

**JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)
DEPARTMENT OF TOURISM (DOT), PHILIPPINES**

**THE STUDY ON
ENVIRONMENTALLY SUSTAINABLE TOURISM
DEVELOPMENT PLAN FOR NORTHERN PALAWAN
IN THE REPUBLIC OF THE PHILIPPINES**

Supplemental Report No. 4

Tourism Market Survey

March 1997

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JICA Study Team

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The study on environmentally sustainable tourism development plan for northern Palawan in the Republic of the Philippines Supplemental Report No.4

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1. INTRODUCTION

BACKGROUND AND OBJECTIVE OF THE STUDY

The Department of Tourism, with the assistance of JICA, conducted the Survey of International Visitors and Domestic Tourists for Sustainable Tourism Development in Northern Palawan of the Philippines.

The survey aims to collect information with regard to international visitors and domestic tourists for planning purposes and for the improvement of tourism services in general. In particular, the result of the survey will be used by the Department of Tourism and JICA in the preparation of a development plan for the "Environmentally Sustainable Tourism for Northern Palawan".

SCOPE OF THE STUDY

The study will generate quantitative as well as qualitative information on demographic profile of visitors in the Philippines in general and in Northern Palawan in particular. It will likewise generate information on the visitors' travel characteristics, travel expenditures, levels of satisfaction for tourism services and facilities, overall ratings and impressions of services, facilities, the place and the country, personal preferences and other psychographic data. Information on the visitors perception, awareness and acceptance of ecotourism will likewise be generated by the study.

In particular, the information that will be contained in the study will be divided into four (4) parts, namely:

- * general Information of Tourists being Interviewed
- * general Information of Tour Program
- * opinions and Impressions
- * protection of the Environment

The respondents of the survey include:

- * international and domestic visitors to Northern Palawan
- * visitors who are 15 years of age and above

SURVEY METHODOLOGY

The survey was conducted for a period of two (2) weeks. It covered areas and tourism establishments classified as high (for high-cost establishments), medium (for average-cost establishments), and low (for reasonable/low-cost establishments). Below is the schedule and groupings of the survey as conducted:

SURVEY DETAILS

Area	Sample Size (English)	Sample Size (Japanese)	Category	Accommodation Facility	
Puerto Princesa	50	25	High	Asia World	
March 2 to 8	25		Medium	Casa Linda Palawan Hotel	
Taytay/Port Barton	25		Low	Duchess Pension Puerto Pension	
February 24 to March 1	25		High	Club Noah-Isabelle	
	25		Medium	Manta Ray Resorts, Inc.	
	25		Low	Swissippini Inn	
Coron	35		15	High	Elsa Beach Cottages
March 2 to 8	25			Medium	Club Paradise Kokos Nuss
	25			Low	Bay Side Diver's Lodge
El Nido	13, 13		12, 12	High	L and M Pe Lodge
Feb. 24 to March 1	25	Medium		D. Y. Tulay Miniloc, Pangulasian	
	25	Low		Lally and Abet Austria's Lodging House	

High: Over P 2,000.00 Medium: P 500.00 - P 2,000.00 Low: Below P 500.00

To get the desired data, personal interviews were conducted among visitors in the various tourism establishments/areas stated above. To ensure consistency and quality of response, a structured English questionnaire was prepared and used in the survey. All interviews were based on the order and content of the questionnaire. For Japanese speaking respondents, a special questionnaire written in Japanese characters were given out to these respondents. The English and Japanese questionnaires are presented in this study as Appendices 1 and 2.

DATA CONTROL AND REPORT GENERATION

The results of the survey conducted were reviewed, edited, and validated by the interviewers. Encoding, processing and generation of report were computerized using a statistical package software.

LIMITATIONS OF THE STUDY

1. According to the interviewers and the interviewees, the survey questionnaire was too long and exhausting.
2. The survey was conducted for only a limited period of time. Some establishments have few guests at the time of the survey, hence the required number of respondents was not achieved.

3. Questionnaires in Japanese characters were given to the staff members of establishments who distributed and collected the accomplished questionnaires.

EXPLANATORY NOTES TO THE TABLES

1. Following the World Tourism Organization's (WTO) definition, International visitors herein stated is defined as any person visiting Palawan for any reason other than pursuing an occupation remunerated from within the Philippines, whose country of residence is not the Philippines.
2. Domestic travellers mentioned in this study is defined as those travellers permanently residing in the Philippines, whether Filipino or foreign nationals, who are visiting Palawan for purposes other than following an occupation remunerated from within the place.
3. Package tours were defined as tours in which fares, accommodation, and other expenses such as local transfers are included in the price paid for the tour before departure.
4. Income and travel expenditures are herein expressed in US dollars. In cases where amounts were specified in another currency, these were converted into US dollars using the prevailing exchange rates at the time of the survey. The table of exchange rates used in this study appears as Appendix 3.
5. Annual gross income was based on claimed personal yearly income of the respondent. In the computation of average annual gross income, zero income of respondents such as housewives, students and retirees was excluded.
6. Relatives exclude spouse and children.
7. Length of stay with values of zero and more than 59 days/nights were excluded in the computation of the average length of stay.
8. For tables requiring places, respondents gave answers as place in particular, town, city, or country. These were enumerated in the tables as indicated by the respondents.
9. For some tables, sum of percentages exceeds 100.0% because of multiple answers by the respondents.

2. SUMMARY OF SURVEY RESULTS

DISTRIBUTION OF RESPONDENTS:

The survey was conducted in the Northern Palawan area of the Philippines, covering a total of 321 respondents staying at the various hotels, resorts and tourism establishments in the area. About 72.0% of the respondents were foreign travellers while the remaining 28.0% were Filipinos. The table below summarizes the tourism establishments where the respondents stayed during their trip to Palawan:

NO. OF RESPONDENTS BY ACCOMMODATION

Accommodation	Foreign Respondents	Philippine Residents	Total	% Share
Club Paradise	7	20	27	8.4%
Club Noah-Isabelle	23	2	25	7.8%
Asia World	13	12	25	7.8%
Miniloc	19	5	24	7.5%
Pangalusian	12	7	19	5.9%
Kokosnuss	12	6	18	5.6%
Swissipini	15	0	15	4.7%
Lally and Abet	14	1	15	4.7%
Badjao Inn	1	10	11	3.4%
Puerto Pension	7	3	10	3.1%
Duchess Inn	7	2	9	2.8%
Bayview Inn	9	0	9	2.8%
Sea Breeze	8	1	9	2.8%
Duchess Pension House	4	4	8	2.5%
Bayside Divers Lodge	6	2	8	2.5%
Gloria Fernandez	7	0	7	2.2%
Casa Linda	5	2	7	2.2%
L & M Pe Lodge	7	0	7	2.2%
Marina Cottages	6	0	6	1.9%
Trattoria	5	0	5	1.6%
International Guest House	2	2	4	1.2%
Sonne Guesthouse	3	1	4	1.2%
Elsa's	4	0	4	1.2%
Austria's Guesthouse	4	0	4	1.2%
ENCC	3	0	3	0.9%
El Busero	3	0	3	0.9%
Princesa Inn	1	2	3	0.9%
Bayside Lodge	3	0	3	0.9%
Rico Fernandez	2	0	2	0.6%
Ausan's Cottage	2	0	2	0.6%
Caalan	2	0	2	0.6%
Lucille's Place	2	0	2	0.6%
Austria's Lodging	2	0	2	0.6%
Manalo St.	1	1	2	0.6%

Accommodation	Foreign Respondents	Philippine Residents	Total	% Share
Friend's House	1	1	2	0.6%
Rented House	0	2	2	0.6%
El Nido (MIR/PIR)	1	0	1	0.3%
Henry and Lorraine Valentine	1	0	1	0.3%
Palawan State University	0	1	1	0.3%
RJ Lodging	1	0	1	0.3%
Plaridel Aborlan	0	1	1	0.3%
El Nido Cliffside Cottages	1	0	1	0.3%
Holiday Trinity College	1	0	1	0.3%
Payumo Pension	0	1	1	0.3%
Mattoria	1	0	1	0.3%
Ves Mansion	1	0	1	0.3%
Abelardo's	1	0	1	0.3%
Dela Cruz Host	1	0	1	0.3%
Badang's	0	1	1	0.3%
TOTAL	231	90	321	100.0%

Of the total base respondents, 8.4% stayed in Club Paradise while Club Noah-Isabelle and Asia World each shared 7.8% of the respondents. Other accommodations/place of stay of the respondents include: Miniloc (7.5%), Pangalusian (5.9%), Kokosnuss (5.6%), Swissipini (4.7%), and Lally and Abet (4.7%). The following table highlights the respondents' country of residence.

NO. OF RESPONDENTS BY COUNTRY OF RESIDENCE

Country of Residence	No. of Respondents	% Share
Australia	6	1.87%
Belgium	1	0.31%
Canada	8	2.49%
China (PROC)	1	0.31%
Denmark	2	0.62%
France	20	6.23%
Germany	71	22.12%
Hongkong	13	4.05%
Italy	3	0.93%
Japan	24	7.48%
Korea	7	2.18%
Netherlands	8	2.49%
Norway	1	0.31%
Spain	1	0.31%
Sweden	4	1.25%
Switzerland	15	4.67%
Taiwan	7	2.18%
Thailand	1	0.31%
United Kingdom	9	2.80%
U.S.A.	21	6.54%
Others	8	2.49%
TOTAL: FOREIGN	231	71.96%
TOTAL: LOCAL	90	28.04%
TOTAL	321	100.00%

Local travellers comprised 28.04% of the total base respondents. On the other hand, travellers from Germany constituted 22.12% of the over all total while those coming from Japan and the U.S.A. comprised 7.48% and 6.54%, respectively.

A. GENERAL INFORMATION OF RESPONDENTS

Nationality

DISTRIBUTION OF RESPONDENTS BY NATIONALITY

Nationality	Volume	% of Total
American	20	6.2%
Australian	5	1.6%
Austrian	2	0.6%
Belgian	2	0.6%
British	25	7.8%
Canadian	8	2.5%
Chamoro	1	0.3%
Chinese	3	0.9%
Danish	2	0.6%
Dutch	9	2.8%
Egyptian	1	0.3%
Finnish	1	0.3%
French	20	6.2%
German	69	21.5%
Israeli	1	0.3%
Italian	3	0.9%
Japanese	23	7.2%
Korean	7	2.2%
Norwegian	1	0.3%
Puerto Rican	1	0.3%
Scottish	1	0.3%
Spanish	2	0.6%
Swedish	2	0.6%
Swiss	16	5.0%
Taiwanese	5	1.6%
Yugoslavian	1	0.3%
TOTAL: FOREIGN	231	72.0%
TOTAL: FILIPINOS	90	28.0%
TOTAL	321	100.0%

- * By nationality, the bulk of foreign respondents were German nationals, representing 21.5% of the total respondents. This was followed by the British and Japanese nationals which captured 7.8% and 7.2% of the overall total, respectively.
- * Filipino nationals represents 28.0% of the total respondents or a volume of 90 respondents.

Gender

Gender	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Male	157	68.0%	57	63.3%	214	66.7%
Female	74	32.0%	33	36.7%	107	33.3%
Total	231	100.0%	90	100.0%	321	100.0%

- * The ratio of male to female visitors was 2:1 or 66.7% males versus 33.3% females.
- * Among foreign respondents, males constituted 68.0% while females comprised 32.0%. The same ratio was observed among local respondents, viz: 63.3% males and 36.7% females.

Age

Age Bracket	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
16 - 25	31	13.4%	16	17.8%	47	14.6%
26 - 35	109	47.2%	34	37.8%	143	44.5%
36 - 45	53	22.9%	23	25.6%	76	23.7%
46 - 55	20	8.7%	11	12.2%	31	9.7%
56 - 65	8	3.5%	2	2.2%	10	3.1%
Above 65	2	0.9%	1	1.1%	3	0.9%
Unspecified	8	3.5%	3	3.3%	11	3.4%
TOTAL	231	100.0%	90	100.0%	321	100.0%
Average Age	34.3		34.6		34.4	

- * The average age of all respondents covered by the survey was 34.4 years.
- * Respondents within the 26-35 age bracket comprised the largest segment (44.5%). This was followed by respondents belonging to the 36-45 and 16-25 age groups which comprised 23.7% and 14.6%, respectively.
- * Among the foreign visitors, travellers from Denmark (20.0 years) were the youngest while travellers from Taiwan were the oldest at 37.3 years. On the other hand, local travellers registered an average mean age of 34.6 years.

