



ISABELA TOURISM OFFICE

Accomplishment Report



SEPTEMBER

MONTH

2024

YEAR

I. DOT ACCREDITATION OF TOURISM ENTERPRISE

NAME OF FACILITY/SERVICE**	CATEGORY (PRIMARY OR SECONDARY)	LOCATION	DATE OF ACCREDITATION
3K HOTEL AND RESTAURANT	PRIMARY	MAHARLIKA HIGHWAY, MALVAR, SANTIAGO CITY	16 September, 2024
ISABELA ZEN HOTEL AND RESTAURANT	PRIMARY	MAHARLIKA HIGHWAY, VILLASIS, SANTIAGO CITY	03 September, 2024
MAXIMILIAN HOTELS AND RESORTS, INC.	PRIMARY	DISTRICT I, CAUAYAN CITY	20 September, 2024
THE HOTEL ANDREA	PRIMARY	DON JOSE, CANCELIER AVENUE, CAUAYAN CITY	04 September, 2024
THE HOTEL SOPHIA	PRIMARY	AIRPORT ROAD, SAN FERMIN, CAUAYAN CITY	16 September, 2024
CASAROSA BED AND BREAKFAST LTD, CO.	PRIMARY	#3 M BUCAG ST., BRGY. DISTRICT I, CITY OF	24 September, 2024
GOLDEN A HOTEL	PRIMARY	NATIONAL HIGHWAY, BRGY. SAMPALOC, CABATUAN	20 September, 2024
GREENYARD HOTEL, RESTAURANT, CAFÉ, BAR & EVENTS PLACE	PRIMARY	AVENUE DISTRICT 1, CAUAYAN CITY	24 September, 2024
MAISON HOTEL	PRIMARY	DON CANCELLER, CAUAYAN CITY	11 September, 2024
ASIAN BITES FUSION CUISINE CO.	SECONDARY	BALIGATAN, CITY OF ILAGAN	17 September, 2024
LAMESA GRILL HOUSE	SECONDARY	BALIGATAN, CITY OF ILAGAN	12 September, 2024
NEW SUPERIOR	SECONDARY	RIZAL ST. BRGY. STA BARBARA, CITY OF ILAGAN	12 September, 2024
PARKWINGS RESTAURANT	SECONDARY	JHU GOLDEN GRAINS CENTER BLDG., BALIGATAN, CITY OF ILAGAN	12 September, 2024
SA LILIM GRILL AND RESTO BAR	SECONDARY	CABARUAN, CAUAYAN CITY	12 September, 2024
V CAFÉ AND MUSIC LOUNGE	SECONDARY	SAN FERMIN, CAUAYAN CITY	9 September, 2024

PROGRAM/PROJECT/ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ACCOMPLISHMENT
Unveiling of bust of the Quirinos and Opening of PAMANA Exhibit in Alicia	In celebration of Alicia's 75th founding anniversary, the Isabela Tourism Office was invited to witness the "Tawid ti Alicia: PAMANA" event. The inauguration of the One Alicia Museum and the unveiling of the bust of the late President Elpidio Quirino and his wife, Alicia, after whom the town was named, were the main highlights. The activities included simultaneous flag-raising ceremonies and a museum tour led by Municipal Mayor, Hon. Joel A. Alejandro, accompanied by his wife, Madam Aida Alejandro, a representative from DOT R02, and LGU officials on September 9, 2024.	The event was attended by Isabela Tourism Office staff Ms. Natalie B. Almazan.

