

on the DOT

DOT WELCOMES NEW TOURISM CHIEF

Incoming Tourism Chief Christina Garcia-Frasco will bank on her extensive local government experience and perspective to make the country's tourism industry "a major pillar" for economic recovery and resiliency.

Frasco made the pronouncement last June 27, as she visited the DOT Central Office in Makati—where she received a warm welcome from the Department's employees and officials who committed their full support to the Secretary-designate.

"I look forward to giving truth to President-elect Bongbong Marcos' vision for the tourism industry to become a major pillar for economic recovery and resilience. I look forward as well to examining all of the plans and programs that have already been set in place, as well as presenting new additions and innovations to the successful programs, all with a cohesive vision of not only bringing back the Philippines to its standing in the global stage, but uplifting our country to its full potential to occupy a primary position globally—that is the birthright of every Filipino," said the incoming Secretary.

Prior to her role as the new Secretary of Tourism, Frasco has been serving as Mayor of Liloan, Cebu since June 2016. A multi-awarded local chief executive, Frasco was also rated as the Top Performing Mayor in Central Visayas in the same year and is also the National Vice President of the League of Municipalities. Under Frasco's leadership, the Municipality of Liloan became a four-time recipient of an "Unqualified Opinion," the highest audit rating given by the Commission on Audit.

(continue on page 2)





DOT welcomes new Tourism Chief

(continued from page 1)

The incoming Secretary also shared her initial strategies for her term, one of which is employing a multidimensional approach to tourism, where focus for development is not only on natural resources but also on the promotion of people and products, as well as a strong national and local government collaboration.

"I believe that national and local government cooperation is imperative for our tourism plans and programs to succeed because we all know that if we uplift the economic status of one LGU, and translate that to the over 1,400 plus municipalities, 81 provinces, and over a hundred cities across the country, uplifting each of their economies will uplift the economy of our nation as a whole. It is this inclusive, sustainable, innovative, and collaborative tourism governance that I intend to bring to the Department of Tourism," explained Frasco.

Frasco, who met with the department's regional directors for the first time, disclosed that her administration intends to capture not just foreign tourists, but also domestic tourists to help revive and revitalize the tourism industry. The Cebuana lawyer admits that she considers her home province special, but assured stakeholders that other destinations, particularly Mindanao, will likewise be developed and promoted as tourism destinations.

"Of course, my heart has a special place for Cebu where I'm from but at the same time I'm keenly aware that in Luzon, Visayas, and Mindanao and the over 7,000 islands in our archipelagic country, there is a wealth of opportunity as far as developing other tourist destinations. We have a general vision that is set by our President to revitalize the tourism industry, and to ensure that it is inclusive in that we spread development

(continue on page 3)



DOT welcomes new Tourism Chief

(continued from page 2)

to the countryside. And this means giving focus to all regions in the Philippines,” Frasco enthused.

“The Mindanao region has some of the most beautiful destinations that our country has. By exerting extra effort on the part of the Department of Tourism to reach out to this region, to exert the services, the talents, the expertise of the members of the Department to ensure that the stakeholders receive the appropriate training, promotion and marketability that they deserve. I intend to be judged not by my words but by my work. And we will work hard to help Mindanao rise to its full potential,” added Frasco.

In terms of changes to the industry amid the rising COVID-19 cases, Frasco commits to working towards striking a balance between the lives and the livelihood of Filipinos, going back to her experience as a local leader in Cebu.

“If we continue to allow ourselves to be shackled by the fear of the pandemic, rather than revising our perspective to learn how to live with this virus in a manner that is responsible and conscious of health protocols, then not only lives will be lost, but livelihoods as well. When people lose their livelihoods and are left hungry and without opportunities for income they may lose their lives as well. So it’s very important to strike a balance between lives and livelihood,” explained the incoming tourism chief.

Moreover, Frasco noted the need to examine whether there should be a liberalization of existing health and safety protocols to revitalize the tourism industry, citing the recent move of Singapore and other neighboring countries to lift the mask mandate for outdoor areas.

“I defer to the wisdom of both the current and the incoming administration as far as the maintenance or liberalization of health protocols is concerned. I only wish to bring to the attention of the necessary decision makers, the necessity of balancing life and livelihood and examining closely the health and safety protocols that will serve best the preservation of not just life but also the economy and the how best we can proceed that can promote and not further derail the tourism destinations within our country,” said Frasco. **DOT**





DOT reports increase in domestic tourism in 2021

The demand for domestic tourism soared in 2021 amid the pandemic, this is according to the data from the Department of Tourism (DOT).

