

	ISABELA TOURISM OFFICE	MARCH
		MONTH
	Accomplishment Report	2025
		YEAR

DOT ACCREDITATION OF TOURISM ENTERPRISE

NAME OF FACILITY/SERVICE**	CATEGORY (PRIMARY OR	LOCATION	DATE OF ACCREDITATION
Golden VJ Drive Inn Hotel	Primary	Catleya Purok 6 Cabaruan, Cauayan City, Isabela	17 March, 2025
Clary's Resorts and Events	Primary	Barangay Cadu, City of Ilagan, Isabela	19 March, 2025
Dimeriyah Travel and Tours	Primary	National Highway Purok 3 Minante 2, Cauayan City,	17 March, 2025
Curry Empire Food and Beverages	Secondary	San Fermin, Cauayan City, Isabela	21 March, 2025
Green Mustard Food and Beverages	Secondary	National Highway, Cabaruan, Cauayan City, Isabela	21 March, 2025
Multicuisine Corporation	Secondary	Don Lucas Banigan Street, San Fermin, Cauayan City	21 March, 2025
Cityville Japanese Restaurant	Secondary	Brgy. Alibagu City of Ilagan, Isabela	21 March, 2025
Dear Lexi-Caf�	Secondary	National Highway, Baligatan, City of Ilagan, Isabela	21 March, 2025
Super Fresh Chicken Place	Secondary	Lullutan, City of Ilagan, Isabela	21 March, 2025
Zhel's Bread and Butter	Secondary	National Highway, Diamantina, Cabatuan	19 March, 2025

II. OTHER PROGRAM/PROJECT/ACTIVITY

PROGRAM/PROJECT/ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ ACCOMPLISHMENT
Bougainvillea International Extravaganza Philippines Northern Luzon Tour 2025	In line with the Bougainvillea International Extravaganza Philippines Northern Luzon Tour held last March 1, 2025. A highlight of this tour was Meraki Garden in Reina Mercedes, Isabela, renowned for its extensive collection of over 3,000 bougainvillea.	Provincial Tourism Officer Ms. Joanne D. Maranan attended the aforementioned tour.
	Also, visited the newly opened Bougainvillea Wonderland Botanical Garden held last March 2, 2025 at Last Regnant Leisure Hub, San Manuel, Isabela.	
GRTA Ulirang Kawani ng Linggo	The first awarding ceremony took place on March 3, 2025, and is scheduled to occur every Monday. By consistently honoring outstanding employees, the program seeks to motivate others to emulate their hardworking and determined approach to public service.	Isabela Museum and Library personnel Mr. Jesus Ferdinand Ordo�ez awarded as a GRTA Ulirang Kawani ng Linggo.
Regional Orientation on Various Tourism Projects	The Department of Tourism - RO2 conducted a Regional Orientation on Various Tourism Projects on March 4, 2025 at Go Hotels Plus, Tuguegarao City, Cagayan. The orientation featured esteemed resource speakers from key tourism agencies, several topics were covered including the status of Tourism Infrastructure and Enterprise Zone Authority or TIEZA project and the Tourist Rest Area. The primary goal of this activity was to boost tourism initiatives and strengthen projects related to the tourism industry. Also, by offering valuable insights and collaboration among stakeholders, the event contributed to the enhancement of regional tourism development.	Provincial Tourism Officer Ms. Joanne D. Maranan, Museum Researcher II Mr. Jesus Ferdinand Ordo�ez, and Administrative Aide III Mr. Jayson Macarubbo participated the Regional Orientation on Various Tourism Projects.

