOURISM INFRASTRUCTURE AND ACCESSIBILITY

# 12 TOURIST REST AREAS NOW OPEN NATIONWIDE

Making travel more convenient and traveler-friendly, these facilities offer clean, accessible, and secure spaces, **enhancing the overall journey** for both local and international tourists.

1. Pagudpod, Ilocos Norte
2. Roxas, Palawan
3. Medellin, Cebu
4. Carmen, Cebu
5. Moalboal, Cebu
6. Carcar, Cebu
7. Dauis, Bohol
8. Samal Island, Davao Del Norte
9. Manolo Fortich, Bukidnon
10. San Jose-Partido, Camarines Sur
11. Tacurong, Sultan Kudarat
12. Brooke's Point, Palawan



LOVE THE PHILIPPINES



TOURIST REST AREA

**IMPROVEMENT OF TOURISM INFRASTRUCTURE AND ACCESSIBILITY**



ROAD TO

**100**

**MORE DOT-TIEZA  
TOURIST REST AREAS  
SOON TO RISE!**

The DOT and TIEZA aim to construct some 100 additional Tourist Rest Areas in strategic locations in Luzon, Visayas, and Mindanao.



**IMPROVEMENT OF TOURISM INFRASTRUCTURE AND ACCESSIBILITY**

**TOURISM ROAD  
INFRASTRUCTURE  
PROGRAM**

**PAVING THE WAY FOR  
TOURISM**

Through the Tourism Road Infrastructure Program (TRIP) convergence of the DOT and DPWH, over 882 kilometers of tourism roads were completed from 2022 to 2024—enhancing connectivity, driving inclusive growth, and unlocking the full potential of Philippine destinations.

**882.281 KM**

**TOURISM ROADS BUILT AS OF JUNE 30, 2024**

**407.205 KM**

**TOURISM ROADS BUILT IN 2022**





ENHANCEMENT OF OVERALL TOURIST EXPERIENCE

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18,264

TOURISTS BENEFITED FROM 24/7 HOTLINE

The DOT's first 24/7 Tourist Assistance Call Center has helped thousands of travelers from 73 countries, offering free multilingual support to tourists.

\*Data as of August 26, 2025

KOREAN SPEAKING AGENT

TALK TO US!

DIAL 151-TOUR 8 6 8 7

MANDARIN SPEAKING AGENT

ENHANCEMENT OF OVERALL TOURIST EXPERIENCE

LOVE THE PHILIPPINES



332,300

TOURISM WORKERS TRAINED IN FBSE

The Filipino Brand of Service Excellence (FBSE) continues to institutionalize the hallmark warmth, hospitality, and genuine care that define the Filipino visitor experience.

\*Data as of August 27, 2025



FILIPINO BRAND OF SERVICE EXCELLENCE

EQUALIZATION OF TOURISM PRODUCT DEVELOPMENT AND PROMOTION

# 12 PHILIPPINE CARAVANS COMPLETED

The DOT has successfully completed Philippine Experience Program (PEP) caravans in 12 regions, showcasing the rich heritage, cuisine, and creative industries of **32 provinces, 31 cities, and 51 municipalities** across the country.



EQUALIZATION OF TOURISM PRODUCT DEVELOPMENT AND PROMOTION

# TOURISM CHAMPIONS CHALLENGE PROJECTS: FROM VISION TO REALITY

The DOT has awarded a total of **PHP 255 million** in grants to 15 local government units under the Tourism Champions Challenge.



DIVERSIFICATION OF PORTFOLIO THROUGH MULTIDIMENSIONAL TOURISM

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# PHILIPPINES

## AS A RISING MUSLIM-FRIENDLY DESTINATION

The Philippines climbed to **8<sup>th</sup> place** in the Global Muslim Travel Index 2025, up from 12<sup>th</sup> last year, recognizing DOT's push for halal-certified dining, Muslim-friendly hotels, and inclusive programs.



