



Republic of the Philippines  
PROVINCE OF ISABELA

**ISABELA TOURISM OFFICE**



11 February 2025

**NOEL MANUEL R. LOPEZ**  
Provincial Administrator  
Province of Isabela


**SIR:**

Greetings!


Respectfully submitting to your good office Accomplishment Report of Isabela Tourism Office and Isabela Museum and Library for the month of **January 2025**, respectively.

For your information and reference.

Very truly yours,

  
**JOANNE D. MARANAN**  
Provincial Tourism Officer  
Head, Isabela Museum & Library



	ISABELA TOURISM OFFICE		JANUARY
			MONTH
	Accomplishment Report		2025
			YEAR

DOT ACCREDITATION OF TOURISM ENTERPRISE

NAME OF FACILITY/SERVICE**	CATEGORY (PRIMARY OR	LOCATION	DATE OF ACCREDITATION

II. OTHER PROGRAM/PROJECT/ACTIVITY

PROGRAM/PROJECT/ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ ACCOMPLISHMENT
DOT Consultative Meeting for Trainings	The Department of Tourism Region 2 conducted a consultative meeting last January 3, 2025. To discuss future programs, projects and activities for the development and promotion of tourism industrty for the Cagayan Valley.	The Provincial Tourism Officer Ms. Joanne D. Maranan attended the DOT Consultative Meeting.
Final Executive Committee Meeting for the Bambanti Festival 2025	In line with the preparation for the Bambanti Festival 2025, the final executive meeting was conducted to finalize the program of activities, discuss the budgets submitted by each committee, and other issues related to Bambanti Festival 2025.	The Isabela Tourism Office acted as secretariat for the final executive committee meeting last January 3, 2025.
Queen Isabela Activity and Photo Shoot	The Province of Isabela was actively involved in the preparations for Queen Isabela 2025, which took place last January 22, 2025. The Isabela Tourism Office served as the secretariat for the event, overseeing key activities such as the Queen Isabela swimsuit and creative attire photoshoots. Here were the schedules for the photoshoots and activity shoot held on January 3-5, 2025, <div>             a. Maria Lourdes Mansion at Santa Maria for the closed door swimsuit and evening shoot             b. St. Matthias Church at Tumauni for the historical shoot             c. Mt. Claramuel at City of Ilagan for the fun shoot             d. Capital Arena at City of Ilagan for the closed door Queen Isabela Creative Attire shoot           </div>	The Isabela Tourism Office assisted the Queen Isabela candidates for their photoshoots and activity shoots.
Queen Isabela Creative Attire Judging	The Queen Isabela Creative Attire were judged last January 4, 2025 at North Star Mall where all 33 creative attire were displayed.	Isabela Tourism Office staff served as secretariat during the exhibit.
Streetdance Critiquing	The Province of Isabela is hands on with the preparation of the Bambanti Festival 2025 held last January 19-25, 2025. This preparation included critiquing series with the different contingents including the Municipality of Jones, Sanata Maria, San Pablo, Santo Tomas, Echague, Luna, San Manuel and the City of Ilagan and Cauayan City last January 6-8 2025	The Isabela Tourism staff assisted the Bambanti Production headed by Festival Consultant, Mr. Leonilo C. Agustin.




