



## ISABELA TOURISM OFFICE

### Accomplishment Report

FEBRUARY

MONTH

2024

YEAR

#### I. DOT ACCREDITATION OF TOURISM ENTERPRISE

NAME OF FACILITY/SERVICE**	CATEGORY (PRIMARY OR SECONDARY)	LOCATION	DATE OF ACCREDITATION
MQ COFFEE SHOP (KAPE ILOKANO)	SECONDARY	REAL ESTATE BUILDING, ALIBAGU, CITY OF ILAGAN	29 FEBRUARY, 2024
MANALO TAGUBA ECO PARK	SECONDARY	BRGY. CUMU, ANGADANAN	29 FEBRUARY, 2024
VALDEZ INTEGRATED FARM	SECONDARY	BRGY. BANNAWAG, ANGADANAN	12 FEBRUARY, 2024

#### II. OTHER PROGRAM/PROJECT/ACTIVITY

PROGRAM/PROJECT/ ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ ACCOMPLISHMENT
31st Philippine Travel and Tour Expo	This 3-day event was a great opportunity to present possible tourist destinations and available tour circuits within Isabela as ITO staff distributed fliers and brochures. ITO also participated in the programs with some trivia questions about the Province of Isabela and gave Isabela products to those who answered the questions correctly.	PGI, through ITO, joined the PTTA Travel and Tour Expo last Feb 2-4, 2024. Isabela Provincial Tourism Officer, Joanne D. Maranan, presented DOT Secretary Maria Cristina Garcia-Frasco with a Gaddang shawl during the opening of the booths. DOT Region 2 booth showcased the Giant Banga of Santa Maria and also showed how the banga in Santa Maria are created.
Meeting regarding Nautical/ Cruise Tourism to include Divilacan, Isabela at Paradise Dynasty, S'Maison, Pasay City	Divilacan, Isabela was identified as a destination for an expedition cruise from Taiwan. Voyage will include Cagayan Islands and other locations in Visayas and Mindanao before returning to Taiwan. Expected number of passengers for this cruise will be 140 persons ranging for 50-70 years of age. Data about Divilacan are expected to be forwarded to the cruise provider by mid-February 2024. A meeting with LGU Divilacan will be scheduled by early March to finalize other details.	The Provincial Tourism Officer Ms. Joanne Dy Maranan met with Sharp Travel and Tours together with Regional Directors of DOT regarding cruise and expedition trips for 2025.

<p>PASINAYA 2024 at CCP Complex Front Lawn</p>	<p>PASINAYA Festival is a program of the CCP which provides a platform for artists and cultural groups to show their talents through public performances and interactions.</p>	<p>Yogad Cultural Dance Group was invited to perform their Bambanti Showdown piece which won 2nd Place in Bambanti 2024 Showdown Competition.</p>
<p>CVRTC Meeting</p>	<p>1st Quarterly meeting of the CVRTC was held at ICONIC in Cauayan City. Chairperson Ruth Padilla presided over the meeting where projects of the Council were discussed. This included the proposed Regional Film Festival, Regional Travel and Trade Fair tentatively scheduled in September 2025 to coincide with Tourism Month, Cultural Fashion Show and other training programs as proposed by the Vice President for Planning and Research. TWG for the Travel and Trade Fair and Film Festival to convene upon the request of the Vice Presidents concerned.</p>	<p>Other items in the agenda included updating of the Council name to Region 2 (Cagayan Valley) Tourism Council or R2CVTC. Atty. Ruben Dumlaog to process SEC registration and other requirements. All Provincial Tourism Officers are members of TWG for Regional Fair and Film Festival.</p>
<p>National Historical Commission of the Philippines visits Ramon, Isabela</p>	<p>Representatives from the National Historical Commission of the Philippines visited Barangay Ozcaris, Ramon, Isabela to discuss their project of mapping and installing markers on sites visited by Gen. Emilio Aguinaldo before he was captured by the Americans. Together with Atty. Lagaran from the Office of the Mayor, Ms. Maby Tolentino, Municipal Tourism Officer and the Barangay Officials, we met with NHCP representatives at the Barangay Hall of Ozcaris. Potential marker sites were also visited and discussed. Per NHCP, it does not have to be exactly where Gen. Emilio Aguinaldo stayed, what is more important is that it would be visible and accessible for people who would want to see the marker. 2 sites proposed were within the barangay hall and the other one was near the church/convent where Gen. Aguinaldo stayed. Other factors that needs to be considered for the marker location is the land ownership of the proposed location and if the barangay would be able to regularly maintain the cleanliness of the marker.</p>	<p>The Provincial Tourism Officer Ms. Joanne Dy Maranan together with the NHCP representatives visited Barangay Ozcaris, Ramon, Isabela. Marker inscription shall be reviewed by LGU before sending the final inscription to NHCP.</p>

