

## CHAPTER IV ECONOMIC PROFILE

### I. INTRODUCTION

The City of Puerto Princesa is the capital city of the island province of Palawan. It is the center of trade and commerce, communication, education and public administration in the province. It also serves as the main gateway to the rest of the province. Its economy largely rests on agriculture particularly fishing, tourism, trade and commerce, with tourism as fast becoming a strong economic base.

### II. AGRICULTURE

#### A. Crop Production

The potential agricultural land of the city is 50,716.49 hectares, approximately 20% of the total area. Based on the records of the Office of the City Agriculturist, (2005-2006 Survey Report of Agricultural Technicians) the cultivated agricultural land of the city was 14,560.9 hectares, about 29% of its potential agricultural land. The major crops planted include rice, corn, coconut, banana, cassava, mango, vegetables, coffee, cacao and other fruit trees. Among them, rice production dominates the crop sub sector, registering an estimated 6,663 metric tons representing 38.40 % of the production of the major crop sub sector.

Corn is the city's second cereal crop. For 2005, the city's corn production was 1,505 metric tons comprising 8.67% of the total production in agricultural crops sub sector.

Coconut is next to rice in terms of volume of production with an accrued yield of 3,059 metric tons, constituting 17.63 % of the city's total crop production.

Cassava and banana posted 1,050 and 1,020 metric tons or 6.05 % and 5.88 % respectively of the city's crop production. The rest includes mango, cashew, vegetables, cacao, coffee and other fruit trees. Table IV.1 shows the agricultural crop production of the city for the year 2005.

**TABLE IV.1**  
**2005 Major Crops Production**  
**City of Puerto Princesa**  
**2005**

TEMPORARY CROPS	AREA (HAS.)	YIELD/HAS. (MT./HA.)	PRODUCTION (MT)	%
PALAY				
• Irrigated	852	4.0	3,408	
• Rainfed	973	3.0	2,919	
• Upland	168	2.0	336	
<b>SubTotal</b>	<b>1,993</b>		<b>6,663</b>	<b>38.40</b>
CORN				
• Hybrid	110	4.0	440	
• OPV	37	3.0	111	
• Traditional	477	2.0	954	
<b>Sub Total</b>	<b>514.11</b>		<b>1,505</b>	<b>8.67</b>
VEGETABLES	83.8	1.2	100	0.57
CASSAVA	150	5-7	1,050	6.05
<b>Sub Total</b>	<b>2,740.91</b>		<b>9,318</b>	<b>53.70</b>

**TABLE IV.1**  
**2005 Major Crops Production**

<b>2. Permanent Crops</b>	<b>Area (has.)</b>	<b>No. of Trees</b>	<b>Production (MT)</b>	<b>%</b>
Coconut	3,824	5,900	3,059	17.63
Cashew	500.9	Bearing: 43,100 Non-bearing: 6,100	251	1.45
Banana	250	51,020	1,020	5.88
Coffee	149	92,587	50	0.29
Mango	1,096	Bearing: 61,336 Non-bearing: 49,833	405	2.33
Cacao	33.5	49,375		
Other Fruit Trees	3,250		3,250	18.73
<b>Sub Total</b>	<b>9,103.4</b>	<b>706,702</b>	<b>8,035</b>	<b>46.30</b>
<b>GRAND TOTAL</b>			<b>17,353</b>	

Source: Office of the City Agriculturist, City of Puerto Princesa

Rice production maybe improved thru the development or more irrigation system and facilities in order to increase the land areas planted to irrigated lowland rice and thru the increase on the number of rice farmers adapting the recommended good agricultural practices and technologies particularly on the adequate and proper use of the recommended fertilizers and other farm inputs which are very expensive.

There are seasonally adequate traditionally grown species of vegetables produced locally and available in te market significantly during the On- season period. However, some species of vegetables specifically those which do not thrive well locally due to problems of adaptability to local conditions are still derived from other provinces predominantly those coming from Regions I to V.

#### **B. Poultry and Livestock Production**

There are two multinational poultry integrators that operate in the city. These are the Magnolia Food Incorporated and Swift Food Incorporated. In 2005, the Magnolia Food Incorporated had 9 contract growers with a total of 72,300 broilers per cropping. Swift Food Incorporated had 18 contract growers with a total of 110,700 broilers per cropping. The succeeding tables show the inventory of commercial poultry farm and inventory of livestock and poultry production in the City of Puerto Princesa for 2005.

**TABLE IV.2**  
**2005 Inventory of Commercial Poultry Farm**  
**Puerto Princesa City**

<b>Contract Growers</b>	<b>Employment Size</b>	<b>Capacity</b>	<b>Address</b>
<b>A. Magnolia Contract Growers</b>			
1. Boon William P.	3	10,000	Kaimito Extension, Bgy. San Jose PPC
2. Encarnacion, Jose Ma.	2	5,000	Bgy. Sta. Lourdes, Puerto Princesa City
3. Gorospe, Danilo 1 & 2	3	11,500	Bgy. Sta. Lourdes, Puerto Princesa City
4. Gorospe, Danilo 3	2	6,500	Bgy. Sta. Lourdes, Puerto Princesa City
5. Magbanua, Virgilio A. Jr.	4	10,000	Bantog St., Bgy. Sicsican PPC
6. Marcelo, Bernard C.	4	14,000	Bgy. Tagburos, Puerto Princesa City
7. Nale, Joel U.	2	3,000	Bgy. Irawan, Puerto Princesa City
8. Palayon, Domingo E.	2	6,300	Bantog St., Bgy. Sicsican PPC
9. Solina, Edna I.	3	6,000	Pomio. Bgy. Sta. Lourdes PPC
<b>TOTAL</b>	<b>25</b>	<b>72,300</b>	

