

Chapter IV LOCAL ECONOMY

TRADE AND INDUSTRY

Table 85: Number of Establishments (New and Renewal)

Type	NEW		RENEWAL	
	2017	2018	2017	2018
Amusements, billiards, bowling, bingo, magic show, cinema	6	87	76	541
Banks, lending, financing	25	36	142	335
Bar, videoke bar	31	30	182	214
Broker, real estate broker, developer	8	16	53	64
Cable, TV network	0	0	5	8
Cooperative	9	7	108	107
Dealer, aggregates, hollow blocks, guns, Distributor, trading	45	44	226	232
Gen Con, contractor, engineering, architectural, survey	56	49	236	255
Hotel, motels, inns, pension, lodging, drive inn	6	12	127	121
Manufacturer, iron works, bakery, wood works, sash, furniture, silver, processed meat, jam preserves	19	23	109	115
Print, printing publication	17	19	86	110
Radio, broadcasting	0	0	11	9
Real Estate, boarding house, apartment, transient	361	311	4133	4168
Restaurant, café, cafeteria, ice cream, refreshments, eatery, canteen, fast food, coffee shop	284	284	883	971
Retailers	1384	1272	7882	8475
Wholesale, vegetable, grocery, motor oil, food supplement, medical product, medicine	33	36	420	484
Services	514	409	2113	1864
Grand Total	2,798	2,635	16,792	18,073

Table 86: Summary of the total number of Establishments

Type	TOTAL		Difference	Percent Change
	2017	2018		
Amusements, billiards, bowling, bingo, magic show, cinema	82	628	546	665.85
Banks, lending, financing	167	371	204	122.15
Bar, videoke bar	213	244	31	14.55
Broker, real estate broker, developer	61	80	19	31.15
Cable, TV network	5	8	3	60.00
Cooperative	117	114	3	2.56
Dealer, aggregates, hollow blocks, guns, Distributor, trading	271	276	5	1.85
Gen Con, contractor, engineering, architectural, survey	292	304	12	4.11
Hotel, motels, inns, pension, lodging, drive inn	133	133	0	
Manufacturer, iron works, bakery, wood works, sash, furniture, silver, processed meat, jam preserves	128	138	10	7.81
Print, printing publication	103	129	26	25.24
Radio, broadcasting	11	9	2	18.18
Real Estate, boarding house, apartment, transient	4,494	4,479	15	0.33
Restaurant, café, cafeteria, ice cream, refreshments, eatery, canteen, fast food, coffee shop	1,167	1,255	88	7.54
Retailers	9,266	9,747	481	5.19
Wholesale, vegetable, grocery, motor oil, food supplement, medical product, medicine	453	520	67	14.79
Services	2,627	2,273	354	13.47
Grand Total	19,590	20,708	1118	5.71

Source: Permits & Licensing Office

Total number of establishments has increased by 5.71 percent. The increase is due the intense inspections, prepared notices and closure orders against non-compliant entrepreneurs or business operators in coordination with the barangay officials. The establishment of the electronic Business Process License System (eBPLS) eased the process of doing business in the city, provided, that an applicant complete necessary requirements the process is smooth, fast and no further delay in the issuance of business permits.

Table 87: Number of Business Registration and Capital Investments (New & Renewal)

NEW BUSINESS	2017	2018	Difference	Percent Change
New Business Permit Registration	2,798	2,635	-163	-5.83
Number of Employees (New Registration)	8,367	7,905	-462	-5.52
Total Capital Investment (Php)	22,907,001.00	931,319,505.00	908,412,504.00	3,965.65
RENEWAL BUSINESS				
Renewal Business Permit Registration	16,792	18,073	1,281	7.63
Number of Employees (Renewal Registration)	50,376	54,219	3,843	7.63
Total Gross Sales(Php)	46,887,456,032.81	39,367,198,846.00	-7,520,257,186.81	-16.04

Source: Permits & Licensing Office

Table 88: Number of Banks and Financial Institutions

Type	2017	2018	Difference	Percent Change
Commercial Banks	52	47	-5	-9.61
Rural Banks	19	20	1	5.26
Remittance Centers	35	43	8	22.86
Pawnshops	66	69	3	4.54
Finance Cooperatives	117	92	-25	-21.37
Microfinance Institutions	33	38	5	15.15
Universal Banks				
Thrift Banks and Savings Banks	9	10	1	11.11
Savings and Loans Association with Quasi-Banking Functions	69	92	23	33.33
Money Changers/Foreign Exchange Dealers	35	40	5	14.29
TOTAL	435	451	16	36.78

Source: Permits & Licensing Office

The number of banks and financial institutions have increased in 201 which shows strong banking system in the City.

