



PUERTO PRINCESA CITY INVESTMENT **PROFILE**



Welcome to PUERTO PRINCESA CITY

Puerto Princesa City, the capital and gateway to the Province of Palawan, offers diverse business opportunities to you, the competitive investor.

Beyond its fame as home to the UNESCO World Heritage Site Puerto Princesa Subterranean River National Park, the City is poised to become the region's economic growth hub.

The City boasts of its environment-friendly and resilient local economic development as it maintains the stature of being one of the cleanest and greenest cities and first carbon-neutral City in the Philippines.

The City's rich natural resources, young and skilled workforce, and business enabling environment will surely make doing business favorable.

We invite you to invest in tourism facilities development, agri-fishery processing, marine aquaculture, vegetable production and processing, light industry development, business process outsourcing and circular economy facilities.

Our City is one of the recipients of the United Nations Development Programme (UNDP) support through the EU-PH Green Economy Programme in the Philippines.

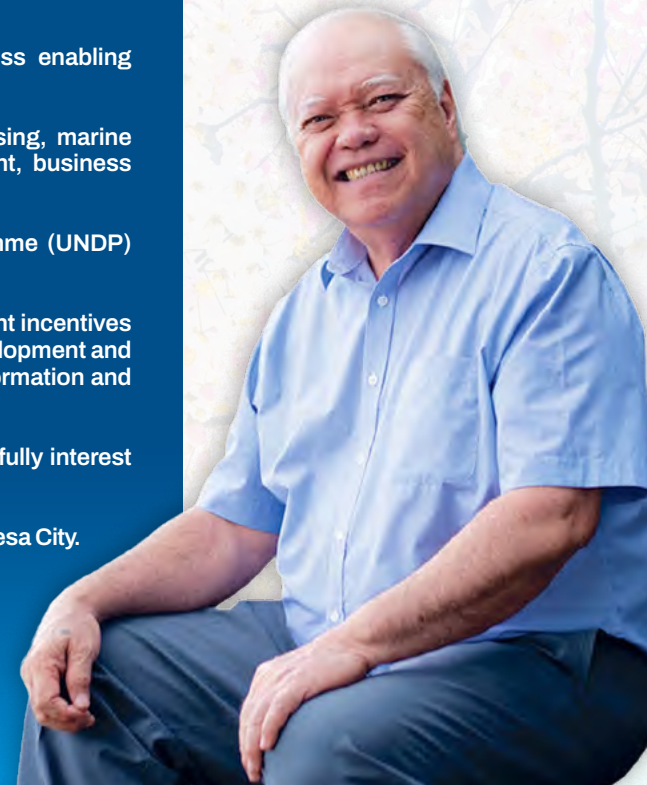
Moreover, our supportive local government offers fiscal and non-fiscal investment incentives for a period of five (5) years, business-one-stop-shop, and Local Economic Development and Investment Promotions Office (LEDIPO) that will provide you the necessary information and registration assistance.