DIVERSIFICATION OF PORTFOLIO THROUGH MULTIDIMENSIONAL TOURISM

# SHOWCASING THE COUNTRY'S RICH GASTRONOMY TO THE WORLD

The DOT has elevated the Philippines' profile in **global gastronomy tourism** through the Philippine Experience Program: Heritage, Culture, and Arts Caravans, Philippine Eatsperience, and The Philippine Gastronomy Tourism Roadmap, hosting of prestigious events including the first UN Tourism Regional Forum on Gastronomy for Asia and the Pacific, and welcoming the historic arrival of the Michelin Guide to the Philippines.



DIVERSIFICATION OF PORTFOLIO THROUGH MULTIDIMENSIONAL TOURISM

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## DIVE TOURISM

To harness the country's potential as a **premier dive tourism destination**, the DOT introduced additional hyperbaric chambers in key dive sites to improve diver safety, created a Dive Committee to guide policy direction, and maintained strong presence in key dive shows abroad.



## PHILIPPINE DIVE experience



DIVERSIFICATION OF PORTFOLIO THROUGH MULTIDIMENSIONAL TOURISM

## PH TEES OFF IN GOLF TOURISM

The Philippines is steadily carving its place on the global map as a **premier golf destination**. At the heart of this movement is the **Philippine Golf Experience**, the country's milestone event that brings together international and local golfers, tour operators, and stakeholders to showcase our competitive edge in the global golfing arena, with the best of cultural, culinary, and leisure experiences unique to the Philippines.



**DIVERSIFICATION OF PORTFOLIO THROUGH  
MULTIDIMENSIONAL TOURISM**

# PROMOTING SPORTS TOURISM

**From the World Surf League and e-sports championships to major marathons, sports fuel tourism by attracting visitors, uplifting communities, and showcasing the Philippines' world-class events—and the unmatched energy of the Filipino fans.**



**DIVERSIFICATION OF PORTFOLIO THROUGH  
MULTIDIMENSIONAL TOURISM**

# FILM ON THE PHILIPPINES

## SETTING THE STAGE FOR FILM TOURISM

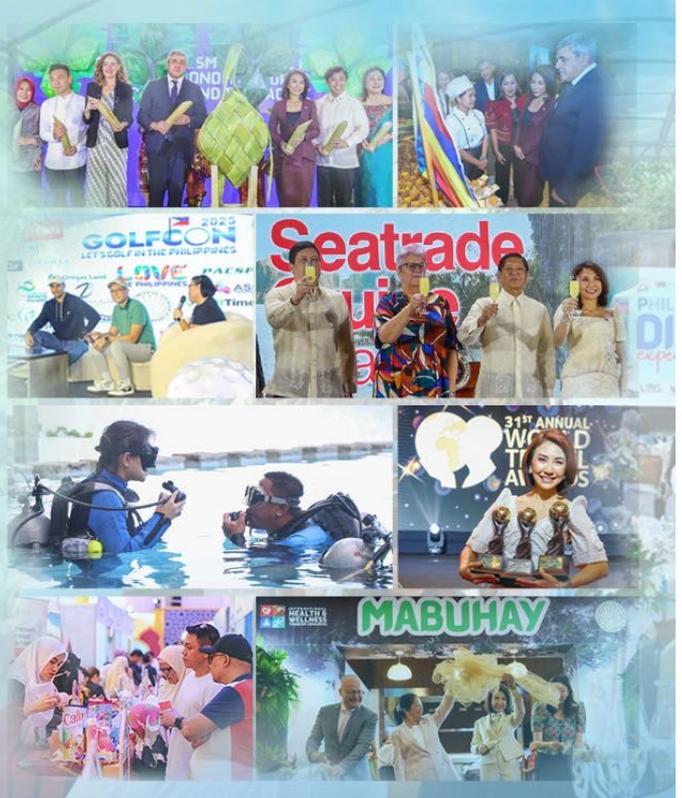
**The DOT continues to position the country as a premier filming location for major international production houses courting global film producers from Hollywood to Bollywood with competitive fiscal incentives and the Philippines' cinematic landscapes.**



**DIVERSIFICATION OF PORTFOLIO THROUGH MULTIDIMENSIONAL TOURISM**

# POSITIONING THE PHILIPPINES AS A HUB FOR GLOBAL EVENTS

The Philippines is reclaiming its status as a premier **MICE (Meetings, Incentives, Conferences, and Exhibitions)** destination, showcasing its vibrant tourism potential through a series of high-profile events hosted in 2024.