Civil Status

Civil Status	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Married	91	39.4%	54	60.0%	145	45.2%
Single	140	60.6%	36	40.0%	176	54.8%
TOTAL	231	100.0%	90	100.0%	321	100.0%

- * Slightly more than one half, 54.8%, of the total respondents were single while married respondents comprised 45.2% of the respondents.
- * Among foreign respondents, there were less married respondents (39.4%) than singles (60.6%). Conversely, respondents residing in the Philippines recorded a higher percentage of married respondents (60.0%) as compared to the singles (40.0%).

Level of Education

Level of Education	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
High School or Below	45	19.5%	1	1.1%	46	14.3%
Vocational/Technical	26	11.3%	4	4.4%	30	9.3%
University/College	139	60.2%	68	75.6%	207	64.5%
Post Graduate	21	9.1%	17	18.9%	38	11.8%
TOTAL	231	100.0%	90	100.0%	321	100.0%

- * University/college degree was the highest educational attainment of the majority of the respondents at 64.5%.
- * Post-graduate degree holders and graduates of vocational courses had their respective 11.8% and 9.3% shares. On the other hand, those who have finished vocational courses shared 14.3% of the total.
- * For Philippine residents, 75.6% of the respondent travellers had obtained a University/college degree. However, a reverse trend was observed in terms of post graduate degree holders and those who finished vocational courses. There were slightly more post graduate degree holders among the domestic travellers (18.9%) than those who acquired high school and vocational/technical courses.

Occupation

- * Visitors in the professional category constituted the bulk of the respondents at 25.3%. Private company staff formed the second largest group with 18.4%.
- * Private firm managers and those occupying positions in the government formed 11.9% and 11.6% of the respondents, respectively.

Occupation	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Professional	63	27.3%	18	20.0%	81	25.2%
Private Company Staff	38	16.5%	21	23.3%	59	18.4%
Private Firm Manager	27	11.7%	11	12.2%	38	11.8%
Government	18	7.8%	19	21.1%	37	11.5%
Student	13	5.6%	0	-	13	4.0%
Public Corporation	11	4.8%	0	-	11	3.4%
Housewife	7	3.0%	3	3.3%	10	3.1%
Retiree/Pensioner	9	3.9%	0	-	9	2.8%
Military Person	3	1.3%	0	-	3	0.9%
Others	41	17.7%	18	20.0%	59	18.4%
Unspecified	1	0.4%	0	-	1	0.3%
TOTAL	231	100.0%	90	100.0%	321	100.0%

Length of Stay in the Philippines/Palawan

Foreign Respondents' Length of Stay in the Philippines

Ave. Length of Stay (in Days)	Volume	% Share
5 & Below	15	7.70%
6 - 10	55	28.4%
11 - 15	27	13.9%
16 - 20	23	11.9%
21 - 25	25	12.9%
26 - 30	18	9.3%
31 - 35	5	2.6%
36 - 40	1	0.5%
41 - 45	9	4.6%
46 - 50	8	4.1%
Above 50	8	4.1%
Ave. Length of Stay	19.7	

Respondents' Length of Stay in Palawan

Length of Stay (in days)	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
5 and Below	87	39.5%	70	80.5%	157	51.1%
6 - 10	71	32.3%	6	6.9%	77	25.1%
11 - 15	30	13.6%	7	8.0%	37	12.1%
16 - 20	8	3.6%	1	1.1%	9	2.9%
21 - 25	14	6.4%	1	1.1%	15	4.9%
26 - 30	10	4.5%	2	2.3%	12	3.9%
Ave. Length of Stay	9.3		5.4		8.2	

- * The average length of stay in the Philippines of foreign respondents was 19.7 days. On the other hand, their average length of stay in Palawan was only 9.3 days. Moreover, local respondents registered an average length of stay of 5.4 days.
- * The bulk of foreign respondents (27.0%) stayed in the Philippines for 6-10 days while majority of these respondents (51.1%) who stayed in Palawan spent 5 days and below in the area.
- * Local travellers spent an average of 5.4 days in Palawan, shorter by 34.15% than the average length of stay of all respondents in Palawan.
- * Among foreign respondents, visitors from the United Kingdom spent the longest time in the Philippines at 34.9 days while the respondent from Norway spent the shortest time in the country at 8.0 days.
- * On the other hand, among foreign visitors in Palawan, the respondent from Thailand stayed the longest at 21.0 days while the respondent from Spain stayed the shortest at 3.0 days.

Annual Gross Income

Income Group (in US \$)	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
10,000 and Below	19	11.4%	51	72.9%	70	29.7%
10,001 - 20,000	27	16.3%	9	12.9%	36	15.3%
20,001 - 30,000	32	19.3%	4	5.7%	36	15.3%
30,001 - 40,000	25	15.1%	2	2.9%	27	11.4%
40,001 - 50,000	21	12.7%	0	-	21	8.9%
50,001 - 60,000	4	2.4%	1	1.4%	5	2.1%
60,001 - 70,000	7	4.2%	0	-	7	3.0%
70,001 - 80,000	8	4.8%	1	1.4%	9	3.8%
80,001 - 90,000	4	2.4%	0	-	4	1.7%
90,001 - 100,000	4	2.4%	1	1.4%	5	2.1%
Above 100,000	15	9.0%	1	1.4%	16	6.8%
Average Income	US\$ 34,773.2		US\$11,652.2		US\$27,521.6	

- * The average annual gross income of all the respondents was US\$ 27,521.6
- * Philippine residents reported a lower average annual gross income of US\$ 11,652.2 compared to the overall annual gross income registered by foreign respondents at US\$34,773.2.
- * Among foreign respondents, visitors from France reported the highest average annual income of US\$ 53,242.5. Those from Hongkong reported the next highest average annual income of US\$ 50,544.0.
- * The lowest average annual income among foreign respondents was reported by visitors from Denmark at US\$ 4,202.0.

B. GENERAL INFORMATION OF TOUR PROGRAM

Purpose of Travel

Main Purpose of Travel	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Pleasure/holiday/vacation	203	87.9%	33	36.7%	236	73.5%
Business	4	1.7%	21	23.3%	25	7.8%
Visiting Friends and Relatives	13	5.6%	2	2.2%	15	4.7%
Gov't Mission	1	0.4%	11	12.2%	12	3.7%
Convention/Conference/ Seminar	2	0.9%	9	10.0%	11	3.4%
Incentive Tour	0	-	8	8.9%	8	2.5%
Relaxation	4	1.7%	2	2.2%	6	1.9%
Study/Training	2	0.9%	2	2.2%	4	1.2%
Medical Treatment	1	0.4%	0	-	1	0.3%
Others	1	0.4%	2	2.2%	3	0.9%
TOTAL	231	100.0%	90	100.0%	321	100.0%

- * Pleasure/holiday/vacation travellers comprised the largest group of the survey's respondents, sharing 73.5% to total base.
- * Business travellers accounted for 7.8% of the total base respondents.
- * The proportion of respondents who visited their friends and relatives constituted 4.7% of the overall total.
- * Those who came for convention/conference and incentive tour accounted for 3.4% and 2.5% of the total respondents, respectively.
- * Beach holiday was the foremost specific purpose of travel of the respondents who came to the country, sharing 48.0% to overall total. This was followed by sightseeing (32.4%) and sports (12.8%).

Main Reason for Choosing the Philippines

Main Reasons for Choosing the Philippines	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Natural resource and scenery	103	44.6%	9	10.0%	112	34.9%
Friends and relatives	52	22.5%	3	3.3%	55	17.1%
Adventure	42	18.2%	2	2.2%	44	13.7%
Recommended by other person	32	13.9%	3	3.3%	35	10.9%
Sports/recreation	28	12.1%	1	1.1%	29	9.0%
Experience from previous visit	24	10.4%	0	-	24	7.5%
Hospitality	14	6.1%	1	1.1%	15	4.7%
Good tourism facilities	13	5.6%	0	-	13	4.0%
Moderate cost of tour	8	3.5%	0	-	8	2.5%
Safety and security of place to visit	6	2.6%	0	-	6	1.9%
Accessibility	4	1.7%	0	-	4	1.2%
Included in the package tour	3	1.3%	0	-	3	0.9%
Others	19	8.2%	4	4.4%	23	7.2%
Unspecified	8	3.5%	70	77.8%	78	24.3%
TOTAL	231		90		321	

Note: Sum of percentages exceeds 100.0% because of multiple answers

- * Majority of the respondents at 34.9% cited the Philippines' natural resources and scenery as the main reason for them to choose the country for their tour.
- * 17.1% of the respondents said that their friends and relatives was their main reason for choosing the Philippines as a place to visit.
- * Other reasons cited by the respondents were: a place for adventure (13.7%), recommended by other persons (10.9%), and sports/recreation (9.0%).

- * For other reasons not under the major categories, respondents included the following: marine activities/good dive sites (13.0%), proximity (13.0%), and near country of residence (13.0%).

Main Reason for Choosing Palawan

Main Reasons for Choosing Palawan	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Natural resource and scenery	133	57.6%	30	33.3%	163	50.8%
Recommended by other person	52	22.5%	17	18.9%	69	21.5%
Friends and relatives	45	19.5%	12	13.3%	57	17.8%
Adventure	47	20.3%	7	7.8%	54	16.8%
Sports/recreation	36	15.6%	6	6.7%	42	13.1%
Hospitality of the people	31	13.4%	2	2.2%	33	10.3%
Good tourism facilities	14	6.1%	6	6.7%	20	6.2%
Good tourism services	13	5.6%	4	4.4%	17	5.3%
Experience from previous visit	11	4.8%	3	3.3%	14	4.4%
Moderate cost of tour	12	5.2%	2	2.2%	14	4.4%
Heritage/history/culture	10	4.3%	3	3.3%	13	4.0%
TOTAL	231		90		321	

Note: Sum of percentages exceeds 100.0% because of multiple answers

- * Majority of the respondents, 50.8%, were attracted by Palawan's natural resources and sceneries and cited the same as their foremost reason for choosing the place for their tour.
- * A considerable volume of respondents (21.5%) were influenced by the recommendations of other persons to visit Palawan.
- * The proportion of respondents who stated that their reason for visiting Palawan are their friends and relatives was 17.8%.
- * Others (16.8%) chose Palawan as a place to visit because of sports/recreation activities in the area.

Source of Information about the Philippines

- * Among foreign respondents, 49.8% indicated that their friends and relatives were their main source of information in coming to the Philippines.
- * Those who gathered information about the Philippines thru travel publications and from travel brochures/posters represented 34.2% and 14.7%, respectively.
- * On the other hand, another 14.7% of the respondents had a fair knowledge of the country due to previous visits while 11.7% indicated that they knew of the Philippines thru newspapers and magazines.

Foreign Respondents' Sources of Information About the Philippines

Sources of Information	Volume	% Share
Friends and relatives	115	49.8%
Travel publication	79	34.2%
Travel brochure/poster	34	14.7%
Previous visit	34	14.7%
Newspaper/magazine	27	11.7%
Travel agencies	16	6.9%
Business associates	19	8.2%
T.V., Radio, Cinema	10	4.3%
Government tourism office	4	1.7%
Airlines	2	0.9%
Others	3	1.3%
Unspecified	2	0.9%
TOTAL	231	100.0%

Note: Sum of percentages exceeds 100.0% because of multiple answers

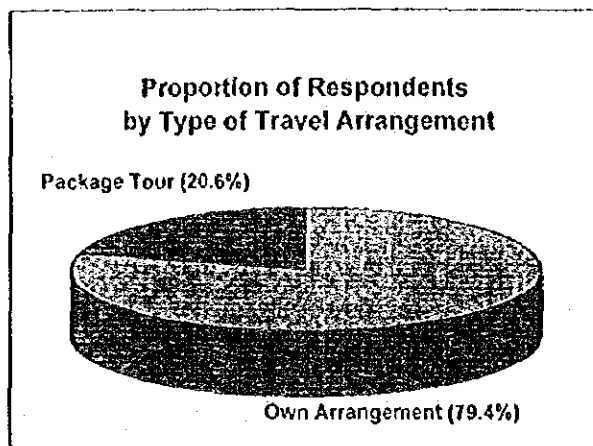
Source of Information about Palawan

Sources of Information	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Friends and relatives	97	42.0%	22	24.4%	119	37.1%
Travel publication	78	33.8%	5	5.6%	83	25.9%
Travel agencies	22	9.5%	23	25.6%	45	14.0%
Travel brochure/poster	30	13.0%	12	13.3%	42	13.1%
Business associates	17	7.4%	17	18.9%	34	10.6%
Newspaper/magazine	8	3.5%	11	12.2%	19	5.9%
Previous visit	15	6.5%	3	3.3%	18	5.6%
Government tourism office	4	1.7%	5	5.6%	9	2.8%
T.V., Radio, Cinema	3	1.3%	4	4.4%	7	2.2%
Airlines	2	0.9%	1	1.1%	3	0.9%
Others	6	2.6%	1	1.1%	7	2.2%
Unspecified	19	8.2%	15	16.7%	34	10.6%
TOTAL	231		90		321	

Note: Sum of percentages exceeds 100.0% because of multiple answers

- * The main source of information on Palawan for most respondents were their friends and relatives, sharing 37.1%.
- * Respondents who found out more about Palawan through travel publications and travel agencies constituted 25.9% and 14.0% of the respondents, respectively.
- * 13.1% of the respondents relied on travel brochures/posters to gather information about the place.
- * About 10.6% of the respondents indicated that their main source of information on Palawan are their business associates while 5.9% said that they had an information on Palawan thru newspapers and magazines.