<p>35th Philippine Travel Mart</p>	<p>The Provincial Government of Isabela through the Isabela Tourism Office participated as exhibitor in the highly anticipated 35th Philippine Travel Mart (PTM) held at SMX Convention Center manila, Mall of Asia Complex, in Pasay City on September 5 – 8, 2024.</p> <p>The Philippine Travel Mart showcased the rich and vibrant culture of the country through an exciting display of local destinations and traditions. As the longest-running travel exhibition, it plays a significant role in promoting and developing both domestic and inbound tourism. The PTM is hosted by the Philippine Tour Operators Association (PHILTOA) and co-presented by the Department of Tourism (DOT) and the Tourism Promotions Board (TPB) Philippines. This event highlighted products including tourism culture and investment opportunities, while also introducing Isabela as a premier tourist destination.</p>	<p>The Isabela Tourism Office staff, including Ms. Rodamae L. Allam-Yadao, Mr. Jayson Macarubbo, Mr. John Kelvin G. Tangan, and Mr. Michael D. Allam, together with the leadership of the Provincial Tourism Officer, Ms. Joanne D. Maranan, participated as exhibitors at the 35th Philippine Travel Mart (PTM). They managed the booth and promoted Isabela’s products, culture, and tourist destinations. Exciting giveaways were handed out to the visitors who stopped by the Isabela booth. This was the first time that the province of Isabela participated in the PTM, presenting a great opportunity for the tourism industry as it introduced the province not only locally, but also nationwide.</p> <p>A total of 672 visitors were documented as having visited the Isabela Booth.</p>
<p>Padday na Lima Regional Trade Fair</p>	<p>The 18th Padday Na Lima Regional Trade Fair was organized through the collaboration of the Department of Tourism Region 2 (DOT R2) and the Department of Trade and Industry Region 2 (DTI R2). The event featured the active participation of Micro, Small, and Medium Enterprises (MSMEs) from various provinces within the region, showcasing a diverse range of local products.</p> <p>Each province was allocated a pavilion to exhibit their respective tourism sites, local cuisine, and other regional offerings, Isabela Tourism fliers were also placed in the booth.</p> <p>This significant event took place from September 10 to 16, 2024, at the Carousel Court of the Festival Mall in Alabang, Muntinlupa. The opening ceremony was marked by the Hibla’t Habi ng Rehiyon Dos, which celebrated the region's rich weaving tradition and craftsmanship, with a special focus on the Indigenous Enabel Craft of Quezon, Isabela.</p>	<p>The Isabela Tourism Office fully supports the Padday na Lima Regional Trade Fair and has assigned Mr. Joe Vincent R. Batoon to assist and distribute flyers throughout the event.</p>
<p>Attended the ATOP Online Defense</p>	<p>The ITO-Isabela Museum and Library staff join in the ATOP Online Defense for the ATOP Pearl Award "Best Tourism Week/Month Celebration" entry provincial level on September 13, 2024.</p>	<p>Provincial Tourism Officer, Ms. Joanne D. Maranan together with the IML staff attended the online defense.</p>
<p>MICE 101 & 102 Training Workshop in Cauayan City</p>	<p>The Department of Tourism Region 2 (DOT Region 2), in partnership with the Philippine MICE Academy and with funding support from the Tourism Promotions Board (TPB) Philippines, successfully conducted a 3-day</p>	<p>Isabela Tourism Officer, Ms. Joanne D. Maranan, participated in the three-day MICE 101 and 102 training workshop held in Cauayan City.</p>

MICE (Meetings, Incentives, Conferences, and Exhibitions) 101 & 102 Training Workshop held from September 23 to 25, 2024, at The Hotel Andrea Café and Restaurant in Cauayan City, Isabela. The workshop commenced with M.I.C.E. 101, providing an introductory overview of M.I.C.E. and encompassing the fundamental aspects of organizing and managing meetings, incentives, conferences, and exhibitions. Subsequently, the training progressed to M.I.C.E. 102, which involved a more comprehensive exploration of strategies and best practices. The participants comprised local stakeholders, tourism officers, event organizers, and industry professionals, all of whom expressed their appreciation for the tailored programs aimed at enhancing their capacity to host business events, thereby contributing to the advancement of tourism in the region. The training culminated with the institutionalization of the M.I.C.E. Alliance - Region 2.

3rd Quarter National Simultaneous Earthquake Drill (NSED)

The ITO-Isabela Museum and Library staff participated in the 3rd Quarter National Simultaneous Earthquake Drill on September 26, 2024.

Participated in the said activity.

53rd Founding Anniversary of Quirino Province

The Provincial Government Unit of Quirino Province extended an invitation to the Isabela Tourism Office to attend the Launching of the Digital Infrastructure Project of Quirino. The Quirino Digital Infrastructure Project signifies a significant advancement, offering enhanced opportunities for the province's residents. This initiative paves the way for improved access to education, healthcare, and economic prospects for the people of Quirino. The event was graced by the presence of provincial officials, including Governor Dakila Carlo E. Cua, DICT Secretary Ivan John E. Uy, and representatives from various government agencies. The program concluded with the Panagdadapun Festival Grand Parade and Street Dance culminating competition.

The Isabela Tourism Office was represented by Mr. Jesus Ferdinand C. Ordonez of the Isabela Museum and Library for the Launching of the Digital Infrastructure Project of Quirino on September 10, 2024 in Cabarroguis, Quirino.