**DIVERSIFICATION OF PORTFOLIO THROUGH MULTIDIMENSIONAL TOURISM**

# BEYOND DESTINATIONS: EXPERIENCES TO LOVE THE PHILIPPINES

Under the Love the Philippines campaign, these products present a multi-sensory invitation to explore the country—making tourism a driver of inclusive growth.



ESL



CULTURE



GASTRONOMY



MICE



FILM



DIVE



GOLF



SURF



HEALTH AND WELLNESS



NATURE



CRUISE



HERITAGE

MAXIMIZATION OF DOMESTIC AND INTERNATIONAL TOURISM

# BOOSTING DOMESTIC TOURISM THROUGH TRAVEL FAIRS

The DOT, through its Regional Offices and the TPB Philippines, mounted major tourism expos and travel fairs and supported nationwide tourism events, offering exclusive packages and promotions to highlight emerging destinations and spur local travel.



MAXIMIZATION OF DOMESTIC AND INTERNATIONAL TOURISM

# INTERNATIONAL AGREEMENTS AND COLLABORATIONS INKED

The DOT has formalized tourism agreements and partnerships with **Austria, Bahrain, Brunei Darussalam, India, Israel, Japan, the Republic of Korea, and Thailand, and Qatar** boosting the Philippines' connectivity, investments, and cultural exchange through tourism.



MAXIMIZATION OF DOMESTIC AND INTERNATIONAL TOURISM

# 814,922

## GUESTS WELCOMED AT PH'S WOVEN PAVILION

Led by President Ferdinand R. Marcos Jr., the DOT, as the Commissioner-General, and the TPB Philippines, as the Secretary General, proudly bring Filipino heritage to the global stage woven with pride, passion, and purpose, showcasing the soul of the **Philippines at Expo 2025 Osaka**.

\*Data as of August 27, 2025



MAXIMIZATION OF DOMESTIC AND INTERNATIONAL TOURISM

# TOURISM: A SHARED RESPONSIBILITY

The DOT is actively engaging in partnerships with various private sector stakeholders, including airlines, hotels, digital platforms, and financial institutions, among others, to enhance and promote Philippine tourism.



STRENGTHENING TOURISM GOVERNANCE THROUGH CLOSE COLLABORATIONS WITH NATIONAL AND LOCAL STAKEHOLDERS

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# ACCESSIBLE FINANCING FOR TOURISM ENTERPRISES

To further **empower tourism stakeholders**, especially micro, small, and medium enterprises (MSME), the DOT entered into a partnership with the Department of Trade and Industry (DTI) to roll out the Turismo Asenso multipurpose loan program through the Small Business Corporation (SB Corp).

**TURISMO ASENSO LOANS** PHP **20** MILYON **1%** Maaaring maka-utang ng hanggang dalawampung milyon.

DOT-DTI Livelihood Support for Tourism MSMEs

Ang loan ay may mababang interest na one kada buwan, batay sa diminishing balance.

Para sa pautang na hindi kailangan ng collateral:

- PHP **3** MILYON Hanggang tatlong milyon para sa bagong borrowers.
- PHP **5** MILYON Hanggang limang milyon para sa mga kasalukuyang borrowers.

STRENGTHENING TOURISM GOVERNANCE THROUGH CLOSE COLLABORATIONS WITH NATIONAL AND LOCAL STAKEHOLDERS

# BBST: TURNING MODERN DAY HEROES TO TOURISM CHAMPIONS

The Balik Bayani sa Turismo is a program of the DOT in partnership with the Department of Migrant Workers (DMW), that provides capacity building and skills training for the Returning Overseas Filipino Workers (OFWs) and their immediate families.