Travel Arrangement



- * The bulk of the travellers, 79.4%, arranged their trip on their own. On the other hand, 20.6% of the respondents availed of package tours.

Type of Arrangement	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Own Arrangement	202	87.4%	53	58.9%	255	79.4%
Package Tour	29	12.6%	37	41.1%	66	20.6%
TOTAL	231	100.0%	90	100.0%	321	100.0%

- * Among foreign respondents, travellers from Hongkong, Norway and Spain relied on package tours for their visit.
- * Philippine respondents had a proportion of 58.9% for independent travellers and 41.1% for package tour travellers.

Travel Arranged by Travel Agency/Operator

- * The bulk of respondents, 75.1%, indicated that their travel was neither arranged by a travel agency nor a travel operator.
- * Only 24.9% of the respondents indicated that their trip was arranged by a travel agency/operator.

Travel Agency/Operator

PROPORTION OF TRAVEL AGENTS/OPERATORS UTILIZED BY RESPONDENTS

Travel Agent/ Operator	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Rajah Tours	1	2.3%	16	43.2%	17	21.3%
Ten Knots	7	16.3%	5	13.5%	12	15.0%
Marsman	4	9.3%	0	-	4	5.0%
Travel Link	3	7.0%	0	-	3	3.8%
Tuyo Koku Service	3	7.0%	0	-	3	3.8%
Kinki Nihon Tourist	3	7.0%	0	-	3	3.8%
Far Travel	0	-	2	5.4%	2	2.5%
Anscor	1	2.3%	1	2.7%	2	2.5%
Metropolitan	2	4.7%	0	-	2	2.5%
Others/Unspecified	19	44.2%	13	35.1%	32	40.0%
TOTAL	43	100.0%	37	100.0%	80	100.0%

- * Rajah Tours topped the list of travel agency/operator mentioned by the survey's respondents who arranged their trip. It serviced 21.3% of the respondents.
- * Ten Knots shared 15.0% of the total respondents while Marsman comprised 5.0% of the total base respondents respondents.

City Location of Travel Agent/Operator

- * Most of the travel agencies/operators who arranged the respondents' trip were based in Manila which shared 25.0% of the total respondents.

CITY LOCATION OF TRAVEL AGENTS/OPERATORS

City	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Manila	3	7.0%	17	45.9%	20	25.0%
Hongkong	9	20.9%	0	-	9	11.3%
Tokyo	7	16.3%	0	-	7	8.8%
Makati	1	2.3%	6	16.2%	7	8.8%
Lyon	0	-	2	5.4%	2	2.5%
Florida	2	4.7%	0	-	2	2.5%
Others	5	11.6%	0	-	5	6.5%
Unspecified	16	37.2%	12	32.4%	28	35.0%
TOTAL	43	100.0%	37	100.0	80	100.0%

- * After Manila, travel agencies/operators based in Hongkong arranged the trip of 11.3% of the respondents.
- * Other city locations of travel agencies/operators utilized by respondents for their trip include: Tokyo (8.8%), Makati (8.8%), Lyon (2.5%), and Florida (2.5%).

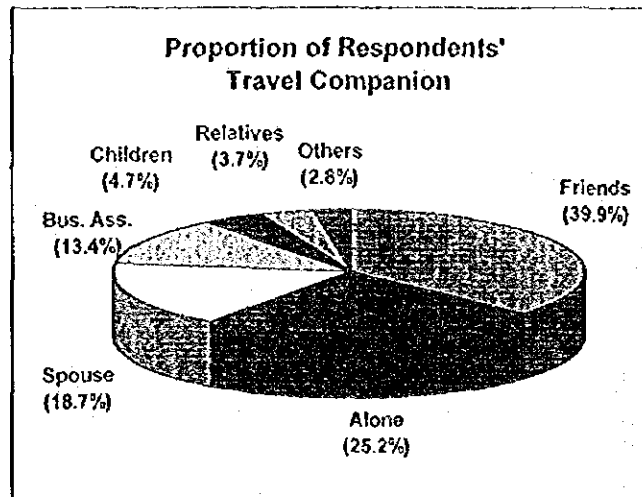
Country Location of Travel Agent/Operator

COUNTRY LOCATION OF TRAVEL AGENTS/OPERATORS

Country	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Philippines	5	11.6%	33	89.2%	38	47.5 %
Hongkong	10	23.3%	0	-	10	12.5 %
Japan	10	23.3%	0	-	10	12.5 %
Colombia	3	7.0%	0	-	3	3.8 %
Germany	3	7.0%	0	-	3	3.8 %
U.S.A.	3	7.0%	0	-	3	3.8 %
Others	5	9.3%	0	-	5	6.3 %
Unspecified	4	9.3%	4	10.8%	8	10.0 %
TOTAL	43	100.0%	37	100.0%	80	100.0 %

- * Consequently, the Philippines (47.5%) topped the list of country locations of travel agencies/operators utilized by the respondents in arranging their trip.
- * Hongkong and Japan shared 12.5% each as the next based-country of travel agencies/operators indicated by the respondents.
- * The U.S.A., Germany and Colombia each shared 3.8% as the location of travel agencies/operators mentioned by the respondents.
- * Among foreign respondents, Hongkong and Japan topped the list of country locations of travel agencies/operators utilized by respondents sharing 23.3% each.

Travel Companions



- * Majority of the respondents (39.9%) came to the Philippines with their friends.
- * Only 25.2% of the respondents travelled alone.
- * Those who travelled with their spouses and business associates comprised 18.7% and 13.4% of the respondents, respectively.

Travel Party Size

- * The average travel party size of the respondents was 5.

PROPORTION OF RESPONDENTS' TRAVEL PARTY SIZE

Party Size	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Alone	59	25.5%	21	23.3%	80	24.9%
2 - 5	158	68.4%	30	33.3%	188	58.6%
6 - 10	12	5.2%	11	12.2%	23	7.2%
11 - 15	0	-	4	4.4%	4	1.2%
16 - 20	0	-	2	2.2%	2	0.6%
21 - 25	0	-	3	3.3%	3	0.9%
26 - 30	0	-	2	2.2%	2	0.6%
31 - 35	2	0.9%	14	15.6%	16	5.0%
36 - 40	0	-	1	1.1%	1	0.3%
41 - 45	0	-	1	1.1%	1	0.3%
Above 50	0	-	1	1.1%	1	0.3%
Avc. travel party size	3 persons		13 persons		5 persons	

- * The proportion of respondents with a party size of 2 to 5 persons constituted the largest segment at 58.6%.
- * A considerable number of respondents at 7.2% of the total base travelled with a party size of 6 to 10 persons.
- * Those who arrived in groups of between 31 to 35 persons constituted 5.0% of the total respondents.

Travelling with Friends

- * Results of the survey indicated that those travelling with friends had an average party size of 3 persons.
- * Respondents who came to the country with a friend comprised 44.5% of the total respondents.
- * Those who travelled along with two and three friends constituted 18.8% and 10.9% of the respondents, respectively.

PROPORTION OF MEMBERS OF TRAVEL PARTY INCLUDING SELF (ALL RESPONDENTS)

Number of Party Member	With Children (%)	With Friends (%)	With Relatives (%)
1	46.7%	44.5%	66.7%
2	33.3%	18.8%	25.0%
3	20.0%	10.9%	-
4	-	7.8%	8.3%
5	-	8.6%	-
6	-	0.8%	-
7	-	0.8%	-
8	-	1.6%	-
10	-	0.8%	-
Above 10	-	3.1%	-
Did not specify	-	2.3%	-
Average no. of party size	2 persons	3 persons	2 persons

**PROPORTION OF MEMBERS OF TRAVEL PARTY INCLUDING SELF
(FOREIGN RESPONDENTS)**

Number of Party Member	With Children (%)	With Friends (%)	With Relatives (%)
1	63.6%	48.6%	60.0%
2	9.1%	21.1%	30.0%
3	27.3%	8.3%	-
4	-	8.3%	10.0%
5	-	10.1%	-
6	-	0.9%	-
7	-	-	-
8	-	-	-
10	-	-	-
Above 10	-	0.9%	-
Did not specify	-	1.8%	-
Average no. of party size	2 persons	2 persons	2 persons

**PROPORTION OF MEMBERS OF TRAVEL PARTY INCLUDING SELF
(LOCAL RESPONDENTS)**

Number of Party Member	With Children (%)	With Friends (%)	With Relatives (%)
1	-	21.1%	66.7%
2	100.0%	5.3%	25.0%
3	-	26.3%	-
4	-	5.3%	8.3%
5	-	-	-
6	-	-	-
7	-	5.3%	-
8	-	10.5%	-
10	-	5.3%	-
Above 10	-	15.8%	-
Did not specify	-	5.3%	-
Average no. of party size	2 persons	6 persons	2 persons

Travelling with Relatives

- * The survey indicated that the average party size was 2 persons among all respondents.
- * Those who travelled along with one relative constituted 66.7% of the total respondents while those who came with two accompanying relatives comprised 25.0%.
- * Among foreign visitors, travellers from France indicated the largest average number of persons travelling with respondents at 4.0 persons.

Travelling with Business Associates

- * The average party size generated from the survey was 12 persons.
- * 39.5% of the respondents comprised groups of 5 and below.
- * Respondents with a party size of 6 to 10 persons constituted 23.3% while 18.6% formed groups of 31 to 35 persons.

PROPORTION OF RESPONDENTS TRAVELLING WITH BUSINESS ASSOCIATES (INCLUDING SELF)

Number of Business Associates	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
5 and Below	5	100.0%	12	31.6%	17	39.5%
6 - 10	0	-	10	26.3%	10	23.3%
11 - 15	0	-	1	2.6%	1	2.3%
16 - 20	0	-	1	2.6%	1	2.3%
21 - 25	0	-	3	7.9%	3	7.0%
31 - 35	0	-	8	21.1%	8	18.6%
Unspecified	0	-	3	7.9%	3	7.0%
Ave. No. of Party Size	2 persons		14 persons		12 persons	

- * Notably, domestic travellers formed the largest segment of respondents travelling in groups. This could be attributed to the incentive travel respondents who were covered by the survey.

Pre-paid Travel Cost

- * An almost equal proportion of 51.1% and 48.9% for those who paid initial travel cost in their country of origin vis-a-vis those who did not pay an initial travel cost was recorded, respectively.

Amount Paid for Adults before start of travel

- * An average amount of US\$ 1,391.10 was paid by respondents before they started their travel.
- * 46.4% of all the respondents indicated that they paid an initial travel cost between US\$500.00 and below to US\$ 1,000.00.
- * Those who paid an amount between US\$ 1,001.00 to US\$ 1,500.00 constituted 22.6% of the total respondents.

- * Foreign respondents registered a much higher amount paid at US\$ 1,655.10 when compared to local respondents which registered an amount of US\$ 549.00.

Amount Paid Before Travel (in US\$)	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
500 and Below	13	10.7%	25	58.1%	38	23.2%
501 - 1000	29	24.0%	9	20.9%	38	23.2%
1001 - 1500	36	29.8%	1	2.3%	37	22.6%
1501 - 2000	11	9.1%	0	-	11	6.7%
2001 - 2500	11	9.1%	1	2.3%	12	7.3%
2501 - 3000	7	5.8%	0	-	7	4.3%
3001 - 3500	3	2.5%	1	2.3%	4	2.4%
3501 - 4000	4	3.3%	0	-	4	2.4%
4001 - 4500	1	0.8%	0	-	1	0.6%
Above 5,000	3	2.5%	0	-	3	1.8%
Unspecified	3	2.5%	6	14.0%	9	5.5%
Ave. Amount Paid	US\$ 1,655.1	100.0%	US\$ 549.0	100.0%	US\$ 1,391.1	100.0%

Amount Paid for Children before start of travel

Amount Paid Before Travel (in US\$)	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
5001 - 1000	1	9.1%	2	50.0%	3	20.0%
1001 - 1500	1	9.1%	0	-	1	6.7%
Unspecified	9	81.8%	2	50.0%	11	73.3%
Ave. Amount Paid	US\$ 1,070.0	100.0%	US\$ 788.0	100.0%	US\$ 929.0	100.0%

- * Of the total number of 15 respondents who indicated that they travelled with their children, an average amount of US\$ 929.00 was paid for these children prior to the start of their trip.
- * 73.3% of the respondents did not pay any amount for their children before the travel was started.
- * Among foreign respondents, only travellers from Hongkong, Japan, Australia, U.S.A., Germany and the Netherlands indicated that they travelled with their children during the trip.