<p>Celebrated the National Tourism Month 2024</p>	<p>The ITO - Isabela Museum and Library joins the nation in celebration of National Tourism Month with the theme "Tourism and Peace". The activity was implemented thru mounting of tourism booth at the lobby of the Isabela Museum and Library showcasing the different tourist spots and delicacies of Isabela</p>	<p>The activity was posted in Isabela Tourism Office FB page and still available for viewing at IML until September 30, 2024.</p>
<p>Monday Convocation and Launching of the National Tourism Month</p>	<p>The Provincial Government of Isabela through the Isabela Tourism Office inaugurated National Tourism Month 2024 with an inspiring theme: "Tourism and Peace." The launch, spearheaded by Provincial Tourism Officer Joanne D. Maranan, took place during the Monday Flag Raising ceremony and convocation program. The event featured a lively musical-cultural presentation, "Ettam Ngana Ta Isabela Musical," showcasing traditional Ilocano songs and a dynamic dance performance inspired by the Bambanti Festival's street dance, seamlessly blending into a lively Zumba session. The celebration also included an engaging tourism trivia game, where audience participated and received tokens from the Isabela Tourism Office. Provincial Administrator Atty. Noel Manuel R. Lopez underscored the significance of the event in his weekly report, offering a message of encouragement to provincial employees. This launch not only celebrated local culture and tourism but also reinforced the importance of peace and unity in the community.</p>	<p>The Isabela Tourism Office and Isabela Museum & Library hosted the regular Monday convocation on September 16, 2024.</p>
<p>Orientation on the Guidelines of Accreditation for Tourism Enterprises, Officers, BPLO and LEDIPO</p>	<p>The Isabela Provincial Government, through the Isabela Tourism Office, organized an orientation on the accreditation guidelines as part of the Tourism Month Celebration at ICON, Cauayan City on September 19, 2024. The event was a collaborative effort with the BPLO, LEDIPO, and Tourism Officers from various LGUs. Ms. Joanne Dy Maranan, Isabela Tourism Officer, emphasized the importance of accrediting tourism enterprises. The tourism stakeholders provided knowledge about the accreditation process and the standards of the Department of Tourism (DOT). This initiative aims to increase the number of accredited tourism enterprises that adhere to the standards and regulations set by the Department of Tourism.</p>	<p>The staff of the Isabela Tourism Office participated in and facilitated the meeting.</p>

<p>2024 PIEP Northern Luzon Chapted Inc., (PIEPNLCI) General Assembly with CPD Program</p>	<p>The Department of the Interior and Local Government (DILG) issued a memo instructing all Environmental Planners in the PGI to attend the PIEP Northern Luzon Chapter Inc. (PIEPNLCI) General Assembly with the CPD Program.</p>	<p>Isabela Tourism Office staff, Ms. Rodamae L. Allam-Yadao attended the PIEP Northern Luzon Chapted Inc., (PIEPNLCI) General Assembly on September 24-25, 2024 in Tabuk City, Kalinga.</p>
<p>Region 2 Cagayan Valley Tourism Council General Assembly and Tourism Expo</p>	<p>The Cagayan Valley Regional Tourism Inc. (CVRTC), a non-governmental organization, collaborated with DOT RO2 to host the R2 Synergy Summit at the Governor Carlos Padilla Convention Center in Bayombong, Nueva Vizcaya on September 27, 2024. The event was attended by members, including tourism establishment owners, tourism and cultural officers, tour operators, and other tourism advocates in Region 2.</p> <p>Each province and city in the region was responsible for setting up a booth to showcase their tourism products and destinations. Notably, the province of Isabela featured locally handmade products and delicacies, such as moriecos and the famous Big Brother Cornick.</p> <p>The summit was graced by the host Governor, Hon. Jose Gambito of Nueva Vizcaya. A key highlight of the evening was the Fashion Show, which featured creations made with Indigenous Woven Fabric, celebrating the traditional weaves and artistry of the region. The Province of Isabelashowcased Enabel fabric from Quezon, Isabela, in their stunning streetwear and formal wear designed by Mr. Danny Ross Trinidad of Dee Ar Tee Couture, capturing the audience's attention.</p> <p>The summit concluded with the highly anticipated Regional Tourism Awards, recognizing provinces and cities for their significant contributions to advancing tourism in the region. The Provincial Government of Isabela received five (5) awards.</p>	<p>The Isabela Tourism Office through the leadership of Ms. Joanne D. Maranan, Provincial Tourism Officer and her staff Mr. Jayson Macarubbo, Mr. Jogn Kelvin G. Tangan, Ms. Yris L. Ceralde, and Mr. Jake M. Salinas participated in the Synergy Summit 2024, CVRTC General Assembly and Tourism Expo on September 26-28, 2024.</p>