**BALIK BAYANI SA TURISMO**  
FOR TURNING OVERSEAS FILIPINO WORKERS  
SIGNING OF MEMORANDUM OF UNDERSTANDING

STRENGTHENING TOURISM GOVERNANCE THROUGH CLOSE COLLABORATIONS WITH NATIONAL AND LOCAL STAKEHOLDERS

# BBMT: BUILDING HOPE FOR TOURISM WORKERS

The Bayanihan sa Bukas na may Pag-asa sa Turismo (BBMT) program is a landmark partnership between the DOT and the Department of Social Welfare and Development (DSWD), designed to extend financial and training assistance to tourism workers affected by calamities, disasters, and emergencies.



STRENGTHENING TOURISM GOVERNANCE THROUGH CLOSE COLLABORATIONS WITH NATIONAL AND LOCAL STAKEHOLDERS

# LOVE FOR OUR TOUR GUIDES

Under the leadership of Secretary Christina Garcia Frasco, the DOT has championed efforts to uplift tour guides through nationwide distribution of tour guiding kits to 1,129 recipients; provision of personal insurance coverage worth P50,000; and direct engagement to recognize their vital role in promoting Philippine tourism.



STRENGTHENING TOURISM GOVERNANCE THROUGH CLOSE COLLABORATIONS WITH NATIONAL AND LOCAL STAKEHOLDERS

# ENSURING HEDF UTILIZATION CONSISTENT WITH TOURISM ACT OF 2009

To boost tourism education in the Philippines, the DOT, TIEZA, and the Commission on Higher Education (CHED), signed the implementing guidelines for the Joint Administrative Order (JAO) No. 2025-0001 on the Higher Education Development Fund (HEDF) which allows the proper utilization of a percentage of travel taxes remitted by TIEZA to CHED aimed at enhancing the skills and education of students from Higher Education Institutions (HEIs). A total of P17.3 billion was remitted to CHED from 2015 to 2024 from the gross travel tax collection.



# INTERNATIONAL PLACEMENTS AND BRANDED CONTENT



STRATEGIC INTERVENTIONS TO BOOST PHILIPPINE TOURISM

# EXPANDING AIR CONNECTIVITY



STRATEGIC INTERVENTIONS TO BOOST PHILIPPINE TOURISM

# VISA FREE ENTRY & CRUISE WAIVERS

Visa-free access for Indian and Taiwanese nationals, and visa waivers for cruise passengers, are now in effect—simplifying travel and strengthening the country's appeal as a regional tourism hub.

# DIGITAL NOMAD VISA

Through Executive Order No. 86 (s. 2025) signed by President Ferdinand R. Marcos Jr., the Philippines is now ready to welcome global remote workers via the Digital Nomad Visa program, which we see can boost tourism and stimulate local economies.

# VAT REFUND FOR TOURISTS

Under Republic Act No. 12079, non-resident tourists can now enjoy VAT refunds on goods purchased in the Philippines—strengthening our push for shopping tourism and boosting high-value visitor spending.



# PHP 3.718 BILLION

## FY 2026 DOT NEP BUDGET



**P3.19 BILLION**



**P159 MILLION**



INTRAMUROS  
ADMINISTRATION

**P320 MILLION**



**P44.9 MILLION**

## DOT NATIONAL EXPENDITURE PROGRAM FOR FY 2026

(in '000s)

AGENCY	PROPOSED BUDGET 2026				GAA 2025	INC/DEC
	PS	MOOE	CO	TOTAL		
DOT - OFFICE OF THE SECRETARY	766,145	2,272,073	154,809	3,193,027	3,188,921	0.13%
INTRAMUROS ADMINISTRATION	48,315	83,730	27,335	159,380	298,977	-46.69%
NATIONAL PARKS DEVELOPMENT COMMITTEE	66,210	189,502	65,267	320,979	384,277	-16.47%
PHILIPPINE COMMISSION ON SPORTS AND SCUBA DIVING	19,096	25,578	235	44,909	25,434	76.57%
<b>TOTAL, DOT</b>	<b>899,766</b>	<b>2,570,883</b>	<b>247,646</b>	<b>3,718,295</b>	<b>3,897,609</b>	<b>-4.60%</b>