Items Included in Package

- * Of the 164 respondents who paid an initial amount before the start of their travel, 90.9% indicated that the cost of their airfare was included in the package.

Item	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Airfare	110	90.9%	39	90.7%	149	90.9%
Accommodation	37	30.6%	35	81.4%	72	43.9%
Transfer Charge	36	29.8%	31	72.1%	67	40.9%
Meal	33	27.3%	34	79.1%	67	40.9%
Optional Tours	7	5.8%	1	2.3%	8	4.9%
Others	5	4.1%	1	2.3%	6	3.7%
Did Not Itemize	6	5.0%	2	4.7%	8	4.9%
TOTAL	121		43		164	

Note: Sum of percentages exceeds 100.0% because of multiple answers

- * 43.9% of the respondents said that their accommodation was already covered by the package cost.
- * Other items included as indicated by the respondents were: transfer charge (40.9%), meals (40.9%), and optional tours (4.9%).

Items Included in Meals

- * Almost all of the respondents at 95.5% indicated that the package cost of their meals included breakfast, lunch and dinner.
- * 4.5% of the respondents indicated that only their breakfast was included in the package cost for their meal.

Items Included in Optional Tours

- * Among the items that the respondents indicated were included in their optional tours were activities (scuba, snorkeling, surfing, etc.), 25.0%, and Calauit tour, 12.5%.
- * Although 62.5% of the respondents indicated that some items were included in their optional tours, they did not indicate what these items were.

Amount Spent/Intend to Spend in Palawan

- * An average of US\$ 629.10 was indicated by the respondents as the amount they spent/intend to spend in Palawan on top of the price of their package tours.
- * Among foreign respondents, travellers from Switzerland indicated the highest amount spent/intend to spend in Palawan at US\$ 1,915.20 while travellers from the U.S.A indicated the lowest amount at US\$ 306.20.

- * Domestic travellers indicated that they spent/intend to spend a total amount of US\$234.10 in Palawan while foreign travellers indicated that they spent/intend to spend a total amount of US\$ 813.40 in Palawan

**PROPORTION OF AMOUNT SPENT/INTEND TO SPEND IN PALAWAN
(ALL RESPONDENTS)**

Amount Spent/intend to Spend (in US\$)	For Transportation (%)	For Hotel and Accom. (%)	Food and Beverages (%)	Optional Tour (%)	Shopping (%)	Souvenir (%)
100 and Below	52.8%	41.9%	51.6%	61.5%	85.7%	90.3%
101 - 200	16.7%	16.1%	31.3%	15.4%	10.7%	3.2%
201 - 300	2.8%	16.1%	6.3%	-	-	-
301 - 400	8.3%	12.9%	9.4%	7.7%	-	-
401 - 500	5.6%	-	-	-	-	6.5%
501 - 600	2.8%	-	-	-	-	-
601 - 700	5.6%	-	-	-	-	-
701 - 800	-	3.2%	-	15.4%	-	-
801 - 900	2.8%	-	-	-	3.6%	-
901 - 1,000	2.8%	9.7	1.6%	-	-	-
Above 1,000	-	-	-	-	-	-
Average Amount (in US \$)	213.50	302.90	129.00	179.60	83.80	74.0

**PROPORTION OF AMOUNT SPENT/INTEND TO SPEND IN PALAWAN
(FOREIGN RESPONDENTS)**

Amount Spent/intend to Spend (in US\$)	For Transportation (%)	For Hotel and Accom. (%)	Food and Beverages (%)	Optional Tour (%)	Shopping (%)	Souvenir (%)
100 and Below	50.0%	40.0%	38.6%	50.0%	77.8%	80.0%
101 - 200	13.3%	16.7%	43.2%	20.0%	16.7%	6.7%
201 - 300	3.3%	16.7%	6.8%	-	-	-
301 - 400	10.0%	13.3%	9.1%	10.0%	-	-
401 - 500	6.7%	-	-	-	-	13.3%
501 - 600	3.3%	-	-	-	-	-
601 - 700	6.7%	-	-	-	-	-
701 - 800	-	3.3%	-	20.0%	-	-
801 - 900	3.3%	-	-	-	5.6%	-
901 - 1,000	3.3%	-	2.3%	-	-	-
Above 1,000	-	10.0%	-	-	-	-
Average Amount (in US \$)	245.00	312.80	153.90	227.60	109.90	119.50

Amount Spent/Intend to Spend for Transportation in Palawan

- * An average amount of US\$ 213.50 was indicated by the respondents as the amount they spent/intend to spend for transportation during their trip to Palawan.

**PROPORTION OF AMOUNT SPENT/INTEND TO SPEND IN PALAWAN
(LOCAL RESPONDENTS)**

Amount Spent/intend to Spend (in US\$)	For Transportation (%)	For Hotel and Accom. (%)	Food and Beverages (%)	Optional Tour (%)	Shopping (%)	Souvenir (%)
100 and Below	66.7%	100.0%	80.0%	100.0%	100.0%	100.0%
101 - 200	33.3%	-	5.0%	-	-	-
201 - 300	-	-	5.0%	-	-	-
301 - 400	-	-	10.0%	-	-	-
401 - 500	-	-	-	-	-	-
501 - 600	-	-	-	-	-	-
601 - 700	-	-	-	-	-	-
701 - 800	-	-	-	-	-	-
801 - 900	-	-	-	-	-	-
901 - 1,000	-	-	-	-	-	-
Above 1,000	-	-	-	-	-	-
Average Amount (in US \$)	56.00	6.00	74.10	19.70	36.70	31.40

- * Travellers from France indicated the least amount (US\$ 11.00) that they spent/intend to spend for their transportation in Palawan while travellers from Sweden spent/intend to spend an amount of US\$ 603.00 for their transportation in Palawan.

Amount Spent/Intend to Spend for Hotel and Accommodation in Palawan

- * Respondents indicated an average amount of US\$ 302.90 spent/intend to spend for their hotel and accommodations.
- * Among the foreign respondents, visitors from Sweden indicated the least amount (US\$57.00) of hotel and accommodation expenses they spent/intend to spend.
- * On the other hand, respondents from Japan had indicated the highest amount of expenditures (US\$ 747.70) they spent/intend to spend for hotel and accommodation.

Amount Spent/Intend to Spend for Food and Beverages in Palawan

- * An average amount of US\$ 129.00 was indicated by respondents they spent/intend to spend for food and beverages.
- * 51.6% of the respondents indicated that they spent/intend to spend an amount of US\$100.00 and below for their food and beverages while in Palawan.

- * Respondents from the United Kingdom indicated the highest amount of US\$ 218.50 that they spent/intend to spend for their food and beverages.

Amount Spent/Intend to Spend for Optional Tour in Palawan

- * Aside from the amount they already paid for their package tour, respondents spent/intend to spend an average amount of US\$ 179.60 for their optional tour.
- * Travellers from the United Kingdom spent/intend to spend an amount of US\$ 765.00 for their optional tour.
- * 61.5% of the respondents spent/intend to spend an amount of US\$ 100.00 and below for expenses on their optional tour.

Amount Spent/Intend to Spend for Shopping in Palawan

- * Respondents indicated that they spent/intend to spend an amount of US\$ 83.80 for shopping on their visit to Palawan.
- * Travellers who spent/intend to spend US\$ 100.00 and below constituted 85.7% of the respondents while those who spent/intend to spend between US\$ 101.00 to US\$ 200.00 comprised 10.7% of the respondents.

Amount Spent/Intend to Spend for Souvenir in Palawan

- * An average amount of US\$ 74.00 was indicated by the respondents that they spent/intend to spend for souvenir during their trip in Palawan.
- * The bulk, 90.3%, of the respondents were surveyed to spend/intend to spend US\$100.00 and below for souvenir.
- * A small percentage, 3.2% and 6.5%, indicated that they spent/intend to spend between US\$ 101.00 to US\$ 200.00 and US\$ 401.00 to US\$ 500.00, respectively.

Approximate Total Travel Expense

- * An average amount of US\$ 1,760.00 was indicated by the respondents as their approximate total travel expense.
- * Among the foreign respondents, travellers from Switzerland indicated the highest average amount of total travel expense at US\$ 4,283.00 while travellers from United Kingdom indicated the least average amount of total travel expense at US\$ 374.00.

- * Almost half of the respondents (49.9%), indicated that their approximate total travel expense was above US\$ 1,000.00.
- * By regional grouping, travellers from countries falling under the "Other Europe" group indicated the highest approximate total travel expense at US\$ 2,292.00. This was followed by travellers from East Asia which registered an approximate total travel expense of US\$ 2,198.30.
- * On the other hand, travellers falling under the "Other Countries" group had the least approximate total travel expense at US\$ 500.0 and followed by travellers from ASEAN which had an approximate total travel expense of US\$ 800.00.
- * Philippine residents indicated an approximate total travel expense of US\$ 259.80 while foreign respondents indicated an approximate total travel expense of US\$1,867.10.

DISTRIBUTION OF PROPONENTS' APPROXIMATE TOTAL TRAVEL EXPENSES

Approximate Travel Expense	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
100 and Below	1	1.8%	1	25.0%	2	3.3%
101 - 200	5	8.9%	1	25.0%	6	10.0%
201 - 300	3	5.4%	0	-	3	5.0%
301 - 400	1	1.8%	1	25.0%	2	3.3%
401 - 500	4	7.1%	1	25.0%	5	8.3%
501 - 600	2	3.6%	0	-	2	3.3%
601 - 700	2	3.6%	0	-	2	3.3%
701 - 800	3	5.4%	0	-	3	5.0%
801 - 900	3	5.4%	0	-	3	5.0%
901 - 1000	2	3.6%	0	-	2	3.3%
1001 - 1100	0	-	0	-	0	-
1101 - 1200	1	1.8%	0	-	1	1.7%
1201 - 1300	2	3.6%	0	-	2	3.3%
1301 - 1400	2	3.6%	0	-	2	3.3%
1401 - 1500	5	8.9%	0	-	5	8.3%
1501 - 1600	1	1.8%	0	-	1	1.7%
1601 - 1700	0	-	0	-	0	-
1701 - 1800	2	3.6%	0	-	2	3.3%
1801 - 1900	2	3.6%	0	-	2	3.3%
1901 - 2000	2	3.6%	0	-	2	3.3%
Above 2000	13	23.2%	0	-	13	21.7%
Average Amount (in US\$)	1,867.10		259.80		1,760.00	

**DISTRIBUTION OF PROPONENTS' APPROXIMATE TOTAL TRAVEL EXPENSES
(ON VARIOUS EXPENSES)**

Approximate Travel Expense	Transportation Expenses (%)	Hotel and Accom. Expenses (%)	Food and Beverages Expenses (%)	Shopping Expenses (%)	Souvenir Expenses (%)	Other Expenses (%)
100 and Below	30.2%	31.7%	52.4%	73.7%	70.6%	56.3%
101 - 200	25.6%	9.8%	16.7%	10.5%	17.6%	25.0%
201 - 300	7.0%	9.8%	7.1%	10.5%	11.8%	-
301 - 400	2.3%	17.1%	2.4%	-	-	12.5%
401 - 500	-	2.4%	2.4%	-	-	6.3%
501 - 600	2.3%	2.4%	4.8%	-	-	-
601 - 700	7.0%	4.9%	4.8%	-	-	-
701 - 800	-	-	4.8%	-	-	-
801 - 900	-	9.8%	-	-	-	-
901 - 1000	2.3%	4.9%	2.4%	-	-	-
1001 - 1100	2.3%	-	-	-	-	-
1101 - 1200	2.3%	-	-	-	-	-
1301 - 1400	2.3%	-	-	-	-	-
1401 - 1500	7.0%	-	-	-	-	-
1901 - 2000	-	2.4%	2.4%	5.3%	-	-
Above 2,000	9.3%	4.9%	-	-	-	-
Average Amount (in US \$)	667.20	489.80	256.70	152.50	85.20	145.30

- * 10.0% of the respondents comprised those whose total travel expense belonged to the US\$101.00 to US\$ 200.00 expenditure bracket.
- * An average amount of US\$ 667.20 was indicated to be spent for transportation by the respondents.
- * On the other hand, an amount of US\$ 489.80 was indicated by the respondents to be spent for their accommodation.
- * For food and beverages, respondents indicated an average amount of US\$ 256.70 to be spent for it.
- * Respondents indicated that expenditures for shopping and souvenirs were approximated to be on the average of US\$152.50 and US\$ 85.20, respectively.
- * Expenses for others/miscellaneous items were costed at an average of US\$ 145.30 by the respondents.