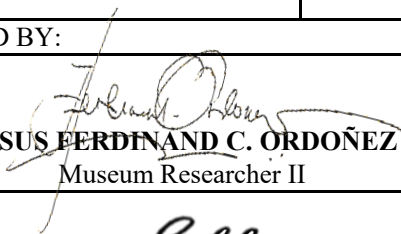

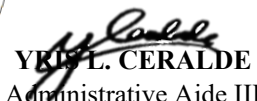
Marine Protected Area Planning Workshop	<p>The Marine Protected Area (MPA) Planning Workshop for Sitio Divinisa, Casala, San Mariano, Isabela was successfully conducted from March 4-6, 2025. This event aimed to implement with the various programs and activities for the protection, conservation and develop an MPA Management Plan. The workshop concluded with an action planning session where participants outlined next steps for finalizing and implementing the MPA. Recommendations included further stakeholder consultations, capacity-building activities, and a structured monitoring and evaluation process. The Municipality of San Mariano, through MENRO and its partners, remains committed to advancing marine conservation efforts while promoting sustainable tourism initiatives that benefit both the environment and local communities.</p>	<p>Provincial Tourism Officer Ms. Joanne D. Maranan together with the staff Ms. Ereneah R. Domingo and Ms. Kate Claire C. Bangug attended the the planning process, contributing insights on ecotourism potential, sustainable livelihood opportunities, and community engagement strategies.</p>
Filipino Brand of Service Excellence (FBSE)	<p>The Department of Tourism - Region 02 conducted a seminar on Filipino Brand of Service Excellence for the tourism frontliners and stakeholders of the municipalities of Alicia and Roxas, Isabela held last March 5, 2025. The seminar envisioned to enhance and uplift the quality of tourism services in the country aimed at fostering excellent service to tourists as part of our distinct Filipino brand.</p>	<p>Provincial Tourism Officer Ms. Joanne D. Maranan delivered a message during the Opening Program of the aforementioned seminar.</p>
	<p>The Department of Tourism - Region 02 in partnership with the Local Government Unit of Cabagan through the Local Chief Executive Atty. Christophern A. Mamuag conducted FBSE Training held on March 12, 2025 at the Cabagan Convention Center. This initiative aimed to enhance the quality of tourism services by instilling the core values of Filipino hospitality among participants. It emphasizes the "7Ms" of Filipino values: Maka-Diyos (God-centered), Makatao (humanity-driven), Maka-Kalikasan (environmentally conscious), Makabansa (patriotic), Masayahin (joyful), May Bayanihan (community-driven), and May Pag-asa (hopeful).</p>	<p>The activity was graced by the presence of DOT R02 Regional Director Dr. Troy Alexander Miano and Mr. Jesus Ferdinand Ordoñez the Isabela Museum and Library personnel.</p>

PSC - 15th Regular Business Meeting	<p>Provincial Statistics Committee (PSC) - Isabela convened its 15th Regular Business Meeting held last March 07, 2025 at the Blue Conference Room, Provincial Capitol, Alibagu, City of Ilagan, Isabela.</p> <p>Agenda items include the following:</p> <ul style="list-style-type: none">a. Full Year 2024 IPSC Accomplishmentb. Best Provincial Statistics Committee Awardc. Estimation of Provincial Product Accounts (PPA)d. Conduct of the 2025 National Migration Survey (NMS)e. Conduct of 224 Census of Population and Community-Based Monitoring System (POPCEN-CBMS) Geotagging of Service Facilities and Government Projects (SFGP)f. 35th Civil Registration Month (CRM) Celebrationg. Accomplishments and Other Statistical Data and Program Updates of Office of the Provincial Engineer (OPE)h. Accomplishments and Other Statistical Data and Programs Updates of DTI-Isabela	<p>Isabela Tourism Office thru Ms. Kristine Ortiz attended the 15th Regular Business Meeting. ITO was tasked to present tourism statistics for 2024 on May 2025, 2nd quarterly meeting.</p>
FOODEX Japan 2025 with Center for International Trade Expositions and Missions (CITEM)	<p>The Provincial Government of Isabela led a delagation to FOODEX Japan 2025, Asia's largest food trade show to support local micro, small, and medium enterprise (MSMEs) and cooperatives from the province in promoting the products on the international stage. The Isabela delegation showcased an exceptional lineup of locally produced, world-class food products, including Big Brothers Cornick by 3 Shers Food Products, Calamansi Juice and Okra Chips by JBM Food Products, Gin-C by Jones Producers Cooperative, Chili Sauce and Adlai Rice by EJ Concreras Food House, and Gourmet Tuyo by KMK Food Products.</p>	<p>Provincial Tourism Officer Ms. Joanne D. Maranan attended the FODDEX Japan 2025 together with the Provincial Information Officer/HEA Atty. Elizabeth P. Cureg-Binag, Provincial Economic Development and Investment Officer Atty. Paul Angelo R. Uy, Public Employment Services Officer Ms. Cecilia Claire N. Reyes, Provincial Treasurer Ms. Maria Theresa A. Flores, and Assistant Provincial General Services Officer Dr. Derrick M. Vizcarra at the Tokyo, Japan held last March 10-14, 2025.</p>
66th Public Library Day	<p>The Isabela Tourism Office - Isabela Museum and Library, in collaboration with the officers of the City of Ilagan District Jail celebrated the 66th Public Library Day held last March 11, 2025 by establishing a Book Reading Pantry to benefit the Persons Deprived of Liberty (PDL). This initiative highlights the importance of providing access to books and educational resources for those incarcerated, offering them an opportunity to engage in self-improvement and intellectual growth.</p> <p>Additionally, IML conducted a 10-minute Information Awareness Drive to raise awareness about the celebration of Public Library Day. This session was attended by readers, primarily students from Isabela State University - Ilagan Campus, as well as other visitors. Through these efforts, the event highlighted the important role libraries play in community development and the promotion of lifelong learning.</p>	<p>IML loaned 50 fiction books to the City of Ilagan District Jail.</p>

