



ISABELA TOURISM OFFICE

Accomplishment Report

MAY
MONTH
2024
YEAR

I. DOT ACCREDITATION OF TOURISM ENTERPRISE

NAME OF FACILITY/SERVICE**	CATEGORY (PRIMARY OR SECONDARY)	LOCATION	DATE OF ACCREDITATION
NORTHERN LUZON TRANSPORT OPERATORS AND DRIVERS MULTI-	PRIMARY	P-6 MABATO PARE ST., MALINI, MALVAR,	08-May-24
PINK DIAMOND INTERNATIONAL TRAVEL AND TOURS	PRIMARY	173 CARREON BLDG., BAYAUA ST., CORNER RC	10-May-24
LEISURE PERKS TRAVEL AND TOURS	PRIMARY	#72 MARTIN BLDG. ROXAS ST., CAUAYAN CITY	13-May-24
GLOBAL MILES TOURS AND TRAVEL	PRIMARY	RM 201, 2ND FLOOR, HERITAGE BUILDING	13-May-24
GRACIOUS ANGELI TRAVEL AND TOURS	PRIMARY	K2 19, LEVEL 2, ROBINSONS PLACE, SANTIAGO CITY	13-May-24
BUCKET LIST TRAVEL AND TOURS	PRIMARY	NATIONAL HIGHWAY, AURORA	16-May-24
HAGWON TRAVEL EXPRESS AGENCY	PRIMARY	GROUND FLOOR, PG BUILDING, LINO BARRERA	21-May-24

II. OTHER PROGRAM/PROJECT/ACTIVITY

PROGRAM/PROJECT/ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ACCOMPLISHMENT
Intercoastal Youth Environmental Congress	Young leaders from the coastal municipalities of Divilacan, Maconacon, and Palanan in Isabela gathered for the first Inter-Coastal Youth Congress held from April 28 to May 2, 2024, at Lanai, Bicobian, Divilacan, Isabela. The event was organized and facilitated by LGU Divilacan through their Municipal Environment and Natural Resources Office (MENRO) in collaboration with different partners agencies. The aim of the congress was to amplify youth voices and promote environmental conservation. This annual initiative is meant to empower coastal town's youth to lead and promote environmental protection and preservation, especially for the rich natural resources located within the protected Northern Sierra Madre Natural Park (NSMNP).	The activity was attended by the staff of the Isabela Tourism Office, Ms. Rodamae Allam-Yadao and Mr. Jake M. Salinas. They were tasked with discussing the trends in the tourism industry and the youth's role in promoting environmental preservation, ecotourism, and climate resilience among the youth leaders in the coastal municipalities of Isabela.
2nd Regular Meeting of the Cagayan Valley Regional Tourism Council	The Cagayan Valley Regional Tourism Council (CVRTC) held its quarterly board meeting on May 8, 2024, at the Conference Room in Santiago City, Isabela, with Chairperson Ruth R. Padilla presiding over the meeting. The meeting focused on important upcoming events, including the CVRTC Regional Tourism and Trade Fair and Election of Officers scheduled for September 26, 2024, in Nueva Vizcaya. The council also discussed other matters, such as the organization's budget and DOT updates.	Isabela Tourism Office staff Ms. Rodamae Allam-Yadao attended the CVRTC 2nd regular meeting.