**TABLE IV.2**  
**2005 Inventory of Commercial Poultry Farm**

<b>B. Swift Foods, Inc.</b>			
<b>Contract Growers</b>	<b>Employment Size</b>	<b>Production (Heads)</b>	<b>Location</b>
1. Abon, Camila	2	7,000	Sta. Lourdes, Puerto Princesa City
2. Adorable, Bertier	2	5,200	Bacungan, Puerto Princesa City
3. Alejandro, Estrellito	3	5,800	Iwahig, Puerto Princesa City
4. Artazo, Emmanuel	2	4,400	Sicsican, Puerto Princesa City
5. Bemido, Danilo	2	8,500	Bacungan, Puerto Princesa City
6. Consebido, Desdo	2	5,500	Bacungan, Puerto Princesa City
7. Largado, Edward	2	4,000	Luzviminda, Puerto Princesa City
8. Marcelo, Isa	3	9,700	Tagburos, Puerto Princesa City
9. Miranda, Alexander Farm A	2	5,500	Sicsican, Puerto Princesa City
10. Miranda, Alexander Farm B	2	6,000	Luzviminda, Puerto Princesa City
11. Miranda, Alexander Farm C	3	10,500	Luzviminda, Puerto Princesa City
12. Miranda, Ronaldo Farm A	3	10,000	Iwahig, Puerto Princesa City
13. Miranda, Ronaldo Farm B	3	10,000	Luzviminda, Puerto Princesa City
14. Molina, Romando	2	3,500	Montible, Puerto Princesa City
15. Morante, Rose	2	3,500	Sicsican, Puerto Princesa City
16. Pacot, Ruel	2	3,500	Luzviminda, Puerto Princesa City
17. Romarate, Valentin	2	4,500	Sicsican, Puerto Princesa City
18. Zerrudo, Marisa	2	3,600	Luzviminda, Puerto Princesa City
<b>TOTAL</b>	<b>41</b>	<b>110,700</b>	

Source: Magnolia and Swift Food Inc., City of Puerto Princesa

**Table IV.3**  
**Inventory of Poultry and Livestock Production**  
**City of Puerto Princesa**  
**2005**

<b>LIVESTOCK/POULTRY</b>	<b>NUMBER OF HEADS</b>	<b>TOTAL PRODUCTION (MT)</b>
<b>LIVESTOCK</b>		
• Carabao	1,403	702.0
• Cattle	3,467	427.6
• Hog	38,953	2,007
• Goat	1,700	20.4
Total	<b>45,523</b>	<b>3,157</b>
<b>POULTRY</b>		
• Chicken	936,792	921.54
• Duck	1,678	2.52
Total	<b>938,470</b>	<b>924.06</b>

Source: Office of the City Veterinarian, City of Puerto Princesa

### **C. Agro-Infra Facilities**

From 2002 to 2<sup>nd</sup> quarter of 2006, the Office of the City Agriculturist had constructed earth brush dams in 42 sites, covering 364 and 264 hectares of potential and irrigable areas respectively for 244 farmer beneficiaries. This gave an increment of 27.60% over 58 constructed dams for 1997-2001. The city now has 100 sites of earth brush dams with 1,007.5 and 872 hectares of potential and irrigable areas benefiting 579 farmers.

Likewise, from 2001 to 2<sup>nd</sup> quarter of 2006, the office of the City Agriculturist had constructed irrigation canals in 55 sites with a total length of 18,586 meters covering 490 hectares servicing 724 farmer-beneficiaries.

With respect to multi-purpose ponds, the city has 66 farm ponds with an area of 16.43 hectares benefiting 286 farmers.

There are also 85 privately-owned and 1 government-owned hand tractors; four (4) privately-owned and seven (7) government-owned four-wheel tractors and one (1) privately-owned rice harvester. The City Government-owned tractor is being utilized to till the land of farmers free of charge. For 2005, the Office of the City Agriculturist had served 321 farmers in 30 barangays covering 1,045 hectares of agricultural land.

Records also show that there are forty-five (45) drier/patio (multi-purpose pavement), two (2) kiskisan, One (1) semi-cono, six (6) rice mills, three (3) warehouses and two (2) mechanical driers operating in the city.

The National Food Authority has one warehouse with a storage capacity of 20,000 cavans. The NFA and the two (2) privately-owned warehouses have a combined storage capacity of 23,900 cavans.

#### D. Agrarian Reform Coverage

The Comprehensive Agrarian Reform Program (CARP) has been successfully implemented in the City of Puerto Princesa thru the joint effort of the implementing agencies, POs, and NGOs in bringing about change in the life of the farmer beneficiaries and their families through increased productivity and income. As of May 2006, there were three Agrarian Reform Communities in the City covering 22,198.947 hectares. These include LUZVIMANGI (Luzviminda-Mangingisda), TAKAMIN (Tagumpay-Kamuning-Inagawan), and MAMALUC (Manalo-Maruyugon-Lucbuan). A total of 2,180 farmers benefited the program from eight barangays of the city. Table below shows CARPable lands/area by barangay of the City of Puerto Princesa.

