	ISABELA TOURISM OFFICE	FEBRUARY
		MONTH
	Accomplishment Report	2025
		YEAR

I. DOT ACCREDITATION OF TOURISM ENTERPRISE

NAME OF FACILITY/SERVICE**	CATEGORY (PRIMARY OR SECONDARY)	LOCATION	DATE OF ACCREDITATION
LAST REGNANT LEISURE HUB	PRIMARY	SANTA CRUZ, SAN MANUEL, ISABELA	18 FEBRUARY, 2025
COUNTY STATE HOTEL	PRIMARY	PUROK 3, DISTRICT IV, TUMAUNINI	05 FEBRUARY, 2025
ROCIO AND BROS KITCHEN (HAP CHAN)	SECONDARY	MANLAPAZ BUILDING NATIONAL HIGHWAY DISTRICT I, CAUAYAN CITY	18 FEBRUARY, 2025
BREWS AND BOUQUETS CAFÉ	SECONDARY	ZONE 1, BRGY. ALIBAGU, CITY OF ILAGAN	15 FEBRUARY, 2025
FELICITY'S CAFÉ	SECONDARY	BRGY. GUINATAN, CITY OF ILAGAN	19 FEBRUARY, 2025
KINA JOM'S HARDIN RESTAURANT	SECONDARY	CITY HOMES, ALIBAGU, CITY OF ILAGAN	20 FEBRUARY, 2025
RMG WAFFLE FOOD STALL	SECONDARY	CAPITAL ARENA BUILDING, BRGY. ALIBAGU, CITY OF ILAGAN	18 FEBRUARY, 2025
SAVORENE FOOD HUB (TAPA KING)	SECONDARY	CAPITAL ARENA BUILDING, BRGY. ALIBAGU, CITY OF ILAGAN	18 FEBRUARY, 2025
TRESBELLE FLOWER SHOP	SECONDARY	ALIBAGU, CITY OF ILAGAN	18 FEBRUARY, 2025

II. OTHER PROGRAM/PROJECT/ACTIVITY


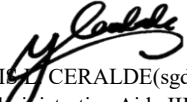

PROGRAM/PROJECT/ ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ ACCOMPLISHMENT
Joint Regular Business Meeting for the First Quarter	The Provincial Development Council (PDC), Provincial Peace and Order Council (PPOC), Provincial Anti-Drug Abuse Council (PADAC), and Provincial Task Force to End Local Communist Armed Conflict (PTF-ELCAC) convened Joint Regular Business Meeting for the First Quarter held last February 4, 2025 at theAmphitheater, Capitol Building, Alibagu, City of Ilagan, Isabela, 8:30 AM. The provisional agenda that was discussed including the following: a.) Provincial Economic Situation b.) Peace and Order Situation c.) Insurgency Situation d.) ECLIP Committee Accomplishment and Other DILG Programs, Projects, and Activities on Peace and Development Concerns e.) Illegal Drug Situation f.) Accomplishment of PTF-ELCAC	Provincial Tourism Officer Ms. Joanne D. Maranan attended the joint meeting.
Bambanti Festival 2025 - Post Event Meeting	The Isabela Tourism Office held a Bambanti Festival 2025 - Post Event Meeting for the Municipal Tourism/Cultural Officers (MTO/MCOs) held last February 4, 2025, at the Green Room, Capitol Building, Alibagu, City of Ilagan, Isabela. During the meeting, MTO/MCOs discussed and raised their issues and concerns regarding newly concluded Bambanti Festival. Key highlights included the Agri-Tourism Village, the Street Dance and Showdown, and the Queen Isabela Competition. The meeting served as a platform for the officers to provide feedback and insights to improve future events and further enhance the festival experience.	Certificate of Appreciation were distributed to all Cities/Municipalities of MTO/MCOs.