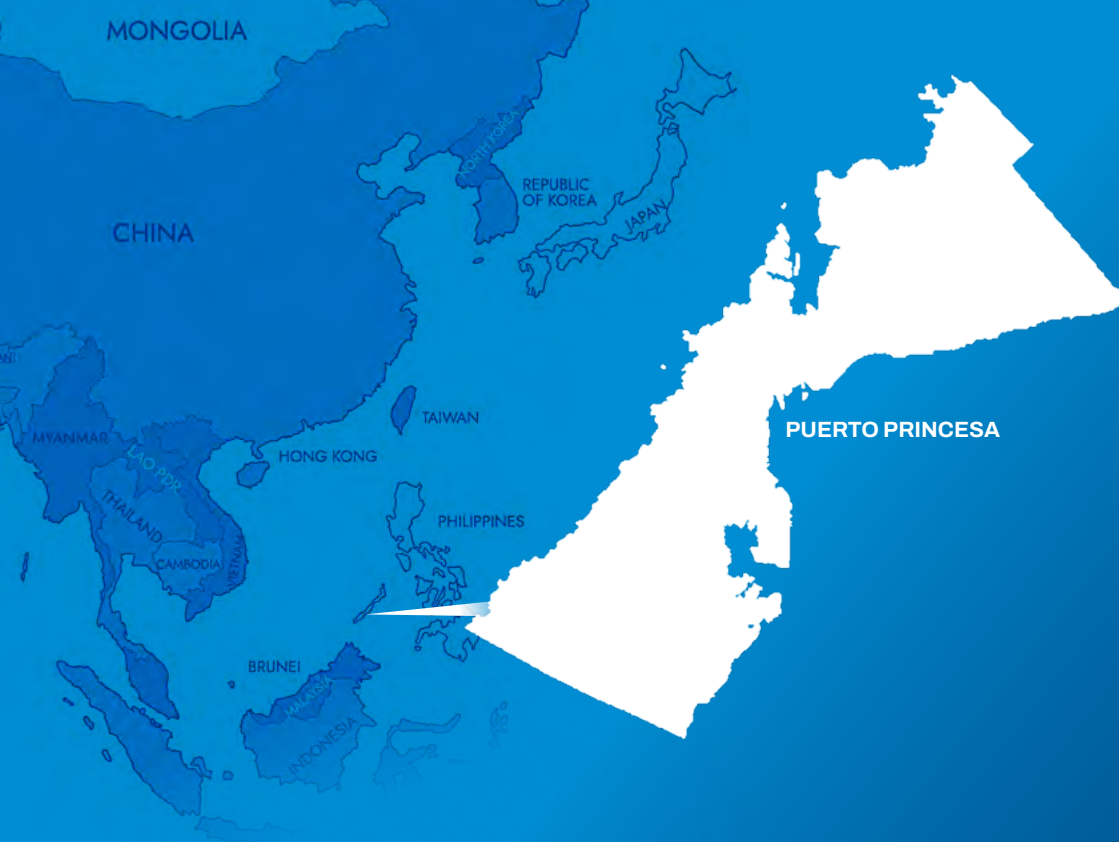
This investment profile provides a snapshot of what we have to offer, and hopefully interest you to take on the competitive advantage of our dynamic City.

Let us sit down and talk how we can, together, pursue development in Puerto Princesa City.

Your Investment. Our Commitment.


LUCILO R. BAYRON
CITY MAYOR





HEART OF THE BEST ISLAND IN THE WORLD

- Main gateway to the island of Palawan
- Economic growth hub of Region IV-B (MIMAROPA)
- Strategically located within the growth corridor of the BIMP-East ASEAN Growth Area
- Global connectivity with an international airport that can accommodate advanced-technology jetliners and a modernized seaport.
- Located outside the country's typhoon and earthquake belts.

FAST FACTS

TOTAL LAND AREA

219,339.40

Hectares

66

Barangays

31

(Rural)

35

(Urban)

DEMOGRAPHY

316,384

Actual Population (2024 Census)

327,939

Projected Population (2029)

0.72%

Population Growth Rate

82,134

Number of Households 2024 Census

BASIC LITERACY - 96.3%

FUNCTIONAL LITERACY - 83.2%

Literacy Rate 2024 PSA FLEMMS

Tagalog | English | Cuyunon | Bisaya/Binisaya

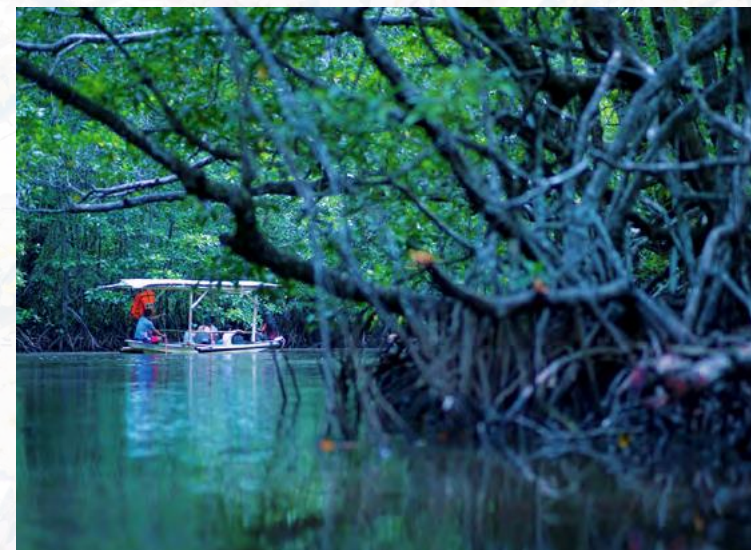
Language/Dialect Spoken





RICHLY ENDOWED WITH DIVERSE NATURAL RESOURCES

- Home to the world-famous Puerto Princesa Subterranean River National Park, a UNESCO World Heritage Site
- Has a distinct “mountain-to-sea” ecosystem and some of the most important forests in Asia - unspoiled islands and pristine beaches, world-class diving sites, picturesque waterfalls, lush tropical forests, natural hot springs, and beautiful and inviting mountains.
- Fertile fishing grounds that produce sizeable fish hauls with markets reaching as far as Metro Manila
- 416-kilometer shoreline that is suited for a wide range of investment possibilities