# DOT-OSEC NEP FOR FY 2026

(in '000s)

PAP	NEP FY 2026 (in thousand Php)					TOTAL
	PS	RLIP	PS+RLIP	MOOE	CO	
General Administration and Support	458,036	27,417	485,453	465,823	22,200	973,476
Support to Operations	36,078	3,368	39,446	14,943	-	54,389
Tourism Policy Formulation and Planning	129,814	12,176	141,990	460,964	132,609	735,563
Tourism Industry Training	10,401	973	11,374	212,284	-	223,658
Standards Development and Enforcement	53,475	4,993	58,468	35,214	-	93,682
Projects Investment and Evaluation	4,897	455	5,352	324	-	5,676
Market and Product Development	22,018	2,044	24,062	1,002,943	-	1,027,005
Branding Campaign	-	-	-	75,000	-	75,000
TOTAL	714,719	51,426	766,145	2,267,495	154,809	3,188,449
SAGF - TDF	-	-	-	4,578	-	4,578
<b>GRAND TOTAL</b>	<b>714,719</b>	<b>51,426</b>	<b>766,145</b>	<b>2,272,073</b>	<b>154,809</b>	<b>3,193,027</b>

# SHARE OF TOURISM BUDGET TO NATIONAL BUDGET

(in '000s)

YEAR	NATIONAL BUDGET	TOURISM BUDGET	% SHARE
2026*	6,793,160,000	3,718,295	0.06%
2025	6,352,000,000	3,897,609	0.06%
2024	5,767,700,000	3,491,607	0.06%
2023	5,268,000,000	3,791,085	0.07%
2022	5,024,000,000	2,794,350	0.06%
2021	4,506,000,000	3,131,689	0.07%
2020	4,100,000,000	4,054,514	0.10%
2019	3,662,000,000	3,430,815	0.09%
2018	3,767,000,000	3,483,747	0.09%
2017	3,350,000,000	2,529,472	0.08%

\*Based on FY 2026 NEP

# FINANCIAL AND PHYSICAL PERFORMANCE FY2024

**3,074,770,000**  
Allotment

**2,665,144,000**  
Obligation

**87%**  
Utilization



## TOURISM POLICY FORMULATION AND PLANNING

**183** Tourism strategies, policies and action plans developed (target of 150)

**2,871** Technical assistance provided to tourism stakeholders (target of 2,724)

**1,274** Technical assistance provided to LGUs (target of 1,134)



## TOURISM INDUSTRY TRAINING

**98%** of attendees/trainees that completed the training (target of 95%)

**14,334** LGUs trained (target of 3,963)

**82,412** Tourism workforce trained (target of 15,727)



## STANDARD DEVELOPMENT AND ENFORCEMENT

**98%** of accreditation applications acted upon within the prescribed period (target of 98%)

**100%** of accredited tourism enterprises that maintained the tourism standards and regulations (target of 97%)



## MARKET AND PRODUCT DEVELOPMENT

**462** travel trade development/ support activities conducted (target of 380)

**886** travel consumer activations/ support activities conducted (target of 861)

**750** product development activities conducted (target of 418)

## DEPARTMENT OF TOURISM - OFFICE OF THE SECRETARY

### BUDGET UTILIZATION RATE PER MAJOR PROGRAMS (as of June 30, 2025)

PROGRAMS	ADJUSTED APPROPRIATION	ADJUSTED ALLOTMENT	OBLIGATION (as of June 30, 2025)	OBLIGATION RATE	DISBURSEMENT (as of June 30, 2025)	DISBURSEMENT RATE
Tourism Policy Formulation And Planning Program	669,100,178.30	659,300,178.30	189,952,537.98	29%	121,382,305.63	64%
Tourism Industry Training Program	253,143,000.00	121,570,000.00	58,544,681.74	48%	44,911,449.36	77%
Standards Development And Enforcement Program	95,064,043.43	92,164,043.43	53,948,132.87	59%	44,244,212.21	82%
Market And Product Development Program	1,116,598,000.00	641,304,000.00	370,212,820.67	58%	183,013,366.14	49%
Locally-Funded Project	100,000,000.00	100,000,000.00	88,973,822.47	89%	26,151,534.04	29%
<b>OVERALL BUR, DOT-OSEC</b>	<b>3,230,818,829.00</b>	<b>2,479,751,829.00</b>	<b>1,320,551,906.67</b>	<b>53%</b>	<b>816,540,606.05</b>	<b>62%</b>



