

INVESTMENT OPPORTUNITIES

TOURISM AND TOURISM-RELATED SERVICES

Hospitality, Heritage, and High-Growth Leisure

Negros Occidental offers a compelling mix of cultural heritage, natural wonders, and world-class festivals, making it one of the Visayas' fastest-growing investment frontiers. With rising visitor arrivals, increasing average spending, and strong government support for tourism infrastructure, the province presents a strategic opportunity for investors in hotels, eco-tourism, transport, and culinary enterprises. This brief outlines the sector's recovery trajectory, key attractions, and competitive advantages — positioning Negros Occidental as a premier destination for sustainable tourism investment.

“Negros Occidental: More than a destination, it’s an opportunity”

Negros Occidental, the **“Sugar Bowl of the Philippines,”** is fast becoming a top tourism destination. With its heritage sites, lively festivals, eco-tourism, diverse cuisine, beaches, mountains, and diving spots, the province attracts both local and foreign visitors. Bacolod City, the capital, is a major gateway to Western Visayas and a growing center for conventions, leisure, and business travel—offering strong opportunities for tourism and hospitality investments.

Sector’s Snapshot



Tourism in Negros Occidental has shown strong resilience and recovery from 2018 to 2024. Before the pandemic, visitor arrivals were high—**2.39 million in 2018** and **2.24 million in 2019**—reflecting the province’s attractiveness as a major destination. However, the COVID-19 pandemic caused a sharp decline, with only **408,013 visitors in 2020** and **311,577 in 2021**. By 2022, the sector began to rebound, with arrivals increasing to **510,022** and further climbing to **694,015 in 2023** and **883,528 in 2024**, signaling a steady return to pre-pandemic levels.

Tourism receipts mirrored this recovery, rising from **P1.09 million in 2021** to **P5 billion in 2022**, **P6 billion in 2023**, and **P7.9 billion in 2024**. Average spending per visitor also grew substantially—from less than P1,100 before 2020 to **P9,803 in 2022** and **P8,970 in 2024**—indicating higher-value tourism and greater participation in local goods and services. Expenditure data show that airfare (**36%**) and accommodation (**24%**) dominate tourist spending, followed by meals and souvenirs (13% each), transportation (8%), and recreation (6%).

Key insight: Rising visitor numbers and increased spending reflect renewed traveler confidence, improved tourism infrastructure, and expanding opportunities for local enterprises in hospitality, food, crafts, and recreation.

Tourism Landscape

Beyond the numbers, Negros Occidental captivates with attractions that blend culture, nature, and opportunity. The annual **Panaad sa Negros Festival**—celebrated as the “mother of all festivals”—brings together all 13 cities, 19 municipalities, and its highly urbanized city in a vibrant showcase of unity and heritage, drawing thousands of visitors each year. Scenic drives along the eco-tourism highway reveal breathtaking mountain views, while the newly improved **Mambukal Mountain Resort and Wildlife Sanctuary**, with its seven waterfalls and relaxing hot springs, offers an ideal retreat.

These rich experiences not only delight travelers but also open doors for investors to tap into the province’s growing demand for accommodations, eco-adventures, and tourism-related services.

Key Attractions

Heritage & Culture

The Ruins (Talisay City) – the “Taj Mahal of Negros”; San Sebastian Cathedral (Bacolod); Silay City – “Paris of Negros” with ancestral houses, Balay Negrense Museum; Negros Museum (Bacolod).

Festivals

MassKara Festival (October) – world-famous street dancing, colorful masks; Panaad sa Negros Festival – “Festival of All Festivals”.

Nature & Eco-Tourism

Mambukal Resort (Murcia) – hot springs, waterfalls, adventure trails; Mt. Kanlaon Natural Park – trekking, biodiversity; Sipalay City – Punta Ballo Beach, Campomanes Bay, dive sites; Danjugan Island (Cauayan) – marine sanctuary; Lakawon Island (Cadiz) – white sand beach, TawHai Floating Bar.

Urban & Culinary

Bacolod City – chicken inasal, vibrant nightlife; Silay City – heritage cuisine; Don Salvador Benedicto – “Little Baguio of Negros”; Victorias City – Church of the Angry Christ mural; La Carlota City – sugarcane heritage; Hinoba-an – serene beaches.

Altogether, Negros Occidental’s mix of cultural landmarks, festive traditions, eco-adventures, and culinary delights creates a dynamic tourism landscape. This diversity draws visitors seeking unique experiences and offers strong opportunities for investors in hospitality, eco-tourism, transport, and cultural enterprises.

Negros Occidental offers diverse experiences that blend heritage, adventure, and eco-tourism, appealing to a wide range of travelers. Its accessibility through the **Bacolod-Silay International Airport** and major seaports ensures seamless travel and logistics, making the province not only a premier tourist destination but also an attractive hub for investment opportunities.

Competitive Advantages

- Lower cost of doing business compared to other tourist hubs in the Philippines.
- Strong local government support for tourism investment.
- Strategic location in Western Visayas tourism circuit.

Incentives and Support

- Tax holidays (LGUs LIIC) and duty-free importation for capital equipment (PEZA/BOI) incentives.
- Public-private opportunities.
- Access to tourism infrastructure programs (TIEZA).

For more information, please contact:

Provincial Economic Development and Investment Center (PEDIC)

The lead office of the Province of Negros Occidental responsible for local economic development, investment facilitation, and aftercare services.

✉ info@investnegrosoccidental.com | ☎ +63 34 431-3165

📍 North Capitol Rd. cor. Aguinaldo St., Provincial Capitol Park and Lagoon,
Bacolod City