



Republic of the Philippines
PROVINCE OF ISABELA

ISABELA TOURISM OFFICE



12 July 2024

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 **June 2024**, respectively.

For your information and reference.

Very truly yours,


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



ISABELA TOURISM OFFICE

Accomplishment Report

JUNE

MONTH

2024

YEAR

I. DOT ACCREDITATION OF TOURISM ENTERPRISE

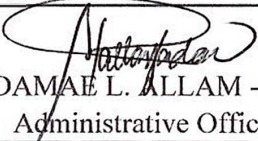
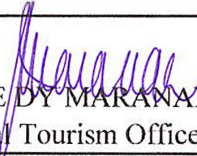
| NAME OF FACILITY/SERVICE** | CATEGORY (PRIMARY OR SECONDARY) | LOCATION | DATE OF ACCREDITATION |
|--------------------------------|------------------------------------|---|-----------------------|
| SUPER 5R CORPORATION | PRIMARY | UGAD, CABAGAN | 11 June, 2024 |
| MR TRAVEL AND TOURS | PRIMARY | MAHARALIKA HIWAY SAN FERMIN, CAUAYAN CITY | 29 June, 2024 |
| OUR-CAFÉ BY GRACIA COFFEE SHOP | SECONDARY | ANTONIO, ALICIA | 29 June, 2024 |
| TAVERNA CAFÉ | SECONDARY | BRGY. NAPACCU PEQUENO, REINA MERCEDES | 29 June, 2024 |
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II. OTHER PROGRAM/PROJECT/ACTIVITY

| PROGRAM/PROJECT/ACTIVITY | PROJECT DESCRIPTION | STATUS/REMARKS/ACCOMPLISHMENT |
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| Convening of the Census-CBMS Coordinating Board for the 2024 Census of Population and Community-Based Monitoring System Implementation | The members of the Census CBMS Coordinating Board convened for a meeting on June 5, 2024, at Piazza Zicarelli Hotel, Restaurant, and Bakeshop in Upi, Gamu, Isabela. They discussed the scope of the 2024 Census of Population and the Community-Based Monitoring System Implementation. | Ms. Joanne D. Maranan, the Provincial Tourism Officer, attended CBMS meeting. |
| Masetas Festival | <p>The municipality of Reina Mercedes celebrated the Masetas Festival in June. The festival symbolizes constituents' love and unity. "Masetas" is an Ibanag term for "plants" or "potted plants" that embellish the town's tourist spots, establishments, and residences of the locals.</p> <p>The festival activities include the Thanksgiving Mass, Blessing and Inauguration of the New Municipal Building, Cultural Night, Grand Float Parade, Street Dance, Showdown, Festival King and Queen, Grand Zumba, Concert, and the Ms. Reina Mercedes 2024 competition.</p> | The Provincial Tourism Officer, Ms. Joanne D. Maranan, attended several events during the festival. She graced the occasion by attending the Float Parade, Street Dance and Showdown Competition on June 11, 2024 where, she served as one of the judges. |
| Pre-Assessment of SGLG for Tourism, Heritage Development, Culture and the Arts | The Isabela Tourism Office led by Provincial Tourism Officer, Ms. Joanne Dy Maranan, presented documents such as budget, SP Resolutions, Executive Orders, Certificate of Compliance from NCCA, cultural inventories, and other papers for checking and scrutiny of DILG - documents for Tourism, Heritage Development, Culture and the Arts on June 18, 2024. | All documents were found in order and complete. |

