



Sustaining Tourism: The Boracay Water Story

Bernardo C. Mañosca
General Manager & Chief Operating Officer

29-31 January 2013
Asian Development Bank • Manila, Philippines

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

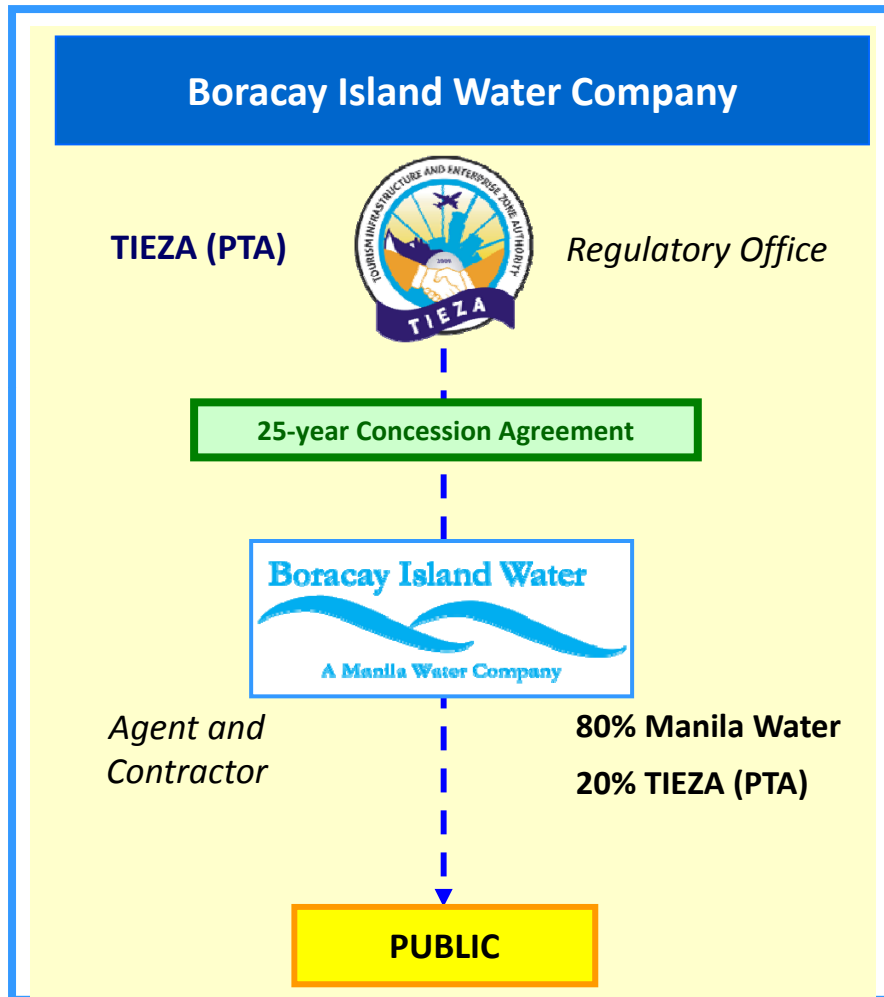


Untreated Wastewater



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)

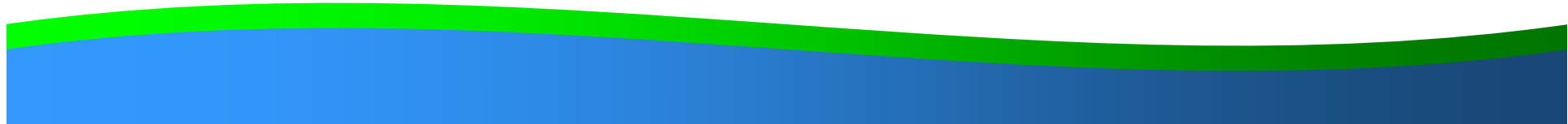
Boracay Water Performance

<p>Water Supply</p>	
<p>Wastewater</p>	
<p>Customer Service</p>	

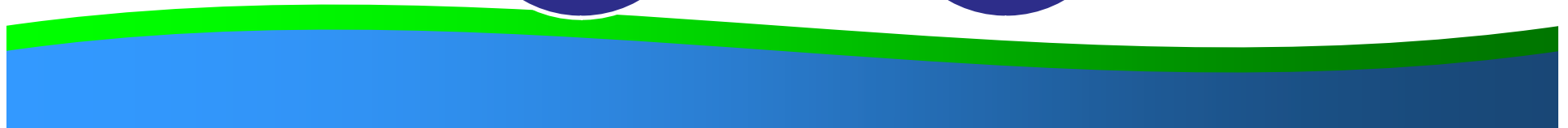
2009	KRA	2012
60%	Water Coverage	98%
15 psi	Water Pressure	34 psi
95%	System Reliability	99.9%
37%	Non-Revenue Water	14.4%



Construction of
New Submarine Pipeline



Wastewater Performance

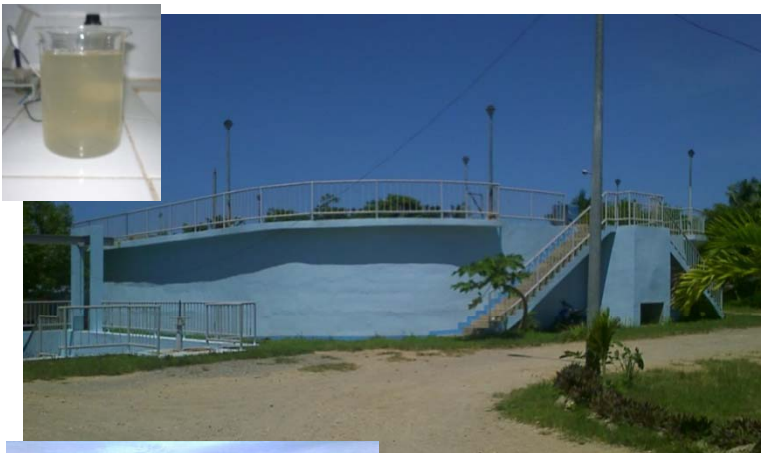


Wastewater -- Infrastructure



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.