NON- PEZA EXPORTS

INDICATOR	2017	2018	Difference	Percent Change
Investment Generated	142,560,000	88,535,000	-53,925,000	-37.83
Other Sectors	142,560,000	88,535,000	-53,925,000	-37.83
Employment Generated	1,014	1,015	1	0.10
Other Sectors	1,014	1,015	1	0.10
Sales Generated - Domestic	391,200,000	41,277,555	-349,922,445	-89.45
Sales Generated - Export (US\$)	933,000	544,000	-389,000	-41.69

The investment generated by Non- PEZA exports has a significant decrease of 37.83 percent in 2018. Further, a significant decrease was also noted for Sales Generated (Domestic and Export) with 89.45 percent and 41.69 percent, respectively.

NUMBER OF REGISTRANTS

INDICATOR	2017	2018	Difference	Percent Change
Business Name Registration	1,305	3,744	2,439	1.87
Repair and Service Shop Accreditation	100	115	15	15.00
PCAB Applications Processed (Contractor Licenses)	465	146	-319	-68.60
Sales Promo Permit Issued	147	112	-30	-20.41
No. of SMEs Assisted	340	673	333	97.94

BAGUIO CITY ECONOMIC ZONE

Baguio City Ecological Profile | 2018

PARTICULAR	2017		2018		Exports		Employment	
	EXPORTS (in US\$)	EMPLOY- MENT	EXPORTS (in US\$)	EMPLOY- MENT	Diff	Percent change	Diff	Percent change
Textile	1,105,327.60	175	1,079,299.00	187	-26,028.60	-2.35	12	6.86
Wearing Apparel	4,692,887.96	370	4,683,790.00	346	-9,097.96	-0.19	-24	-6.49
Rubber And PLASTIC PRODUCTS	1,877,889.38	190	2,682,921.00	203	805,031.62	42.87	13	6.84
IT Companies	35,756,024.23	5,340	40,662,128.16	4,791	4,906,103.93	13.72	-549	10.29
Logistics/ Service Enterprise	--	46	-	44	-	-	-2	-4.35
Electricity, Gas, Steam & Hot Water Supply	-	3	-	3	-	-	0	0
Fabricated Metal Products, Except Machinery & Equipment	110,807.35	80	599,966,119.00	1,617	599,855,311.65	541,349.75	1,537	1,921.25
Radio, Television, Communication Equipment & Apparatus	1,268,600,758.50	2,411	1,492,345,802.00	2,411	223,745,043.50	17.64	0	0
Other Transport Equipment	567,220,556.79	1,345	-	-	-	-	-	-
Miscellaneous Business Activities	1,081,962.31	53	-	-	-	-	-	-
SUB-TOTAL	1,880,446,214.12	10,013	2,141,420,059.16	9,602	260,973,845.04	13.88	411	4.10

Source: PEZA

PARTICULAR	2017	2018	Exports	Employment
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IT COMPANIES	EXPORTS (in US\$)	EMPLOY- MENT	EXPORTS (in US\$)	EMPLOY- MENT	Diff	Percent change	Diff	Percent change
SM Cyber zone (IT Company)	14,082,079.24	1,567	15,520,801.23	1,621	1,438,721.99	10.22	54	3.45
Johnhay Tourism Special Economic Zone (Jhtsez-IT Companies)	31,160,073.52	2,964	31,595,145.46	2,769	435,071.94	1.40	-195	-6.58
Neutrinos Information Technology Center (IT Company)	515,559.56	66	1,402,794.12	118	887,234.56	172.09	52	78.79
Abanao Square IT Center			659,024.33	113	-	-	-	-
Sub- Total	45,757,712.32	4,597	49,177,765.14	4,620	3,420,052.82	7.47	-23	-0.50
Grand Total	1,926,203,926.44	14,610	2,190,597,824.30	14,223	264,393,897.86	13.73	-387	-2.65

IT COMPANIES OUTSIDE PEZA COMPOUND

Source: PEZA ; Locators – 45, as of January 2019 from PEZA Economic Zone Monthly Performance Report (EZMPR)

Total Exports at PEZA has significant increase in 2018 with 13.73 percent. Business Process Outsourcing (BPO) and IT companies located outside the Economic Zone such as SM Cyber zone, John Hay, Neutrinueous and Abanao Square contributed USD 49,177,765.14 or 2.24 percent of the total exports and generated employment to city residents and nearby areas .