<p>1st Convening of the Technical Working Group on Tourism Statistics of Region II – Cagayan Valley</p>	<p>The Regional Statistics Committee recognizes that data and information on tourism industry are essential in measuring the contribution of tourism industry to the regional economy, its sustainability and its environmental impact to destinations, as well as in providing vital links in the development and orchestration of campaigns aimed at promoting and strengthening the region as a tourist destination. The Technical Working Group on Tourism Statistics of Region 2 was created and convened for the 1st time last February 15, 2024 at the PSA RSSO II Conference Hall, Carig Sur, Tuguegarao City, Cagayan.</p>	<p>TWG on Statistics Chairperson, Engr. Girmo M. Bacuyan and Co-Chairperson, RD Troy Alexander G. Miano, presided over the meeting. The agenda included reconstitution of the TWG to add additional members from other agencies, private sector groups and Provincial and City Tourism Officers in the region. An overview of the Tourism Satellite Accounts, Data Assessment Matrix and other activities of the TWG were discussed as well during the first meeting.</p>
<p>Visit of H.E. Wallace Minn Gan Chow, Taiwan Ambassador to the Philippines and Representative of the Taiwan Economic and Cultural Office in the Philippines</p>	<p>Ambassador Wallace Minn Gan Chow visited the Province of Isabela last Feb 18-19, 2024. He arrived at Cauayan City Airport and was met by Vice Governor Bojie Dy, Congressman Inno Dy, MECO Chairman Bebot Bello, MECO Vice Chairman Renato Ebarle, Cauayan City Vice Mayor Dalin and other City Officials, and Isabela Tourism Officer, Joanne D. Maranan. On Feb 18, he was hosted by City of Ilagan, headed by City Mayor Jay Diaz. On Feb 19, he was introduced and presented during the Monday Convocation and gave a warm and inspiring message to fellow Isabelenos. Right after, he travelled to different LGUs to have a tour and see the beauty of the Province which was capped by a banchetto at the front of the Capitol Building.</p>	<p>Governor Hon. Rodito T. Albano, Vice Governor Hon. Bojie Dy, and ITO Team accompanied Mr. Wallace Minn Gan Chow the Taiwan Ambassador.</p>
<p>PSC 1st Quarterly Meeting for 2024</p>	<p>The Provincial Statistics Committee - Isabela (PSC –Isabela) held its 1st Quarter meeting on February 21, 2024, at the Blue Room in the Provincial Capitol, City of Ilagan, Isabela. One of the agenda items discussed during the meeting was the compilation of the Cagayan Valley Tourism Satellite Accounts (TSA). The Philippine Statistics Authority (PSA) requested this compilation through the Satellite Account Division of the Macroeconomic Accounts Service.</p>	<p>The Isabela Tourism Office attended the PSC meeting and committed to providing the data required for the TSA.</p>