Meeting with Reception Committee	In preparation for the Bambanti Festival 2025, the Isabela Tourism Office, in collaboration with the Reception Committee, conducted a meeting to discuss the various designations and responsibilities for the event. The meeting aimed to ensure that all aspects of the festival, from judges to distinguished guests management, were carefully planned and coordinated. During the discussion, the committees were given designated roles, and finalized schedules to guarantee the smooth execution of the festival. This collaborative effort is essential to delivering a memorable and successful Bambanti Festival 2025.	ITO attended the meeting together with the Reception Committee last January 6, 2025 at 1PM.
Meeting with Ely Buendia Manager and Regasco	Together with the Isabela Tourism Office staff, a meeting was conducted with the manager of Ely Buendia to discuss preparations for the Bambanti Festival Grand Concert. The meeting aimed to finalize details for the highly anticipated concert, including the list of artists who would perform. One of the key sponsors for the event, Regasco, had initially arranged for actor and singer Mr. Coco Martin to be part of the concert. However, due to his busy schedule, Mr. Coco Martin was unable to attend the event. Despite this, the team worked diligently to ensure other talented artists would fill the stage, ensuring a spectacular show for festival-goers. The collaboration with Ely Buendia and the efforts of the Isabela Tourism Office are expected to make the grand concert a highlight of the Bambanti Festival	ITO acted as secretariat during the meeting with Ely Buendia Manager and Regasco last January 6, 2025.
Bambanti Exhibit at Sm City Cauayan	The Isabela Tourism Office - Isabela Museum and Library staff traveled to SM Cauayan City, Isabela, to mount the exhibit titled Bambanti Festival Memorabilia. The exhibit featured a 3-fold rattan and solihya panel display that highlights the history of Isabela, the origins of the Bambanti Festival, awards and citations received by the festival, and the evolution of the Bambanti logo and arches. Also included in the exhibit are Bambanti figures and a Family-Bambanti standee, where visitors, either alone or in groups of three, can take souvenir photos. The exhibit is further enhanced by the display of the winning Bambanti King and Queen costumes from the cities of Ilagan, Cauayan, and Ramon, Isabela. Rattan pillars from Echague, Isabela, serve as an additional focal point, tying the theme together. The exhibit ran from January 13 to 31, 2025. Setting the exhibit in a commercial venue like SM Cauayan City holds great significance. It provides an opportunity to reach a wider audience, including those who may not typically visit museums or cultural events.	Mounted an exhibit at SM City Cauayan that will run from January 13 to 31, 2025
Makan ken Mainum Orientation and Workshop	Makan ken Mainum was the initiative of Chef Mary Ann Arcega-Dy to encourage Isabeleños to discover new dishes and beverages that will be introduced to restaurants, hotels, and resorts in the Cagayan Valley and eventually all over the Nation. During the Makan ken Mainum orientation and workshop Chef Cocoy Ventura and Chef Miguel Flores shared their expertise preparation to the participants on creating a unique and innovative dishes and beverages last January 15, 2025 at New Food Laboratory Building, Isabela State University, Cauayan City, Isabela.	The Provincial Tourism Officer Ms. Joanne D. Maranan together with the staff served as the secretariat during the Makan ken Mainum Orientation and Workshop.

Philippine Airlines inaugurates new Manila-Cauayan City Flight	Philippine Airlines (PAL) inaugurated its new Manila-Cauayan City flight last January 15, 2025, offering a convenient and efficient way to travel to the Province of Isabela. With daily flights, PAL makes it easier for both locals and tourists to access the province, which is known for its vibrant culture and festivals. The new service also aims to promote Cauayan City as a key gateway to Isabela, highlighting its proximity to popular destinations and events such as the Bambanti and Gawagaway-yan Festivals. By providing direct flights, PAL seeks to boost tourism, economic growth, and accessibility for travelers exploring the rich heritage and natural beauty of Isabela.	ITO attended the inauguration of new Manila-Cauayan City Flight.
Philippine Airlines Tour	In congruence to the inauguration of Philippine Airlines Cauayan-Manila and vice versa route, officials of PAL together with various media influencers conducted a two-day familiarization tour to Southern and Western Isabela for marketing and promotions generation last January 16-17, 2025. The visitors had a tour to the following destinations: Cauayan's Our Lady of the Pillar Church, Aling Luring's, and Bonsai No Sato; Angadanan's Manalo-Taguba Eco-Farm; Alicia's Our Lady of Atocha Church, and One Alicia Museum; Echague's ISU Cacao Research Center, and Mengal Women's Center; Ramon's Magat Dam, Camp Vizcarra, and Rolling Hills; San Manuel's Last Regnant Leisure Hub; Quezon's Enabel Crafts Center; Cabatuan's Moriecos Making Alley, and Reina Mercedes's Meraki Garden.	The Isabela Tourism Office staff thru Ms. Natalie CB. Almazan rendered tour guiding and technical support to Philippine Airlines Officials and Media Influencers during the Familiarization Tour.
Isabela's Got Talent Grand Finalists Orientation	Headed by Provincial Tourism Officer Ms. Joanne D. Maranan and Provincial Youth Development Officer Mr. Rey Mel C. Resposo, along with the 11 Grand Finalists, an orientation was held last January 16, 2025, at City Hotel and Convention Center in Alibagu, City of Ilagan, Isabela. The orientation focused on preparing the finalists for the Grand Finals, providing essential guidelines and instructions for the upcoming event. During the session, the finalists were informed that they would be required to perform two songs—one in Original Pilipino Music (OPM) and another in English. Additionally, the event's guidelines, rules, and important reminders were discussed to ensure that everything runs smoothly.	ITO and PYDO acted as secretariat during the IGT Grand Finalist Orientation and Grand Finals.
Isabela's Got Telant Grand Finals	The Province of Isabela finally held the Isabela's Got Talent Grand Finals last January 19, 2025 at Queen Isabela Park. The event was a much-anticipated celebration of talent, where 11 grand finalists from across the province showcased their remarkable skills in singing. These contestants aimed fort he prestigious title and the competition was filled with exceptional performances. After an exciting showcase, the results were as follows: IGT Grand Champion Mr. Ralph Angelo Babaran from Santiago City, 1st Runner-Up Ms. Jovielyn Bacani from Delfin Albano, and 2nd Runner-Up Mr. Ayson Baut from City of Ilagan.	

