

# PROJECT PROFILE

I. Industry	TOURISM
II. Project Title	<b>ACACIA NATURE PARK AND TREE TUNNEL DEVELOPMENT PROJECT</b>
III. Proponent/Contact Person	<p><b>Hon. LUCILO R. BAYRON</b>  City Mayor, Puerto Princesa City  Address: Office of the City Mayor  4<sup>th</sup> Floor, New City Hall, Sta. Monica Heights  Puerto Princesa City  Tel. No. : 63 48 717 8001 local 416  Email Address: citymayor@puertoprincesa.ph</p>
IV. Type of Investors	Public Private Partnership Joint Venture Agreement
V. Executive Summary	
<p>Puerto Princesa City emerged to become one of the Philippines’ top tourist destinations in the last two decades and formidably in the years to come. The city’s premiere tourism attraction is the world renowned Puerto Princesa Underground River (PPUR) —a UNESCO World Heritage Site and one of the New 7 Wonders of Nature. Owing to its rich natural resources, the city has embarked on ecotourism development as one of its major program thrusts and as a vehicle for sustained socioeconomic growth and environmental conservation.</p> <p>The <b>Acacia Nature Park and Tree Tunnel</b> is considered a major potential for ecotourism destination development in the City of Puerto Princesa. The area contains the highest density of acacia trees in the province, perhaps even in the entire Philippine archipelago. It has an unparalleled natural growth of the species consisting of several hundreds of Acacia Trees, some aging approximately fifty (50) years old based on a Resource Basic Inventory done by the Department of Environment and Natural Resources. These acacia trees, having large trunks, numerous branches, thick foliage and broad crown are truly one of the most magnificent of earth’s flora. Under these Acacia trees, high density of biologically diverse ecosystems can be found.</p> <p>Along the national road, a continuous overhead canopy of these verdant acacia trees transforms the lane into a magical tree tunnel —an inspiring work of nature that evokes a sense of serenity and joy to those who are driving through or walking below its sheltered path. The <b>Acacia Tree Tunnel</b> has become a popular site for pre-nuptial photo shoots among engaged to be married couples and is now being master planned for development into a nature-themed park.</p> <p>The project plans to maintain the beauty and serenity of the park by promoting environmental conservation and to provide comfortable and clean facilities and amenities for tourists. The overall park design considerations are accessibility, circulation and zoning, safety and security, character, landscaping, income-generation and maintenance. The Acacia Nature Park and Tree Tunnel project is envisioned to provide environmental, social and economic benefits to the local communities and all stakeholders.</p>	

Tourism activities that will be introduced and visitor facilities to be developed across the entire park area and organized into four distinct zones are: Canoeing, Kayaking, Biking, Fishing, Swimming, Horse Back Riding, Camping, Tree top Adventure, Picnic Grounds, Mini Zoo, Butterfly Garden, Children’s Playground, Man-made Lagoon and Lake, Infinity and Garden Pool, Canopy Walk or Hanging Bridge, Parking Areas, Tree House Accommodation, Restaurants, Souvenir Shops, Pavilion, Public Restrooms, Entrance and Exit Gates, Administration Building, as well as Police and Guard stations.

Park attractions and activities will be generally designed for appreciation, enjoyment and education of visitors. Revenues will be generated from admission tickets and user fees of the various ecotourism and leisure activities, and from operations of visitor facilities and amenities like accommodations, restaurants and souvenir shops as well as from the holding of on-site events.