SUPPORTIVE GOVERNANCE

Business support initiatives include the establishment of the following:

- Local Economic Development and Investment Promotions Office (LEDIPO)
- Local Investment Incentive Code (LIIC)
- Business One Stop Shop (BOSS)
- Computerized/Enhanced Tax Revenue Assessment and Collection System (ETRACS)
- Financial Management Information System
- E-Procurement System
- Land Information System
- Geographic Information System (GIS)
- Negosyo Center
- Environmental Code
- Tax Revenue Code

LAND USE (IN HECTARES)

FOREST LAND

144,494.91

BRUSHLAND

39,955.66

GRASSLAND

6,947.20

CULTIVATED

17,186.88

MANGROVE

6,569.29

BUILT UP

4,968.28

COCONUT LAND

831.57

FISHPOND

395.19

ECONOMY AND EMPLOYMENT

103,227

EMPLOYED (CBMS 2022)

110,004

LABOR FORCE (CBMS 2022)

MAJOR ECONOMIC ACTIVITIES

- TOURISM
- AGRICULTURE
- FISHERIES
- COMMERCE

MAJOR PRODUCTS

- Tourism Products And Services
- Agricultural Products (eg., cashew, mango, coconuts and their by-products)
- Marine Products (eg., fresh, dried and marinated fish, octopus, cuttlefish, fingerlings and seaweeds)



BUSINESS OPPORTUNITIES

- Tourism and Agriculture
- Mariculture
- Manufacturing like woodworks, handicraft making, metal craft, etc.
- Agro-industries such as food processing
- 1,072-hectare Environmental Estate for environmentally sensitive forms of tourism and industries
- 59-hectare Tagbarungis beach ideal for development into a resort complex
- Lowland Industrial Tree Plantation
- Renewable Energy Generation
- Business Processing Management



BUSINESS INFRASTRUCTURE

12,595

BUSINESS ESTABLISHMENTS (2025)

FINANCIAL SERVICES

43

BANKS

57

MONEY CHANGER

59

PAWNSHOPS

44

INSURANCE FIRMS

20

FINANCING & INVESTMENTS SERVICES/COMPANY

42

LENDING INVESTOR

MAJOR INSTITUTE OF HIGHER LEARNING

13 : 11 : 2

University/ Colleges

(Private)

(Public)

20

Trade School/ Vocational

152

Learning Center

COMMUNICATION FACILITIES

- PLDT, Smart and Globe, Starlink, Converge, fiber optic backbone system
- BPO Management-ready for voice and non-voice technology

PREFERRED INVESTMENT AREAS

TOURISM FACILITIES

Primary Enterprise

- Hotel
- Resort
- Tourist Inn
- Pension house
- Apartment Hotel (Apartelle)
- Tourist Transport Operator
- Spa
- Sports and Recreational Facilities
- Eco-Tourism and Agri-Tourism Facilities other than Accommodation/Resort Facilities
- Theme Parks (Natural and Adventure Related Activities)
- Medical Tourism Hospital
- Tourism Estates and Tourism Economic Zones
- Convention Centers and Cultural Facilities

TOURISM MILE/NIGHT TIME ECONOMY

- Stretch of road from Capitol, Rizal Avenue Extension to Canigaran Beach, Barangay Bancao-Bancao

RENEWABLE ENERGY/ SUSTAINABLE ENERGY

- Waste to Energy
- Solar Power
- Hydro Power
- Tidal Power
- Wind Power
- Biomass / Biogas
- Natural Gas

CIRCULAR ECONOMY FACILITIES

- Material Recovery Facility
- Composting Facility
- Hospital Waste Treatment Facility
- Anaerobic Digestion & Biogas Facility

AGRICULTURE/FISHERY/ FORESTRY

Mariculture Development

- Hatchery Complex for various marine species
- Seaweed processing
- Mariculture park

Commercial Hatchery Operations

- Dairy Farm
- Integrated Beef Cattle Production (Commercial Operations)
- Commercial Meat Processing Plant

Coconut By-Products Production

Livestock and Poultry

Integrated Agro/Marine Processing Center

Integrated Feed Mill (Livestock, Poultry and Fisheries) Operations of a Cold Chain Process for agriculture products (Crops, Meat, Fish, etc.)