# DEPARTMENT OF TOURISM - OFFICE OF THE SECRETARY

## FY 2020-2024 COMPARATIVE BUDGET ALLOCATION

PROGRAMS	ADJUSTED APPROPRIATION				
	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
Tourism Policy Formulation And Planning Program	407,505,795.61	273,802,648.40	294,897,763.39	267,621,695.47	787,183,227.93
Tourism Industry Training Program	108,824,990.75	156,001,743.61	210,116,421.84	155,005,409.90	122,845,960.66
Standards Development And Enforcement Program	112,047,681.05	152,482,385.26	138,628,681.34	133,352,203.57	89,489,839.42
Market And Product Development Program	997,781,100.21	769,672,621.09	634,635,713.80	605,781,491.62	424,486,585.03
Locally-Funded Projects	563,406,000.00	471,575,000.00	309,575,000.00	1,271,014,000.00	551,500,000.00
<b>GRAND TOTAL</b>	<b>2,189,565,567.62</b>	<b>1,823,534,398.36</b>	<b>1,587,853,580.37</b>	<b>2,432,774,800.56</b>	<b>1,975,505,613.04</b>
<b>GROWTH RATE</b>		<b>-17%</b>	<b>-13%</b>	<b>53%</b>	<b>-19%</b>



# DEPARTMENT OF TOURISM - OFFICE OF THE SECRETARY

## FY 2020-2024 COMPARATIVE OBLIGATION RATE

PROGRAMS	OBLIGATION RATE				
	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
Tourism Policy Formulation And Planning Program	80%	67%	70%	97%	64%
Tourism Industry Training Program	79%	75%	63%	94%	99%
Standards Development And Enforcement Program	83%	66%	68%	95%	100%
Market And Product Development Program	87%	66%	59%	98%	98%
Locally-Funded Projects	100%	92%	4%	92%	100%

# DOT-OSEC FINANCIAL PERFORMANCE

(in '000s)

PARTICULARS	2025
Appropriation	3,188,921
Allotment	2,479,752
Obligation	1,492,514
<b>Utilization (as of Aug 27)</b>	<b>60%</b>