The DOT and the Philippine Statistics Authority (PSA) bared encouraging industry figures in the 2021 Philippine Tourism Satellite Accounts (PTSA) and Tourism Statistics Online Dissemination forum held on June 28.

According to the PTSA report, domestic tourism recorded a surge tallying 37,279,282 trips in 2021, a 38.16% growth compared to the 26,982,233 trips in 2020.

The National Capital Region (1,973,851), followed by CALABARZON (1,953,419), and Central Luzon (1,905,758) were the top overnight destinations for local tourists last year.

“The DOT attributes the resurgence of domestic tourism to the collaborative efforts of the national and local government units to standardize health and safety protocols, reinforced by the active participation of tourism stakeholders from the private sector. This, and the Department’s aggressive campaign on domestic tourism carried out with our regional offices, and with the help of local tourism offices across the country, restored Filipinos’ confidence to travel,” explained DOT Branding and Marketing Communications Assistant Secretary Howard Lance Uyking.

To recall, the DOT and the Tourism Promotions Board (TPB) Philippines spearheaded the “It’s More Fun With You” campaign to encourage Filipinos to travel during the recovery stages of the pandemic. The campaign was heavy on digital promotions,

featuring virtual tours, in-depth websites, co-branding initiatives with the private sector, and generating awareness in new platforms.

Meanwhile, based on the same report, tourism industries employed about 4.9 million individuals in 2021, 4.6 percent higher than the 4.7 million employed in 2020. Tourism contributed 11.1 percent to the total employment of the country.

During the forum, the DOT noted the decline in foreign visitor arrivals as Philippine borders remain closed last year. The country recorded a total of 163,879 visitors from January to December 2021, a decline of 88.95% from 2020 arrivals of 1,482,535.

USA dominated the top visitor markets of the country with 39,326 arrivals. Japan, which ranked fourth in 2020, claimed the second spot with 15,024 arrivals. China followed in third place with 9,674 arrivals. An opportunity market before, India (7,202) rose to fourth place with Canada (6,781) at the fifth spot while Korea, the country’s top source market for many years, fell to 6th place with 6,456 arrivals.

Turkey and the United Kingdom ranked 7th and 8th respectively, with each contributing more than 4,000 arrivals. Completing the top 10 markets are Middle East countries United Arab Emirates and Saudi Arabia with more than 2,000 arrivals each.

Manila, as the country’s main gateway through the Ninoy Aquino International Airport, maintained the lion’s share of the total air arrivals with 142,448 or 86.92%. This is followed by the Mactan-Cebu International Airport which received a total of 11,119 visitors (6.78%), and the Clark International

Airport with 9,964 (6.08%) arrivals.

Visitor spending or tourist receipts generated in 2021 recorded an estimated PhP 8.49 Billion, a decrease of 89.67% from the visitor receipts of PhP 82.24 Billion recorded in the same period of the previous year.

In average, a tourist apparently spent around PhP 7,000 a day in the Philippines and stayed for an average of 10.58 nights.

“We continue to do this (online dissemination forum) because we recognize the considerable contribution of tourism to the Philippine economy and its role and importance in creating opportunities and in generating employment for our kababayans”, National Statistician Claire Dennis Mapa cited in his keynote message.

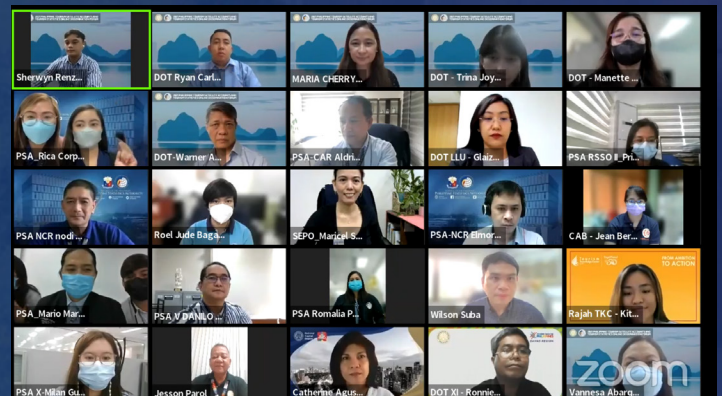
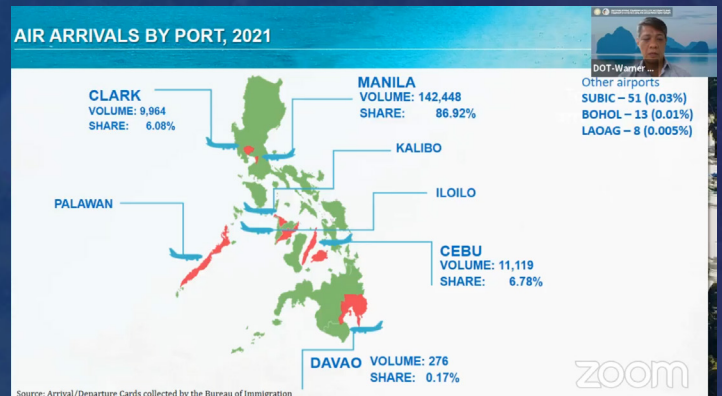
Tourists mostly visited the Philippines for holiday/leisure with a total of 15.99% purpose of visit followed by business trips (8.11%) and incentive travel (2.66%).