**TABLE IV.4**  
**Area, Number and Location of CARPable Areas**  
**City of Puerto Princesa**  
**2006**

Agrarian Reform Communities	Location	Area (Has.)	Beneficiaries			
			Male	Female	Potential ARBs	Total
1. LUZVIMANGI ARC	Barangays Luzviminda and Mangingisda, PPC	2,493.79	845	317	47	1,209
2. TAKAMIN ARC	Barangays Inagawan Sub-Colony, Kamuning, and Inagawan, PPC	3,477.847	439	194		633
3. MAMALUC ARC	Barangays Manalo, Maruyugon, and Lucbuan, PPC	16,227.31	195	127	16	338
<b>TOTAL</b>		<b>22,198.947</b>	<b>1,479</b>	<b>638</b>	<b>63</b>	<b>2,180</b>

*Source: Department of Agrarian Reform, City of Puerto Princesa*

The major program of the Department of Agrarian Reform is geared towards the development of viable agrarian reform communities. Among its components are the Social Infrastructure and Local Capability Building and Strengthening (SILCAB), Sustainable Agribusiness and Rural Enterprises Development (SARED), and Access Facilitation and Rural Infrastructure Development (AFRID).

The AFRID is concerned with provision of basic agricultural and rural infrastructure facilities like water resources facility, irrigation system, farm to market roads, post harvest facility and multipurpose

pavement to enhance farmers and rural household access to economic opportunities, markets, sources of micro-enterprise financing and basic services. Table IV.5 shows the AFRID projects implemented in the city.

**TABLE IV.5**  
**Implemented Rural Infrastructure Facilities**  
**City of Puerto Princesa**  
**As of 2<sup>nd</sup> Quarter 2006**

Title of Project	Project Category	Location	No. of ARBs	Length (Km)	Project Cost	Date Started	Date Completed
Magsasaka-Purok Tawiran	Road Construction	Luzviminda	100	2.16	2,800,000	Jun 2000	Aug. 2001
Paligawan-Inner Nat'l Hway	Road Construction	Manalo	40	1.1	1,600,000	Jan 2000	May 2002
Tagumpay Farm to Market Road	Road Rehabilitation	Tagumpay	45	2.4	4,800,000	Jun 2000	Aug 2001
Magsasaka-Puting Buhangin	Road Rehabilitation	Mangingisda	60	1.59	800,000	Jun 2000	Jul 2001
Tagumpay ES Site FMR	Road Construction	Inagawan Sub	75	0.90	800,000	Jun 2000	Oct 2001
Luzviminda-Mangngisda Road	Road Construction	Luzviminda	500	4.78	2,766,734	Dec 1991	Mar 1992

Source: Department of Agrarian Reform, City of Puerto Princesa

On the other hand, SARED consists of introduction and dissemination of environment-friendly and diversified farming, post harvest, livelihood technologies to improve agricultural production. Finally, the SILCAB involves the provision of support and technical assistance for capacitating and strengthening farmers' organizations and cooperatives including linkages and institutional coordination mechanisms with POs, NGAs, LGUs and NGOs. Table IV.6 shows the status of these cooperatives in the aforementioned ARC's in the City.

**TABLE IV.6**  
**Status of DAR-Assisted Organizations**  
**Agrarian Reform Communities, Puerto Princesa City**  
**As of 2<sup>nd</sup> Quarter 2006**

Name of Cooperative	Membership		Financial Status				Services Provided
	Total Members	ARBs	CBU	Savings	Assets	Liabilities	
Mangingisda CK-Plus	391	315	255,446	31,520	1,171,222	1,006,129	Production loan , Micro Lending, Rice Retailing, Capital Assistance, Corn Production, Fish Cage Operation
Tagumpay Auto-Savings MPC (TAASMPC)	196	152	240,706	49,841	1,009,367	551,791	Production Loan, rice Trading, Handloom Weaving Providential & Livelihood Loan, Cashew Trading
Mabuhay MPC	109	67	80,580	10,148	267,593	37,557	Palay/Rice Trading, Production & Providential Loan, Inputs Loan Trading
Manalo Small Coconut Farmers ARBs MPC	95	71	68,960	6,750	108,363	54,250	Lending, Cashew Trading, Rice Retailing & Trading
Maruyugon MPC	137	97	159,734	32,907	351,539	998,382	Integrated Livestock, Poultry Production & Processing, Farm Inputs Loan, MPP Services, Waterpump, Providential Loan
<b>TOTAL</b>	<b>928</b>	<b>702</b>	<b>805,426</b>	<b>131,166</b>	<b>2,908,86</b>	<b>2,648,109</b>	

Source: Department of Agrarian Reform, City of Puerto Princesa

## E. Fisheries

The City of Puerto Princesa is considered as one big coastal community. Seventy-four percent or 49 of its 66 barangays are located in coastal fringes, and are home to thousands of people for whom the sea is a vital source of livelihood. In 2000, there were about 172,319 residents in these coastal barangays. This comprised about 89% of the city's population.

Geographically, the City is surrounded by six major fishing grounds which include South China Sea, Puerto Princesa Bay, Sulu Sea, Honda Bay, St. Paul Bay and Ulugan Bay. The city's shoreline stretches over 416 kilometers, and its coastal waters (15 kilometers from the shoreline) cover an area of 327, 586 hectares.

### a) Fish Production

In 2005, registered fishermen in the City Agriculturist Office accounted to 5,335. Likewise, record of the Provincial Fisheries shows that there were about 7,662.82 and 2, 908.02 metric tons of marine products that were shipped out from the Puerto Princesa Airport and Puerto Princesa Seaport respectively, representing the volume of fish catches for export. The bulk of production of frozen fish goes to Manila-based buyers, either exporters or domestic traders. A very small share of fish production goes to the consumers and hotels/restaurants. In the same period, there were a total of 1,808.19 metric tons of fish sold in the City's Public Market. Table IV.7 and IV.8 presents the monthly exportation of marine products and fish sold in Public Market for the same period respectively.