Commercial Plantation (Fruits, Fruit Trees and Vegetables)

Mariculture Activities

- Pearl Farm
- Seaweeds farming and production
- Bangus/tilapia culture

Water Activities/Water Establishments

- Water park
- Rubberized floating island
- Jet ski and other watersports facilities/ activities

Forest Park

- Healing Forest
- Retirement village and facilities

INFORMATION AND COMMUNICATIONS TECHNOLOGY FACILITIES

- Business Process Outsourcing (BPO)
- Film-making/documentary
- Film Industry

FISCAL INCENTIVES

Business taxes incentive and Real Property Tax based on the following graduated scheme:

NUMBER OF YEARS	SMALL & MEDIUM ENTERPRISES	LARGE ENTERPRISES	JOINT VENTURE
1st year	100%	100%	100%
2nd year	75%	100%	100%
3rd year	50%	75%	100%
4th year	25%	50%	75%
5th year	25%	50%	75%

INVESTMENT INCENTIVES

The City Government of Puerto Princesa offers fiscal and non-fiscal incentives to investors in preferred investment areas under Ordinance No. 461 and City Ordinance No. 919.





ACCESSIBILITY OF GOODS TO THE MARKET

**Ports / Airports → Fish Port Complex
→ Farm to Market Roads → Food
Terminal → Transport Terminals**



PUERTO PRINCESA INTERNATIONAL AIRPORT

TOTAL LAND AREA: 121.39 hectares
RUNWAY : 2.6km long, 45 meters wide

- COMMERCIAL AIRLINES: DOMESTIC FLIGHTS**
- Philippine Airlines
 - Cebu Pacific Air
 - Philippines Air Asia

PASSENGER TERMINAL BUILDING
TOTAL LAND AREA: 12,999.84 sq.m.
CAPACITY : 1,500 seating capacity

PUERTO PRINCESA PORT

TOTAL PORT AREA : 85,585.17 square meters
APPROACH : 174.72 meters
PORT ZONE DELINEATION : 479.615 square meters
TOTAL BERTH LENGTH : 1,203 meters
RORO FACILITIES : One (1) 10.50 meters x 20.60 meters
One (1) 10.50 meters x 20.37 meters

ANCHORAGE :
Puerto Princesa Bay is considered one of the best harbors in the country, thus, a safe shelter during inclement weather.

- MAJOR SHIPPING COMPANIES :**
- 2GO Group of Companies
 - JVS Journey Shipping Lines, Inc.
 - Montenegro Shipping Lines, Inc.
 - Milagrosa J Shipping Corp.
 - Moreta Shipping Corp.
 - Meridian Shipping Corp.
 - Kargamine Too, Inc.
 - Oceanic Container Lines

FREQUENCY OF VOYAGE :
5 passenger vessels per week and 6 cargo vessels per week

- PASSENGER/SHIPPING LINES:**
- 2GO Group Inc. (once a week)
 - JVS Journey Sea Transport Inc. (twice a week)
 - Montenegro Shipping Lines, Inc. (twice a week)
 - Milagrosa J Shipping Corp. (once a week)
 - Moreta Shipping Corp. (twice a week)
 - Meridian Shipping & Container Carrier Inc. (once a week)
 - Kargamine Too, Inc. (once a week)

- PORT FACILITIES:**
- **PASSENGER TERMINAL BUILDING** - 420 square meters total area with 120 passenger capacity with extension area of 269.374 square meters that can accommodate additional 120 passengers.
 - **PASSENGER ASSISTANCE SERVICE SYSTEM BUILDING** - 350 square meters total area that serves as well-wishers area.
 - **PORT INTEGRATED CLEARING OFFICE** - Designated area for five (5) government offices for port clearing functions (agriculture, forest, veterinary, and plant quarantine).