The average age of tourists that comes to the Philippines is 39 years old, majority of whom are male travelers registering at about 59.25%, significantly edging female travelers at 40.49%.

Meanwhile, according to the Survey on occupancy rates of Hotels in 2021, Metro Manila recorded an average hotel occupancy rate of 60.97%.

In the forum hosted by Dr. Maria Cherry Lyn Rodolfo, DOT OIC-Director Warner Andrada presented the 2021 Tourism Industry Performance, while Assistant National Statistician Vivian Ilarina talked about the 2021 PTSA and Dr. Carlos Dela Reyna Jr. of the Bureau of Quarantine (BoQ) discussed the relevance of the One Health Pass (OHP).

The Tourism Satellite Account is a standard statistical framework and the main tool for the economic measurement of tourism, developed by the United Nations World Tourism Organization (UNWTO), Organisation for Economic Co-operation and Development (OECD), among other statistical organizations, which allows the measurement of the contribution of tourism industries to Philippine economy. **DOT**





DOT'S KAIN NA! TAKES FOODIES TO A MULTI-SENSORY ADVENTURE

The Department of Tourism (DOT) satisfied the cravings of foodies, tourists, and non-tourists alike with the fourth hybrid serving of the KAIN NA! Food and Travel Festival in partnership with Ayala Malls.

KAINNA! with the theme “Foodie Adventures” continued to serve its signature line-up of digital food tourism talks and discussions, while on-ground festivities of specially-curated foodie pop-ups of regional cuisines and delicacies were mounted at Ayala Malls Manila Bay, Parañaque City, Metro Manila.

The Global PROSPECTives webinar series livestreamed via the official DOT Facebook page, bannered Filipino chefs and foodie personalities based overseas including Chef Nicole Ponseca of Jeepney NYC in Miami, Wynwood, Chef Peachy Juban and Chef Ewald Notter of Dote Coffee in

Washington, Chef Francis Ang of Abacá in San Francisco, Chef Erica Paredes of Reyna Restaurant in Paris, France, Chef Rex De Guzman of TURO TURO in London, United Kingdom, and Chef Bulawan Callanta, Ayan Filipino Streetfood in Berlin, Germany.

The TED talks-inspired Food Tourism 101, also accessible free online, covered inspirational food tourism experiences from Theodore Day Salonga, Dino Datu, Gel Salonga-Datu of Teds Bed & Breakfast and Gerald Garigade, Ken Chan, Ryan Kolton of Café Claus Corp.

Meanwhile, the Food Tourism Exchange featured Northern Luzon, introducing the Cordilleran Culinary Food Circuit, ADAMS Inuwayan: Ilocos Norte’s Trunk for Agri-Tourism Industry, Sustainable AgriTourism: Stakeholders’ Responsibility & Accountability, and “A glimpse





of the culinary treasures of Nueva Ecija”. The National Capital Region and Southern Luzon showcased Foodie Adventures in Metro Manila, and Agri-Cul-Tour: Farm-To-Table Adventure in CALABARZON. Western Visayas highlighted Negrense Heritage Cuisine and our close connection to the sugar industry followed by Kadto ‘ta! Kaon ‘ta! - A Food Trip Guide to Capiz. Mindanao will then uncover Foodie Adventures: Come Ta! Mangan Ne! Kaon Ta! The Zamboanga City-Isabela de Basilan-Zamboanga Sibugay Food Crawl, Fusion of Filipino-Italian Flavors, and Farm to Table in the City. Curated foodie adventure tour packages designed to re-introduce destinations and drive regional spending were also available onsite during the four-day food affair.

A Foodie Townhall session on Food Tourism and business-to-business sessions with the Philippine Tour Operators Association (PHILTOA), Food Tourism Consortium, and regional stakeholders were also set to enhance the festival.

