

	ISABELA TOURISM OFFICE	SEPTEMBER
		MONTH
	Accomplishment Report	2023
		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	02 SEPTEMBER, 2023
ASIAN BITES FUSION CUISINE CO.	SECONDARY	BALIGATAN, CITY OF ILAGAN, ISABELA	20 SEPTEMBER, 2023
CITYVILLE COFFEE SHOP	SECONDARY	SAN VICENTE, CITY OF ILAGAN, ISABELA	1 SEPTEMBER, 2023
CLASSIC BURGER	SECONDARY	CALAMAGUI 2ND, CITY OF ILAGAN, ISABELA	20 SEPTEMBER, 2023
FELICITYS CAFÉ	SECONDARY	BRGY. GUINATAN, CITY OF ILAGAN,	22 SEPTEMBER, 2023
LAMESA GRILL HOUSE	SECONDARY	BALIGATAN, CITY OF ILAGAN, ISABELA	20 SEPTEMBER, 2023
SKYE WINGS AND PASTA	SECONDARY	CALAMAGUI 1ST, CITY OF ILAGAN, ISABELA	4 SEPTEMBER, 2023
ISABELA MUSEUM AND LIBRARY	SECONDARY	OLD CAPITOL BUILDING, ARRANZ	21 SEPTEMBER, 2023

II. OTHER PROGRAM/PROJECT/ACTIVITY

PROGRAM/PROJECT/ ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/
Philippine Travel Mart 2023	The Department of Tourism Region actively participated in the highly anticipated Philippine Travel Mart (PTM) 2023, organized by the Philippine Tour Operators Association (PHILTOA). PTM stands as a beacon of innovation and collaboration within the tourism industry. As the longest-running travel exhibition, it plays a significant role in promoting and developing both domestic and inbound tourism. This event aims to showcase the finest products of various agencies, including tourism and investment opportunities.	PTM has played a vital role in nurturing the growth and progress of Micro, Small, and Medium Enterprises, helping them realize their full potential for economic and social development despite various challenges.

Technical Budget Hearing FY 2024	The officials of the Provincial Government of Isabela conducted the Technical Budget Hearing for FY 2024 at the Sheraton Hotel in Manila. During this session, the Finance Team presented the proposed budget to all department heads, along with projected projects for the upcoming year.	The Department Heads of Provincial Government of Isabela attended the Budget Hearing FY 2024.
Basic Tourism Statistics Training	The Department of Tourism Region 2 and the Office of Tourism Development Planning Research and Information Management (OTDPRIM) conducted a training on Basic Tourism Statistics for the Province of Isabela Tourism Officers. The objective was to emphasize Tourism Concepts in the collection of tourism data. This training will help Local Government Units standardize data gathering methodologies for local tourism destinations, tourism establishments, and other tourism support services in their profiles, inventories, and tourist arrivals.	It's a crucial step in analyzing past and present data to achieve evidence-based tourism planning, which is included in drafting the Tourism Development Plan in their locality.
Regional Tourism Stakeholders Assembly and Forum cum Bisita Be My Guest Activation	The Department of Tourism Region 2 invited us to participate in the "Regional Tourism Stakeholders Assembly and Forum cum Bisita Be My Guest Activation." This gathering fosters collaboration and engagement among key stakeholders in the regional tourism industry, creating a platform for meaningful discussions, knowledge sharing, and networking opportunities contributing to the growth and development of the local tourism sector.	The Isabela Tourism Office, represented by Ms. Wilma Mata, participated in the event, offering a diverse cross-section of the regional landscape.
Tourism Week with a theme "Tourism and Green Investment"	The World Tourism Month celebration, the Provincial Government of Isabela through Isabela Tourism Office, will join the celebration by conducting a launching of Bambanti Coffee Table book, premiere of "Ettam Ngana ta Isabela" the official tourism video, and photography contest as part of the activity.	The Isabela Tourism Office and Isabela Museum and Library staff participated to the Tourism Month Celebration.
Assisted the DOT Resource Speaker for their Tour	The tour refers to the conduct of the following trainings by the Department of Tourism, Regional Office 2 and the Office of Tourism Development Planning Research and Information Management (OTDPRIM) for the Province of Isabela. The Isabe Tourism Office staff communicate and provide assistance to the concern City/Municipality for the one day Technical tour of the resource speaker to the different tourism destinations in the Province of Isabela.	The Isabela Tourism Office, led by Ms. Shara Mae Racaza assisted the Department of Tourism resource speaker during the tour.

Local Tourism Development Planning and Local Tourism Code Toolkit Orientation	The Department of Tourism, Region 2, conducted a seminar titled "Local Tourism Development Planning and Local Tourism Code Toolkit Orientation." This three-day seminar workshop equipped participants with the knowledge and tools necessary to effectively oversee tourism activities, enforce tourism laws, and plan for sustainable tourism development within their respective jurisdictions.	Attendees included staff from the Isabela Tourism Office, Ms. Rodamae L. Allam, and Ms. Ereneah R. Domingo, as well as municipal/city tourism officers and planning officers of the Province of Isabela.
Nuang Festival	The Municipality of San Agustin celebrated its 74th Araw ng San Agustin and 19th Nuang Festival on September 28, 2023. The Nuang Festival showcased various contested activities, including the parade of sturdy Murrah Buffaloes, displays of products derived from carabao milk, and other fun-filled activities.	The Provincial Tourism Officer, Ms. Joanne D. Maranan, was invited to be one of the Guests of Honor and a Board of Judges for the Festival booth.
Dos por Dos 2023	SNATPI organized "A Ride for A Cause with a Purpose" to promote the Philippines as a fun and safe destination while advocating road safety and humanitarian activity. SNAPI conducted a fund-raising activity, DOS POR DOS 2023, held on September 29, 2023, from San Manuel, Isabela, to the Cagsawa Ruins in Daraga, Albay (vice versa), completing a 1600km adventure race in 50 hours of travel time or a 1200km adventure as an option to finish within 30 hours.	The Isabela Tourism Office, represented by Ms. Joanne D. Maranan, was invited to provide an inspirational message during the opening program to promote Motorcycle Tourism in the province.
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