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| <p>Association of Tourism Officers in the Philippines – Cagayan Valley Region (ATOP-Cagayan Valley Region) 2nd Regular Meeting</p> | <p>The Association of Tourism Officers in the Philippines - Cagayan Valley Region (ATOP-Cagayan Valley Region) held its quarterly board meeting on June 13, 2024, at the Isabela Museum and Library. Ms. Joanne D. Maranan, the President of ATOP-CV, presided over the meeting. The meeting covered important upcoming events, including the Philippine Tourism Award and the ATOP Convention. Additionally, the body discussed other essential matters such as ITCOA sectoral registration, membership fees, and the schedule of the general assembly meeting.</p> | <p>The Isabela Tourism Office served as secretariat during the ATOP-CV 2nd regular meeting.</p> |
| <p>Authentic City of Ilagan Familiarization Trip (Famtrip)</p> | <p>The Department of Tourism, Region 2, collaborated with the City Local Government Unit (CLGU) of Ilagan for the Familiarization Trip (FamTrip) for the “Authentic City of Ilagan: Your Journey to Leisure and Discoveries Tourism Circuit” from June 19 to 21, 2024. This immersive event showcased Ilagan City's diverse tourism offerings, including cultural, industrial, nature-based, agri-farm, and MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism. Representatives from various agencies, tour operators, vloggers, and tourism officers participated in hands-on activities, gaining an in-depth look at the city's attractions, including agri-tourism, nature-based adventures, and cultural landmarks.</p> <p>Following a comprehensive evaluation and dry run, this FamTrip marked a critical step in developing Ilagan's tourism strategy, highlighting the city's dedication to offering a diverse and engaging experience for visitors.</p> | <p>The Provincial Tourism Officer, Ms. Joanne D. Maranan, actively participated the Authentic City of Ilagan Familiarization Trip (Famtrip).</p> |
| <p>Grand Opening and Ribbon-Cutting Ceremony of the Mt. Claramuel Resort and Events Place - Wonders of the World</p> | <p>Mt. Claramuel Resort & Events Places is located in Marana 3rd, City of Ilagan, Isabela. It is a one-stop leisure place offering hotel rooms, private villas, swimming pools, a restobar, and an events place. Recently, the resort has added a new attraction - the Wonders of the World themed park. This park allows visitors to experience replicas of Europe's renowned attractions such as the Eiffel Tower, the Colosseum, the Leaning Tower of Pisa, and the Louvre de Paris, all without leaving the town.</p> | <p>The Isabela Tourism staff attended the Grand Opening and Ribbon-Cutting Ceremony of the Mt. Claramuel Resort and Events Place - Wonders of the World on June 23, 2024.</p> |
| <p>Grand Opening of Calle Tres-Food Hub</p> | <p>San Manuel, Isabela unveiled the newest addition to its Tourism Establishments, Calle Tress - Food Hub. This destination, located at District 3, San Manuel, Isabela, is an ideal choice for dining, shopping, and entertainment.</p> | <p>The Provincial Tourism Officer, Ms. Joanne D. Maranan, graced the occasion along with Mayor Faustino U. Dy, IV, and CEO Madam Luz Sermonia on June 7, 2024.</p> |

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| <p>16th PAGSO National Convention</p> | <p>The Province of Isabela hosted this year’s Philippine Association of General Services Officers, Inc. (PAGSO) National Convention at the Isabela Convention (ICON) Center, Cauayan City, Isabela from June 19 to 22, 2024. The conference brought together General Services Officers from across the country for panel discussions, workshops, and networking opportunities, all aimed at enhancing the skills and knowledge of its members to help them better manage their services.</p> <p>The Isabela Tourism Office staff managed the Isabela Tourism Booth where Isabela tourist attractions and products were showcased. The team provided assistance and answered queries of the delegates throughout the event. Booth activities included free sampling of delicacies, sign up for tours and fun games and raffle for souvenir items.</p> | <p>Isabela Tourism Office staff, Ms. Rodamae Allam-Yadao, Mr. Joe Vincent R. Batoon, and Ms. Shyrelle Joy Abalos, assisted clients with inquiries about the City Tour. They also promoted the delicacies of Isabela by offering free tastings to the delegates during the first day of the PAGSO Convention on June 19, 2024 at Isabela Convention Center, Cauayan City, Isabela.</p> |
| <p>Provincial Statistics Committee (PSC) – Isabela 12th Regular Business Meeting (2nd Quarter 2024)</p> | <p>The Provincial Statistics Committee (PSC) of Isabela held its 12th Regular Business Meeting and 2nd Quarterly meeting on June 26, 2024, at the Blue Conference Room, Provincial Capitol, Alibagu, City of Ilagan, Isabela.</p> <p>The meeting included discussions on the following agenda items:</p> <ul style="list-style-type: none"> - PSA – LGU Data Sharing (PLDS) for Business Registers Project - Conduct of City/Municipal-Level Training - Coordination with LGUs on the Adoption of PSIC Updates - 35th National Statistics Month Celebration - Conduct of 2023 Household Energy Consumption Survey - Provincial Product Accounts (PPA) Updates - Simultaneous Conduct of the 2024 Census of Population and Community-Based Monitoring System (POPCEN-CBMS) - Accomplishments and Other Statistical Data and Programs Updates of TESDA and DILG – Isabela. | <p>The meeting was attended by Isabela Tourism Office staff, Ms. Rodamae Allam-Yadao.</p> |
| <p>Preparation for the ATOP-DOT Pearl Award 2024</p> | <p>Preparation of document, photos, videos for the ATOP-DOT Pearl Awards 2024. PGI-ITO will join the ATOP Pearl Award Categories - Provincial level, namely: Best Tourism Souvenir (Non-Food), Best Tourism Week/Month Celebration, Best Tourism Promotions - Video and Brochure, Best Tourism Oriented LGU, Best Tourism Event-Cultural Festival and Best Institutionalized Program for Culture and the Arts</p> | <p>On-going preparation of 8 entries to be submitted before July 20, 2024.</p> |

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| 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 1,517 readers for the library. | Assisted readers |
| Museum Service/Program | A total of 150 museumgoers visited the museum. | Completed tour |
| PREPARED BY: | | CHECKED BY: |
|  RODAMAE L. ALLAM - YADAO Administrative Officer II | |  JOANNE DY MARANAN Provincial Tourism Officer |