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# **Sustaining Tourism: The Boracay Water Story**

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Securing the Future Today

# Boracay Island

- 💧 10 sq. km. Paradise Island located 315 km south of Manila
- 💧 World famous for its white sand beach
- 💧 Recognized as:
  - Top Island Getaway for 2012 by Travel + Leisure Magazine
  - One of the world's top beach destinations by US-based TripAdvisor
  - Top 3 Party Beaches Around the World by Cheapflights.com
- 💧 1.2 Million Tourists in 2012



# Conditions before the Joint Venture (Prior to 2009)

## WATER SUPPLY CHALLENGES



Low water Pressure



Inadequate water supply

## WASTEWATER CHALLENGES

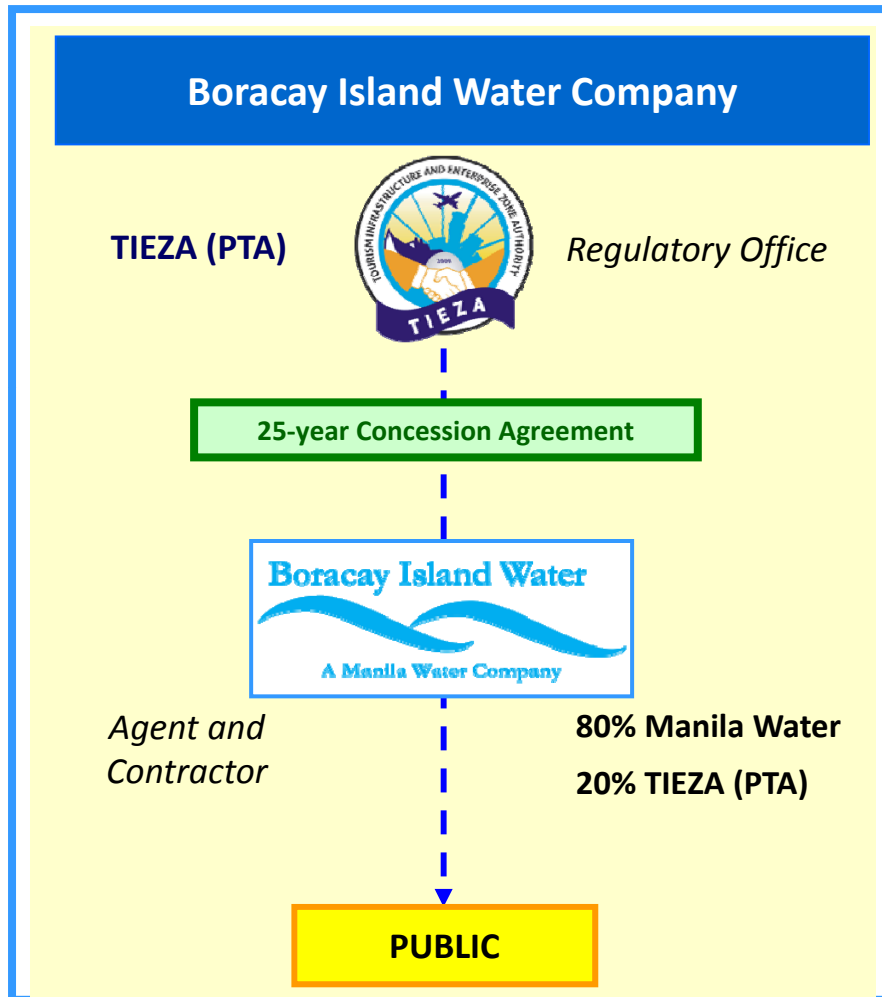


Untreated Wastewater



Non-compliance with DENR Standards

# TIEZA and Manila Water Joint Venture



April 21, 2009 Joint Venture Agreement Signing  
between Manila Water and Philippine Tourism Authority (PTA)



# Boracay Water Performance

## Water Supply



## Wastewater



## Customer Service

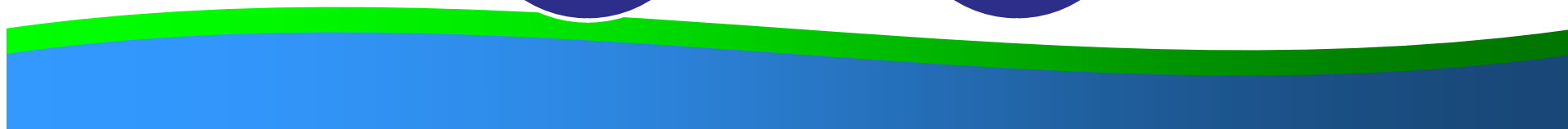


2009	KRA	2012
<b>60%</b>	Water Coverage	<b>98%</b>
<b>15 psi</b>	Water Pressure	<b>34 psi</b>
<b>95%</b>	System Reliability	<b>99.9%</b>
<b>37%</b>	Non-Revenue Water	<b>14.4%</b>