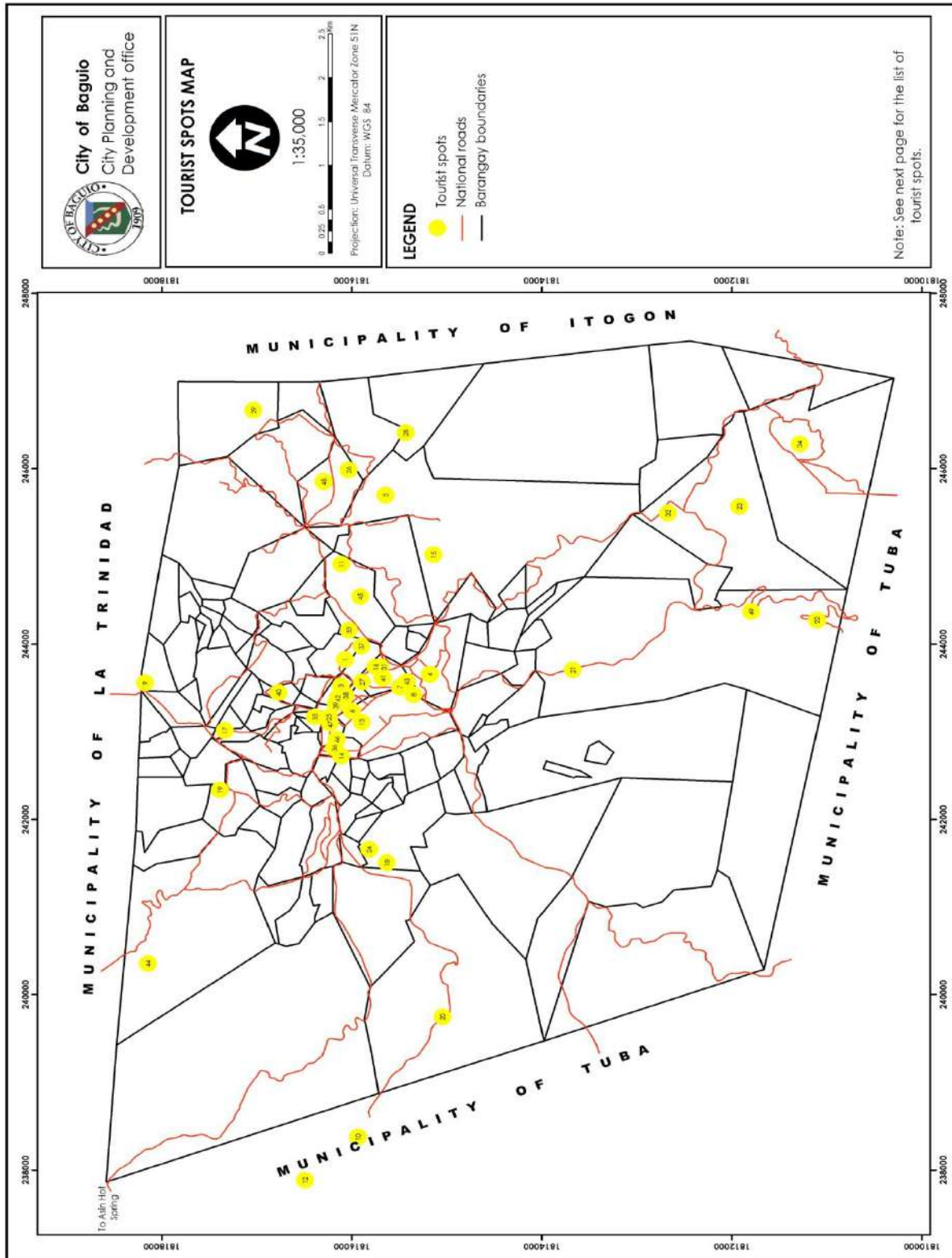
TOURISM

Table 91 : Inventory of Tourist Attractions

Attraction Type	Attraction	Location
Historical	Marker of the Philippine Commission's First Session in Baguio	Governor Pack Road
	Largest Tablet of the Ten Commandments (Guinness Book of World Record)	Dominican Hill
	Dominican Hill Heritage Site (Heritage Nature Park- Diplomat)	Dominican Hill
	Philippine Military Academy	Fort del Pilar, Kias
	The Mansion House	Leonard Wood Road
	Teacher's Camp	Leonard Wood Road
	Mirador Observatory	Mirador Hill
	Rizal Monument	Otek Street
	Casa Vallejo Hotel	Session Road
	Aguinaldo Park and Museum	Happy Glenn Loop
	Loakan Airport	Loakan Road
	Brent International School	Brent Road
	Camp John Hay Roundabout (First Bombed Area that erupted WWII)	Corner Loakan Road- South Drive
	Veterans Park	Harrison Road
	Baguio City Hall	Central Business District (CBD)
Cultural	Easter Weaving Room	Guisad Road
	Sunshine Park	Tourism Complex
	Baguio Convention Center	Tourism Complex
	Baguio Museum	Tourism Complex
	Tam-Awan Village	Tacay Road
	Museo Cordillera	University of the Philippines
	SLU Museum	Saint Louis University , Assumption Rd.
	Onjon ni Ibadoi Park	Kisad Road, Barangay Burnham- Legarda
	Asin Wood Carvers Village	Asin Road
	Igorot Garden	Barangay Burnham- Legarda