**TABLE IV.7**  
**Marine Products Shipped Out from Puerto Princesa City Seaport and Puerto Princesa City Airport 2005 (in Metric Tons)**

<b>MONTH</b>	<b>AIRPORT</b>	<b>SEAPORT</b>
January	326.5	576.32
February	228.7	550.5
March	137.3	542.7
April	192.82	764.1
May	338.3	690.5
June	419.8	289.5
July	251.2	751.4
August	251	688.3
September	174.4	742.2
October	241.4	680.4
November	177.3	642.7
December	169.3	744.2
	<b>2, 908.02</b>	<b>7, 662.82</b>

Source: BFAR-4B, Provincial Fisheries Office, City of Puerto Princesa

**TABLE IV.8**  
**Gross Fish Inventory Sold to City Public Market, 2005**  
**(in MT)**

MONTH	SALES
January	85.6
February	128.4
March	133.8
April	161.25
May	172.2
June	179.14
July	178.8
August	164.4
September	147.2
October	171.2
November	152.1
December	134.1
	<b>1,808.19</b>

*Source: Puerto Princesa City Public Market*

**b) Fishing Equipment and Infrastructure**

In 2005, there were 1,564 motorized boats registered in Permits and Licensing Division of the City Mayor's Office.

There are seven fish ports/wharves located in the city. Five are considered public fish landings namely Puerto Princesa Fish Port Complex, Sta. Lourdes Wharf, Macarascas Wharf, Bagong Sikat Wharf and Matahimik Wharf. The private ports are San Miguel and Jacana Port.

**III. FORESTRY**

**A. Forest Products**

Forest areas in the city abound with forest products. Among the nine most abundant species are timber, rattan, mangrove timber, almaciga resins, bamboo poles, boho, honey tanbark and nipa shingles.

Since the enactment of RA 7611, otherwise known as the Strategic Environmental Plan (SEP) for Palawan, commercial logging has been totally banned for the whole province of Palawan. Because of this development, gathering of forest products is limited to minor forest products on a regulated production.

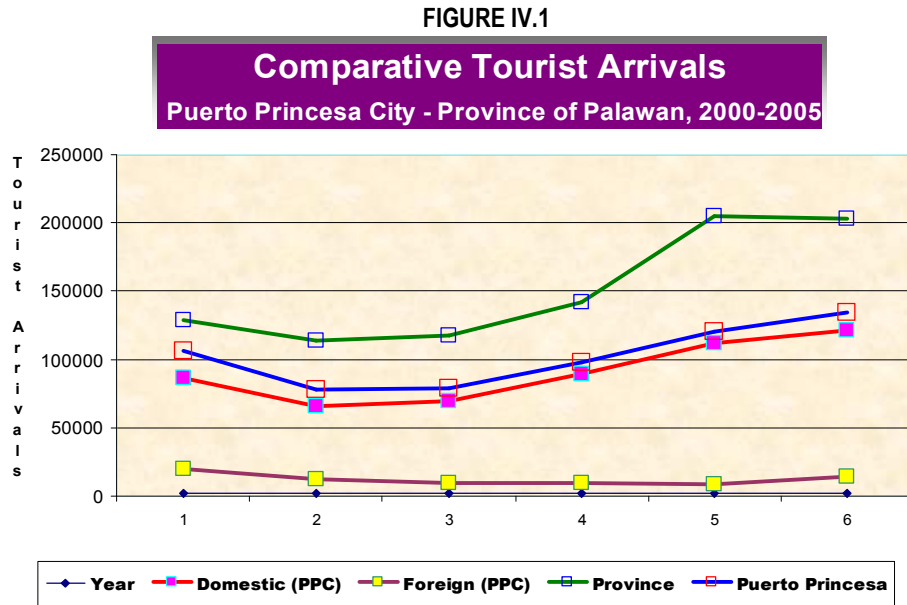
**IV. TOURISM**

**A. Tourist Arrivals**

For 2000-2005, there were 617,377 tourists who visited Puerto Princesa City, of which 80% were Filipinos and the rest were foreigners. Foreign tourists who frequently visit the city are Koreans, Americans, Germans, Japanese, British, French, Chinese, Canadians, Australians, and Swiss. Although it declined in 2001 by almost 24% due to kidnapping incident at Arrecefi Dos Palmas Resort, tourist arrivals gradually increased and the tourism industry remains stable. In 2005, Tourist Arrivals was estimated at

134,824, which comprised 60% of the total tourist arrivals in the province. This indicates a sizable figure of potential tourists, which can be tapped to visit the city. This sector earned P600M - P800M in 2005, with an estimated tourist receipts of P1, 500.00 per day, with tourist staying for an average of three to four days in the city.

Figure IV.1 shows the comparative tourist arrivals in the City of Puerto Princesa and in the Province of Palawan from 2000-2005.



### B. Tourist Facilities/Services

Due to the increasing number of tourist arrivals in the City, many enterprising businessmen have invested their capital in tourism-related establishments/services to meet the demands of the booming industry.

As of 2005, there were 12 travel and tour agencies and 37 licensed tour guides who assisted/facilitated the daily itineraries of tourists. There were 6 hotels which accommodated the socially elite groups. For the budget conscious backpackers there were 36 tourist inns and pension houses. Table IV.9 shows the inventory of tourism-related establishments/services in the city.