<p>Meeting with BM Grace Arreola regarding ITDP</p>	<p>According to Section 37 of the Republic Act No. 9593 (Tourism Act of 2009), Local Government Units (LGUs) are encouraged to utilize their powers under Republic Act No. 7160, also known as the Local Government Code of 1991. This ensures the preparation and implementation of a tourism development plan, the enforcement of standards, and the collection of statistical data for tourism purposes. In line with this, Provincial Tourism Officer Ms. Joanne Dy Maranan and Hon. Mary Grace V. De Asis-Arreola, Sanggunian Panlalawigan Member and Committee Chairperson on Tourism held a meeting on February 21, 2024 to discuss updates on the formulation of the Isabela Tourism Development Plan.</p>	<p>As part of our ongoing efforts, a meeting has been scheduled with the ITDP Technical Working Group representatives on March 14, 2024. The objective of this meeting is to present the draft plan and seek feedback from the TWG to make improvements.</p>
<p>ITO-IML Meeting Monthly</p>	<p>Staff meeting convened to review recent accomplishments, outline forthcoming projects and activities for the whole year 2024, and address any concerns regarding with the flow of work. This meeting fosters open communication and collaboration, driving our office future achievements and goals.</p>	<p>Presided by the Provincial Tourism Officer Ms. Joanne Dy Maranan at the Isabela Tourist Information and Assistance Center in conjunction with the ITO-IML staff.</p>
<p>DOT Mobile Accreditation</p>	<p>The physical inspection aimed to visit the site to personally assess the facilities and determine if they are still eligible for accreditation. It also aimed to encourage other establishments to apply for accreditation, enabling DOT to issue them a permit or license to operate. The primary purpose of accreditation is to uphold international standards of excellence in all tourism facilities and services, and promote the country as a safe and wholesome tourist destination.</p>	<p>ITO staff Ms. Yris Ceralde assisted Mr. Frederick Castro and Ms. Rose Rillon from DOT Region 02 conducted a physical inspection of Aes at Cauayan City and City of Ilagan, Isabela.</p>
<p>Isabela Tourism Development Plan - 1st Draft</p>	<p>ITDP typically outline strategies for enhancing the Province's tourism infrastructure, promoting destinations, and boosting visitor experiences. Additionally, the plan includes initiatives for sustainable tourism practices, cultural preservation, and economic growth through tourism.</p>	<p>Rough draft to the ITDP and TWG before presenting to the Isabela Tourism Council.</p>
<p>ATOP CV Meeting</p>	<p>The Association of Tourism Officers in the Philippines Cagayan Valley Region officers had its 1st regular meeting. This event intends to plan and organize the initiatives and projects of the Tourism Officers in the Region.</p>	<p>The President of ATOP Ms. Joanne Dy Maranan presided over the meeting at Isabela Museum and Library.</p>

<p>LPTRP Survey</p>	<p>The LPTRP team are working to comply with House Bill No. 4823, aimed at implementing a fair and rational Public Utility Jeepney (PUJ) modernization program. This initiative seeks to provide transitional aid to PUJ drivers, operators, and stakeholders, allocating funds accordingly. Upon presentation of data to LPTRP Core Group, a re-survey of Boarding and Alighting was requested.</p>	<p>LPTRP TWG member Ms. Jinky D. Matusalem alongside Ms. Alyssa Marie M. Obenar represented the Tourism Office in the revaluation survey on Boarding and Alighting from February 28 - March 5, 2024.</p>
<p>Tourist Destination Assessment</p>	<p>The Tourism Assessment is a tool for tourism development planning as it draws on multiple evaluation methods and techniques for quick and systematic data collection even with limited time in the field. It involves assessment of existing sites, discovery and/or presentation of potential areas, referral for ready destinations, and familiarization of claimed/reported areas. Testing and critiquing of products and by - products are also integrated in the activity including transport observation and try - out.</p>	<p>Feedback reports are done and submitted to the respective towns for further improvement, adjustment or reference. The tourism assessment conducted at Diocesan and Assessment Training Center, Bintacan River, Saint Ferdinand Parish, Saint Elizabeth of Portugal Parish, San Lorenzo Ruiz De Manila, Torre De Jardin, Ramon Magsaysay Park, and Parish of Saint Thomas Aquinas.</p>
<p>PREPARED BY:</p>		<p>CHECKED BY:</p>
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