This year’s KAIN NA! mobilized close to 40 national and regional food and travel exhibitors on ground. Other than the traditional cuisines normally found in different regions of the country, new non-traditional and indigenous delicacies were featured to tickle the taste buds.

Value-for-money tour packages offering food, leisure, adventure, and special interest tours to the Cagayan Valley region, Bulacan, CALABARZON, Davao, Siargao and other popular foodie destinations were also offered. **DOT**



Bagnet, empanada, and longganisa from the Ilocos Region



Breakfast fare and snacks such as tablea and tsokolate bars from MIMAROPA



Durian, jackfruit, marang, artisanal chocolate, and Mindanao fruit jams and pastries from the Davao Region



DOT Presents "Escape: Stories from the Road" Podcast

The Department of Tourism (DOT) presents its first podcast, "Escape: Stories from the Road," showcasing the best destinations in the Philippines through stories from different personalities.

This five-episode podumentary, a combination of podcast and documentary, infuses an element of storytelling, veering away from the usual question-and-answer formats of podcasts. Through these stories, the DOT hopes to reach out to various audience and inspire them to participate in meaningful tourism through unique experiences and local interactions.

The first episode on adventure features some of the best outdoor experiences in Nueva Vizcaya, Kalinga, and Camotes Island; while the identity episode brings audience from Baguio to Davao to share stories of people who, in finding the path to gain their identity,

found the path to greatness.

The episode on music explores the sounds of the islands, from the city to the remote forests of the Philippines, emphasizing that music not only serves to entertain but to preserve history in our soundscape. The fiesta episode discusses how Filipino festivals have evolved from honoring patron saints to highlighting the best of the towns and provinces.

DOT's "Escape: Stories from the Road" podcast is hosted by travel filmmaker and photographer Aaron Palabyab along with guest co-hosts, national athlete Maureen Schrijvers; designer, musician, and filmmaker Kate Torralba; and sports broadcaster and podcaster Cesca Litton. Available on Spotify, Apple Podcasts, Google Podcasts, Castro, Overcast, and Anchor. **DOT**



DOT's Philippine International Dive Expo (PHIDEX) returns to Manila in August 2022

MANILA -- Time to gear up and get dive-ready as the Department of Tourism (DOT) stages the Philippine International Dive Expo (PHIDEX), the country's largest platform for the diving community, on August 19 to 21, 2022 at the SMX Convention Center in Pasay, Manila.

PHIDEX's third edition seeks to continue the narrative of conservation, community, and convergence within the diving community through the theme "Back into the Blue: One with the Sea".

The expo will also showcase the Philippines' readiness to welcome dive tourists from all over the globe, gathering local and international dive industry experts, dive tour operators, and partner dive businesses to share their ideas and experiences.

PHIDEX is the only dive show in the world that combines in one event a Dive Travel Exchange (TRAVEX), a business-to-business (B2B) meeting program for local and international dive operators, dive conference and seminars, and familiarization tours to top and emerging Philippine dive destinations. Exhibition booths will showcase dive resorts and centers in different destinations, as well as top-rated dive gear and equipment.



Through conferences, participants will also have a chance to learn about new dive destinations developed during the pandemic, product updates from key dive destinations, as well as up-to-date underwater photography gear showcases. International dive operators will also get to inspect and assess top and emerging dive destinations such as Anilao, Bohol, Camiguin, Coron, Dumaguete, Malapascua, Moalboal, Puerto Galera, Southern Leyte, and Ticao Island through familiarization tours.

At least 100 local and international dive buyers and media from the Philippines, US, France, Italy, Spain, Germany, Korea, Japan, Thailand and Singapore, are expected to attend the expo. Meanwhile, activities such as Dive TRAVEX and Dive Conference will be accessible online for participants unable to attend due to international border restrictions.

Registration as consumer and trade visitors and exhibition booth reservation will open on June 24, 2022 through <https://register.phidex.asia/>. For more information regarding the PHIDEX activities, follow Dive Philippines on Facebook (<https://www.facebook.com/DOTdivephilippines>) and Instagram (<https://www.instagram.com/dotdivephilippines/>) or email the PHIDEX Organizing Committee at phidex@tourism.gov.ph. **DOT**



DOT positions New Clark City as premier tourism investment hub

The Department of Tourism (DOT) is rooting on the development of the Clark Freeport Zone (CFZ) and the New Clark City in order to further boost the recovery of the country's tourism industry.