Ely Buendia Team Ocular at Isabela Sports Complex	In preparation for the highly anticipated Bambanti Grand Concert, the team of Ely Buendia conducted an ocular inspection at the Isabela Sports Complex last January 18, 2025. The inspection was part of the meticulous planning to ensure that the venue would be ready to host the large-scale event. The team assessed various aspects of the complex, including stage setup, sound systems, seating arrangements, and safety measures, to ensure a seamless and memorable concert experience for attendees.	Isabela Tourism Office staff assisted the ocular inspection at Isabela Sports Complex.
Bambanti Festival 2025	<p>The Isabela Tourism Office - Isabela Museum and Library served as the secretariat during the week-long celebration of Bambanti Festival 2025. The staff were assigned to various committees to ensure the smooth flow of program preparations, including tasks such as distributing letters and invitations, providing assistance to judges and VIP guests, producing IDs and tickets, maintaining a tourist arrival logbook to gather statistics and insights for inbound and outbound tourism, and preparation of tokens for judges, VIP guests and artists and conducts of survey throughout the festival. The secretariat also provided tour guides to assist media guests and visitors in exploring the wonders and tranquil beauty of the province.</p> <p>The Bambanti Festival 2025 included the following activities: 3k Color Fun Run and Bubble Party, Isabela's Got Talent Grand Finals, Agri-Ecotourism Exhibit and Sale, King and Queen Costume and Queen Isabela Creative Attire Exhibits, Car Meet, Music Festival, Queen Isabela Grand Coronation Night, Makan ken Mainum Competition, Parade of Colors and LGU Officials, Street Dance Competition, Festival Dance Showdown Competition, and Isabela Bambanti Grand Concert.</p>	
Queen Isabela Official Sashing Ceremony	The Official Sashing Ceremony of Queen Isabela candidates was held last January 15, 2025 at City Hotel Convention Center, City of Ilagan, Isabela. 33 women formally sashed Queen Isabela 2025 candidates. They all worked hard to present their very best in vying the highly coveted crown with their grace, intelligence and determination.	
Queen Isabela 2025	The Grand Coronation Night of Queen Isabela 2025 was held last January 22, 2025 at Capital Arena, Alibagu, City of Ilagan, Isabela. The 33 candidates showcased their beauty and brains during the prestigious night. Winners were: 2nd Runner-Up Ms. Criselle Anne Gregorio, 1st Runner-Up Ms. Jhudiel Eunisse M. Taguinod, Queen Isabela - Culture and Arts 2025 Ms. Johnlene E. Ariola, Queen Isabela - Tourism 2025 Ms. Mhira Angelene P. Valenciano, and Queen Isabela 2025 - Miss Universe Philippines Isabela Ms. Jarina K. Sandhu.	
Queen Isabela Candidates at Multi Cuisine	The Multi Cuisine sponsored the lunch of Queen Isabela candidates last January 18, 2025. The activity was designed to showcase the restaurant's offerings and create engaging content for the participants. To make the experience even more exciting, the manager introduced a social media challenge, encouraging candidates to share their experiences at Multi Cuisine on their platforms. The post with the most likes would be awarded.	Overall, the Bambanti Festival 2025: Ang Piyesta ng Bagong Pilipinas as successful.

