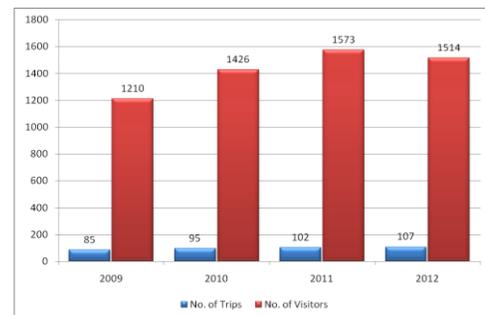


# 2012 TOURISM REPORT

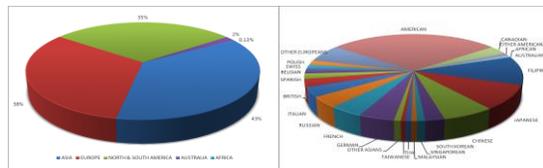
Tubbataha Management Office  
20 July 2012

The diving season this year started with the entry of two (2) commercial dive boats from Batangas, Philippines, M/V Stella Maris Explorer and M/V Oceanic Explorer on March 05 and ended with the departure of M/Y Palausport of Rendec Marine Corp. on June 17, 2012.

There were 107 trips conducted this year, 5% more compared to the number of trips in 2011. Despite this increase, a 3.7% decrease in the number of visitors was observed. From 1,573 in 2011 the number of visitors slightly went down to 1,514 this year. The decrease is attributed to the three (3) cancelled trips of the Philippine Siren, one of the commercial dive operators, due to engine trouble. It was also observed that only 72.5% of the trips published by dive operators this season were actually conducted while 27.5% of trips were either cancelled or not filled.



GRAPH 1. THE NUMBER OF TRIPS AND VISITORS FROM 2009 TO 2012

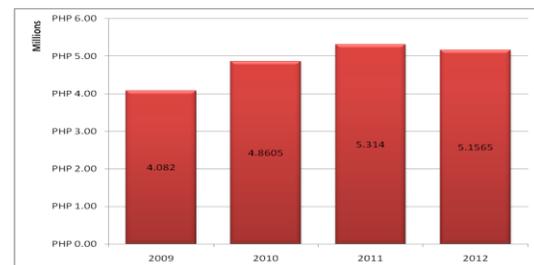


GRAPH 2. 2012 VISITORS DEMOGRAPHICS

Forty three percent (43%) of this year's guests came from Asian countries followed by Europe (38%), and North and South America (17%). Guests from Africa and Australia represent 2.57% of the total number of visitors. The top ten nationalities this year were: Americans (15%), Filipinos (13%), Japanese (12%), Chinese (8.6%), German (5.2%), French (5%), Russian (4.6), Italian (4%), British (3.4%), and South Korean (3.2%).

As of June 17, 2012, the tourism revenue is PhP 5,156, 500 or a 2.96% decrease from last year's collection. The total administrative fine of P245, 400 from tourism-related violations recorded this season, however, supplemented this decrease. These violations were the grounding of P/Y Atlantis Azores in 19 April 2012, and the non-payment of conservation fee of M/V Hans Christian Andersen.

Thirteen commercial dive boats operated in TRNP this year including the newcomer, M/Y Flying Dolphin 3 from Puerto Galera, Oriental Mindoro. Four of these boats are owned by one diving company, the Expedition Fleet Liveboards, which contributed 45.2% of all conservation fee collections. P/Y Atlantis Azores which is operated by Diving Cruises Philippines, Inc. represents 13% of tourism collections. Six private trips were conducted by yacht/boat owners from local and abroad. Revenues from this sector represent 4.5% of all tourism collections.



GRAPH 3. TOURISM REVENUE FROM 2009 TO 2012



TMO ADMIN ASST. MARY JANE AARON INTRODUCES TUBBATAHA REEFS TO THE GUESTS OF M/V BORNEO.

### Pre- Departure Briefing

Every summer, TMO conducts briefings for visitors prior to their departure for Tubbataha to mitigate the potential negative impacts of tourism activities to the marine ecosystem. On-board briefings serve:

- To increase visitor appreciation of the the values of the Tubbataha Reefs;
- To increases visitors' understanding of the regulations and the rationale for their formulation,
- As channel for visitors and boat operators to present comments and suggestions to improve park management.

From March 13 to June 17, 81% of the 107 trips held this season were briefed. The remaining 19% represents the transition trips of the commercial operators, and other private trips that sailed directly to Tubbataha. This is the highest number of pre-departure briefings conducted in the last three years.

In 2010, briefings were conducted in 42% of the trips and in 2011, only 14% of the tour groups were briefed. The participation in research activities of the TMO staff charged with the briefings affected the 2011 pre-departure activities. On the other hand, briefings for the crew of the regular boat operators were conducted. The TRNP Law (RA 10067), Tubbataha's significance and conservation initiatives were the topics discussed during the boat crew briefings.

### Merchandise, Token & Brochure



TMO produced 1,500 Tubbataha t-shirts and 250 pcs fisherman's hats. There were five designs for this year's shirts: turtle, manta, shark, dolphin, Tubbataha map, all created by Victoria Laquindanum, a volunteer from Manila. All new items were sent to the Ranger Station, from where marine park ranger sold about 86%. The gross sales for this year is **Php 545,779.00** with a net profit of Php 135, 845.14.

One thousand five hundred (1,500) pieces snapbands/ballers were produced as token for visitors this dive season. Also, 1, 500 pcs. brochures (English and Japanese version) were produced through the Pilipinas Shell Foundation, Inc., and distributed to visitors during pre-departure briefings.