Places Visited and Planned to Visit

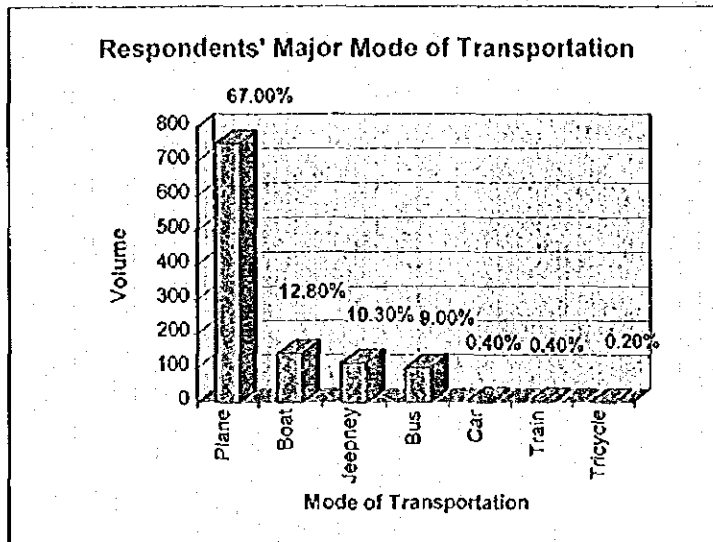
PROPORTION OF PLACES VISITED AND PLANNED TO VISIT (RESPONDENTS' TOUR ITINERARY)

Places	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Manila	334	34.6%	45	23.1%	379	32.6%
Puerto Princesa, Palawan	149	15.4%	46	23.6%	195	16.8%
El Nido, Palawan	85	8.8%	15	7.7%	100	8.6%
Port Barton	42	4.3%	0	-	42	3.6%
Coron, Palawan	30	3.1%	10	5.1%	40	3.4%
Cebu	34	3.5%	3	1.5%	37	3.2%
Palawan	33	3.4%	3	1.5%	36	3.1%
Busuanga	9	0.9%	23	11.8%	32	2.8%
Club Paradise	6	0.6%	18	9.2%	24	2.1%
Taytay, Palawan	17	1.8%	4	2.1%	21	1.8%
Boracay	18	1.9%	0	-	18	1.6%
Baguio	16	1.7%	0	-	16	1.4%
Others	191	19.8%	28	14.4%	219	18.9%
Unspecified	2	0.2%	0	-	2	0.2%
TOTAL	966		195		1,161	

- * Manila topped the list of places included in the itinerary of the survey's respondents. It shared 32.6% of the total base.
- * Puerto Princesa (16.8%) followed next as the most popular destinations of the respondents.
- * Other preferred destinations include: El Nido (8.6%), Port Barton (3.6%), Coron (3.4%), and Cebu (3.2%).

Major Mode of Transportation

- * The bulk of the respondents, 67.0%, indicated that plane was the major mode of transportation utilized for their travel.



- * Boat was the next most popular means of transportation used by the respondents (12.8%).
- * Other mode of transportation favored by the respondents on their journey include: jeepney (10.3%), and bus (9.0%). Both car and train each shared 0.4% of the total base respondents.

Mode of Transportation	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Plane	639	67.3%	115	65.3%	754	67.0%
Boat	111	11.7%	33	18.8%	144	12.8%
Jeepney	104	10.9%	12	6.8%	116	10.3%
Bus	86	9.1%	15	8.5%	101	9.0%
Car	4	0.4%	1	0.6%	5	0.4%
Train	4	0.4%	0	-	4	0.4%
Tricycle	2	0.2%	0	-	2	0.2%
TOTAL	950		176		1126	

Length of Stay

PROPORTION OF RESPONDENTS' LENGTH OF STAY (TOUR ITINERARY)

Length of Stay (In Nights)	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
1 - 5	610	69.3%	116	85.9%	726	71.5%
6 - 10	164	18.6%	10	7.4%	174	17.1%
11 - 15	49	5.6%	6	4.4%	55	5.4%
16 - 20	12	1.4%	1	0.7%	13	1.3%
21 - 25	11	1.3%	0	-	11	1.1%
26 - 30	20	2.3%	1	0.7%	21	2.1%
31 - 35	1	0.1%	1	0.7%	2	0.2%
36 - 40	2	0.2%	0	-	2	0.2%
41 - 45	8	0.9%	0	-	8	0.8%
46 - 50	3	0.3%	0	-	3	0.3%
Ave. Length of Stay	5.6 nights		3.7 nights		5.4 nights	

- * Based on the tour itineraries of the respondents, their average length of stay was 5.4 nights.
- * Respondents from Denmark registered the longest night-stay at 30.0 nights while visitors from Korea recorded the shortest duration of stay at 2.2 nights.
- * The bulk of travellers, 71.5%, reported that the entire duration of their stay was between 1 to 5 nights.
- * 17.1% of the respondents indicated that their length of stay was between 6 to 10 nights.
- * Visitors whose length of stay fall between 11 to 15 nights constituted 5.4% of the total respondents.

Activities Engaged in During Travel

PROPORTION OF RESPONDENTS' ACTIVITIES

Activity	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Snorkeling	152	65.8%	38	42.2%	190	59.2%
Sightseeing	116	50.2%	59	65.6%	175	54.5%
Island Hopping	120	51.9%	20	22.2%	140	43.6%
Scuba Diving	107	46.3%	28	31.1%	135	42.1%
Hiking/Trekking	73	31.6%	35	38.9%	108	33.6%
Nature Tour	57	24.7%	11	12.2%	68	21.2%
Mountain Climbing	38	16.5%	15	16.7%	53	16.5%
Shopping	32	13.9%	16	17.8%	48	15.0%
Fishing	34	14.7%	9	10.0%	43	13.4%
Cultural/Historic Tour	24	10.4%	7	7.8%	31	9.7%
Sailing	28	12.1%	2	2.2%	30	9.3%
Others	111	48.1%	45	50.0%	156	48.6%
Unspecified	3	1.3%	5	5.6%	8	2.5%

Note: Sum of Percentages exceeds 100.0% because of multiple answers

- * The main activity engaged in by the respondents during their stay was snorkeling (59.2%).
- * Sightseeing (54.5%) was the second most popular activity indulged in by the respondents during their visit.
- * Other activities done include: island hopping (43.6%), scuba diving (42.1%), hiking/trekking (33.6%), and nature tour (21.2%).
- * Among domestic travellers, sightseeing was the foremost activity they engaged in during their visit, sharing 65.6% of the total respondents while snorkeling came in second with 42.2% of the local respondents doing this type of activity.
- * Overall, the travellers to Northern Palawan and Puerto Princesa City mostly undertook water-based activities.

OTHER ACTIVITIES ENGAGED IN BY RESPONDENTS

Other Activity	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Swimming	8	61.5%	0	-	8	28.6%
Business	0	-	6	40.0%	6	21.4%
Games	0	-	4	26.7%	4	14.3%
Videoke	1	7.7%	2	13.3%	3	10.7%
Kayak	1	7.7%	0	-	1	3.6%
Picnic	1	7.7%	0	-	1	3.6%
Inspection	0	-	1	6.7%	1	3.6%
Beer Drinking	1	7.7%	0	-	1	3.6%
Meeting/Conference	0	-	1	6.7%	1	3.6%
Unspecified	1	7.7%	1	6.7%	2	7.1%

- * For respondents (8.7%) who specified other activities, swimming (28.6%) was the main activity performed by these respondents.
- * Other activities engaged in were business (21.4%), games (14.3%), and videoke (10.7%).

Souvenirs and Shopping Items Bought

- * The most popular souvenir and shopping items purchased by the respondents were clothes/textile (43.6%), handicrafts (27.7%), and native delicacies/food items (12.1%).

SOUVENIRS AND SHOPPING ITEMS BOUGHT BY RESPONDENTS

Souvenirs/Shopping Items	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Clothes/Textiles	97	42.0%	43	47.8%	140	43.6%
Handicrafts	75	32.5%	14	15.6%	89	27.7%
Native Delicacies/Food Items	20	8.7%	19	21.1%	39	12.1%
Shell/Other Natural Products	11	4.8%	6	6.7%	17	5.3%
Jewelries	11	4.8%	5	5.6%	16	5.0%
Art Objects	9	3.9%	7	7.8%	16	5.0%
Antiques	4	1.7%	3	3.3%	7	2.2%
Leather Goods	5	2.2%	1	1.1%	6	1.9%
Others	6	2.6%	2	2.2%	8	2.5%
None	81	35.1%	21	23.3%	102	31.8%

Note: Sum of percentages exceeds 100.0% because of multiple answers

- * Other souvenir and shopping items included in the shopping list of the respondents were cigarettes (37.5%), dried fish/squid (25.0%), and toys and films (12.5% each).

C. OPINIONS AND IMPRESSIONS

Opinion Regarding Cost of Travel in Palawan

- * Survey results showed that more than half of the respondents (56.2%) indicated that the cost of travel in Palawan is reasonable.
- * On the other hand, 21.0% of the respondents regarded the cost of travel in Palawan as slightly expensive.
- * More respondents (12.8%) viewed the travel cost in Palawan as cheap compared to a percentage of 9.9% who had the opinion that the cost of travel in the place is expensive.

Opinion Regarding Cost of Travel in the Philippines

- * 47.0% of the respondents regarded the cost of travel in the country as reasonable.

PROPORTION OF RESPONDENTS' OPINION REGARDING COST OF TRAVEL IN PALAWAN AND IN THE PHILIPPINES (ALL RESPONDENTS)

Items	In Palawan				In the Philippines			
	Expensive	Slightly Expensive	Reasonable	Cheap	Expensive	Slightly Expensive	Reasonable	Cheap
Overall Opinion	9.9%	21.0%	56.2%	12.8%	9.5%	31.1%	47.0%	12.4%
Accommodation	9.6%	24.1%	58.8%	7.4%	14.3%	35.7%	43.9%	6.1%
Food and Beverages	8.6%	21.7%	55.6%	14.1%	6.9%	30.9%	48.9%	13.3%
Transport/Transfer	8.7%	22.5%	52.7%	16.1%	5.1%	26.5%	53.4%	15.0%
Recreation	6.3%	21.4%	58.5%	13.8%	8.2%	32.4%	46.7%	12.6%
Entertainment	6.4%	17.6%	64.2%	11.8%	9.4%	34.4%	45.6%	10.6%
Souvenirs	15.9%	19.9%	52.2%	11.9%	13.5%	27.6%	45.3%	13.5%
Shopping Items	14.8%	17.1%	52.9%	15.2%	9.9%	30.2%	43.0%	16.9%

- * On the other hand, 31.1% of the respondents indicated that they consider the cost of travel in the Philippines as slightly expensive while 12.4% of the respondents viewed the travel cost in the country as cheap.

- * A moderate percentage, 9.5%, indicated that the cost of travel in the Philippines was expensive.

PROPORTION OF RESPONDENTS' OPINION REGARDING COST OF TRAVEL IN PALAWAN AND IN THE PHILIPPINES (FOREIGN RESPONDENTS)

Items	In Palawan				In the Philippines			
	Expensive	Slightly Expensive	Reasonable	Cheap	Expensive	Slightly Expensive	Reasonable	Cheap
Overall Opinion	7.3%	18.1%	59.3%	15.3%	8.9%	29.7%	47.8%	13.6%
Accommodation	8.8%	23.3%	60.4%	7.5%	13.4%	37.6%	42.8%	6.2%
Food and Beverages	6.4%	17.3%	58.6%	17.7%	5.4%	30.1%	50.5%	14.0%
Transport/Transfer	7.9%	18.1%	53.5%	20.5%	4.8%	22.3%	55.9%	17.0%
Recreation	6.2%	17.3%	60.5%	16.0%	9.9%	31.0%	41.4%	14.8%
Entertainment	5.3%	15.8%	65.4%	13.5%	9.8%	32.5%	46.3%	11.4%
Souvenirs	8.6%	17.1%	60.5%	13.8%	12.7%	27.0%	45.2%	15.1%
Shopping Items	6.9%	15.3%	59.0%	18.8%	7.9%	26.0%	47.2%	18.9%

**PROPORTION OF RESPONDENTS' OPINION REGARDING COST OF TRAVEL
IN PALAWAN AND IN THE PHILIPPINES (LOCAL RESPONDENTS)**

Items	In Palawan				In the Philippines			
	Expensive	Slightly Expensive	Reasonable	Cheap	Expensive	Slightly Expensive	Reasonable	Cheap
Overall Opinion	16.6%	28.2%	48.5%	6.7%	11.7%	36.2%	44.0%	8.1%
Accommodation	11.9%	26.2%	54.8%	7.1%	18.0%	28.0%	48.0%	6.0%
Food and Beverages	14.3%	33.3%	47.6%	4.8%	12.8%	34.0%	42.6%	10.6%
Transport/Transfer	10.8%	33.7%	50.6%	4.8%	6.5%	43.5%	43.5%	6.5%
Recreation	6.5%	32.3%	53.2%	8.1%	2.5%	37.5%	55.0%	5.0%
Entertainment	9.3%	22.2%	61.1%	7.4%	8.1%	40.5%	43.2%	8.1%
Souvenirs	31.1%	25.7%	35.1%	8.1%	15.9%	29.5%	45.5%	9.1%
Shopping Items	31.8%	21.2%	39.4%	7.6%	15.6%	42.2%	31.1%	11.1%

Ratings of Services and Facilities in Palawan

- * Almost half of the respondents at 43.6% rated the services and facilities in Palawan as "Good".
- * 27.1% of the respondents gave the services and facilities in Palawan a "Fair" rating.