**TABLE IV.9**  
**Inventory of Tourism-Related Establishments/Services**  
**City of Puerto Princesa**  
**2005**

CLASSIFICATION	NUMBER
Travel and Tour Agency	12
Licensed Tour Guide	37
Hotel	6
Tourist Inn and Pension House	36
Underground River Ferry Service	37
Beach and Mountain Cottages	13
Resorts	12
Diving Facilities	3
Rent-A-Car	31
Restaurants	96
Souvenir Shops	14
Night Entertainment	8
<b>TOTAL</b>	<b>305</b>

*Source: City Tourism Office, City of Puerto Princesa*

**C. Tourist Attractions and Activities**

The City is a natural destination for eco-tourists, nature lovers, vacationists and researchers. It abounds in diverse resources and natural scenic spots, which attract both local and international tourists. It also boasts of its rich cultural heritage in the form of fiestas, ethnic songs and dances, especially those related to environmental conservation. The tourism activities and existing tourist attractions (as of December 2005) in the urban and rural areas are as follows:

NAME OF ATTRACTION/ACTIVITY	LOCATION
<b><i>I. Historical/Religious Attractions</i></b>	
1. Plaza Cuartel	Taft Street, PPC
2. Mendoza Park	Rizal Avenue, PPC
3. Princess Eulalia Park	Rizal Avenue, PPC
4. Immaculate Conception Church	Rizal Avenue, PPC
5. Mount Calvary	Bgy. Sta. Lourdes, PPC
<b><i>II. Cultural Attractions/Archaeological</i></b>	
1. Palawan Museum	Rizal Avenue, PPC
2. Palawan State University Museum	PSU Campus, Tinguiban, PPC
3. Ethnographic Site Museum	Barangay Cabayugan, PPC
4. Galeri Kamarikutan	Rizal Avenue, PPC
<b><i>III. Natural Attractions/Ecotourism Activities</i></b>	
<b>Puerto Princesa Subterranean River National Park (PPSRNP) Area</b>	
1. Underground River	PPSRNP, Bgy. Cabayugan
2. Lion's Cave, Daylight Hole and Cawili Cave	PPSRNP, Bgy. Cabayugan
3. Monkey Trail and Jungle Trail	PPSRNP, Bgy. Cabayugan
4. Mangrove Paddleboat Tour	PPSRNP, Sabang, Bgy. Cabayugan
5. Sabang Waterfalls	PPSRNP, Sabang, Bgy. Cabayugan

- |  |  |
|--|--|
| 6. Sabang Beach                              | PPSRNP, Sabang, Bgy. Cabayugan                         |
| 7. Ugong Rock Spelunking and Summit Viewdeck | PPSRNP, Bgy. Tagabinet                                 |
| 8. Cross-Country Trek                        | PPSRNP to Concepcion-Tanabag-San Rafael and vice versa |
| 9. Kayasan Ecological Retreat and Camp       | PPSRNP, Kayasan-CADC, Bgy. Tagabinet                   |
| 10. Wildlife Observation/Bird Watching       | PPSRNP, Bgy. Cabayugan                                 |
| 11. Marufinas Beach                          | Bgy. Marufinas   |
| 12. Mt. Cleopatra/Mountain Climbing          | Bgy. Marufinas, Concepcion                             |

**PPC EAST: Honda Bay Area/Islands Coastal Beaches, Waterfalls and Caves**

- |                             |                     |
|-----------------------------|---------------------|
| 1. Bat Island               | Bgy. Sta. Lourdes   |
| 2. Cowrie Island            | Bgy. Sta. Lourdes   |
| 3. Pandan Island            | Bgy. Manalo         |
| 4. Snake Island             | Bgy. Manalo         |
| 5. Lu-li Island             | Bgy. Tagburos       |
| 6. Arreceffi Island         | Bgy. Manalo         |
| 7. Isla Puting Buhangin     | Bgy. Manalo         |
| 8. Starfish Island          | Bgy. Salvacion      |
| 9. Salvacion Viewdeck       | Bgy. Salvacion      |
| 10. San Rafael Beach        | Bgy. San Rafael     |
| 11. Concepcion Beach        | Bgy. Concepcion     |
| 12. Olanguan Waterfalls     | Bgy. Binduyan       |
| 13. Taraw Cave              | Bgy. San Rafael     |
| 14. Marangreg Cave          | Bgy. Maoyon         |
| 15. Sta. Lourdes Hotsprings | Bgy. Sta. Lourdes   |
| 16. Nature Park             | RAC, Bgy. Salvacion |

**Ulugan Bay Area/PC Central West Coast**

- |  |                                       |
|--|---------------------------------------|
| 1. Kayulo Waterfalls/Kayulo River          | Bgy. Bahile                           |
| 2. Isla Rita                               | Bgy. Bahile                           |
| 3. Mangrove Footwalk and Interpretive Area | Bgy. Bahile                           |
| 4. Bahile River                            | Bgy. Bahile                           |
| 5. Paraw Sailing                           | Bgy. Buenavista                       |
| 6. Buenavista Viewdeck                     | Bgy. Buenavista                       |
| 7. Buenavista Beach                        | Bgy. Buenavista                       |
| 8. Bay Tours                               | Bay-wide                              |
| 9. Diving and Snorkelling                  | Bay-wide (Coral reefs within the bay) |
| 10. Tres Marias                            | Ulugan Bay                            |

**PPC Central West and South West Coast**

- |                          |                           |
|--------------------------|---------------------------|
| 1. Talaudyong Beach      | Talaudyong, Bgy. Bacungan |
| 2. City Wilderness Park  | Talaudyong, Bgy. Bacungan |
| 3. Nagtabon Beach        | Nagtabon, Bgy. Bacungan   |
| 4. Tagkawayan-City Beach | Tagkawayan, Bgy. Simpocan |
| 5. Bagong Bayan Beach    | Bgy. Bagong Bayan         |
| 6. Napsan Beach          | Bgy. Napsan               |
| 7. Salakot Waterfalls    | Bgy. Napsan               |
| 8. Mt. Salakot/Trek      | Bgy. Napsan               |