During the first Central Luzon Tourism Investment Summit and Business Exchange (CLTISBEX) Hybrid Edition held recently at Hilton Clark Sun Valley Resort, the DOT, in collaboration with the Tourism Promotions Board (TPB) and the Subic-Clark Alliance for Development (SCAD), showcased how CFZ and the New Clark City may be positioned as premier tourism hubs, Clark as a modern sustainable aerotropolis and a preferred MICE (Meetings, Incentives, Conferences, Exhibits) destination and the New Clark City as an ideal destination for Sports Tourism in the Asia-Pacific Region.

DOT 3 Regional Director Caroline Uy, said, *“through the help of the private sector, the goal is to transform the Clark Freeport Zone into a preferred business and tourism destination in the Asia Pacific region and enable investors to find long-term economic returns.”*

Clark is strategically located in Pampanga where it could be easily accessed by the Philippines' major foreign tourist markets like China, HongKong SAR, Singapore, South Korea, and Japan.

There were a total of 35 foreign and local investors from the Philippines (5), China (25), Singapore (2), Japan (1), Taiwan (1), and United Arab Emirates (1) that participated in the summit.

The event concluded with a total of P127 million investments lead which were mostly generated during the Business-to-Business (B2B) meetings among 77 buyers and sellers.

As of December 31, 2021 Clark is already home to some 1,153 companies which are also referred to as locators. These business ventures provided opportunities to a total of 121,341 professionals and workers inside the Freeport zone which originally employed only 20,000 workers at the time of its opening.

In terms of exports, CFZ has since generated a total export of \$5.40 billion with a total investment of P265 billion.

Following the recent opening of Clark International Airport's new passenger terminal, Puyat said this will generate more gains to the industry, especially now that the DOT is also positioning Clark as a MICE destination.

Uy specifically noted that as a MICE venue, CFZ offers 80 convention/meeting halls, 3,648 hotel rooms, 126 dining facilities, and 45 tourism attractions such as Clark Safari, Clark Bike Path, Clark Museum and Theater, Aqua Planet, Clark International Speedway, and Dinosaurs Island. **DOT**



DOT trains 200 ESL teachers for TESOL certification

The Department of Tourism (DOT) once again invited 200 English as Second Language (ESL) teachers in the country to participate in the Second (2nd) Online Master Teaching English to Speakers of Other Language (TESOL) Certification Course from June 25 until July 24.

The reopening of the country's borders to internal travellers benefits the country's ESL industry which has been severely affected by Coronavirus disease (COVID-19). To date, some schools in Cebu and Baguio are now conducting face-to-face classes with enrollees from Japan, Korea, Vietnam, China, Taiwan, Israel, the Middle East, Israel, and Thailand. According to the Cebu Association of Language Academies (CALA), the number is expected to increase in the coming days due to numerous inquiries from education agents based abroad.

The DOT sees the importance of equipping more teachers with relevant teaching skills to meet the educational needs of the students.

The 120-hour Online Master TESOL Certification Course is one of the initiatives of the Department through the Office of Product and Market Development to support and sustain the country's ESL industry. The course aims to make ESL teachers more employable and globally competitive by providing them with current and appropriate teaching methodologies.

The conduct of the 2nd Online Master TESOL Certification Course is a manifestation of DOT's commitment to capacitate ESL teachers.

The 1st Online Master TESOL was held on September 27 to October 10, 2021, at the height of the COVID-19 pandemic.

There were 252 teachers from all over the Philippines who successfully finished the course and are now registered with the American Licensing Authority of International English Language Teaching, an online database that serves as a reference for employers to validate the TESOL Certification of ESL teacher applicants.

The 1st TESOL Certification Course was a huge success as some of the scholars were hired by ESL schools abroad with TESOL as one of the main qualifications for employment.

Established in 2018, Chomsky Language Training Center aims to provide internationally-aligned and globally-recognized training programs to ESL teachers in the Philippines, and will conduct the certification course.

Successful graduates of this certification course will again be registered with the American Licensing Authority of International English Language Teaching.

The graduation of the 2nd Online Master TESOL Certification Course is slated on July 25.

DOT



ONLINE MASTER TESOL CERTIFICATION COURSE

Training Schedule
24 June - 25 July 2022

Registration Link
<https://bit.ly/MasterTESOL2022>
Interested participants may register until 17 June 2022

Entry Qualifications and Documentary Requirements

- 1 year of ESL Teaching Experience (Face-to-face/online)
- With a B2 (or higher) Level from British Council My English score test or equivalent (IELTS/TOEIC)
Assessment Link: <https://www.englishscore.com/>
- Must pass the Master TESOL Grammar test
- A Filipino citizen and resident of the Philippines
- Preference is given to ESL teachers who are currently teaching ESL in DOT recognized and/or TESDA registered ESL academies/centers
- Preference is given to displaced ESL teachers

Class Management and Monitoring

EDMODO, a social media platform and educational network that provides teachers with the tools to connect and communicate with one another will be used for the duration of the training program. This application also allows instructors to share content.