Cagayan Valley Regional Tourism Council Meeting	<p>The Cagayan Valley Regional Tourism Council Meeting took place last February 5, 2025, at the Isabela Museum and Library. The meeting focused on discussing the proposed events and activities for the upcoming months. It also provided updates on the current status of the tourism industry in Region 2. Key discussions included the progress of tourism initiatives, as well as emerging trends and challenges. This meeting served as an important platform for collaboration and planning, ensuring a coordinated effort in promoting and enhancing tourism sector.</p>	Provincial Government of Isabela thru the Isabela Tourism Office hosted the event.
Miss Universe Philippines - Isabela 2025 Meeting, Contract Signing and Presentation	<p>In preparation for the upcoming Miss Universe Philippines, scheduled to be held at Mall of Aisa Arena, Pasay on May 2, 2025 the whole province supported the journey of Ms. Jarina K. Sandhu. To ensure her optimal preparation, a meeting was held last February 2025. The discussions highlighted the various aspects of her preparation, including training, wardrobe, public speaking, and media exposure, to help enhance her performance and overall presentation. The meeting underscored the collective effort to provide Ms. Sandhu with the necessary support and resources, ensuring she is well-prepared to represent the province with pride at the Miss Universe Philippines competition.</p>	Overall, Provincial Government of Isabela shows full support to our Miss Universe Philippines - Isabela Ms. Jarina K. Sandhu.
	<p>Miss Universe Philippines - Isabela/Queen Isabela 2025, Ms. Jarina K. Sandhu, attended her contract signing held last February 13, 2025, where she officially committed to representing the province in the upcoming Miss Universe Philippines competition. During the contract signing, Ms. Sandhu expressed her dedication to the role and her clear commitment to thorough preparation for the pageant. She emphasized her intention to fully dedicate herself to showcasing Isabela's beauty, talent, and culture on a national stage while ensuring she is well-prepared for the</p>	
	<p>The newest face of the Province of Isabela, Ms. Jarina K. Sandhu, our Miss Universe Philippines - Isabela/Queen Isabela 2025, proudly and gracefully showcased her finest look during the Miss Universe Philippines Presentation held on February 15, 2025, at Makati Shangri-La, Manila. Among the 69 official candidates vying for the crown, Ms. Sandhu stood out with her purpose and advocacy, making a strong impression as she represented Isabela with poise and confidence. After the presentation, the organization conducted a fun shoot and headshot session, which were later unveiled, capturing her radiant personality and commitment to her</p>	
32nd PTTA Travel Tour Expo	<p>The country's largest and most anticipated annual travel and tourism event was 32nd PTTA Travel and Expo with the theme "Beyond Borders" held last February 7-9, 2025 at SMX Convention Center, manila, Philippines. It aimed to to connect with the world through travel, showcasing the diverse wonders that await beyond our borders. With the 32nd Travel Tour Expo, DOT Region 2 remains committed to positioning Cagayan Valley as a premier destination for adventure,</p>	Provincial Tourism Officer Ms. Joanne D. Maranan together with her staff Ms. Jinky Matusalem, Mr. Jayson A. Macarubbo and Mr. Edgardo Daquiaoag attended the three-day Travel Tour Expo.

Association of Tourism Officers in the Philippines - Cagayan Valley Region 02 Meeting	The Association of Tourism Officers in the Philippines held a meeting via Zoo to discussed the tourism activities that would set to happen for the upcoming Tourism Month on September 2025. The meeting also focused on organizing events and fostering collaborations with the Region.	Provincial Tourism Officer actively participated the aforementioned meeting.
Isabela Artist Circle (ISAC) Meeting	Meeting with ISAC was held on February 12, 2025 at the IML, where members actively discussed the promotion of the art scene in the province through various initiatives such as workshops, exhibits, and both local and national art competitions. In celebration of National Arts Month 2025, the meeting focused on planning and preparing a series of proposed activities and events scheduled for February 25-28, 2025, aimed at honoring the incredible talents of Isabela's finest artists. These events are designed to showcase the creativity and artistry of local talent while engaging the community in celebrating the province's rich artistic culture.	Provincial Tourism Officer Ms. Joanne D. Maranan meet the ISAC Founder and President.
Gawad Parangal 2025 - The Isabela Visual Artist Awarding and Recognition	The Isabela Artist Circle (ISAC), in cooperation with the Provincial Government of Isabela through the Isabela Tourism Office (ITO), conferred the Gawad Parangal 2025 awards to outstanding visual artists of the province. The event, held on February 27, 2025, at SM Cinema 4, celebrated the remarkable achievements of Isabela's finest visual artists. ISAC has been a strong supporter of the various arts and culture programs organized by the ITO, and the Gawad Parangal serves as a significant recognition of the talent and contributions of local artists. The event highlighted the province's commitment to promoting and honoring its vibrant arts scene, while also encouraging further cultural development and creativity within the community.	Provincial Tourism Officer Ms. Joanne D. Maranan together with Regional Director Dr. Troy Alexander G. Miano presented a sets of awards to the hardworking and dedication visual artists of Province of Isabela.