### **PPC Central, South East**

1. Sta. Lucia Hotsprings	Bgy. Sta. Lucia
2. Environmental Estate	Bgy. Sta. Lucia
3. Tagbarungis Beach	Bgy. Inagawan
4. Kamuning Beach	Bgy. Kamuning
5. Puerto Princesa Bay Tour and Sunset Cruise	Bay-wide
6. Dolphin Watching	Puerto Princesa Bay
7. Diving	Puerto Princesa Bay
8. Firefly Watching	Puerto Princesa Bay/Iwahig River
9. Iwahig River Cruise	Bgy. Iwahig
10. Balsahan Natural Spring Pool	Bgy. Iwahig/Iwahig Prison and Penal Farm
11. Bukana Beach	Bgy. Iwahig
12. Turtle Bay Beach	Bgy. Mangingisda
13. Mt. Beaufort	Bgy. Irawan
14. White Beach	Bgy. Banca-Bancao

### **IV. Man-Made Attractions**

1. Crocodile Farm and Nature Park	Bgy. Irawan
2. Irawan River Swimming Pool	Bgy. Irawan
3. Mt. Calvary Horseback Riding center	Bgy. Sta. Lourdes
4. Palawan Butterfly Garden	Bgy. Sta. Monica
5. Mitra's Ranch	Bgy. Sta. Monica
6. Baker's Hill	Bgy. Sta. Monica
7. Iwahig Prison and Penal Farm	Bgy. Iwahig
8. Vietnamese Village	Bgy. Sta. Lourdes or Tagburos
9. City Coliseum and Fountain Park	Bgy. San Pedro
10. Capitol Park Square	Bgy.
11. Western Front Golf Course and Country Club	Bgy. San Miguel

### **V. Event Attractions**

1. Love Affair with Nature	<b>Date</b> February 14
2. Foundation Day Balayong Festival	March 4
3. Pangalipay sa Baybay	1st week of April
4. Pista ng Karagatan	1st week of May
5. Pista Y Ang Kagueban	3 <sup>RD</sup> Week of June
6. Feast of the Immaculate Concepcion	December 8

*Source: City Tourism Office, City of Puerto Princesa*

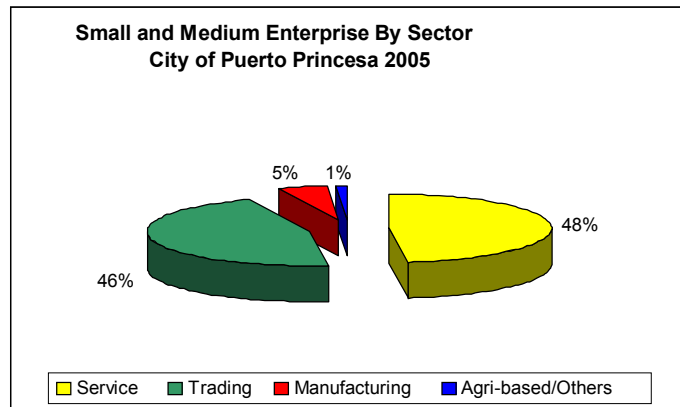
## **V. TRADE, COMMERCE AND INDUSTRY**

The City of Puerto Princesa is the center of trade and commerce in the province. Located at the midsection of the island, it serves as the focal point of business transaction with its neighboring municipalities, Manila and other nearby provinces.

**A. Commercial Establishments**

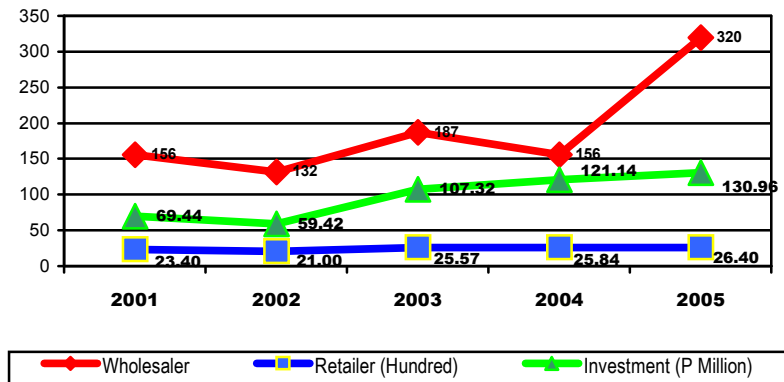
Based on the records of the Department of Trade and Industry – Palawan, the total number of registered firms in the city as of December 2005 was 5,409. This is smaller compared to 7,253 number of establishments registered in Permits and Licensing Division of the city through its Tax Revenue Assessment and Collection System (TRACS). It comprised 52% of the total registered firms province-wide. About 99% are classified as Micro Enterprises with capitalization of below P3 M. The rest were considered Small and Medium Enterprises with capitalization of P3 M to P15 M and P15 M to 100 M respectively as shown on Figure IV.2.

**FIGURE IV.2**



Wholesaling and retailing businesses are also considered as one of the prime movers of the city's economic activities. Although the trend is fluctuating as shown in graph below, Figure IV.3, it maintains a consistent increasing mode as explicitly shown in 2004-2005 data. Wholesaling gained a soaring 105.1% increase while retailing grew by 2.2%. Likewise, investments generated exhibited an increment of 8.10%.