**PROPORTION OF RESPONDENTS' RATING OF SERVICES
IN PALAWAN AND IN THE PHILIPPINES
(ALL RESPONDENTS)**

Services and Facilities	In Palawan				In the Philippines			
	Excellent	Good	Fair	Poor	Excellent	Good	Fair	Poor
Overall Rating	12.9%	43.6%	27.1%	16.4%	11.2%	45.1%	33.4%	10.3%
Accommodation	21.7%	57.9%	18.8%	1.6%	12.6%	55.0%	27.5%	5.0%
Restaurant	19.8%	55.8%	21.5%	3.0%	13.1%	51.4%	32.4%	3.2%
Nightclubs	9.7%	31.2%	31.2%	28.0%	16.5%	44.0%	32.1%	7.3%
Disco	8.6%	32.3%	30.1%	29.0%	13.1%	47.7%	32.7%	6.5%
Shops	8.3%	39.6%	40.1%	12.0%	18.4%	48.1%	31.6%	1.9%
Tourist Assistance Service	22.4%	47.1%	16.7%	13.8%	10.4%	46.6%	28.2%	14.7%
Tourist Information	16.8%	44.7%	23.9%	14.7%	9.1%	42.9%	33.8%	14.3%

Services and Facilities	In Palawan				In the Philippines			
	Excellent	Good	Fair	Poor	Excellent	Good	Fair	Poor
Tour Guiding Service	27.7%	41.2%	20.9%	10.1%	14.0%	38.0%	37.0%	11.0%
Optional Tours	20.9%	44.2%	27.1%	7.8%	13.6%	32.0%	44.7%	9.7%
International Airport	7.4%	38.3%	31.9%	22.3%	7.3%	53.0%	26.9%	12.8%
Domestic Airport	4.5%	42.7%	30.7%	22.1%	9.5%	41.3%	37.4%	11.7%
Domestic Air Service	7.6%	47.8%	29.3%	15.3%	8.9%	45.0%	36.1%	10.1%
Tourist Transport	7.1%	42.0%	32.5%	18.3%	4.7%	37.0%	45.7%	12.6%
Public Transport	3.1%	33.2%	33.2%	30.5%	5.3%	40.4%	36.2%	18.1%
Telecommunication	3.0%	25.7%	30.7%	40.6%	15.2%	39.1%	30.4%	15.2%

- * While 12.9% of respondents rated the services and facilities in Palawan as "Excellent", slightly more respondents (16.4%) gave a "Poor" rating on the services and facilities in the place.

**PROPORTION OF RESPONDENTS' RATING OF SERVICES
IN PALAWAN AND IN THE PHILIPPINES
(FOREIGN RESPONDENTS)**

Services and Facilities	In Palawan				In the Philippines			
	Excellent	Good	Fair	Poor	Excellent	Good	Fair	Poor
Overall Rating	11.7%	43.9%	26.6%	17.8%	9.3%	44.5%	35.4%	10.8%
Accommodation	20.5%	58.5%	19.6%	1.3%	10.4%	54.9%	30.2%	4.4%
Restaurant	17.8%	55.3%	23.3%	3.7%	11.6%	48.6%	35.9%	3.9%
Nightclubs	10.6%	28.8%	25.8%	34.8%	10.4%	41.6%	39.0%	9.1%
Disco	9.0%	29.9%	23.9%	37.3%	9.2%	42.1%	40.8%	7.9%
Shops	5.9%	40.7%	39.3%	14.1%	13.8%	48.8%	35.8%	1.6%
Tourist Assistance Service	18.1%	50.0%	15.6%	16.3%	9.6%	48.9%	27.4%	14.1%
Tourist Information	15.0%	43.8%	24.8%	16.3%	9.4%	42.2%	35.2%	13.3%
Tour Guiding Service	24.8%	41.9%	21.9%	11.4%	14.3%	32.5%	40.3%	13.0%
Optional Tours	20.0%	44.0%	27.0%	9.0%	13.1%	28.6%	48.8%	9.5%

Services and Facilities	In Palawan				In the Philippines			
	Excellent	Good	Fair	Poor	Excellent	Good	Fair	Poor
International Airport	5.4%	37.8%	31.1%	25.7%	5.9%	53.8%	26.9%	13.4%
Domestic Airport	4.7%	44.8%	30.2%	20.3%	9.6%	38.4%	39.7%	12.3%
Domestic Air Service	7.3%	51.1%	27.5%	14.0%	10.1%	44.6%	35.3%	10.1%
Tourist Transport	6.5%	42.3%	28.5%	22.8%	3.9%	37.3%	45.1%	13.7%
Public Transport	3.0%	30.9%	32.1%	33.9%	2.7%	40.9%	36.9%	19.5%
Telecommunication	2.3%	22.6%	33.1%	42.1%	9.0%	41.7%	31.9%	17.4%

Ratings of Services and Facilities in the Philippines

- * Majority of the respondents (45.1%) likewise rated the services and facilities in the Philippines as "Good".
- * A rating of "Fair" was given on the services and facilities in the Philippines by 33.4% of the respondents.
- * 11.2% of the respondents gave the services and facilities in the country an "Excellent" rating while 10.3% gave it a "Poor" rating.

PROPORTION OF RESPONDENTS' RATING OF SERVICES IN PALAWAN AND IN THE PHILIPPINES (LOCAL RESPONDENTS)

Services and Facilities	In Palawan				In the Philippines			
	Excellent	Good	Fair	Poor	Excellent	Good	Fair	Poor
Overall Rating	15.9%	42.7%	28.7%	12.6%	18.9%	47.8%	25.3%	8.0%
Accommodation	24.7%	56.5%	16.5%	2.4%	22.5%	55.0%	15.0%	7.5%
Restaurant	25.0%	57.1%	16.7%	1.2%	19.5%	63.4%	17.1%	-
Nightclubs	7.4%	37.0%	44.4%	11.1%	31.3%	50.0%	15.6%	3.1%
Disco	7.7%	38.5%	46.2%	7.7%	22.6%	61.3%	12.9%	3.2%
Shops	14.0%	36.8%	42.1%	7.0%	34.3%	45.7%	17.1%	2.9%
Tourist Assistance Service	36.0%	38.0%	20.0%	6.0%	14.3%	35.7%	32.1%	17.9%
Tourist Information	22.7%	47.7%	20.5%	9.1%	7.7%	46.2%	26.9%	19.2%
Tour Guiding								

Services and Facilities	In Palawan				In the Philippines			
	Excellent	Good	Fair	Poor	Excellent	Good	Fair	Poor
Service	34.9%	39.5%	18.6%	7.0%	13.0%	56.5%	26.1%	4.3%
Optional Tours	24.1%	44.8%	27.6%	3.4%	15.8%	47.4%	26.3%	10.5%
International Airport	15.0%	40.0%	35.0%	10.0%	15.2%	48.5%	27.3%	9.1%
Domestic Airport	4.0%	37.3%	32.0%	26.7%	9.1%	54.5%	27.3%	9.1%
Domestic Air Service	8.5%	39.4%	33.8%	18.3%	3.3%	46.7%	40.0%	10.0%
Tourist Transport	8.7%	41.3%	43.5%	6.5%	8.0%	36.0%	48.0%	8.0%
Public Transport	3.4%	39.7%	36.2%	20.7%	15.4%	38.5%	33.3%	12.8%
Telecommunication	4.3%	31.9%	26.1%	37.7%	37.5%	30.0%	25.0%	7.5%

General Impression of Palawan

- * The percentage share of respondents who indicated that they had a good impression of Palawan was 37.3% while those who said that they had an excellent impression of the place shared 31.3%.
- * Among the items listed, the natural environment and scenery of Palawan got the most number of excellent ratings from the respondents.
- * However, the road in Palawan was rated as the poorest among the items listed.
- * Respondents rated the behavior of people in Palawan as either good or excellent.

General Impression of the Philippines

- * The bulk of the respondents, 43.7% had a relatively good impression of the Philippines.

**PROPORTION OF RESPONDENTS' GENERAL IMPRESSION
OF PALAWAN AND THE PHILIPPINES
(ALL RESPONDENTS)**

Items	Palawan				Philippines			
	Excellent	Good	Fair	Poor	Excellent	Good	Fair	Poor
Overall Impression	31.3%	37.3%	19.7%	11.8%	15.8%	43.7%	28.7%	11.8%
Accessibility	9.8%	40.2%	31.7%	18.3%	12.8%	58.1%	25.1%	4.0%
Natural Environment	61.8%	28.4%	6.1%	0.6%	25.0%	42.7%	21.8%	10.5%
Behavior of People	54.7%	40.5%	4.9%	-	28.8%	42.8%	23.4%	5.0%
Local Food	28.9%	50.0%	16.8%	4.4%	21.0%	49.1%	25.2%	4.7%
Tourist Attraction	50.5%	37.8%	11.0%	0.7%	24.4%	52.2%	22.4%	1.0%
Scenery	67.2%	27.9%	4.3%	0.7%	32.9%	45.7%	16.2%	5.2%
Security/ Safety	35.2%	51.3%	11.2%	2.3%	5.9%	38.9%	38.9%	16.3%
Sanitation/ Cleanliness	32.8%	41.6%	20.8%	4.9%	5.8%	36.7%	38.1%	19.5%
Road	4.7%	14.4%	29.6%	51.3%	2.7%	32.0%	39.7%	25.6%
Water	12.3%	36.9%	33.8%	17.1%	10.3%	43.0%	31.8%	15.0%
Toilet	13.5%	42.9%	32.4%	11.1%	6.8%	38.3%	35.1%	19.8%
Electricity	15.5%	42.6%	29.6%	12.4%	15.1%	48.4%	26.0%	10.5%
Telecommunications	6.0%	26.3%	27.6%	40.1%	15.5%	40.7%	28.4%	15.5%

* 28.7% of the respondents gave the Philippines a fair impression while 15.8% of the respondents were excellently impressed by the country as a destination.