<p>Tourism Marketing Education Seminar CONNECTOUDR: Bridging B2B and B2C Marketing for Regional Tourism</p>	<p>The Tourism Promotions Board (TPB) successfully organized the Tourism Marketing Education Seminar (TMEs) with the aim of enhancing the effectiveness of tourism officers in trade shows and fairs, while also improving regional marketing strategies within the tourism industry. The program consisted of a two-day seminar followed by three days of participation in the 13th Regional Trade Fair, culminating in the selection of the Best Destination Presenters for the upcoming 14th Regional Trade Fair, scheduled for October.</p> <p>The TPB extended invitations to 5 representatives from each region to participate, with the Provincial Government of Isabela being one of the chosen representatives for Region 2, Cagayan Valley</p> <p>During the awards ceremony, the TPB announced the Region 2 delegates as the Best Presenter. The team included Ms. Ereneah R. Domingo, Tourism Operations Assistants from the Isabela Tourism Office. This achievement highlighted the effective collaboration and innovative strategies developed throughout the seminar.</p>	<p>Isabela Tourism Office staff, Ms. Ereneah R. Domingo actively represented the province in the Tourism Marketing Education Seminar on September 24 – 30, 2024 in General Santos, South Cotabato.</p>
<p>Search for the Most Eco-Friendly Barangay</p>	<p>The Isabela Tourism Office has been invited to serve as one of the judges for the "Search for the Most Eco-Friendly Barangay," which is a key event during the 75th Founding Anniversary of Alicia, Isabela.</p> <p>The judging panel, consisting of DENR EMB - Region 2, Forester Ponchanita Donato, a representative from the PLGU-Quirino, Ms. Vilmarie Talaue, and Isabela Tourism Office staff, Ms. Rodamae Allam-Yadao, personally visited each barangay for three days from September 26-28, 2024 to thoroughly assessed the Eco-Friendly Park and Gulayan.</p> <p>Since the onset of the pandemic, the Municipality of Alicia, has been dedicated to promoting food sustainability, barangay-based tourism, and solid waste management.</p> <p>Each year, during the Araw ng Alicia Celebration, Eco-Gulayan parks and solid waste management practices are assessed to identify the barangays effectively implementing and promoting these initiatives.</p>	<p>Isabela Tourism Office's Rodamae Allam was asked to attend and judge the event.</p>

<p>Site Visit of PAL for possible Manila - Cauayan - Manila flights</p>	<p>The Isabela Tourism Office has been contacted by PAL for information in connection with their plan to include Manila-Cauayan-Manila in their domestic flight roster. Last September 17, 2024, Ms. Jasmin Vitoria of PAL visited Cauayan City for a site visit of the airport and to further discuss their plans for the Cauayan flight.</p>	<p>Ms. Joanne Maranan, together with the City of Cauayan Tourism office and other officials, met with Ms. Jasmin Vitoria and CAAP as they visited the Cauayan City airport.</p>
<p>75th Araw ng Alicia - Barangay Night</p>	<p>The Isabela Tourism Office joined the Barangay Night and awarded the winners for the Most Eco-Friendly Barangay in Alicia last September 29, 2024.</p>	<p>Ms. Joanne D. Maranan graced the occasion, gave her message of support and appreciation for the tourism programs and initiatives of the municipality and presented the awards to the winners.</p>
<p>Tourism Stakeholders' Appreciation Night - Santiago City</p>	<p>Isabela Tourism Office was invited to attend Santiago City's Tourism Stakeholder's Appreciation Night last September 28, 2024 at Zen Hotel, Santiago City. This yearly event aims to give thanks to the tourism stakeholders who consistently support tourism in the city.</p>	<p>Ms. Joanne Maranan graced the occasion and gave her message of support and appreciation for the said event.</p>
<p>Bambanti Festival 2025 Dance Workshop Series 1</p>	<p>The Isabela Tourism Office served as Secretariat for the Bambanti Festival 2025 Dance Workshop Series 1, which took place at the Isabela Museum and Library in Osmeña, City of Ilagan, Isabela from September 16 to 20, 2024. This workshop encompassed a series of dance choreography sessions, designed to enrich the festival's highlights, particularly the Bambanti Festival Dance Competition.</p>	<p>The Isabela Tourism Office acted as secretariat, coordinated with the Committee Chairs, Department Heads, and Bambanti Production Team, helped with series of workshops and meetings.</p>
<p>Bambanti Festival 2nd Executive Committee Meeting</p>	<p>In preparation for the upcoming Bambanti Festival 2025, the Provincial Government of Isabela held its 2nd Executive Committee Meeting on September 17, 2024, at the Balai, Isabela Provincial Capitol Compound. During the meeting, the committee discussed the festival's theme, finalized the committee structures, and determined booth specifications, among other important matters.</p>	
<p>Local Chief Executives Meeting</p>	<p>Isabela's mayors gathered for a meeting at Balai, Provincial Capitol Compound on September 24, 2024 to discuss plans for the upcoming Bambanti Festival 2025. Vice Governor and Bambanti Festival 2025 Director General Faustino "Bojie" G. Dy III presided over the meeting. The discussion included the specifications for agri-tourism booths and giant scarecrows, as well as plans for Queen Isabela 2025. Additionally, a new event called Drag Queen Isabela for the LGBTQIA+ community was introduced, making it a historic addition to the province's biggest festival.</p>	