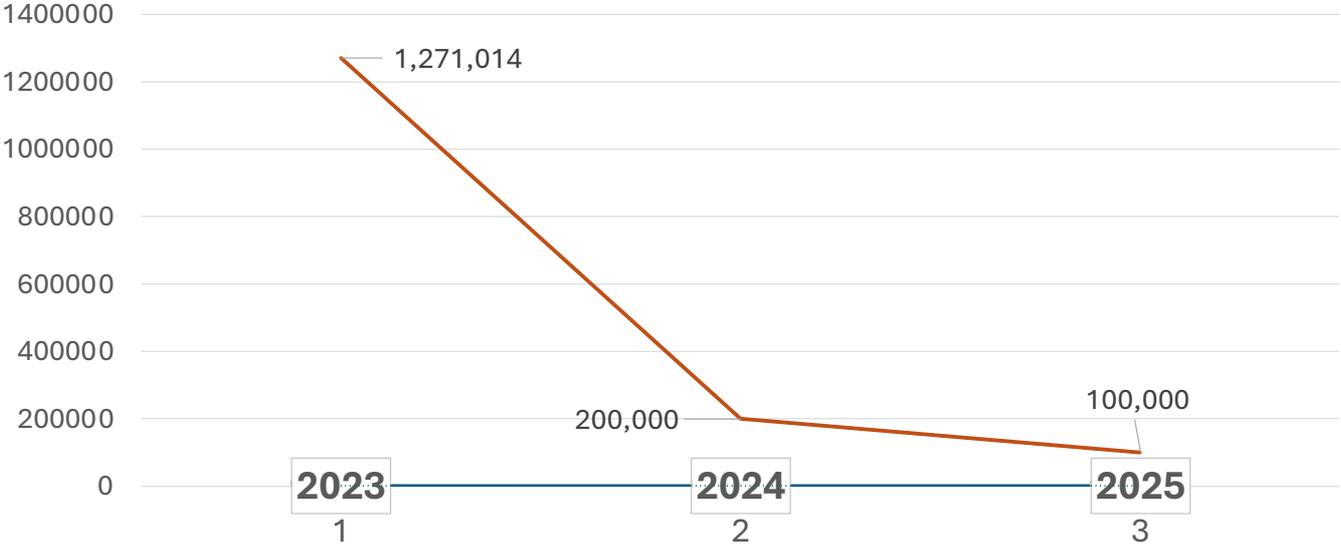


# DEPARTMENT OF TOURISM BRANDING CAMPAIGN BUDGET

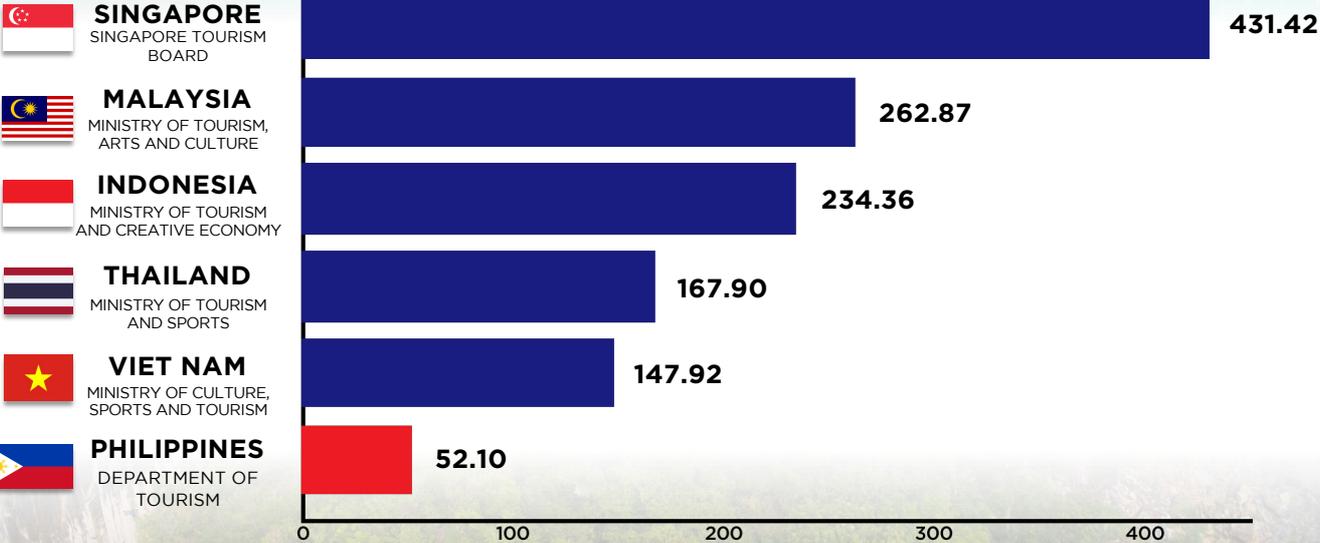
YEAR	APPROVED APPROPRIATION
2018	PHP 1 B
2019	PHP 1 B
2020	PHP 803 M
2021	PHP 468 M
2022	PHP 309 M
2023	PHP 1.2 B
2024	PHP 200 M
<b>2025</b>	<b>PHP 100 M</b>

# HISTORICAL ANALYSIS:

## Branding Budget FY 2023-2025



# ASEAN TOURISM BUDGET (2024)



Tourism Budget (In Million US Dollar)