- PORT CARGO FACILITIES:**
- **WAREHOUSE** : Two (2) cargo warehouse with an area of 672 square meters each
 - **OPEN STORAGE** : One (1) open storage with an area of 3,676.91 square meters
 - **CONTAINER DEPOT** : One (1) container depot with an area of 20,701.39 square meters
 - **MARSHALLING YARD** : Total area of 7,730.04 square meters

ANCILLARY SERVICES

47

Trucking

69

Warehouse

8

Cold Storage

17

Food Processing
Facilities

3

Market

SLAUGHTER HOUSE

LAND AREA: 1 hectares
CLASS: Rated "AA" by the National Meat Inspection Commission
CAPACITY: Can process at least 150 hogs and 55 cows in two hours time

SANITARY LANDFILL FACILITY

LAND AREA: 26.9 hectares
FACILITIES: 11.70 hectares of landfill cells; leachate collection and treatment; 1-km site access road; waste recovery shed; equipment yard and wash bay; weighbridge; special waste treatment

PUERTO PRINCESA CITY COLISEUM

SEATING CAPACITY: 6,500 seats for sporting event and maximum of 10,000 seats for conventions and conferences.

LIVABILITY

Safe and healthy environment

Availability of amenities, utilities, community and personal services

Standards of educational institutions are high

ROAD NETWORK

861.31
kilometers



PUERTO PRINCESA LAND TRANSPORTATION TERMINAL

LAND AREA : 9,000 square meters
11 berths assigned for buses, 14 berths assigned for passenger vans, 2 berths for jeepneys with spacious area for loading and unloading

TERMINAL FACILITIES :
Terminal fee collection booth, clinic with nurse on duty from 8:00 a.m. to 5:00 p.m., breast feeding room and luggage area

PASSENGER TERMINAL BUILDING
LAND AREA : 3,200 square meters
CAPACITY : 600 pax

TRANSPORTATION MODES

- Daily average domestic flights of twenty-two (22) from Manila, Cebu, Clark , Davao and Iloilo serviced by commercial airlines at approximately one hour travel time.
- Weekly voyage of 5 regular calling passenger-cargo vessels from Manila (via Coron-Cuyo) and Iloilo (via Cuyo) to Puerto Princesa and vice-versa. Domestic cargo vessels as well as cruise ships calling at the Port of Puerto Princesa have no schedule of weekly voyage.
- Car rentals may be arranged with independent rent-a-car service providers
- Tricycles, multicabs and taxis are the most convenient way around the city
- Grab, ride-hailing and delivery services
- External routes are served by jeepneys, air-conditioned shuttle vans and buses plying between the city and other municipalities



POWER SUPPLY

SOURCE: DMCI Power Corporation, Inc.
Delta P, Inc.

DISTRIBUTOR : Palawan Electric Cooperative (PALECO)

SERVICE AREAS : Puerto Princesa City and the Municipalities of Aborlan, Narra, Sofronio Española, Brooke's Point, Bataraza, Quezon, Rizal, Balabac, Roxas, San Vicente, Taytay, El Nido, Cuyo, Agutaya, Magsaysay, Araceli, Dumarán and Cagayancillo.

CONTRACTED CAPACITY : 82 MW (as of December 31, 2025)

PEAK DEMAND (PALAWAN GRID): 74.8 MW (as of December 31, 2025)

PEAK DEMAND (PPCITY GRID): 50.43 MW (as of December 31, 2025)

RATES, PHP/KWH (INCLUSIVE OF VAT)

INDUSTRIAL : 12.7655 (as of December 31, 2025)

COMMERCIAL : 12.7920 (as of December 31, 2025)

WATER

SERVICE PROVIDER: Puerto Princesa City Water District

NO. OF ACTIVE CONNECTIONS: 58,841

SERVICE AREAS: 53 out of 66 Barangays
38 urban and 15 Rural Barangays

RATE INDUSTRIAL/ COMMERCIAL: 0-10 cu.m. = 560.00
11-20 cu. m. = 59.80
21-30 cu. m. = 65.40
31-40 cu. m. = 72.80
41 UP cu. m. = 82.20

CONNECTIVITY

FIXED LINE TELEPHONE

- Local area dialing code: 048
- PLDT connections available in city urban barangays
 - Fixed rate for calls within the city, PLDT offers flat rates for NDD calls
 - International calls via telephone are easy and efficient

MOBILE PHONES

- 62 Barangays have network coverage (Globe & Smart) and over 76% of households are mobile phone users