Comprehensive Land Use Plan (CLUP) of the Municipality of San Manuel	The Provincial Land Use Committee (PLUC) was convened its 2nd round of discussion for reviewing and assessing the Comprehensive Land Use Plan (CLUP) of the Municipality of San Manuel held last February 18, 2025 at the Blue Room, Capitol Building, Alibagu, City of Ilagan, Isabela. This involved an in-depth analysis of various factors such as infrastructure development, environmental concerns, and economic trends to ensure the plan aligns with current and future needs of the municipality.	Provincial Tourism Officer Ms. Joanne D. Maranan, along with the team, attended the review for the CLUP of San Manuel, Isabela.
British Ambassador Tour	On February 19, 2025, Ambassador Laure Beaufile, the British Ambassador to the Philippines and Palau, along with representatives from the Department of Environment and Natural Resources (DENR) and Congressman Antonio "Tonypet" T. Albano, visited the Magat Dam Tourism Complex and Planas Rolling Hills in Ramon, Isabela. The visit highlighted the province's exceptional tourist attractions and its commitment to sustainable tourism and environmental conservation. During the visit, Ambassador Beaufile was gifted locally made products from Isabela, including a shawl made from Inabel fabric from Quezon, as well as coffee table books from the Provincial Government of Isabela and the Mabuwaya Foundation.	Isabela Tourism staff thru Mr. John Kelvin G. Tangan assisted the British Ambassador during her visit of Magat Dam and Camp Vizcarra at Ramon. Isabela.
1st Quarter Regional Ecotourism Committee (REC) Meeting	The 1st Quarter Regional Ecotourism Committee Meeting held last February 20, 2025 at the Bulwagan Hall, Ilagan Sanctuary, City of Ilagan, Isabela. The agenda were as follows: a. Executive Order No. 111 "Establishing the Guidelines for Ecotourism Development in the Philippines" (Composition of REC Members) and DENR RO2 Special Order No. 2021-61 b. Cause of Closure of Blue Lagoon for Tourism Activities c. Finding of the Ecotourism Trainings under the Integrated Protected Area Fund of Tumauini Watershed Natural Park	Provincial Tourism Officer Ms. Joanne D. Maranan attended the 1st Quarter REC.
3rd State of the City Address (SOCA)	The 3rd State of the City Address (SOCA) of Atty. Alyssa Sheena P. Tan, City Mayor of Santiago City, was held on February 23, 2025, at the Santiago Sports Arena, Barangay Baluarte, Santiago City. During the address, Mayor Tan presented key accomplishments, ongoing projects, and future plans aimed at the city's growth and development. The event provided an opportunity for the public to gain insight into the city's progress and the administration's commitment to improving the lives of its residents.	Provincial Tourism Officer Ms. Joanne D. Maranan attended the 3rd State of the City Address.

Groundbreaking Of Dariuk Hills Eco-Tourism	<p>The Groundbreaking Ceremony of Dariuk Hills Eco-Tourism Center Development Project in Santiago City held last February 28, 2025. The ceremony led by the Local Government Unit of Santiago City under the leadership of Mayor Atty. Alyssa Sheena P. Tan, City Vice Mayor, Hon. Alvin Abaya together with the Department of Tourism Secretary, Sec. Christina Garcia Frasco, DOT Undersecretary, Mr. Ferdinand C. Jumapao, Tourism Chairman, Ms. Jamayne Tan, TIEZA Assistant Chief Operating Officer, Mr. Gregory Oller, 4th District Representative, Hon. Joseph S. Tan, 6th District Representative, Hon. Faustino Dy V, DOT Region II Regional Director, RD Troy Alexander G. Miano, Provincial Tourism Officer, Ms. Joanne Dy Maranan and LGU Officials. During the groundbreaking ceremony, DOT Secretary Frasco stated the strong support of the national government remains in the promotion of eco-tourism and sustainable development. The Dariuk Hills Eco-Tourism Center is expected to serve as a vibrant hub for nature lovers, adventure seekers, and cultural enthusiasts alike.</p>	<p>Provincial Tourism Officer Ms. Joanne D. Maranan welcomed DOT Sec Frasco together with Vice Governor Faustino "Bojie" Dy III, Congressman Faustino Michael Carlos T. Dy III, Cauayan City Mayor Caesar S. Dy Jr. at the Cauayan City Airport.</p> <p>Ms. Maranan attended the groundbreaking ceremonies at Dariuk Hills before sending off the DOT Secretary at the Cauayan City Airport.</p>
Meet and Greet with DOT Secretary Christina Garcia Frasco	<p>Secretary Frasco expressed her gratitude to the country's tourism frontliners, including community tour guides and trainers of the Filipino Brand of Service Excellence (FBSE) for their role in enriching visitors's experiences. To honor the dedication, hardwork, and promotion of sustainable tourism, and support to the community tour guides, who act as the tourism front line of the rich culture.</p>	<p>Provincial Tourism Officer Ms. Joanne Dy Maranan and Isabela Tourism staff Mr. John Kelvin G. Tangan, Mr. Jayson A. Macarubbo, Mr. Jake M. Salinas and Mr. Sean Patrick Nuesa attended the Groundbreaking Ceremony and DOT Secretary Christina Garcia Frasco Meet and Greet together with the FBSE Trainers, tour guides, other guests and visitors.</p>
Oath-Taking of Newly Elected Officers and 1st General Assembly of Isabela Tourism and Cultural Officers Association (ITCOA)	<p>Oath-taking of the ITCOA newly elected tourism officer was held last February 26, 2025 at New CEAT AVR Building, Isabela State University, City of Ilagan Campus. The Vice Mayor of City of Ilagan Sir Kiryll Bello gave a welcome address to the ITCOA and led the Oath-Taking of the newly elected officers. The 1st General Assembly was held after the Oath-taking following items was discussed :</p> <ul style="list-style-type: none">A) Future plans and programsB) Tourism and culture updates in the Province of IsabelaC) SEC Registration and updatesD) Treasurer's reportE) Directory and membershipF) Other matters	<p>Provincial Tourism Officer Ms. Joanne D. Maranan presented a tourism and culture update in the Province of Isabela. She also discussed plans of the Province for tourism. Requested updated list of existing, emerging, and potential sites.</p>
Social Media Posting	<p>In line with February events and activities, the Tourism Promotions and Marketing team created write-ups to highlight key happenings, aiming to promote local culture and attract visitors to the province. These efforts helped showcase the significance of each event and its impact on the community and tourism.</p>	<p>Conceptualized layout and constructed write-ups of the following events:</p> <ul style="list-style-type: none">A. Saint William The Hermit Patronal FiestaB. Our Lady of Lourdes Feast DayC. Mangi FestivalD. Grand Parangal
Maintains implementation of preventive measures due to Covid-19 disease.	<p>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-</p>	<p>Highly observed preventive measures during office hours.</p>
Library Service/Program	<p>For the month, we have a total of 2,004 readers for the library.</p>	<p>Assisted readers</p>

