



ISABELA TOURISM OFFICE

Accomplishment Report

JANUARY

MONTH

2023

YEAR



I. DOT ACCREDITATION OF TOURISM ENTERPRISE

NAME OF FACILITY/SERVICE**	CATEGORY (PRIMARY OR SECONDARY)	LOCATION	DATE OF ACCREDITATION
TAVERNA CAFÉ MERAKI GARDEN	PRIMARY	NAPACCU PEQUEÑO, REINA MERCEDES	23-Nov-22
MARIOS HOTEL	PRIMARY	BRGY. SANTA VISITACION, TUMAUNI	8-Dec-22
DA-CVRC AGRO-ECO TOURISM FARM	SECONDARY	PUROK 2, CITY OF ILAGAN	19-Dec-22
DAN ROSE TRAVELLER'S SUITE	PRIMARY	ANCHETA ST., MABINI, SANTIAGO CITY	21-Dec-22
OTEP'S HARDIN RESTAURANT	SECONDARY	GOV. FNDY BOULEVARD, SAN FERMIN	22-Dec-22
ROUND ROCK RESORT	PRIMARY	CANSAN, CABAGAN, ISABELA	30-Dec-22

II. OTHER PROGRAM/PROJECT/ACTIVITY

PROGRAM/PROJECT/ ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ ACCOMPLISHMENT
Bambanti Festival 2023 Dance Workshop Series 5	Secretariat in the Bambanti Festival 2023 Dance Workshop Series 5 held at FLDy Coliseum, Cauayan City, Isabela on January 10-13, 2023. The workshop includes series of dance choreography as part of the festival highlights which is the Bambanti Festival Dance Competition.	Secretariat during the Bambanti Festival 2023 Dance Workshop Series 5.
Choreography Dance Workshop	The Isabela Tourism Office staff Ms. Kristine Joy M. Ortiz and Ms. Shara Mae D. Racazza assisted Direk Leonilo Agustin together with the Bambanti Production Team in assessing the Street- dance and showdown choreography of the municipalities of San Pablo, Santa Maria, Ramon, and Santiago City. This helped them to create new ideas, formations, and techniques that enhances their creativity.	The dance choreography inspection was successfully conducted on January 13, 2023 in the City of Santiago and municipalities of San Pablo, Santa Maria, and Ramon.

Executive Committee Meeting and MCOs Final Coordination Meeting	The Isabela Tourism Office acted as one of the Secretariat during the Final Coordination Meeting of Executive Committee Members and Municipal Tourism/Cultural Officers for the preparation of the Bambanti Festival 2023 on January 19, 2023 at the Isabela Convention, Cauayan City, Isabela. The meeting discussed the problems that arise per committee and proposed possible solutions.	Secretariat during the Final Coordination Meeting of Executive Committee Members and Municipal Tourism/Cultural Officers.
Tour Packaging and Marketing Workshop	The Isabela Tourism Office staff Ms. Almazan and Mr. Tangan attended the Tour Package Development and Delivery for Isabela Tourism Circuit at the Pizza Zicarelli, Upi, Gamu, Isabela on January 9-10, 2023. This seminar is a follow-through activity to the Tourism Marketing and Branding Seminar conducted for the "Majestic Isabela: Your Journey to a Glorious Past" Tourism Circuit. Participants in the seminar were taught on how to effectively operate and manage tours in their respective areas by following a step-by-step procedure to develop and effectively market the tourism products.	The Isabela Tourism Office participated in the two-day seminar on Tour Package Development and Delivery for Isabela Tourism Circuit on January 10, 2023.
Tourism and Marketing and Branding Workshop	The Isabela Tourism Office staff Ms. Natalie B. Almazan and Mr. John kelvin G, Tangan attended the three-day Tourism Marketing and Branding Seminar for the Culture, Heritage, and Arts Tourism (CHAT) Circuit of the Province of Isabela on January 4-6, 2023 at Piazza Zicarelli, Gamu, Isabela. Tourism officers from the Cities of Cauayan and Ilagan and the municipalities of Alicia, Angadanan, Gamu, Tumauni, Cabagan, and Santa Maria, Isabela were taught marketing and branding concepts and tactics over the course of the three-day event. The brand name formulated for this tourism circuit is "Majestic Isabela: Your Journey to a Glorious Past". The circuit brand encompasses the whole spectrum of tourism products offered by the destinations. The brand name was a product of the collaborative efforts of the tourism officers that are part of this circuit.	The Isabela Tourism Office actively participated in the three-day tourism marketing and branding workshop for Isabela's Culture, Heritage, and Tourism (CHAT) Circuit at Gamu, Isabela on January 4-6, 2023.

<p>Dry-Run of the Isabela Tourism Circuit</p>	<p>Isabela Tourism Office staff attended the readiness assessment of the “Majestic Isabela: Your Journey to a Glorious Past” Isabela tourism circuit conducted by DOT R02 on January 11-13, 2023. A team from the DOT regional office, tourism officers from the cities and municipalities that make up the circuit, and representatives from Region 2 Travel Agencies and Tour Operators took part in the tourism circuit dry-run it also involves the evaluation of the various tourism products and services provided in the different destinations. The Dry-Run aims to determine the readiness of the tourism circuit for regional and national validation including the identification of gaps and enhancements necessary to ensure the completeness of the product experience.</p>	<p>The Isabela Tourism office took part in the readiness assessment of the Isabela Tourism Circuit on January 11-13, 2023.</p>
<p>Bambanti Festival 2023 Celebration</p>	<p>The Isabela Tourism Office - Isabela Museum and Library performed as secretariat during the week-long celebration of the Bambanti Festival 2023 on January 23 - 28, 2023. ITO staff were assigned to each activity during the week-long celebration. Secretariat tasks include assistance to the Judges and VIP guests, close coordination with the tourism officers, layout, printing, and distribution of IDs, car pass, and other communication letters. They were also assigned for technical assistance to the Production Team, secretariat in the in-house training of the Queen Isabela Candidates, ensuring the smooth execution of the program during the Display of Queen Isabela II Creative attire and exhibit of the Festival King & Queen Costume in SM Cauayan.</p>	<p>Successfully flow of Bambanti Festival. Activities coordinated and referrals and production of IDs conducted respective to every issue/concern regarding movements, programs, changes, and needs.</p>
<div> <div> <p>PREPARED BY:</p>  <p>RODAMAE L. ALLAM Administrative Officer II</p> </div> <div> <p>CERTIFIED CORRECT:</p>  <p>MARIA ROSARIO OLIVA M. OLAÑO Tourism Operations Officer II</p> </div> </div>		