**PROPORTION OF RESPONDENTS' GENERAL IMPRESSION
OF PALAWAN AND THE PHILIPPINES
(FOREIGN RESPONDENTS)**

Items	Palawan				Philippines			
	Excellent	Good	Fair	Poor	Excellent	Good	Fair	Poor
Overall Impression	29.1%	37.6%	20.3%	13.1%	14.1%	43.9%	29.7%	12.3%
Accessibility	7.1%	41.5%	29.0%	22.3%	10.6%	56.9%	27.7%	4.8%
Natural Environment	61.6%	29.9%	7.6%	0.9%	24.6%	41.9%	22.9%	10.6%
Behavior of People	56.0%	39.1%	4.9%	-	32.6%	41.4%	22.1%	3.9%
Local Food	25.2%	50.0%	18.7%	6.1%	17.2%	50.0%	27.0%	5.7%
Tourist Attraction	45.4%	41.1%	13.0%	0.5%	18.3%	53.7%	26.8%	1.2%

Items	Palawan				Philippines			
	Excellent	Good	Fair	Poor	Excellent	Good	Fair	Poor
Scenery	67.9%	26.7%	4.5%	0.9%	28.7%	48.0%	17.0%	6.4%
Security/ Safety	32.0%	52.7%	12.6%	2.7%	7.2%	39.2%	38.1%	15.5%
Sanitation/ Cleanliness	25.0%	44.2%	25.0%	5.8%	5.9%	36.8%	37.3%	20.0%
Road	3.5%	13.5%	23.5%	59.5%	2.2%	30.2%	41.9%	25.7%
Water	12.4%	39.2%	34.9%	13.4%	9.8%	42.2%	31.8%	16.2%
Toilet	11.4%	40.8%	34.1%	13.7%	6.1%	38.7%	33.7%	21.5%
Electricity	12.6%	38.6%	32.9%	15.9%	11.2%	49.4%	28.1%	11.2%
Telecom- munications	5.9%	25.7%	27.0%	41.4%	9.1%	42.9%	31.2%	16.9%

**PROPORTION OF RESPONDENTS' GENERAL IMPRESSION
OF PALAWAN AND THE PHILIPPINES
(LOCAL RESPONDENTS)**

Items	Palawan				Philippines			
	Excellent	Good	Fair	Poor	Excellent	Good	Fair	Poor
Overall Impression	36.8%	36.6%	18.1%	8.5%	23.2%	43.0%	24.4%	9.3%
Accessibility	17.1%	36.6%	39.0%	7.3%	23.1%	64.1%	12.8%	-
Natural Environment	73.3%	24.4%	2.3%	-	26.8%	46.3%	17.1%	9.8%
Behavior of People	51.2%	44.0%	4.8%	-	12.2%	48.8%	29.3%	9.8%
Local Food	38.1%	50.0%	11.9%	-	37.5%	45.0%	17.5%	-
Tourist Attraction	63.1%	29.8%	6.0%	1.2%	48.8%	46.3%	4.9%	-
Scenery	65.5%	31.0%	3.6%	-	51.3%	35.9%	12.8%	-
Security/ Safety	43.9%	47.6%	7.3%	1.2%	-	37.5%	42.5%	20.0%
Sanitation/ Cleanliness	53.6%	34.5%	9.5%	2.4%	4.9%	36.6%	41.5%	17.1%
Road	7.8%	16.9%	45.5%	29.9%	5.0%	40.0%	30.0%	25.0%
Water	11.9%	31.0%	31.0%	26.2%	12.2%	46.3%	31.7%	9.8%
Toilet	18.8%	48.2%	28.2%	4.7%	9.8%	36.6%	41.5%	12.2%
Electricity	22.6%	52.4%	21.4%	3.6%	31.7%	43.9%	17.1%	7.3%
Telecom- munications	6.3%	27.5%	28.8%	37.5%	40.0%	32.5%	17.5%	10.0%

Visited Other Places Better

- 58.9% of the respondents indicated that they had not yet visited other places better than Palawan while 41.1% said that they had already visited other places better than the area.

- * Among foreign respondents, 38.1% stated that they have already visited other places better than Palawan while 61.9% stated otherwise.
- * 48.9% of local respondents stated that they have already visited other places better than Palawan. On the other hand, 51.1% stated that they have not visited other place better than Palawan.

PROPORTION OF OTHER BETTER PLACES AS VISITED BY THE RESPONDENTS

Place	Foreign		Local		All Respondents	
	Volume	% Share	Volume	% Share	Volume	% Share
Boracay	6	6.8%	6	13.6%	12	9.1%
Cebu	5	5.7%	3	6.8%	8	6.1%
Davao	1	1.1%	5	11.4%	6	4.5%
Indonesia	6	6.8%	0	-	6	4.5%
Thailand	5	5.7%	1	2.3%	6	4.5%
El Nido, Palawan	3	3.4%	1	2.3%	4	3.0%
Banaue	3	3.4%	1	2.3%	4	3.0%
Puerto Princesa	3	3.4%	0	-	3	2.3%
Camiguin	1	1.1%	2	4.5%	3	2.3%
Hawaii	3	3.4%	0	-	3	2.3%
U.S.A.	2	2.3%	1	2.3%	3	2.3%
Others	38	43.2%	16	36.4%	54	40.9%
Unspecified	12	13.6%	8	18.2%	20	15.2%

- * 9.1% of the respondents cited that Boracay is a place they had visited which was better than the area.
- * Davao, Indonesia and Thailand got a respondent share of 4.5% each as a place better than Palawan.

Future Plans of Return to Palawan

- * The proportion of respondents who have plans of returning to Palawan was recorded at 87.5%.
- * 10.3% of the respondents indicated that they have no plan of returning to Palawan while 2.2% of the respondents were undecided whether to come back or not to Palawan.
- * Among foreign respondents, 86.1% indicated that they have plans of returning to Palawan while 12.1% stated that they have no plan of returning to the place again. On the other hand, 1.7% of the respondents did not specify whether they have plans of returning to the place again.
- * Among local respondents, a big percentage (91.1%) stated that they will be returning to Palawan while only 5.6% of the local respondents indicated that they will not

return to Palawan again. Moreover, 3.3% of the respondents did not indicate whether they will return to Palawan or not.

Reasons for not Visiting Palawan Again

- * Of the total respondents with no plans of returning to Palawan, 18.2% said that they intend to visit other places because they have been to Palawan already.
- * 9.1% of the respondents indicated that they would not be coming back to Palawan because they could not afford it or it is too expensive.
- * Other reasons cited were noisy sea, environment slowly being spoiled, bad transportation/expensive food, corals are dying, no time/busy, and poor diving sites. All these reasons were shared by 3.0% of the total respondents.
- * A big percentage, 54.5% did not indicate specific reason for not returning to Palawan.

REASONS CITED BY RESPONDENTS FOR NOT VISITING PALAWAN AND THE PHILIPPINES AGAIN

Reasons Cited For Not Returning	% SHARE	
	In Palawan	In the Philippines
Been Here Already/Will Visit Other Places	18.2%	12.5%
Cannot Afford/Too Expensive	9.1%	-
Noisy Sea	3.0%	-
Environment is Slowly Being Spoiled	3.0%	-
Bad Transportation/Food is Expensive	3.0%	-
Corals are Dying	3.0%	-
No Time/Busy	3.0%	-
Poor Diving Site	3.0%	-
No Reason Specified	54.5%	87.5%

Future Plans of Return to the Philippines

- * More than three-fourths of the respondents (78.5%) indicated that they intend to return to the Philippines.
- * 19.0% of the respondents were not sure whether to come back to the Philippines or not while only a small percentage (2.5%) indicated that they do not have any plan of returning to the country in the future.

Reasons for not Visiting the Philippines Again

- * The bulk of the respondents, 87.5%, who indicated that they do not have any intentions of coming back to the country did not cite any particular reason.
- * 12.5% of the respondents reasoned out that since they have already visited the country, they intend to visit other places on their next trip.

Places/Countries Intend to Visit for Next Trip

**PLACES/COUNTRIES INTEND TO VISIT FOR NEXT TRIP
BY RESPONDENTS
(ALL RESPONDENTS)**

Places	% Share	Countries	% Share
Bangkok	4.4%	Philippines	26.8%
Boracay	3.4%	U.S.A.	6.9%
Palawan	2.8%	Thailand	5.0%
Cebu	2.5%	Indonesia	4.4%
El Nido, Palawan	2.2%	Haiti	1.6%
Davao	1.9%	India	1.6%
Negros	1.6%	Taiwan	1.6%
Tagbilaran/Bohol	1.2%	Australia	1.2%
		United Kingdom	1.2%
Others	13.5%	Others	10.2%
Unspecified	66.0%	Unspecified	39.3%

- * Among the places cited by the respondents as their place to visit on their next trip, Bangkok (4.4%) topped the list.
- * Boracay (3.4%) was the next most favored place to visit in the future by the respondents.

**PLACES/COUNTRIES INTEND TO VISIT FOR NEXT TRIP
BY RESPONDENTS
(FOREIGN RESPONDENTS)**

Places	% Share	Countries	% Share
Bangkok	2.6%	Philippines	25.1%
Boracay	2.2%	U.S.A.	7.4%
Palawan	3.0%	Thailand	3.0%
Cebu	2.6%	Indonesia	3.9%
El Nido, Palawan	2.2%	Haiti	2.2%
Davao	-	India	2.2%
Negros	1.7%	Taiwan	1.7%
Tagbilaran/Bohol	1.3%	Australia	1.3%
		United Kingdom	1.7%
Others	12.6%	Others	10.7%
Unspecified	71.4%	Unspecified	40.7%

**PLACES/COUNTRIES INTEND TO VISIT FOR NEXT TRIP
BY RESPONDENTS
(LOCAL RESPONDENTS)**

Places	% Share	Countries	% Share
Bangkok	8.9%	Philippines	31.1%
Boracay	6.7%	U.S.A.	5.6%
Palawan	2.2%	Thailand	10.0%
Cebu	2.2%	Indonesia	5.6%
El Nido, Palawan	2.2%	Haiti	-
Davao	6.7%	India	-
Negros	1.1%	Taiwan	1.1%
Tagbilaran/Bohol	1.1%	Australia	1.1%
Others	16.5%	United Kingdom	-
Unspecified	52.2%	Others	9.9%
		Unspecified	35.6%

- * Other favorite future destinations include Palawan (2.8%) and Cebu (2.5%).
- * For countries indicated by the respondents included in their next trip, the Philippines was the most preferred country which garnered 26.8% of the total respondents.
- * The U.S.A. and Thailand followed next, which got shares of 6.9% and 5.0%, respectively.
- * Other countries included in the itineraries of respondents for their next trip were Indonesia (4.4%), Haiti, India and Taiwan (1.6% each), and United Kingdom and Australia (1.2% each).

Will Recommend the Philippines to Friends

- * A high proportion of respondents (91.6%) said that they would recommend the Philippines as a place to visit to their friends.
- * Only 4.7% of the respondents indicated that they would not recommend the country as a destination to their friends while 3.7% of the respondents did not comment on this.

Will Recommend Palawan to Friends

- * A big proportion of the travellers, 93.1%, stated that they would recommend Palawan to their friends as a destination to visit.
- * 4.4% of the respondents answered that they would not recommend the place to their friends as a place to visit.

D. PROTECTION OF THE ENVIRONMENT

Places Visited in Palawan

- * More than half of the respondents, 55.5%, indicated that they have visited Puerto Princesa during their trip to Palawan.
- * El Nido (44.9%) followed next as the most frequented destination by travellers to Palawan.
- * Other favorite destinations in Palawan include Coron (19.6%), Busuanga (16.2%), Club Paradise (13.7%), and Club Noah-Isabelle (10.3%).
- * Among those places preferred by visitors (27.7%) to Palawan which is not included in the list were Port Barton, Taytay, Sabang and San Rafael.

PROPORTION OF PLACES VISITED AND AWARE OF IN PALAWAN

Places in Palawan	Visited by Respondents			Aware Of		
	Foreign	Local	Total	Foreign	Local	Total
Puerto Princesa	56.7%	52.2%	55.5%	56.7%	66.7%	59.5%
El Nido	51.9%	26.7%	44.9%	61.9%	54.4%	59.8%
Coron	21.2%	15.6%	19.6%	25.5%	14.4%	22.4%
Busuanga	16.0%	16.7%	16.2%	22.5%	27.8%	24.0%
Club Paradise	7.8%	28.9%	13.7%	14.3%	23.3%	16.8%
Club Noah-Isabelle	11.7%	6.7%	10.3%	15.6%	18.9%	16.5%
Calauit	3.5%	6.7%	4.4%	6.5%	15.6%	9.0%
Others	34.6%	10.0%	27.7%	18.2%	11.1%	16.2%
Unspecified	2.6%	6.7%	3.7%	11.7%	14.4%	12.5%

Note: Sum of percentages exceeds 100.0% because of multiple answers

Places Aware of in Palawan

- * The most popular place in Palawan that the respondents were aware of is El Nido (59.8%).
- * Following closely is Puerto Princesa, where 59.5% of the respondents indicated that they were aware of.
- * Busuanga (24.0%), Coron (22.4%), Club Paradise (16.8%), and Club Noah-Isabelle (16.5%) were the other places in Palawan cited by the respondents that they were aware of.

OTHER PLACES IN PALAWAN VISITED/AWARE OF (NOT INCLUDED IN THE LIST)

Places in Palawan	Places Visited			Aware Of		
	Foreign	Local	Total	Foreign	Local	Total
Taytay	18.8%	33.3%	20.2%	28.6%	30.0%	28.8%
Sabang	16.3%	22.2%	16.9%	28.6%	10.0%	25.0%
Port Barton	40.0%	-	36.0%	28.6%	-	23.1%
Cullon	-	-	-	-	20.0%	3.8%
San Rafael	6.3%	-	5.6%	2.4%	-	1.9%
Crocodile Farm	-	-	-	-	10.0%	1.9%
Exotic German Island	3.8%	-	3.4%	2.4%	-	1.9%
Calamianes Island	-	-	-	-	10.0%	1.9%
Roxas	3.8%	-	3.4%	2.4%	-	1.9%
Tigman Aborlan	2.5%	11.1%	3.4%	2.4%	-	1.9%
Underground River/St. Paul Subterranean	3.8%	33.3%	6.7%	2.4%	10.0%	3.8%
Coco Loco	2.5%	-	2.2%	-	-	-
Hoday Bay	2.5%	-	2.2%	-	-	-
Unspecified	-	-	-	2.4%	10.0%	3.8%

* The other places in Palawan not included in the list mentioned by 16.2% of the respondents as places they were aware of include Taytay, Sabang, Port Barton, and Cullon.