Training Delivery/Class Structure

- Online via Zoom
- 25 Trainees per Class

Training Delivery/Class Structure

- Learning Modules
E-copy of Reading Materials, Books, Videos, Audio Files, etc.
- E-copy of Worksheets/Task Sheets
- Master TESOL Certificate
electronic copy and hard copy

Smart (+63) 913 429 2565

Globe (+63) 916 414 8799

dot.tesolchomsky@gmail.com

Contact us for more details and queries



DOT pitches PHL as ideal retirement destination in Japan Expo

TOKYO, JAPAN – The Philippine Retirement Authority (PRA) concluded its attendance at the 4th Philippine Expo 2022 in Japan with optimism as more potential Japanese investors and retirees expressed willingness to invest in the country.

Department of Tourism (DOT) Undersecretary and PRA alternate chair Woodrow Maquiling Jr. from June 10 to 12 led the country's tourism delegation to the three-day expo themed "Friendship and Good will between Japan and Philippines", is considered as one of the biggest celebrations and gatherings of friendship between the Philippines and Japan. The event was at the Ueno Onshi Park from June 10 to 12.

In his address, Maquiling thanked Japanese tourism counterparts for giving the DOT a platform to showcase the Philippines' tourism offerings to the Japan Market.

He cited in particular the Special Resident Retiree's Visa (SRRV) program of the PRA which is a form of tourism investment that allows a special non-immigrant visa for foreign nationals who would like to retire in the Philippines or make the country their investment destination.

"As our country's fourth largest source of tourists to the Philippines, Japan has become our tourism's strongest pillar and one of our major retirement markets," said Maquiling, who was joined by PRA General Manager and Chief Executive Officer (CEO) Atty. Bienvenido K. Chy.

Based on tourism data, there are over 4,000 Japanese who made the Philippines as their choice for retirement, which makes Japan one of our top five sources of foreign senior retirees.

"I am happy to note that arrivals from Japan have started to return to normal after two years of the pandemic, now with over 15,000 arrivals from Japan since we opened our borders in February 2022," he added, citing that the DOT expects the figures to improve as the Philippines continue to show recovery and resilience against the impacts of the COVID-19 pandemic.

Over 45,000 Filipinos and Japanese visitors from Japan attended the event, including the Japan Association of Travel Agents (JATA).

The expo coincided with the 124th Philippine Independence Day, which was also celebrated in recognition with other government agencies and Japanese officials. **DOT**

on the DOT: Staff

On the DOT is published
by the
**OFFICE OF PUBLIC
AFFAIRS AND ADVOCACY**
*Department of Tourism,
3rd Flr., DOT Bldg., Sen. Gil
Puyat Ave., Makati*

EXECUTIVE BOARD

Czarina Zara-Loyola
Edwin Martin

Editor-in-Chief:

Rae Marrie de Mesa

Managing Editor:

Charles Usi

Associate Editor:

Mikee Denise Pascual

Graphics/Layout Artist:

Reselda Bernardo,

Kyla Marisse Valdez

Photographers:

Larry Moran, Ely Aldea,

Denison Manuel,

Thea de Guzman

Production:

Ma. Teresa Esguerra,

Ramon Rebulado,

Daniel Cruz, Abe Valencia Jr.

DOT touts 'future farms' as new and sustainable tourist attractions

The Department of Tourism (DOT) recently launched "Future Farms", a digital campaign to promote farm tourism, one of the sector's promising gems, and to offer pandemic-weary travelers refreshing environment and new experiences.

"Future Farms" is the fruit of the government agency's efforts to redevelop tourism products and seek out new types of destinations and activities for travelers in the new normal.

Since 2018, the DOT has been strengthening the development and promotion of farm tourism as a major tourism product. It supports stakeholders in innovating and diversifying farm sites around the country to include recreational and leisure activities for tourists in addition to food and wellness.

This innovation allows farm owners to maximize the potential of their property, employ more people, and give tourists more destinations to discover and agri-tourism products to enjoy.

The Farm Tourism campaign introduces a series of videos of must-see farms possessing unique characteristics of a "future farm" -- innovative, scenic, product-centric, and machine-oriented. The farms to be featured are located all over the Philippines and include sites such as Diaspora Farm and Resort in Bacolor, Pampanga, Amancio Nicolas Agri-Tourism Academy in Cordon, Isabela, Yamang Bukid in Puerto Princesa City, Palawan,

Orchard Valley Farm in Pavia, Iloilo, Vita Isola Leisure Farm in Loon, Bohol, Damires Hills Tierra Verde in Janiuay, Iloilo, Taglucop Strawberry Hills in Kitaotao, Bukidnon, Agriya Farm in Panabo City, Davao del Norte, and JB Nature Farm & Resort in Sukailang, Surigao City.