<p>Site Assessment:</p> <ul style="list-style-type: none"> • San Agustin • Jones • San Isidro 	<p>The Isabela Tourism Office conducted a Tourism Rapid Assessment was used for collecting data to ensure its accuracy and reliability. Aimed to provide the sites through evaluation, suggestions and feedbacking.</p> <p>San Agustin, Isabela – Corpuz Ancestral House, Caluya Ancestral House, Century Old Balete, Laoag Old House, and San Agustin Display Product Center held last March 12, 2025.</p> <p>Jones, Isabela – Nicolas Integrated Farm, Maidas Resort, D'Hench Resort, Nicolas Integrated Farm, Jones Historical Shrine and Freedom Park, Museo ng Karunungan, and Bangloy Transienton held last March 13, 2025.</p> <p>San Isidro, Isabela – Villa Lagora, Siglo Integrated Farm & Agro – Eco Tourism Park, San Isidro Labrador Church, San Isidro Camarag Chapel/Camarag Ruins, and San Isidro Mini Dam held last March 28, 2025.</p>	<p>Feedback reports will be submitted to the aforementioned municipalities for further improvement, adjustment or reference.</p>
<p>First Quarter Nationwide Simultaneous Earthquake Drill</p>	<p>The Provincial Government of Isabela (PGI) participated in the First Quarter Nationwide simultaneous Earthquake Drill (NSED) held last March 13, 2025 at Queen Isabela Compound, Alibagu, City of Ilagan, Isabela</p>	<p>The Isabela Tourism Office and Isabela Museum and Library actively participated in this vital preparedness activity.</p>
<p>PGI International Celebration of River Care Day</p>	<p>The Provincial Government of Isabela through the leadership of Isabela Coastal Development Office and with the joint efforts of the Provincial Tourism Office, Provincial Environment and Natural Resources Office, the Provincial Information Office, 1st District staff of the National Commission for Indigenous People, and with the participation of LGU Divilacan, Isabela conducted a special day to celebrate river and nature care held last March 14, 2025 at Sitio Disiope, Sapinit, Divilacan, Isabela.</p> <p>Activities conducted included program preliminaries, orientation on the need to care for natural environment, with rivers as main subject. Then a time was allocated for all attendees to collect trash along the river banks, under the bridge, along the roads and within residential perimeters. The collected trash were consolidated, segregated, and taken away by the ENRO staff for waste management. The river was also tested on the spot for contaminants by ENRO.</p>	<p>Senior Tourism Operations officer Ms. Nathalie CB. Almazan and Administrative Aide III Mr. Jayson Macarubbo represented the Isabela Tourism Office.</p>
<p>Moto Vloggers Tour</p>	<p>The Philippine Motorcycle Tourism Advocate, Ms. Cherry Concetta G. Miano and the Motorcycle Vloggers visited Isabela to explore, experience cultural heritage and indulge in unique culinary offering of the province. The Provincial Government of Isabela through Isabela Tourism Office conducted a one-day tour with the Municipality of Santa Maria, Cabagan, Tumauni, and Reina Mercedes held last March 15, 2025.</p>	<p>Isabela Tourism Office thru Mr. Joe Vincent R. Batoon assisted the Moto Vloggers during the Northern Luzon Tour of Isabela.</p>