Queen Isabela Mall Tour	<p>Last January 18, 2025, the Queen Isabela candidates had the opportunity to explore various establishments at SM City Cauayan. The candidates roamed around the mall, visiting the World of Fun, where they received voucher worth 200 pesos. They also made a stop at Dentista Nina Juan, where they received another vouchers' worth 2,000. The group then headed to Hangout Resto Place, and Globe to have a fun shoot. As part of their tour, the candidates visited the Bambanti Festival Memorabilia Exhibit, which showcased the cultural richness of Isabela through unique artifacts and displays. Lastly, they concluded the tour at Yogorino, indulging in refreshing frozen yogurt. This activity not only allowed the candidates to discover local businesses but also highlighted the diverse offerings of Cauayan City and the cultural heritage of Isabela.</p>	
Queen Isabela Photoshoot and Video Shoot	<p>The Production Team organized another set of profiling photoshoots, silhouette pictures, and a fun video shoot for the Queen Isabela candidates as part of the preparations for the Grand Coronation Night. These sessions were designed to capture the candidates' personalities and showcase their unique qualities. The silhouette photos added a dramatic and artistic touch to the overall profile, while the fun video shoot provided a lighthearted glimpse into the candidates' behind-the-scenes moments. These additional VTRs were presented during the Grand Coronation Night.</p>	
Queen Isabela Press Conference at SM City Cauayan	<p>The winners of Queen Isabela 2025 held their Press Conference at SM City Cauayan last January 25, 2025. During the event, the newly crowned queens were interviewed by media partners from across the Province of Isabela. They were asked a series of questions on various topics, ranging from their experiences in the pageant to their future aspirations. The candidates confidently answered each question with grace, showcasing their beauty, intelligence, and witty personalities. Their engaging responses highlighted their preparedness and poise, leaving a lasting impression on the media and audience.</p>	
Meeting with Reception Committee and Capital Arena Committee	<p>The meeting, headed by Head Secretariat for Bambanti Festival 2025, Ms. Joanne D. Maranan, was held last January 20, 2025, at the Capital Arena in Alibagu, City of Ilagan, Isabela. The primary focus of the meeting was to discuss the entrances for VVIPs and VIPs attending the Queen Isabela Pageant, ensuring smooth and efficient access for distinguished guests. Additionally, the meeting included the designation of various committees to manage different areas of the event. These committees were assigned specific tasks such as assisting attendees, and ensuring crowd control to run seamlessly. .</p>	<p>Isabela Tourism Office - Head Secretariat Ms. Joanne D. Maranan with Atty Karla Louise S. Agbayani - Head Reception Committee and Sir Ricky Laggui - Head Capital Arena Committee were present during the meeting.</p>
Isabela's Got Talent Top 5 Performances and Mall Tour at Sm City Cauayan City	<p>After the grand finals of Isabela's Got Talent, the Top 5 finalists—Mr. Ralph Angelo Babaran, Ms. Jovielyn Bacani, Mr. Ayson Baut, Ms. Lyka Dela Cruz, and Mr. Mark John Tomas—had the opportunity to perform at SM City Cauayan last January 21, 2025. This event was organized to give the talented finalists a platform to showcase their winning performances once again to an excited audience.</p>	<p>Isabela Tourism Office staff assisted the Top 5 Grand Finalists.</p>