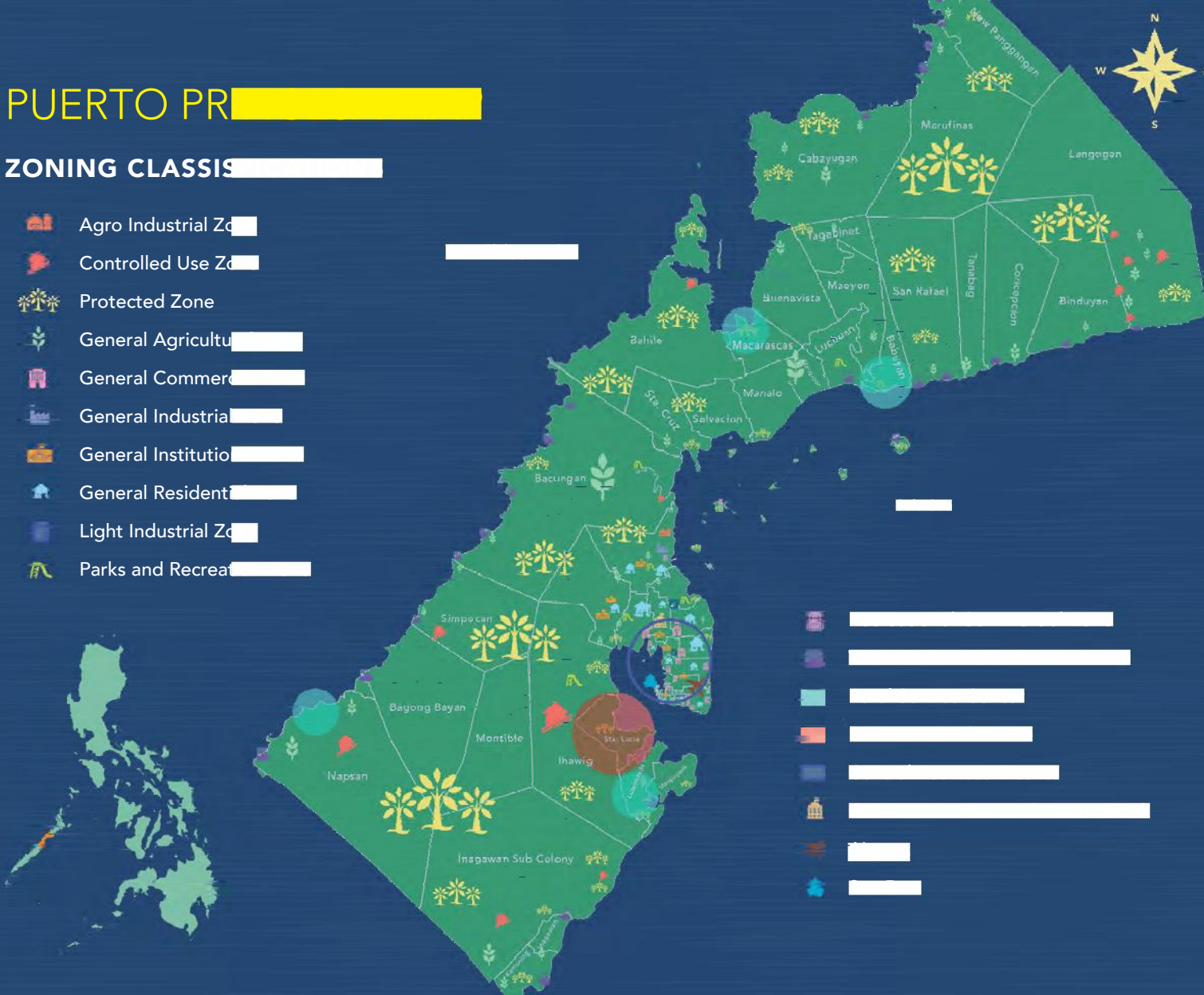
INTERNET/EMAIL

- Business Processing Management (BPM) - ready for voice and non-voice technology
- Widespread use of the Internet
- Most institutions, major hotels, restaurants and shops have wireless connectivity
- Availability of internet café in the city urban barangays

PUERTO PRINCESA

ZONING CLASSIFICATION

- Agro Industrial Zone
- Controlled Use Zone
- Protected Zone
- General Agriculture
- General Commercial
- General Industrial
- General Institutional
- General Residential
- Light Industrial Zone
- Parks and Recreation



