Best Islands in the World: Readers' Choice Awards 2015

1. Palawan, Philippines
Overall Rating: 85.937
Revenues

P640m       GOP Margin 33%

NIAT

P45m       EBITDA Margin 23%
Photo by Katherine Jack
2007 onwards
El Nido’s Growing Popularity

<table>
<thead>
<tr>
<th>Period</th>
<th>Average Annual Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995 – 2000</td>
<td>5.7 %</td>
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<tr>
<td>2001 – 2005</td>
<td>9.8 %</td>
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<tr>
<td>2006 – 2010</td>
<td>14.9 %</td>
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<tr>
<td>2011 – 2013</td>
<td>21.3 %</td>
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</tbody>
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Average Annual Growth in Tourist Arrivals, 1995-2013
Source of Raw Data: Municipal Tourism Office
Emerging issues

- Peak hour and seasonal congestion at Small and Big Lagoon
- Increasing human impact (trash, vandalism, pollution)
- Environmental degradation at Bacuit Bay and island destinations
- User conflicts, e.g. between motorized boats and kayakers/snorkelers
"Tourism is an effective way of redistributing wealth and a catalyst for gender equality, cultural preservation and nature conservation.‘‘ - UNWTO

“Tourism carries within itself the seeds of its own destruction.”
Call for Leadership
Informed participation of all relevant stakeholders
Optimal use of environmental resources
Monitors impacts constantly

BOAT COUNTS PER ISLAND (TOUR A) - JUNE 28

- 214 pax
- 216 pax
Implements corrective and preventive measure timely
Ensures a high level of tourist satisfaction and a meaningful experience of the destination.
Respect the socio-cultural authenticity of host communities
Ensure viable, long-term economic use of the resource
Providing socio-economic benefits to all stakeholders
It’s time to lead.