Construction of  
New Submarine Pipeline

# Wastewater Performance

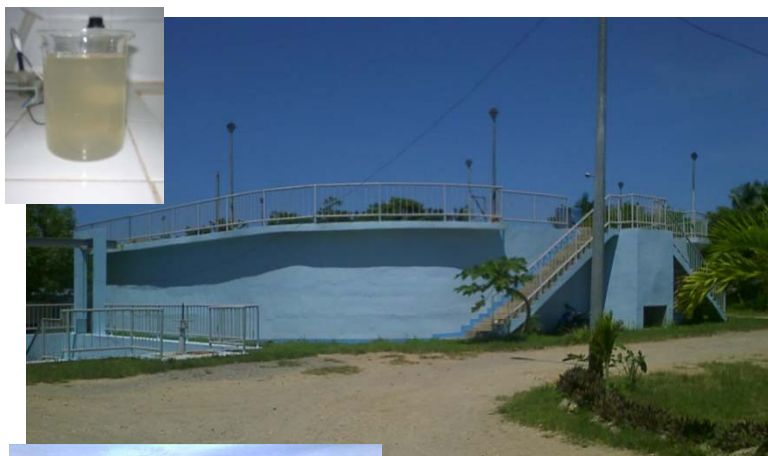


# Wastewater -- Infrastructure



## Sewage Treatment Plant

- ✓ Completed STP Upgrade in March 2011
- ✓ Doubled Plant Capacity from **2.5mld to 6.5mld**
- ✓ Environment Compliant – **4 years ahead of target**



Before

After

# Wastewater -- Public Awareness



## Lakbayan or Water Trail

- ✓ Official Information Education Campaign Program
- ✓ Schools, hotel operators, community leaders, NGOs, other government agencies as participants
- ✓ Focus on importance of Protecting the Environment and effect to the Tourism industry



Water Source



Potable Water Treatment Plant



Distribution network



Wastewater Treatment Plant



Water Quality Monitoring

# Wastewater -- Capacity Development



## Trainings and Immersions

- ✓ Training and Immersion program in our Parent Company- Manila Water Company
- ✓ JICA Scholarship in Japan on Wastewater treatment process and network operation and maintenance



## Wastewater -- Supporting Policies



### LGU Ordinances

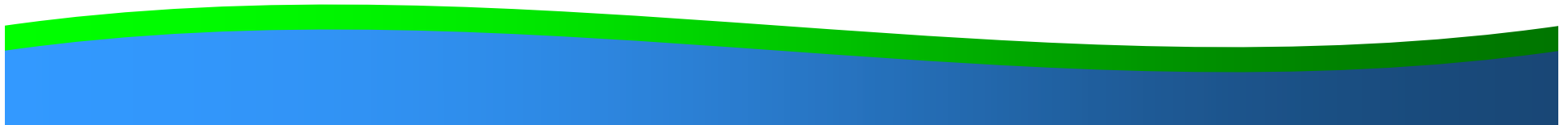
- ✓ Municipal ordinance on mandatory sewer connection
- ✓ LGU still working on “No sewer connection – No Business Permit” Policy
- ✓ Local Tourism office Still working on Hotel Accreditation only if connected to sewer network

## Stakeholders Engagement



### NGO Membership

- ✓ Active member in major organizations – Boracay Foundation Inc. PCCI-Boracay Chapter, Rotary Club of Boracay
- ✓ Members of PCCI should be connected to Sewer Network as a sign of responsible business



# Compliant Wastewater Plant



## Improved aquatic life around outfall



100% compliant with Government Standards since completion of STP upgrade in March 2011

# Increased Tourism Activities



Boracay recommenced the annual International Kite boarding Event which was cancelled in 2005 and was only resumed in 2010 upon BIWC improvement works – *Neneth Graf, President of Boracay Windsport Association, and Organizer of International Funboard Cup*



# Thank You



Boracay Island Water



A Manila Water Company

*Clean Water. Sustainable Paradise.*