City of Puerto Princesa Palawan

Puerto Princesa is located at the mid-section of the long strip of Palawan island province. It is dubbed as the country’s Last Ecological Frontier. More than 70% of the land cover of the City is forest and it has a coastline of 416 kilometers. The main industry of the City includes tourism and fisheries. Income from 16 Community-based Sustainable Tourism Projects (CBSTs), which are commonly located near or within mangrove areas, earned more than 112.4 million pesos in 2017.

Population
255,166 (2015)
Area of City (km²)
2193.39
City Mayor
Hon. Lucilo Rodriguez Bayron

Love Affair with Nature: The Puerto Princesa City Story

Institutionalized through the passing of City Ordinance 287: An Ordinance Declaring February 14 of Every Year as the Love Affair with Nature Day, the activity has become a yearly tradition everyone from Puerto Princesa is looking forward to.

Valentine’s Day every year is an opportunity for the citizens of Puerto Princesa to express their love not only for the people in their lives but for Mother Nature as well.

In a span of 16 years, the activity has gathered thousands of people to plant new mangrove trees along the City’s beaches. It also served as a platform for the local government to reiterate the citizens’ role as stewards of the environment.

The Love Affair with Nature Day culminates in a mass wedding activity which symbolizes the celebration of love and affection.

Project Activities
- Capacity Building and Awareness Raising
- Rehabilitation of Mangrove Forests within the City
- Foster cooperation and partnership amongst various stakeholders in the City
- Promoted the event as an ecotourism attraction

Results and Outcomes
- Strengthened partnerships and linkages
- Promoted mangrove areas as ecotourism sites
- Rehabilitated more than 90 hectares of mangrove areas
- More than 130,000 seedlings of mangroves and propagules planted
- Increased citizen awareness and appreciation of the City’s natural resources