The DOT said its farm tourism campaign "will definitely awaken the farmer in you as you explore the unique and fascinating farms in the country." The Future Farms video series can be viewed at the "Tourism Philippines" YouTube channel. **DOT**



Scan QR code or visit philippines.travel/futurefarms for more information on DOT's Farm Tourism partner destinations.



New Employees Orientation Seminar (NEOS) 2022

One Pacific Place Hotel Makati | June 13-17, 2022



ON THE GROUND NEWS

Regional News Updates

**YOUR
ISLANDS
AND
VALLEY
OF
FUN**



CAGAYAN VALLEY AND NORTHERN PHILIPPINE ISLANDS REGION

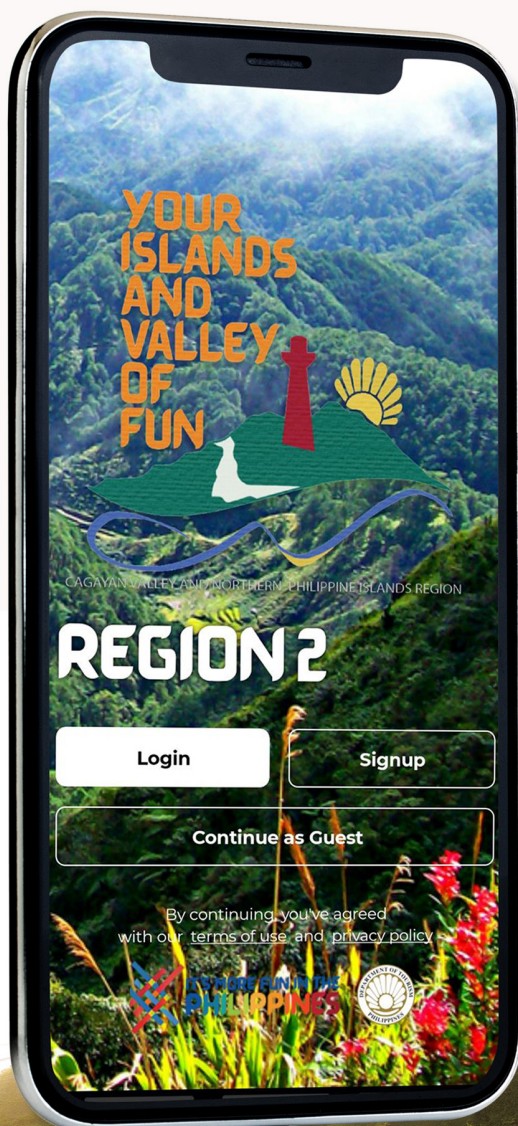
DOT R2 orients accommodation establishments on funtourism2 app

The Department of Tourism (DOT) Cagayan Valley Region has started conducting its orientation for DOT-accredited accommodation enterprises on the use of its Region 2 Tourism Mobile Application – funtourism2 last June 8 and 15.

DOT 2 Regional Director Fanibeth Domingo said that the use of the Region 2 mobile app will allow travelers to the Cagayan Valley Region to plan their travel in advance while at the same time choosing the best options when it comes to DOT-accredited accommodation establishments.

Originally planned to be a contact tracing tool, DOT Region 2 incorporated various information in the application that will provide travelers with basic information that will help them decide where to go, what to do, and where to stay in the region.

Still in its production stage, the public is welcome to try the mobile app funtourism2 and provide feedback. The app is available at the Google Play Store and will soon be available for Apple users. **DOT**



Samal Dive Festival draws around to 70 divers

ISLAND GARDEN CITY OF SAMAL, DAVAO DEL NORTE — The 1st Samal Dive Festival's fun diving activity proved to be a success with around 70 scuba divers, both local and foreign dive enthusiasts from Manila and other parts of Mindanao, participating the said event last May 28 to 29, 2022.

The divers, with licenses ranging from open water certification, advanced open water divers, dive masters, and rescue divers, explored Samal Island's emerging dive sites, such as Marissa 3 and Captains One Way, on the first day of the festival.

They were also introduced to new dive sites, including Ligid Dako and Aundanao on the second day.