338th Aggaw na Ilagan and the 14th Mammangi Festival	<p>The City of Ilagan celebrated the 338th Aggaw na Ilagan and the 14th Mammangi Festival last May. "Aggaw na Ilagan" honors past leaders and forefathers who fought for independence, aiming for a future where freedom, peace, and dignity thrive. The Mammangi Festival pays homage to the city's rich agricultural heritage, focusing on corn production as a significant farming activity.</p> <p>The festival activities include the Agri-Ecotourism Tienda Ilagan, Cultural Olympics, Search for Binibining Ilagan, Barangay Night, Off-Road Challenge, Motor Show, Street Dance and Showdown Competition, Grand Musical Concert, Gawad Ilagueño, and Grand Concert.</p>	The Provincial Tourism Officer, Ms. Joanne D. Maranan, attended several events during the festival. She graced the occasion by attending the grand opening of the Mammangi Agri-Ecotourism Booth on May 4, 2024 where, she served as one of the judges. She was an award presenter for Grand Coronation Night of Binibining Ilagan 2024 on May 6, 2024.
168th Founding Anniversary of the Province Isabela	The 168th Founding Anniversary of the Province of Isabela commenced with a Thanksgiving Mass on May 10, 2024, at Saint Michael's Cathedral in Upi, Gamu, Isabela. Officials and employees attended the mass, followed by the awarding of the Most Outstanding Isabeleños in various fields at the GFNDy Sr. Session Hall, Isabela Provincial Capitol. Additionally, car enthusiasts gathered at Queen Isabela Park for the Isabela Day 2024 Meet and Show, while the 4x4 Off-road Challenge took place at the Isabela Sports Complex Football Field on May 11, 2024.	The Isabela Tourism Office, under the leadership of Ms. Joanne D. Maranan, took part in the celebration of Isabela Day 2024.
Isabela Tourism Development Plan Meeting	The technical working group convened at the Blue Room of the Isabela Provincial Capitol on May 17 to review the draft of the Isabela Tourism Development Plan (ITDP) before its approval. The draft of the ITDP was presented to the Technical Working Group for additional inputs, suggestions, and comments to refine and ensure the plan's accuracy, reliability, and alignment with stakeholders' needs and objectives.	<p>The ITDP write-up team is currently working on the suggestions provided by the Technical Working Group to complete the plan, hopefully before the end of the year.</p> <p>It was suggested that the Tourism Code should be appeared first prior to the plan. Plan should be aligned with the Code and PDPFP.</p>
Tourism Enterprises Forum	The Department of Tourism (DOT) Region 2 conducted a Tourism Enterprise Forum for the Province of Isabela, gathering a total of 53 participants from various tourism enterprises and local government units on May 22, 2024, at The Hotel Sophia in Cauayan City, Isabela. The forum provided technical assistance to the staff in charge of tourism statistics in all accommodation establishments by effectively using the standard forms required for tourism statistics collection.	The Isabela Tourism Office attended the forum.

3rd Nueva Vizcaya Tourism Travel Expo	Nueva Vizcaya held the 15th Grand Ammungan Festival to commemorate the province's 185th founding anniversary. With the theme of unity and sustainable development, the festival highlighted the province's rich cultural diversity and its significant economic progress in recent years. The festival began with the ribbon-cutting ceremony of the Nueva Vizcaya Travel and Tourism Expo. Now in its third year, the expo showcased booths from the 15 municipalities, each featuring their unique fiestas or festivals, tourist attractions, agricultural produce, food products, crafts, and souvenir items.	Provincial Tourism Officer, Ms. Joanne D. Maranan witnessed the vibrant celebration and served as one of the board of judges during the Nueva Vizcaya Travel and Tourism Expo on May 21, 2024.
Tourist Destination Assessment	The Tourism Assessment efficiently gathers data for development planning using various evaluation methods. This encompasses evaluating current sites, pinpointing potential areas, and suggesting destinations. Product testing, transport observation, and trial runs are integral components of the process, conducted at G Farm, Baby Quennie Water Flow Resort, Elmaron Resort, Ancheta's Farm Resort, Nature Spring Water Resort, Ashley Dawn Resort, Melchor Resort, Hernando's Wine Manufacturing, Mila's Farm, Rosato Hotel-Branch, FMN Developers Corporation, Nick Hotel, Brillo Integrated Training Center Inc., De Guia's Farm and Resort, La Madrid Resort Hotel, Lorenzo's Resort, Alfresco Resort, Din's Diner, R.P.T. Restaurant, JVG Functional Hall, Jamari's Cabin Private Resort, Alicia Gallery Museum and Library, and Alicia Pasalubong Center in Alicia, Isabela.	The Isabela Tourism Office staff conducted tourism site assessments and onsite validations. Feedback reports were prepared and submitted to the respective towns for further improvement, enhancement or reference.
CRK North Sales Mission	The Department of Tourism fully supports the continuous promotion of Clark International Airport (CRK) as the main gateway of North Luzon. Following the success of the CRK Summer North Sales Mission 2023, CRK once again spearheads 2024's momentous mission to further the enhancement of connectivity in CRK. In addition to collaborative efforts with partner travel and tour operators of the airlines regarding the most recent development and products, the initiative aims to advance connections and networks of Clark International Airport (CRK) positioning it to be the Central and North Luzon's main gateway.	Provincial Tourism officer, Ms. Joanne D. Maranan attended the CRK North Sales Mission on May 27, 2024 at Zen Hotel, Santiago City, Isabela.