2025 National Conference of Public Libraries	Mr. Jesus Ferdinand C. Ordoñez, Museum Researcher II of the Isabela Tourism Office - Isabela Museum and Library, traveled to Chali Resort and Conference Center in Cagayan de Oro City, Misamis Oriental, to attend the 2025 National Conference of Public Libraries. The four-day event, held from March 17 to 20, 2025, was hosted by the National Library of the Philippines (NLP) and the Provincial Government of Misamis Oriental through the Misamis Oriental Provincial Library, the Philippine Librarians Association, Inc. (PLAI), and the Northern Mindanao Region Librarians Council (PLAI-NMRLC). The conference, with the theme “Public Libraries in Action: Blueprint of an Empowered Community,” provided a platform for library professionals, public librarians, and library advocates from across the country to discuss and explore the latest trends, innovations, and challenges shaping public libraries.	Mr Jesus Ferdinand Ordoñez attended the 2025 National Conference of Pullic Libraries and received the certificate of completion for successfully submitting the 2024 Monthly Reports (from January to December).
Street Dance Competition - Sabunganay Festival	The Sabunganay festival featured local traditions, performances, and activities that reflect the strength and solidarity of the beloved municipality. One of the highlights of the Sabunganay festival was the Street Dance Competition wherein contingents showcases their own unique dance moves.	Provincial Tourism Officer Ms. Joanne D. Maranan attended the event and gave her message of support for the LGU's festival celebrations.
Binibining San Mateo Grand Coronation Night 2025	In celebration with the 79th Founding Anniversary of the Municipality of San Mateo, one of the highlights of the festivities include the Binibining San Mateo Pageant. The Grand Coronation Night was held last March 21, 2025 at the Gov. Faustino N. Dy Multipurpose Center. Sixteen fine ladies competed in vying the crowns by excelling with their beauty and brain. The newly crowned Binibining San Mateo 2025 Bb. Eleni Athina Domingo, Binibining San Mateo Turismo 2025 Bb. Mary Valene Adobo and Binibining San Mateo Kultura at Sining 2025 Bb. Clarisse Arquero.	Provincial Tourism Officer Ms. Joanne D. Maranan served as one of the Board of Judges.
Dyosa ng Isabela 2025	The City of Ilagan, in partnership with the City of Ilagan Gay Association (CIGA), in collaboration with the Isabela LGBTQueens Federation was organized this provincial-wide pageant for transwomen held last March 22, 2025 at Capital Arena, City of Ilagan, Isabela. This was the culminating activity of the three-day LGBTQ event at the City of Ilagan. Fifteenth candidates representing different municipalities and cities in the province confidently showed off beauties and brains as they competed for the crown. The event aimed to uplift and support the LGBTQ community in the province.	Provincial Tourism Officer Ms. Joanne D. Maranan served as one of the judges for the pageant wherein hailed as Dyosa ng Isabela 2025 - Ms. Jam Sy Mallari from Santiago City, Dyosa ng Isabela Turismo 2025 - Ms. Angel Castillo from City of Ilagan, and Dyosa ng Isabela Agrikultura 2025 - Ms. Lixa Labbuanan from Gamu.
Public Hearing for the Tourism Code	A Public Hearing for the Tourism Code was held last last March 24, 2025 at the Amphitheater, Provincial Capitol Building, Alibagu, City of Ilagan, Isabela. The hearing served as an opportunity to address suggestions, recommendations, opinions for the enactment of the Isabela Tourism Code.	Provincial Tourism Officer Ms. Joanne D. Maranan together with Mr. Jesus Ferdinand Ordoñez, Ms. Natalie Almazan, and Ms. Ereneah Domingo attended the said hairng.