<p>VI. Project Description</p>	<p>A. Target Market International, Domestic and Local Tourists</p> <p>B. Development Steps to be Considered to Operationalize the Process</p> <ol style="list-style-type: none"> <li>1. Consultation with community and tourism stakeholders</li> <li>2. Finalization of Site Development Plan and Attractions Concept, Design Development and Master Planning</li> <li>3. Preparation of Management Plan and Feasibility Studies (Market study, Financial feasibility and Business Plan)</li> <li>4. Profiling and Community Organizing/Engagement</li> <li>5. Public and Private Partnership Agreements/Investments</li> <li>6. Construction Preparation and Documents</li> <li>7. Project Implementation</li> <li>8. Project Monitoring and Evaluation</li> </ol> <p>C. Timeline 2017-2019</p> <p>D. Stakeholders LGU-City Government of Puerto Princesa, Barangay Inagawan-Sub and Barangay Inagawan, Private Sector –Tourism Industry and Private Investors</p> <p>E. Expected Barriers/Challenges Baseline studies such as a Resource Basic Inventory (RBI) of the Acacia Nature Park site have been conducted by the Department of Environment and Natural Resources (DENR) Team in 2006 as to the geological features, hydrology, flora and fauna and will be updated. Site Development Plans was recently prepared by the City Engineering Department. The development process for a nature theme park is a big challenge but something that is surmountable if well-planned and all factors related to the physical, social, economic, natural and tourism environments have been comprehensively integrated.</p>
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<p>VII. Investment Site</p>	<p>The site is very accessible to all types of vehicles, located 49 kilometers southeast of the urban center which takes about one hour to travel by land through a concrete road along the south national highway.</p> <p>A. Land Ownership The site is a public land owned by the City Government of Puerto Princesa. It is part of the southeast tourism development circuit of the city.</p> <p>B. Available Area The City Engineering Department have initially surveyed a total of 665,662 square meters of land for the development of the project.</p> <p>C. Existing Resources within the Area The result of the assessment conducted by DENR showed that the site was formerly an agricultural area planted to rice and other crops. Eventually it was converted into a grazing area of cattles that became an effective seed dispersal mechanism for the growth of numerous Acacia trees. There are at least eight (8) families of forest trees found in the area dominated by the Rain Tree commonly called Acacia, with bamboos, wild bananas, several species of ferns, herbs, grasses and ornamental plants. Among the faunal species are 9 mammals and 19 bird species. Most of the occupied areas around the park periphery have been developed into upland farms planted to fruit trees and short-term crops.</p> <p>D. Description of the Community The area is within the jurisdiction of Barangay Inagawan-Sub with a population of 4,052. Neighbouring communities include Barangay Inagawan and Barangay Kamuning with a population of 1,623 and 1,978 respectively. Most of the settlers are migrants from the different provinces of the country.</p>
<p>VIII. Market Aspect</p>	<p>Puerto Princesa City's target markets are international and domestic tourists, as well as the locals. In 2015, the City received a total of 818,961 tourist arrivals, 70% of which are domestic and 30% foreign. Major foreign source markets are the USA, Taiwan, Korea, China, Australia, Canada, Germany, France, UK and Japan. The distribution of travellers by region consists mainly of East Asia, Europe, North America and Australasia, with a considerable number from Middle East, ASEAN and South American countries. These tourists comprise of various market segments.</p> <p>Majority of the domestic market comes from the national capital region and north Luzon, the Visayas and Mindanao regions. The local residents from the entire Province of Palawan are a target market with its growing population of nearly a million people.</p> <p>With the opening of the new Puerto Princesa International Airport by March 2017, the influx of tourists to the city is expected to rise. Foreign tourists are projected to post higher growth, particularly when direct international flights are in place.</p>

<b>IX. Project Cost/ Budget:</b>	Expected Investment : P305,000,000.00
<b>X. Project Output</b>	<p>The physical output of the project is the establishment of tourist attractions with appropriate facilities and amenities for visitors, as indicated above. This will contribute to a range of improved tourism infrastructure, facilities and services for the full development potential of the city’s southeast tourism circuit.</p>
<b>XI. Project Outcome</b>	<p>Given the enormous opportunities presented by this ecotourism venture and with the available market at hand, the project is expected to bring in quite satisfactory economic returns that will far exceed the investment required to be eventually backed by solid financial projections.</p> <p>The project will further boost the overall attractiveness of the city as a tourist destination and as a priority tourism development area in the country.</p> <p>The economic benefits are directed towards increased income and revenues, direct and indirect employment, productive livelihood pursuits, improved transportation and infrastructure for tourism and the multiplier effect within the local and regional economy.</p>
<b>XII. Business Model</b>	<p>The business model is through a Public-Private Partnership and Joint Venture agreement with the LGU-City Government of Puerto Princesa. Investors will have the advantage with the City Government providing the land for development, and support in terms fiscal and non-fiscal investment incentives. Business facilitation and assistance will be extended in securing of environmental clearances, business licenses and permits to operate through the city’s investment desk and business one stop shop.</p> <p>Financing counterparts will be provided by the LGU and the Tourism Infrastructure Enterprise Zone Authority (TIEZA) the infrastructure arm of the Philippines’ Department of Tourism, can also be sourced from local banks, while more investment incentives are provided by the Board of Investments.</p> <p>Private investments can be operated and managed by the private investor with promotion and marketing support from the City Government and the Department of Tourism. Local communities can be trained and employed in the project, and livelihood opportunities be made available to them as community partners and guardians of the park. Capacity-building activities can be provided by the City Tourism Department and the Department of Tourism , as well as in organizing the local communities and the holding of events and festivals for the project.</p>