

BICOL RIVER CRUISE



I. PROJECT RATIONALE

It has been said that the world 's civilizations started along rivers. Rivers became the source of life of many different communities. This is where the great nations started and where developments around the world happened.

The same is true in the Bicol Region. The Bicol River was home to the early civilizations in the Philippines. The river became a repository of the historic and meaningful past of the Bicolanos.

According to a study conducted by the LGSP-LED Program sponsored by CIDA, the Investment's sites are Municipalities of Magarao, Canaman, Camaligan, and Gainza in the province of Camarinse Sur, wherein the river flows along.

Recent tourism trends say that there is an increasing popularity of river cruises around the globe, the Philippines offer a package cruise in which the experience of cruising and exploring historic Bicol river across the four stated municipalities provide a complete tour that renders historical peculiar scenery and allows interaction with the locals within the aforementioned towns.

In its website, the LGSP-LED said that the following are the investments targets:

Enhancement of the Bicol River Downstream Section
Construction of Camaligan Wharf & Boulevard Development
Construction of Wharf & TVGU Memorial Development
Development of Magarao Bird-Watching Park

II. MARKET POTENTIAL & INDUSTRY BACKGROUND

The Bicol region had a sustained record of increasing number of tourists in the past five years. It had a record of 3.7 M in 2012 compared from a 3.1 M in 2011. In the past 3 years, Bicol has been the leading destination for corporate related activities and leisure. In the next five years, it is estimated that the demand for the Cruise will be increasing by an average of more or less 20% annually or an average of 14,600 additional visitors each year.

A. Investment Information & Gaps

River cruises have become a globally popular tourism segment. In the Philippines, there are travel packages that offer river cruises in prominent sites such as Loboc in Bohol and Cagayan de Oro but so far, there are no established adventure river cruises in the Bicol region.

The Bicol River Cruise will be a 10-kilometer adventure tour of cultural and historical sites aside from exploring nature spots sailing downstream.

The tour will start from Camaligan, which features a boulevard and promenade of restaurants and bars, guest lounge, as well as various shops. The first stop will be at Gainza's heritage village where tourists will be guided through Tolong Hinulid (three images of the Dead Christ) and treated to a simulation of the local lifestyle such as farming, fishing and weddings. The next stop will be at Canaman where the founding site of the Tangcong Vaca Guerilla Unit, a World War II Japanese occupation resistance group, is located. The last leg of the tour will be around Maragao's Doncilla Island, a haven for migratory birds and other local wildlife.

B. Resources

As of 2012, there are 555 hotels/accommodation (8,825 rooms) establishments for possible partnership opportunities in the Bicol Region. The available workforce is about 3.77 million who are literate in English.

Source: <http://www.lgsp-led.ph/investmentfair2014/downstream-bicol-river-cruise/>