<p>Preparation of SGLG documents for Heritage Development, Culture and the Arts</p>	<p>Provincial Administrator Atty. Noel Manuel R. Lopez convened a meeting with the department heads of the Provincial Government of Isabela on May 29, 2024, at the Blue Conference Room. The purpose of the meeting was to thoroughly discuss the requirements for the upcoming evaluation for the Seal of Good Local Governance (SGLG) by the Regional Assessment Team (RAT).</p>	<p>Provincial Tourism Officer, Ms. Joanne D. Maranan, participated in the meeting and complied with all the requirements and suggestions.</p>
<p>Book Launching Heritage Churches of the Cagayan River Basin</p>	<p>The book "Heritage Churches of the Cagayan River Basin" was launched on May 29, 2024, as a momentous event in the City of Ilagan in celebration of the 346th Patronal Fiesta of Saint Ferdinand of Castile and Leon, Patron Saint of Ilagan. The event also served as the culminating activity in observance of the 2024 National Heritage Month. The book was written by the eloquent and multi-awarded author, architect, and Director of Instituto Cervantes Manila, Señor Javier Galvan Guijo, Ph.D., this was the first launch of the book in Region 2 and Northern Luzon.</p>	<p>Ms. Joanne D. Maranan, the Provincial Tourism Officer, attended the book launch featuring the historical churches of Isabela.</p>
<p>Training on Homestay Pilipinas Program and Eco-Tour Guides Training</p>	<p>Department of Tourism Region 2 held a simultaneous training in Divilacan, Isabela last May 8-15, 2024. The capacity-building training is in support to the product development cycle and tourism circuit of Isabela Coast, Your Island Toasts.</p>	<p>Isabela Tourism Officer, Ms. Joanne D. Maranan gave message of support to Tourism Enterprises and participants of the event.</p>
<p>Month of the Ocean Youth Camp</p>	<p>The Department of Environment and Natural Resources Region II, in collaboration with the Provincial Government of Isabela and the municipality of Dinapigue conducted a community camp last May 30 to June 1, 2024 at Tade Forest Resort in Dinapigue, Isabela. The event aimed to raise environmental awareness and promote biodiversity conservation and development activities that contribute to sustainable development, environmental protection, and the well-being of the community.</p>	<p>The activity was attended by Isabela Tourism Office staff, Ms. Ereneah R. Domingo. She was assigned to discuss the Sustainable Tourism.</p>
<p>Love the Philippines (LTP) Brand Guidelines Regional Stakeholder Roll-out</p>	<p>The Isabela Tourist Office participated in the Love the Philippines (LTP) Brand Guidelines Regional Stakeholder Roll-out via Zoom on May 31, 2024. The seminar provided an opportunity to gain a thorough understanding of the vision, values, and strategic direction of the LTP brand, aiming to align current efforts with the overall goals of promoting tourism.</p>	<p>The Isabela Tourism Office staff attended the Love the Philippines (LTP) Brand Guidelines Regional Stakeholder Roll-out.</p>

Maintains implementation of preventive measures due to Covid-19 disease	The Isabela Museum and Library staff maintains preventive measures such as sanitizing government facilities and clean-up drive in the IML to prevent the spread of Covid-19 disease.	Highly observed preventive measures during office hours.
Library Service/Program	For the month, we have a total of 1,425 readers for the library.	Assisted readers
Museum Service/Program	A total of 96 museumgoers visited the museum.	Completed tour
Celebrated National Heritage Month 2024	The Isabela Museum and Libray celebrated the National Heritage Month 2024 with the theme: "Championing Heritage: Capacity Building to Transform Communitues". IML in collaboration with the LGU of Cauayan City and Echague launched an exhibit titled: "Ettam ngana ta Isabela – the Indigenous People of Isabela".	Displayed exhibit at the lobby
Celebrated National Flag Day - May 28, 2024	The Isabela Museum and Libray staff pitched and decorated the IML building with Philippine flag and flaglets to celebrate the occasion. Mounted an exhibit about the Philippine Flag.	Participated and mounted an exhibit.
PREPARED BY:	CHECKED BY:	
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