Museum Service/Program	A total of 107 museumgoers visited the	Completed tour
Celebrated the National Art's Month 2025	<p>The Provincial Government of Isabela (PGI), a strong advocate for the promotion and preservation of culture and the arts, joined the celebration of National Arts Month (NAM) 2025, in partnership with the National Commission for Culture and the Arts (NCCA). This year's theme, “Ani ng Sining, Diwa at Damdamin,” will be celebrated through a special exhibit titled “DIWA AT DAMDAMIN NG NAGKAKAISANG ISABELEÑOS: Pagdiriwang ng Kultura, Kasaysayan at Pagkakaisa.” The exhibit showcased the Isabela Museum and Library’s collection from 2002 onwards, which includes visual artworks from talented Isabeleños who have participated in the previous Painting Contest at IML, as well as artworks donated by the Isabela State University – City of Ilagan Campus. The pieces in the exhibit reflect Isabela’s rich history, culture, and the unity of its people, the Isabeleños. A key highlight of the exhibit is the 12 paintings (oil and mixed media) and 5 sculptures, masterpieces donated by the GSIS through their GSIS Museo ng Sining. These pieces will be displayed as the focal point of the exhibit, adding significant value to the overall collection.</p>	Participated in the celebration of the National Arts Month thru an exhibit at Isabela Museum and Library
Assistance to Work Immersionist students from Isabela School of Arts and Trades (ISAT)	<p>The Isabela Tourism Office and Isabela Museum and Library assisted the Grade 12 HUMSS students from Isabela School of Arts and Trade (ISAT) in their Work Immersion on February 3-17, 2025. The immersionist were able to learn and have a hands on experience in museum and library services and operations. For the museum operations, they practiced and performed museum guided tour, hands-on artifacts collection and gallery documentation, cataloguing and preservation, mounted an monthly exhibit. For the library operations, the immersionists practiced and performed book accessioning, cataloging, archiving and shelving.</p>	<p>Assisted HUMSS Work Immersionist from ISAT from February 3-17, 2025:</p> <ol style="list-style-type: none">1.) Elijah Bacuyan2.) Justine Pascual3.) Rinalyn Sison4.) John Michael Guting5.) Princess Eterozza
PREPARED BY:	CHECKED BY:	
<div><p>JESUS FERDINAND C. ORDOÑEZ (sgd) Museum Researcher II</p><div><p>YRIS CERALDE(sgd) Administrative Aide III</p></div></div>	<div><p>JOANNE DY MARANAN (sgd) Provincial Tourism Officer</p></div>	