National Media's Familiarization Tour	The National Media joined Bambanti festival 2025 and had a familiarization tour in Benito Soliven and San Manuel last January 23, 2025. This initiative aims to support local tourism in Isabela, highlighting the province's rich cultural heritage. It also encourages the visitors to explore more of what Isabela has to offer and promoting sustainable tourism growth.	Isabela Tourism Office and Provincial Information Office assisted the Media Team Familiarization Tour in Benito Soliven and San Manuel.
Forum with 24 Ambassadors at Balai	Governor Rodolfo "Rodito" T. Albano III extended a warm and hospitable welcome to the 24 ambassadors at Balai, Capitol Compound, Alibagu, City of Ilagan, Isabela. In his welcome speech, Governor Albano highlighted the province's thriving agricultural sector, which plays a crucial role in its economy, as well as the growing tourism industry, which continues to attract visitors from around the world. Mayors from various municipalities and cities were also present to meet the 24 ambassadors, providing an opportunity to share insights and discuss potential future investments for their local government units (LGUs).	ITO served as secretariat during the Forum with 24 Ambassadors to the Province of Isabela.
Ambassador's Familiarization Tour	The Province of Isabela hosted a distinguished delegation of diplomats from 24 nations for a two-day familiarization tour last January 24-25, 2025. The delegation, which included 21 ambassadors, two Chargés d'Affaires, and one Deputy Chief of Mission, represented one of the largest and most significant diplomatic gatherings in Isabela's history. The tour was designed to provide the diplomats with an in-depth look at the province's unique offerings, and it was filled with meaningful experiences and cultural exchanges. Throughout their visit, the ambassadors explored Isabela's rich agricultural sector, learning about its vital role in the country's economy, as well as its growing business potential. They also experienced the province's vibrant cultural heritage through the lively Bambanti Festival and visited breathtaking historical landmarks.	Isabela Tourism Officer Ms. Joanne D. Maranan and Isabela Tourism Staff Mr. John Kelvin G. Tangan and Ms. Kristine Joy M. Ortiz and Provincial Planning and Development Office Staff Ms. Lalaine C. Delmendo and Ms. Maria Elena J. Sumisim assisted the ambassadors and served as tour guides.
Liga ng Barangay - National Executive Board Tour	Last January 25, 2025, the National Executive Board, led by President Ma'am Jessica Dy and her team, embarked on a comprehensive tour across the Province of Isabela. The group first visited the Magat Dam and Camp Vizcarra in Ramon, where they learned about the significant role the dam plays in the province's agricultural and power sectors. They then traveled to Cabatuan, where they observed the intricate process of making the famous local delicacy, Muriecos, gaining insight into this time-honored tradition. Next, the delegation toured the Universal Leaf Tobacco establishment in Reina Mercedes, witnessing firsthand the tobacco production process that is vital to the region's economy. Finally, the group arrived in the City of Ilagan, where they enjoyed the vibrant Bambanti Festival Grand Concert, an exciting showcase of local talent and culture. This visit not only allowed President Ma'am Jessica Dy and her team to explore the province's key industries but also gave them a deeper appreciation of Isabela's rich cultural heritage.	ITO staff Mr. Joe Vincent R. Batoon and Ms. Kate Claire C. Bangug assisted the LNB for their 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 928 readers for the library.	Assisted readers
Museum Service/Program	A total of 84 museumgoers visited the museum.	Completed tour
Hauling of donated GSIS Artworks to the Provincial Government of Isabela	The staff of the Isabela Tourism Office – Isabela Museum and Library traveled to Pasay City, Manila, last January 10, 2025, to participate in a museum appreciation tour and benchmarking at the GSIS Museo ng Sining. During the visit, the group was presented with a donation of 17 visual artworks by GSIS. The donation, which consists of twelve (12) paintings and five (5) sculptures, was handed over by GSIS Museum Curator Joan Caldea. These artworks were generously donated by the GSIS Corporate Social Advocacies and Public Relations Facilities Department (CSAPRFD) to the Provincial Government of Isabela, specifically to the Isabela Museum and Library.	Hauled 17 visual artworks (12 paintings and 5 sculptures) from GSIS to be displayed at Isabela Museum and Library
PREPARED BY:		APPROVED BY:
 <b>JESUS FERDINAND C. ORDOÑEZ</b> Museum Researcher II		 <b>JOANNITO MARANAN</b> Provincial Tourism Officer
 <b>YRIS V. CERALDE</b> Administrative Aide III		