**FIGURE IV.3**  
**Wholesaling, Retailing and Investment Generated**  
**City of Puerto Princesa**  
**2001-2005**



Source: Permits & Licensing Division, City Mayor's Office, Puerto Princesa City

The city also serves as the financial center of the province. As of 2<sup>nd</sup> quarter of 2006, there were 16 banks operating in the city comprising 11 commercial/universal banks, 2 savings banks and 3 rural banks. There were also 34 pawnshops and 11 microfinance institutions supporting the economic activities in the city and province.

The Coastal Renewal Project and the development of the 1,072-hectare Environmental Estate are expected to spur economic activities in the City and will further strengthen its role as the commercial center of the province.

The former consists of the reclamation of about 30 hectares of coastline land and shall traverse the coastal areas of eleven (11) barangays beginning from the eastern boundary of the Puerto Princesa Port in Barangay Bagong Pag-Asa up to Barangay Mandaragat. This area will be utilized in the lay-out of facilities for docking small sea crafts, medium rise condominiums, fish port facility including cold storage and processing area, boardwalk to include the development of commercial establishments, view decks and path walk for strolling and site seeing. This area will also be the cradle of business district engaged in restaurant and entertainment, and a centrally located mall. In addition, there will be sewage treatment plant to process wastewater and enhance environmental condition and control environmental degradation.

On the other hand, the latter is conceived to contribute to the ecological and sustainable development of Puerto Princesa into a world class, park-like city, which will be preserved and promoted as a pristine sanctuary for nature and the gateway for eco-tourism in Asia. It is also seen as a catalyst for economic growth and a vehicle for preserving the environment. The center has four (4) major components: Academic Center; Wildlife Component; Eco-tourism Village; and recreation Component.

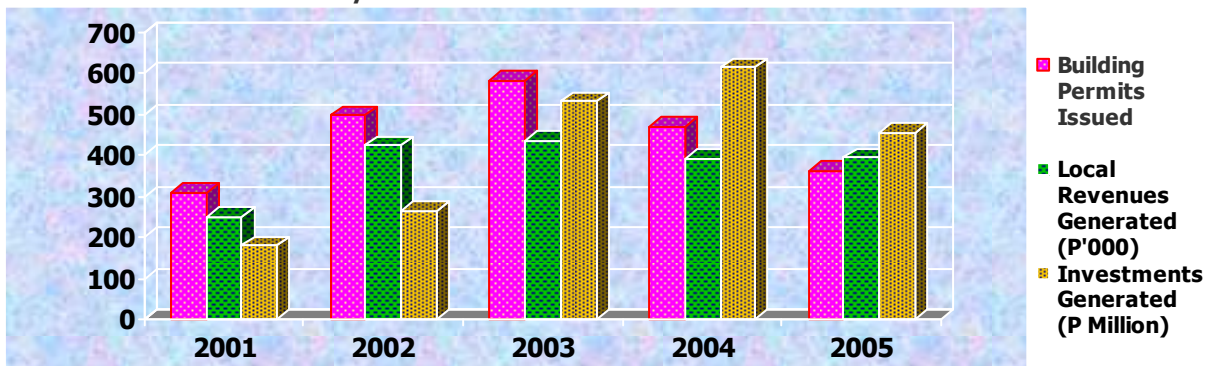
The estate is expected to provide local revenues for the city in terms of lease payment and will provide employment and supply of contracts locally, including income taxes and fees.

**B. Construction Industry**

It was also noted that construction industry is equally competitive venture as shown in Figure IV.4. This sector supports the fast growing urban areas in the City of Puerto Princesa. There are about 37 companies engaged in this industry catering to construction requirements not only in the civil jurisdiction of Puerto Princesa but the Province of Palawan as well. For 2001-2005, this sector generated about P1,894,356.18 local revenues and P2,043,673,067.28 capital investments.

**FIGURE IV.4**

**Building Permits Issued,  
Local Revenues and Investments Generated  
City of Puerto Princesa 2001-2005**



### **C. Furniture and Cottage Industries**

Handicrafts and Furniture of Puerto Princesa has reached corners of the world due to increasing tourist arrivals. Souvenir shops emerged at the main streets of Puerto Princesa City showcasing detailed craftsmanship. In 2005, the Provincial DTI registered 57 establishments engaged in this venture with 2.7 million capital investments and generated 200 job opportunities.

### **D. Food Processing/Bakeshops/Purified Water**

Food processing is an expanding industry equally proportion to the growing population of the city. DTI recorded about 183 companies involved in food processing which includes bakeshops, purified water refilling stations, meat processing, delicacies, cooking oil, condiments, spices, fish processing, jams and other processed food products. In 2005, food processing business and its components had generated about 1,100 jobs and about 78 million capital investments.

In collaboration with the DTI, The City Government has identified lamayo, cashew and smoked fish under the One Town, One Product (OTOP) program of President Gloria Macapagal-Arroyo. It is geared towards the promotion of entrepreneurship through development and promotion of products and services distinct to the locality. These products are popular as one of the city's "pasalubong" and local delicacy products.

The City Government supports and provides all available assistance necessary for the development of above-mentioned products in Puerto Princesa City and the province in general. Among the activities integrated in OTOP are skills and entrepreneurial trainings, packaging and labeling improvement, establishment of common service facilities, micro financing and other related activities for the development and promotion of said products.

### **E. Metal Craft/Boat Industry**

Construction and Fishing Industries are supported by metal and boat fabricators in response to the growing demands of said ventures. There are about ten (10) registered metal fabricators and iron works and eight (8) boat contractors in the City.