Images of Palawan

- * The bulk of the respondents, 80.4% cited the rich environment of Palawan as the image impressed on them during their stay in Palawan.
- * 61.1% of the respondents indicated that the image they have on the place is its corals while 47.7% of the travellers mentioned that its tropical rainforest carries the image of Palawan.
- * Other images of Palawan stated by the respondents include its natural heritage (18.7%), illegal logging/fishing (18.4%), ancestral tribe (9.3%), and poverty (8.4%).

PROPORTION OF RESPONDENTS' IMAGES ON PALAWAN (ALL RESPONDENTS)

Image of Palawan	% Share of Respondents	Other Image of Palawan	% Share of Respondents
Rich Environment	80.4%	Nice/Friendly People	32.0%
Corals	61.1%	White Sand Beaches/ Islands/Marine Life	28.0%
Ancestral Tribe	9.3%	Sea Food/Fresh Food	8.0%
Tropical Rain Forest	47.7%	Virgin Forest	8.0%
Poverty	8.4%	Sceneries	4.0%
Illegal	18.4%	Malaria	4.0%
Logging/Fishing			
Natural Heritage	18.7%	Caves	4.0%
Others	7.8%		
No Answer	3.1%	Not Stated	12.0%

Note: Sum of percentages exceeds 100.0% because of multiple answers

**PROPORTION OF RESPONDENTS' IMAGES ON PALAWAN
(FOREIGN RESPONDENTS)**

Image of Palawan	% Share of Respondents	Other Image of Palawan	% Share of Respondents
Rich Environment	77.9%	Nice/Friendly People	57.1%
Corals	66.2%	White Sand Beaches/ Islands/Marine Life	21.4%
Ancestral Tribe	7.8%	Sea Food/Fresh Food	-
Tropical Rain Forest	44.6%	Virgin Forest	-
Poverty	9.5%	Sceneries	-
Illegal		Malaria	-
Logging/Fishing	20.3%		
Natural Heritage	19.9%	Caves	-
Others	6.1%		
Unspecified	2.2%	Not Stated	21.4%

Note: Sum of percentages exceeds 100.0% because of multiple answers

**PROPORTION OF RESPONDENTS' IMAGES ON PALAWAN
(LOCAL RESPONDENTS)**

Image of Palawan	% Share of Respondents	Other Image of Palawan	% Share of Respondents
Rich Environment	86.7%	Nice/Friendly People	-
Corals	47.8%	White Sand Beaches/ Islands/Marine Life	36.4%
Ancestral Tribe	13.3%	Sea Food/Fresh Food	18.2%
Tropical Rain Forest	55.6%	Virgin Forest	18.2%
Poverty	5.6%	Sceneries	9.1%
Illegal		Malaria	9.1%
Logging/Fishing	13.3%		
Natural Heritage	15.6%	Caves	9.1%
Others	12.2%		
No Answer	5.6%	Not Stated	-

Note: Sum of percentages exceeds 100.0% because of multiple answers

- * 7.8% of the respondents enumerated other images of Palawan. Among them were nice/friendly people (32.0%), white sand beaches/islands/marine life (28.0%), seafood/fresh food (8.0%), and virgin forest (8.0%).

Awareness of Ecotourism

- * More than half of the respondents, 61.4%, stated that they have already heard about ecotourism.
- * On the other hand, 38.6% of the respondents have never heard about ecotourism.

Understanding of Ecotourism

- * Of the respondents who have knowledge of ecotourism, 87.6% of the respondents agreed that the environment is the main attraction.
- * 68.9% of the respondents responded that their understanding of ecotourism is that tourism activities are controlled/guided.

PROPORTION OF RESPONDENTS' UNDERSTANDING OF ECOTOURISM

Respondents' Understanding of Ecotourism	Yes	Maybe	No
Overall Understanding	53.4%	26.0%	20.6%
Environment is the main attraction	87.6%	7.5%	4.8%
Tourism activities are controlled/guided	68.9%	20.9%	10.2%
Only a limited number of tourists are allowed	47.7%	31.4%	20.9%
Facilities (accommodation) are simple	45.7%	35.4%	18.9%
Prices are high	11.1%	37.7%	51.2%

- * For 47.7% of the respondents, they stated that only a limited number of tourists are allowed in the tourism area.
- * On the other hand, 51.2% of the respondents disagreed to the statement that prices are high in an ecotourism environment.
- * 26.0% of the total base respondents were undecided whether to agree or disagree with the items enumerated about their understanding of ecotourism.

Have Experienced Ecotourism Before

- * Majority of the respondents, 53.8%, indicated that they have not yet experienced ecotourism before.
- * On the other hand, 46.2% of the respondents have had experience in ecotourism before.

Places Where Ecotourism was Experienced

- * 67.0% of the respondents who have experienced ecotourism before did not specify the places where they have experienced ecotourism.
- * Manila was mentioned by 8.8% of the respondents as a place where they have experienced ecotourism.

- * Other places cited by the respondents were Palawan, Boracay, Barrier Reef, Cebu, Tagbilaran/Bohol and others.

PLACES/COUNTRIES WHERE ECOTOURISM WAS EXPERIENCED

Places where ecotourism was experienced	% Share of Respondents	Countries where ecotourism was experienced	% Share of Respondents
Manila	8.8%	Philippines	26.4%
Palawan	2.2%	Australia	9.9%
Boracay	2.2%	Indonesia	9.9%
Barrier Reef	2.2%	U.S.A.	7.7%
Others	24.2%	Malaysia	4.4%
Not Specified	67.0%	Others	37.4%
		Not Specified	23.1%

Note: Sum of percentages exceeds 100.0% because of multiple answers

Countries Where Ecotourism was Experienced

- * Among the countries mentioned by the respondents where they have experienced ecotourism before, the Philippines was cited by 26.4% of the visitors.
- * Australia and Indonesia each got 9.9% of the responses from the visitors who have experienced ecotourism before.
- * 7.7% of the respondents cited the U.S.A. while 14.3% of the respondents stated that they have experienced ecotourism in Malaysia, France, India and the United Kingdom.

Interested in Ecotourism

- * Almost all of the respondents at 94.9% stated that they are interested in ecotourism.
- * Only a small percentage, 5.1%, indicated that they are not interested in ecotourism.

Reasons for not being interested in Ecotourism

- * 70.0% of the respondents did not indicate their reasons for having no interest in ecotourism.
- * 20.0% of the respondents rationalized that they are not interested in ecotourism because they are busy while 10.0% stated that they do not have any interest in ecotourism because they want the present.

Important Components of Ecotourism

PROPORTION OF RESPONDENTS' ANSWER ON THE
IMPORTANT COMPONENTS FOR ECOTOURISM

Components	Yes	Maybe	No
Overall Answer	53.8%	23.4%	22.9%
Protection of environment	98.4%	1.6%	-
Convenience or comfort during stay	39.1%	25.9%	35.1%
Participation in cultural activities	46.5%	39.0%	14.5%
Proper guidance of tourist/activities	74.7%	19.1%	6.2%
Sports activities	28.7%	31.7%	39.5%
Amusement	18.0%	31.1%	50.9%
Food	44.5%	24.3%	31.2%
Interaction with local people	73.1%	17.1%	9.7%

- * 53.8% of the respondents agreed that the following were important components for ecotourism:
 - * protection of environment
 - * convenience or comfort during stay
 - * participation in cultural activities
 - * proper guidance of tourist/activities
 - * sports activities
 - * amusement
 - * food
 - * interaction with local people
- * Almost one-fourth of the respondents (23.4%) were not sure whether to agree or disagree that the items mentioned above were important components of ecotourism.
- * 22.9% of the respondents disagreed that the items mentioned above were important components of ecotourism except for the component - "protection of environment".
- * No respondent thought that protection of environment is not an important component of ecotourism.

Done Something to Protect and Conserve the Environment

- * The bulk of the respondents, 91.0%, stated that they have done something during their trip to protect and conserve the environment.
- * A small percentage, 9.0%, have not done anything to protect and conserve the environment during their trip to the country and Palawan.

Things Done to Protect and Conserve the Environment

PROPORTION OF THINGS DONE BY RESPONDENTS TO PROTECT AND CONSERVE THE ENVIRONMENT DURING VISIT

Things Done to Protect and Conserve the Environment	% Share of Respondents
Refrain from littering solid waste (empty cans, plastic bottles, plastic bags, garbage, papers, etc.	94.2%
Refrain from feeding animals, birds, fish, etc. where feeding is prohibited	59.9%
Refrain from buying or collecting endangered species or rare plants and animals	62.7%
Refrain from buying or collecting souvenirs made of endangered species or rare plants, minerals and animals	58.6%
Refrain from buying or collecting historical treasures and the like	53.1%
Refrain from damaging coral reef, trees, flowers, plants, etc.	76.7%
Refrain from putting graffiti in historical, cultural and other tourism destinations	58.9%
Refrain from disturbing the life/culture of local communities	39.4%
Respect customs and traditions of the host communities (local people)	40.4%
Others	1.7%

Note: Sum of percentages exceeds 100.0% because of multiple answers

- * Almost all of the respondents at 94.2% said that they have refrained from littering solid waste during their trip.
- * 76.7% of the respondents surveyed cited that they have refrained from damaging coral reef, trees, flowers, plants, etc.
- * 62.7% of the respondents likewise indicated that they have refrained from buying/collecting endangered species or rare plants and animals to protect and conserve the environment during their stay in the country.

Acceptance of Additional Travel Cost for Environment Protection

- * More than half, 65.4%, of the respondents agreed to accept additional cost, fees, specific tax or levy to be added to their cost of travel for the protection of the environment in the Philippines.
- * 34.6% of the respondents will not accept additional expenses to be added to their cost of travel for the same purpose.

Additional Cost for Protection of Environment

- * Of the total base respondents who have agreed to accept additional expenses to be added to their total cost of travel for the protection of environment in the country, an average amount of US\$ 76.00 was arrived at.
- * 37.1% of the respondents are willing to shoulder additional cost of travel in the amount of US\$ 25.00 and below for the said purpose.
- * Those who agreed to share in additional cost between US\$ 26.00 and US\$ 50.00 comprised 9.5% of the respondents.
- * 3.4% of the respondents agreed to add US\$ 200.00 and above to the cost of their travel for the same purpose while another 3.3% accepted additional cost of between US\$76.00 to US\$ 100.00.

Amount (in US\$)	% Share of Respondents Willing to Pay Additional Cost of Travel for the Protection of Environment	% Share of Respondents Who Donated Money for the Protection of Environment
US\$ 25.00 and Below	37.1%	28.7%
US\$ 26.00 - US\$ 50.00	9.5%	14.7%
US\$ 51.00 - US\$ 75.00	2.9%	2.8%
US\$ 76.00 - US\$ 100.00	3.3%	7.0%
US\$ 101.00 - US\$ 125.00	1.9%	0.7%
US\$ 126.00 - US\$ 150.00	0.5%	0.7%
US\$ 151.00 - US\$ 175.00	1.0%	-
US\$ 176.00 - US\$ 200.00	-	2.1%
US\$ 201.00 - US\$ 225.00	-	-
US\$ 226.00 - US\$ 250.00	0.5%	0.7%
US\$ 251.00 - US\$ 275.00	1.0%	0.7%
US\$ 276.00 - US\$ 300.00	-	1.4%
Above US\$ 300.00	1.9%	11.9%
Average Amount	US\$ 76.00	US\$ 231.30

Donated Money for Protection of Environment

- * 55.5% of the respondents stated that they have not donated money to any institutions, groups or individuals aimed at protecting the environment.
- * Less than half, 44.5%, of the respondents have already donated money for the protection of the environment.
- * Of the respondents who already donated money for the protection of the environment, an average amount of US\$231.30 was given out to an institution, group or individual for the said purpose.

- * 28.7% of the respondents who donated money gave an amount of US\$ 25.00 and below.
- * Those who donated an amount between US\$ 26.00 to US\$ 50.00 constituted 14.7% of the respondents while another 7.0% of the respondents donated an amount between US\$76.00 to US\$ 100.00.
- * Another 14.7% of the respondents have donated a sum of money in the amount of US\$200.00 and above.
- * The maximum amount donated by a respondent was US\$ 5,000.00 while the minimum amount donated by a respondent was US\$ 1.00.

Opinion Whether Tourism is Friendly to the Environment

- * A little more than one-half of the respondents (57.0%) indicated that they have the opinion that tourism is friendly to the environment.
- * 41.1% of the respondents said that tourism is unfriendly to the environment while 1.9% have not given any comment on this.

Detailed tabular survey results are found in Appendix 4.