The fun dive activity of the Samal Dive Festival, held last May 25 to May 29, was organized by the Department of Tourism Region XI (DOTXI) and the Island Garden City of Samal (IGACOS). The event, a part of IGACOS' Summer Saya sa Isla 2022, is aimed to promote the island as a prime diving destination in Mindanao and in the Philippines, as well as to build camaraderie and partnerships among dive stakeholders in the region.

"IGACOS is currently our region's top tourist destination for sun and beach, and for diving. With the island's rich marine biodiversity and accessibility from Davao City, it is a top diving destination not only in the region but also in Mindanao", said DOT XI Regional Director Tanya Rabat-Tan.

Like other tourism sectors, the diving industry suffered immensely due to the Covid-19 pandemic, thus the Samal Dive Festival endeavors to jumpstart the scuba diving operations in the island.

The two-day dive activity was conducted in partnership with Davao-based dive shops, including Carabao Dive Center, Kostal Dive Resort, Prodiver Davao, Scubaqua, and South Shore Divers, which offered promotional packages for the participating divers. The event was supported by the Philippine Commission on Sports Scuba Diving (PSCSSD), Philippine Coast Guard, Philippine Navy, and Maritime Police, ensuring safety and security of the divers.

Apart from the fun dive, a one-day Dive Forum for IGACOS locals was held last May 25, wherein participants were oriented on the different diving destinations in Samal, the livelihood opportunities in the scuba diving industry, and the importance of marine protection for sustainability.

Last May 26 to 27, DOT-XI, through the Tourism Industry Skills Program, also conducted an Underwater Photography Training for licensed scuba divers, and a Dive Underwater Photography Exhibit, which was simultaneously opened to the public.

With the success of the activity, DOTXI and IGACOS plan to make the Samal Dive Festival a yearly activity under the island's summer tourism campaign. **DOT**



HAPPY BIRTHDAY

TO OUR JULY BIRTHDAY CELEBRATORS

- | | | |
|---|--|------------------------------------|
| 1 Bautista, Rolando Abata | 12 Serrano, Elaine Joy | 24 Balayon, Frances Cristie Cerdan |
| 1 Estevez-Austria, Lara Victoria Olegario | 14 Cruz, Gladys | 25 Abbariao, Rudivito Bacud |
| 3 Pareja, Elenita Marcos | 14 Dulay, Julyda Casipit | 25 Luzon, Candice Sybille Rendon |
| 3 Pugao, Jeffrey Jerome Manalac | 15 Catubac, Michelle | 26 Baraan, Irwin Misolas |
| 3 Reyes, Ireneo Hernandez | 15 Flores, Rex Hautea | 27 Jorda-Apo, Maria Corazon Garcia |
| 3 Cervania, Loraine Francisco | 16 De Jesus, Jesus Maria Carmela | 27 Littaua, Edilberto Jr. Dante |
| 4 Bautista, Aireeze Villanueva | 17 Gestopa, Thelma Leonen | 27 Rivera, Hannah Faye |
| 4 Delica, Louise Jeanne Abao | 17 Sorioso, Rowena Macawili | 27 Sta. Maria, Cassandra Lope |
| 7 Gonzales, Isabelo Jr. Alcantara | 18 Rabat-Tan, Tanya Virginia | 28 Delariarte, Joane Krizzia M |
| 9 Nistal, Editio | 18 Nequinto, Dwendell Sasa | 29 Villaverde, Sarah Jane |
| 10 Aldea, Ely Vargas | 18 Egay, Teoni Marie Dy | 30 Arumpac, Ismael Norona |
| 10 Ledesma, Gem Loyd | 18 Mata, Jay-Em | 30 Silva, Erwin Cruz |
| 10 Navidad, Cesar Noble | 20 Espares, Rodel Amor | 30 Adan, Jenalyn Nipa |
| 10 Salem, Araceli Gaoiran | 20 Mandigma, Dee Angeles | 30 Pumanes, Clarilaine Tan |
| 11 Abad, Shirley Basco | 20 Oliveros, Noubert Emmanuel Sto. Tomas | 31 Cabato, Criselda |
| 11 Bagayan, Laraliza | 21 Casil, Teodoro Jr. Ferraren | 31 Carpio, Audrey |
| 11 Garduque, Imelda Antonio | 22 Grimaldo Michael James | 31 Uy, Carolina De Guzman |
| 11 Maldonado, Jr., Godofredo Recinto | 23 Say, Milagros Yanos | 31 Llave, Luisa Aquino |
| 11 Quiachon, Judilyn Salangsang | 23 Antonio, Ramiah Xianel Magnayon | 31 Principio, Kytlin Kyla Correa |
| 11 Ramo, Pauline | 24 Peñas, Azalea Beluan | |