<p>Isabela Bamboo Sanctuary Inauguration and Bamboo Planting</p>	<p>The Isabela Provincial Government, together with partner agencies DILG, DTI, and DENR, launched the Isabela Bamboo Sanctuary on September 26, 2024, at the Isabela Eco Park, Capitol Grounds, Alibagu, City of Ilagan. The event coincided with the celebration of Tourism Month, Philippine Bamboo Month, and World Bamboo Day. A bamboo planting activity followed the opening ceremonies. The Isabela Bamboo Sanctuary, or bamboo setum, is a shared vision of the stakeholders to not only showcase a diverse array of bamboo species but also to create a hub for research and development, as well as livelihood opportunities.</p>	<p>The Provincial Tourism Officer, Ms. Joanne D. Maranan, participated in the activity, demonstrating her unwavering support for sustainable tourism.</p>
<p>75th Araw ng San Agustin and 19th Nuang Festival</p>	<p>The Provincial Tourism Officer, Ms. Joanne D. Maranan, attended the 75th Araw ng San Agustin and 19th Nuang Festival on September 28, 2024. She honored the festivities by visiting the festival booth in the municipality of San Agustin, Isabela on the same date.</p>	<p>Ms. Joanne D. Maranan graced the occasion of the 5th Araw ng San Agustin and 19th Nuang Festival.</p>
<p>Meeting with FIBA Legal Commission Chair and SBP Executive Director Erika Dy</p>	<p>Isabela Tourism Office had a chance to meet with Ms. Erika Dy, FIBA Legal Commission Chair and SBP Executive Director, during the Accreditation Workshop for Basketball Referees in the Province.</p>	<p>Ms. Joanne D. Maranan disclosed that there are sports arenas that will be opened in the province soon - one in the City of Ilagan and another one in Santiago City. In connection with this, she asked if FIBA or SBP have upcoming events that could be staged in the Province of Isabela.</p>
<p>“ISABELA’s GOT TALENT: Ettam Ngana Talentadong Isabeleños!”</p>	<p>Isabela’s Got Talent (IGT) is a weekly event held every Friday at the GFNDy Sr. Session Hall, Isabela Provincial Capitol Amphitheater. This program aims to showcase the incredible talent of every Isabeleño. Exciting weekly episodes features a competition between a challenger and the defending winner, creating an exciting display of skills and artistry. Weeks 10 to 12 aired in September as part of the series leading up to the Grand Finals during the 2025 Bambanti Festival Celebration.</p>	<p>The Provincial Tourism Officer, Ms. Joanne D. Maranan, serves as one of the hosts for the event together with the staff of Isabela Tourism Office as Secretariat and Technical Team.</p>
<p>Library Service/Program</p>	<p>A total of 2,829 readers for the library were recorded for the month of September.</p>	<p>Assisted readers</p>
<p>Museum Service/Program</p>	<p>A total of 153 museumgoers visited the museum.</p>	<p>Completed tour</p>
<p>Maintains implementation of preventive measures due to Covid-19 disease</p>	<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-19 disease.</p>	<p>Highly observed preventive measures during office hours.</p>

PREPARED BY:	CHECKED BY:
(SGD.) JESUS FERDINAND C. ORDOÑEZ Museum Researcher II	 JOANNE DY MARANAN Provincial Tourism Officer
(SGD.) RODAMAE L. ALLAM - YADAO Administrative Officer II	