2024 Seal of Good Local Governance (SGLG) Utilization Conference	The SGLG Utilization Conference held last March 25, 2025 at Balai, Provincial Capitol, Alibagu City of Ilagan, Isabela. The conference aimed to prepare for the upcoming SGLG evaluation by highlighting the necessary documentation and processes to meet the established criteria.	Mr. Jesus Ferdinand Ordoñez, Ms. Natalie Almazan, and Ms. Ereneah Domingo attended the aforementioned conference.
North Luzon DRRM Convention	The Office of the Civil Defense (OCD) Region 2, in collaboration with OCD Regions 1, 3, CAR, the Provincial Disaster Risk Reduction and Management Office (PDRMO) of Isabela, and the Cauayan City DRRM Office hosted the North Luzon Disaster Risk Reduction and Management Convention. The activity aimed to recognized and strengthened the capacities of LGUs and communities in mitigating, preparing, responding, and recovering from the impacts of disasters. It also discussed important DRRM topics and forged an agreement on inter-regional alliances at the Isabela Convention Center, Cauayan City, Isabela held last March 26-27, 2025. The Isabela Tourism Information Desk highlighted tourism destinations, showcasing the province's rich natural, cultural, and historical tourist spots. This provided us with an opportunity for direct discussions with guests, encouraging them to join the arranged half-day tour and visit and experiene Isabela's destinations and offerings.	ITO staff thru Mr. John Kelvin G. Tangan, Ms. Kristine Joy M. Ortiz, Mr. Jake M. Salinas, and Mr. Sean Patrick Nuesa set up and manned the tourism information desk during the aforementioned meeting. Also, conducted a tour guiding activities at Our Lady of the Pillar Church and Hacienda San Luis in Cauayan City, Our Lady of Visitation of Guibang in Gamu, and Meraki Garden in Reina Mercedes, Isabela.
Department of Trade Industry (DTI) Interfacing Meeting	The Provincial Government of Isabela thru Office of Provincial Agriculture together with the DTI conducted interfacing meeting held last March 27, 2025. The meeting dicussed the following agenda: a. Isabela Dairy Industry b. Cagayan Valley Processed Fruits and Nuts Industry c. Wearables and Homestyles	ITO thru Mr. John Kelvin G. Tangan actively participated with the said meeting.
Philippine Expo Program (PEP) - Batanes Leg	The Department of Tourism marks its 12th regional launched of the Philippine Experience Program (PEP) - Batanes Leg held last March 26-29, 2025. This year's theme, "Batanes: Beyond Sceneries... Stories!", promises to offer a unique opportunity to explore the beauty and culture of Batanes through curated program of immersive tours, cultural presentations, and the telling of local stories. Delegates from members of the diplomatic corps, tourism associations, national tour operators, media, and government marking a four-day exploration of the breathtaking Province of Batanes which included the South Batan Nature and Culture Trip, Sabtang Heritage Tour, and Farm Experience and North Batan Tours. The program aims to deepen mutual understanding and appreciation for the cultural diversity and natural beauty of the Batanes, which remains an extraordinary yet lesser-known gem of our country.	Provincial Tourism Officer Ms. Joanne D. Maranan attended the four-day caravan.

Singapore Polytechnic and Isabela State University visit Isabela Museum and Library	Students from Singapore Polytechnic (SP) and Isabela State University (ISU) visited one of the province's significant tourism destinations, the Isabela Museum and Library as part of their Learning Express (LEX) Program. The visit aimed to provide the students with a deeper understanding of the province's rich history and culture, artifacts, and library resources held last March 20, 2025.	IML completed the tour.
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 1,478 readers for the library.	Assisted readers.
Museum Service/Program	A total of 131 museumgoers visited the museum.	Completed tour.
Students Research Assitance	Assisted the 3rd Year Bachelor in Physical and Health Education students of Philippine Normal University North Luzon for their research titled " The Development of the Bambanti Festival: A Historical Approach".	Assisted the students/researchers.
2025 Fire Prevention Month	The Isabela Museum and Libray staff with immersionists from Isabela School of Arts and Trades mounted an exhibit for the 2025 Fire Prevention Month.	Mounted an exhibit.
Benchmarking of LGU Quirino, Isabela	The Local Government of Quirino, Isabela conducted a benchmarking activity to assess the services and role of public libraries, particularly focusing on the services and programs offered by the Isabela Museum and Library and its best practices.	Assisted the Local Government of Quirino, Isabela.
Technical Assitance to LGUs	Assisted the Local Government of San Mariano, Isabela in their prepartaion for their Philippine Registry of of Cultural Property (PRECUP) which is requirement for their SGLG.	Assisted the Local Government of San Mariano, Isabela.
Earth Hour 2025	The Isabela Museum and Libray staff participated in the observance of Earth Hour 2025 on March 23, 2025.	Participated in the said activity.
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