Attraction Type	Attraction	Location	
Natural	Pine Trees of the World Park	Gov. Pack Road	
	Tam-awan Village Trail	Longlong Feeder Road	
	Yellow Trail	Camp John Hay	
	The Forest Bathing Trail	Camp John Hay	
	Bayan Park	Bayan Park, Brgy. Aurora Hill Proper	
Religious	Our Lady of Lourdes Grotto	Mirador Hill	
	Our Lady of Atonement (Baguio Cathedral)	Fr. Carlu Drive	
	The Church of the Resurrection	Magsaysay Avenue	
	Maryhurst Convent	Maryhurst-Mines View	
	Pink Sisters Convent	Brent Road	
	United Church of Christ	Otek Street	
	Santa Catalina Convent	Marcos Highway	
	Little Flower Convent	Villamore Drive	
	Recolletos Seminary	Asin Road	
	Home Sweet Home	Gov. Pack Road	
	Bell Church	Barangay South Sanitary Camp	
	Man-Made	Burnham Park	Harrison Road
		Session Road	Central Business District (CBD)
		Botanical Garden	Leonard Wood Road
		Mines View Park	Outlook Drive
Wright Park kiosk & Pool of Pines		Baguio-Bua- Itogon Road	
Wright Park (Horseback riding)		Pacdal Circle	
Club John Hay		Loakan Road	
Tree Top Adventure		Camp John Hay	
Public Market		CBD	
Baguio Country Club		South Drive	
Lion's Head		Kennon Road	
Maryknoll Ecological Sanctuary		Brgy Sto Rosario	
Malcolm Square Peoples Park		Brgy Malcolm Square	
Kennon Road View Deck		Kennon Road, Brgy Camp 7	
Lilikha Village		Assumption Road	
Good Shepherd View Deck		Gibraltar Road	
Panagbenga/Baguio Flower Festival		Cor. Loakan Road- South Dive	

Source: City Tourism Office



Map 19. Tourist Spots Map

Table 92: Accommodation Establishments

TYPE	2017			2018		
	No. of Establishments	No. of Rooms	No. of Employees	No. of Establishments	No. of Rooms	No. of Employees
Hotel	24	1,505	967	26	1,518	910
Resort	2	343	517	2	343	517
Apartelle	3	227	33	4	262	47
Pension House	9	136	53	8	105	47
*Homestay site						
Tourist Inn	7	173	88	7	176	88
Others ⁱ	142	3,913	1,285	148	4,053	1,354
TOTAL	187	6,297	2,943	195	6,457	2,963

Source: City Tourism Office

Data recorded for the total numbers of establishments, rooms and employees increased.

Table 93: Tourist Arrivals

TYPE	2017	2018	Difference	Percent Change
Domestic	1,473,245	1,724,469	25,1224	17.05
Foreign	48,261	35,234	-13,027	-26.99
Overseas	242	1,026	784	323.97
TOTAL	1,521,748	1,760,729	238,981	15.70
Growth Rate	17.52%	15.70%		

Source: City Tourism Office

Domestic and Overseas tourist arrivals in the City continue to enjoy a significant increase in 2018. However, foreign tourist arrivals decreased significantly with only 35,234 arrivals. The increase in the total tourist arrivals is attributed to the participation of eleven (11) international Sister City and twelve (12) domestic sister city delegates who joined the programs and activities of the city.

Table 94: Occupancy Rate of accommodation establishments

PARTICULAR	2017	2018	Difference	Percent Change
Average Occupancy Rate	44.43%	47.24%	2.81	6.32
Average Length of Stay (Nights)	2.77	1.66	-1.11	-40.07
Average Number of Persons per Room	5.68	3.37	-2.31	-40.67
Convention Utilization Survey (MICE- participants)	903,219	485,457	-417,762	-46.25
Visitor Attraction Record (visitors)	54,731	380,519	326,788	595.25

Source: City Tourism & Special Events Office

Average occupancy rate of accommodation establishments and guest rooms utilized by tourist/ visitors in 2018 was pegged at 47.24%, submitted by the 108 accommodation establishments accredited by the DOT- CAR.

Visitor Attraction Record (VAR) are the same-day visitors recorded a total of 380,519 in 2018. These were established from the records of entrance fees/ tourist police units and the security services in every tourist attractions.