### **F. Cooperatives**

The efforts exerted to be free out of the bondage of poverty are so strong. People's initiative in the organization of cooperatives seems to be one of the effective approaches to poverty reduction. The spirit of "bayanihan" is enlivened in cooperative formation and serves as a venue of socializing and inculcating the habit of savings, cooperation and improving ones' life. Business ventures undertaken by cooperatives are diverse depending on the skills and interest of members. (Food processing, credit & savings, cottage industry, agri-business, seaweeds processing and other aqua-marine culture) There are about 50 operating cooperatives in Puerto Princesa City as shown in table below.

**TABLE IV.10**  
**Operating Cooperatives**  
**City of Puerto Princesa**

NAME OF COOP	REG. NO.	ADDRESS
1. Bagobuk Community MPC	MLA-088	Bgy. Napsan, PPC
2. Bagong Pag-Asa MPC	LGA-3656	Justice Hall, Sta. Monica, PPC
3. Bagong Silang Consumer Cooperative	LGA-5337	Bgy. Bagong Silang, PPC
4. Bahile Community Tourism MPC	LGA-5560	Bgy. Bahile, PPC
5. Bahile Share MPC	LGA-5384	Bgy. Bahile, PPC
6. Bgy. Maunlad Credit Coop	MRP-0021	Recaido, Maunlad, PPC
7. CK Plus MPC	LGA-4329	Bgy. Luzviminda, PPC
8. DENR-CENRO Pto. Prin. City Employees & Beneficiaries MPC	LGA-4522	DENR-CENRO, Sta. Monica, PPC
9. Evergreen MPC	LGA-3854	Capitol Annex, PPC
10. Hotel Golf Credit Coop	LGA-6072	Garcellano Bldg., Rizal Ave, PPC
11. Justice Hall MPC	LGA-0990	Justice Hall, Sta. Monica, PPC
12. Kalayaan MPC	LGA-5578	Malvar St., San Miguel, PPC
13. Ladies Circle MPC	LGA-0545	Bancao-Bancao, PPC
14. Life Christian MPC	LGA-4559	Junction 2, San Pedro, PPC
15. Liberty Fishermen MPC	LGA-0179	Bgy. Bagong Sikat, PPC
16. Mabuhay MPC	MLA-1791	Bgy. Kamuning, PPC
17. Manalo Small Coconut Farmers ARBs MPC	LGA-2495	Bgy. Manalo, PPC
18. Maruyogon MPC	LGA-1360	Bgy. Maruyogon, PPC
19. Maunlad MPC	LGA-3487	Bgy. Maunlad, PPC
20. Medical Mission Group Hospital and Health Services Coop	LGA-3716	Burgos St., Bgy. Princesa, PPC
21. New Era Homeowners MPC	LGA-0970	Candes, Bacungan, PPC
22. New Horizon MPC	LGA-5689	Rizal Avenue, San Miguel, PPC
23. Palawan DA Employees MPC	R-IV-FF-315	Cap Com Comp, Fernandez St.
24. Palawan DENR Employees MPC	LGA-2198	Bgy. Sta. Monica, PPC
25. Palawan Federation of Coffee Growers	LGA-5443	Bgy. Irawan, PPC
26. Palawan Gold MPC	LGA-4704	Manalo St., Milagrosa, PPC
27. Palawan National School MPC	LGA-4506	B Mendoza, Quito, PPC
28. Palawan Peedlers MPC	LGA-4079	BM Rd., San Pedro, PPC
29. Palawan PNP MPC	LGA-2400	PNP Comp., Tiniguiban, PPC
30. Palawan Statistics MPC	LGA-1866	CBPP Bldg., Rizal Ave., PPC
31. Palawan Women MPC	LGA-6226	Capitol Compound, PPC
32. PALECO Employees MPC	LGA-2259	Paleco, Tiniguiban, PPC
33. Pangkalusugang Koop Ng Palawan	LGA-1249	San Juan Rd., San Miguel, PPC
34. Paragua MPC	LGA-3880	Carandang St., H Mendoza, PPC
35. Peacock Fishermen & Fish Vendors MPC	LGA-1129	No. 12, Burgos St., PPC
36. Piat-Nga Farmers MPC	QC-566	Bgy. Kamuning, PPC
37. PPA-PMO Employees MPC	MLA-709	Port Area, PPC
38. PPC Kislap MPC	LGA-3000	Bgy. Sta. Monica, PPC

**TABLE IV.10**  
**Operating Cooperatives**  
**City of Puerto Princesa**

39. Prestige Credit Coop	LGA-6060	Manalo St.,Bgy. Maunlad, PPC
40. Princesa Credit Coop	LGA-2662	Bgy. Princesa, PPC
41. PPCITY Water District MPC	LGA-4546	263 Rizal Avenue, PPC
42. Pto Prin Cock Breeding MPC	LGA-6036	Lola Itang, Roxas St., PPC
43. Pto Prin School of Arts & Trades MPC	LGA-2327	San Juan Rd., San Miguel, PPC
44. Puerto Princesa Station Hospital MPC	LGA-4037	PPC Wescom Hosp., PPC
45. Samahang Magsasaka Ng Bgy. Sta. Lourdes MPC	LGA-4444	Sta. Lourdes, PPC
46. Salvacion MPC	LGA-3991	Bgy. Salvacion, PPC
47. San Rafael, Tanabag, Concepcion MPC	LGA-1565	Bgy. San Rafael, PPC
48. SPCP Alumni Employees MPC	LGA-4670	SPCP, Sta. Monica, PPC
49. Tarabangan MPC	LGA-8041	Dimalanta, Rizal Avenue, PPC
50. United Christian Non-Agribased MPC	LGA-6125	City Coliseum, San Pedro, PPC

*Source: Cooperative Development Authority, City of Puerto Princesa*