DOING BUSINESS IN PUERTO PRINCESA

BUSINESS PERMIT APPLICATION PROCESS

1

NEW APPLICATION
Submit Unified Form and required documents at Business Permits and Licensing Office (BPLO)

Form: Unified Form
Required Documents:

- Barangay Business Permit
- Proof of Registration (Department of Trade & Industry (DTI)/Securities and Exchange Commission (SEC) / Cooperative Development Agency (CDA))
- Contract of Lease (if Leasee)

RENEWAL
Submit Unified Form and required documents at BPLO

Required Documents:

- Barangay Business Permit
- Basis for computing taxes, fees and charges (e.g. Income Tax Return, Audited Financial Statements)

OUTPUT: Business Taxes & Fees Assessment

2

Pay Taxes and Fees at City Treasurer's Office

OUTPUT: Official Receipt

3

Claim Business Permit at BPLO

OUTPUT: Business Permit
SIGNATORIES: City Mayor

FOR COMPLIANCE WITHIN NINETY (90) DAYS FROM ISSUANCE OF BUSINESS PERMIT

- Zoning Clearance
- Sanitary/Health Clearance
- Real Property Tax Clearance
- Occupancy Permit
- Tourism Clearance
- CCTV Compliance Certificate

- Fire Safety Inspection Certificate
- SSS Clearance
- Philhealth Clearance
- Pag-Ibig/HDMF Clearance
- DTI Clearance

To avail of the investment incentives, qualified enterprises should file their application to the Local Economic and Investments Promotion Office (LEDIPO), Ground Floor, Old City Hall Building, within 60 days from the issuance of Mayor's Permit.

COST OF DOING BUSINESS

WAGE RATE			
INDUSTRY SECTOR		CURRENT RATES IN PUERTO PRINCESA	
ALL SECTORS		BASIC	
For all sizes of establishments		PHP 455.00	
For all workers regardless of the size of establishments		PHP 455.00	

ELECTRICITY AND WATER			
CATEGORY	ELECTRICITY UTILITY RATE (IN PHP)	WATER UTILITY RATE (IN PHP)	
	EFFECTIVE POWER RATE	MINIMUM CHARGE	COMMODITY CHARGE 41-UP
Residential	12.9788	280.00	41.1
Commercial	12.7920	560.00	82.2
Industrial	12.7655	560.00	
Public Facilities	11.9609		
Street Lighting	11.6600		

TOURISM MILE (NIGHT TIME ECONOMY)

CITY ORDINANCE NO. 919

WHAT IS CITY ORDINANCE NO. 919?

City Ordinance No. 919 enacts the inclusion of the "Tourism Mile" in the Preferred Areas of Investment qualified to avail of tax incentives. Tourism Mile is the stretch of road along Rizal Avenue Extension to Abrea Road until the third lot, Barangay Bancao-Bancao, Puerto Princesa City.

WHAT ARE THE BUSINESSES WITHIN THE TOURISM MILE?

ALL MSMES AND LARGE ENTERPRISES

- Hotel
- Resort
- Tourist inn
- Pension house
- Apartment
- Travel and Tours
- Restaurant/restobar/Fastfoods
- Computer shops
- Coffee Shops
- Games and amusement (billiards, bowling and the like)
- Music and Sports Center
- 24/7 Convenience store
- Money changer
- Boutique/Souvenir Shop
- Beauty salon
- Massage parlor/spa
- Winery
- Dance studio/fitness center (yoga, zumba, ballroom dancing, etc.)
- Pharmaceutical
- Theater/cinema

WHAT ARE THE QUALIFICATIONS OF APPLYING ENTERPRISES?

Businesses that will invest within the Tourism Mile shall have no required capitalization and must be newly established enterprises

DO BUSINESS IN THIS AREA AND AVAIL 10 YEARS BUSINESS AND REAL PROPERTY TAX (RPT) INCENTIVES



YOUR INVESTMENT. OUR COMMITMENT.

FOR MORE INFORMATION, CONTACT:



OFFICE OF THE CITY MAYOR

Brgy. Sta. Monica, Puerto Princesa City, 5300 Palawan
Phone: (6348) 717.8001 • www.puertoprincesa.ph



LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT PROMOTIONS OFFICE (LEDIPO)

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Phone: (6348) 716.3740

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📍 Puerto Princesa City Investment Office