

ILOILO CITY TOURISM DEVELOPMENT PLAN 2020-2022



ILOILO CITY TOURISM DEVELOPMENT PLAN

2020-2022

Prepared by:

CITY GOVERNMENT OF ILOILO

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February 2020



ILOILO CITY COUNCIL RESOLUTION ADOPTING THE ILOILO CITY TOURISM DEVELOPMENT PLAN

Republic of the Philippines
City of Iloilo
OFFICE OF THE SANGGUNIANG PANLUNGSOD

EXCERPT FROM THE MINUTES OF THE 35th REGULAR SESSION OF THE 10TH SANGGUNIANG PANLUNGSOD OF THE CITY OF ILOILO, PHILIPPINES, HELD AT THE SESSION HALL, 6TH FLOOR CITY HALL BUILDING, PLAZA LIBERTAD, ILOILO CITY, ON TUESDAY, SEPTEMBER 15, 2020.

PRESENT:

HON. JEFFREY P. GANZON
City Vice Mayor & Presiding Officer

HON. LADY JULIE GRACE L. BARONDA
Temporary Presiding Officer

Hon. Lyndon V. Acap	Member
Hon. Romel D. Duron, Floor Leader	Member
Hon. Ely A. Estante, Jr.	Member
Hon. Rudolph Jeffrey O. Ganzon	Member
Hon. Carlos C. Javellana	Member
Hon. Leila G. Luntao, SK Federation President Ex Officio	Member
Hon. Mandrie T. Malabor	Member
Hon. Maria Irene D. Ong, Liga ng mga Barangay President Ex Officio	Member
Hon. Frances Grace V. Parcon	Member
Hon. Eduardo L. Peñaredondo	Member
Hon. Jose Efrain G. Treñas, III	Member
Hon. Candice Magdalane A. Tupas	Member
Hon. Alan A. Zaldivar	Member

ABSENT:
None

RESOLUTION NO. 2020-627
A RESOLUTION ADOPTING THE ILOILO CITY TOURISM DEVELOPMENT PLAN FOR 2020-2022

WHEREAS, endorse to the Sangguniang Panlungsod from the Office of the City Mayor Jerry P. Treñas, the Iloilo City Tourism Development Plan for 2020-2022, for appropriate action;

WHEREAS, attached to the Endorsement is the Iloilo City Local Development Council Resolution No. 20, Series Of 2019, entitled, "A resolution approving the Iloilo City 2020-2025 Tourism Plan and endorsing the same to the Sangguniang Panlungsod for adoption";

NOW, THEREFORE, on motion of Hon. Rudolph Jeffrey O. Ganzon, seconded by Hon. Leila G. Luntao, Hon. Jose Efrain G. Treñas, III, Hon. Candice Magdalane A. Tupas and Hon. Alan A. Zaldivar;

RESOLVED, as it is hereby resolved, by the Sangguniang Panlungsod of the City of Iloilo, that a resolution be passed **ADOPTING THE ILOILO CITY TOURISM DEVELOPMENT PLAN FOR 2020-2022**;

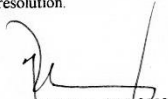
Res. No. 2020-627, September 15, 2020 Page 2

Copy of the Iloilo City Local Development Council Resolution No. 20, s. 2019 and the Iloilo City Tourism Development Plan 2020-2022 are hereby attached and shall form an integral part of this resolution.

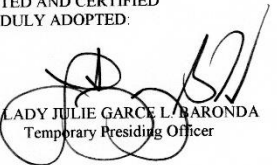
RESOLVED, FURTHER, that copies of this resolution be forwarded to the Iloilo City Local Development Council, and Iloilo City Tourism and Development Office, for their information and guidance.

Unanimously approved.

I hereby certify to the correctness of the above quoted-resolution.

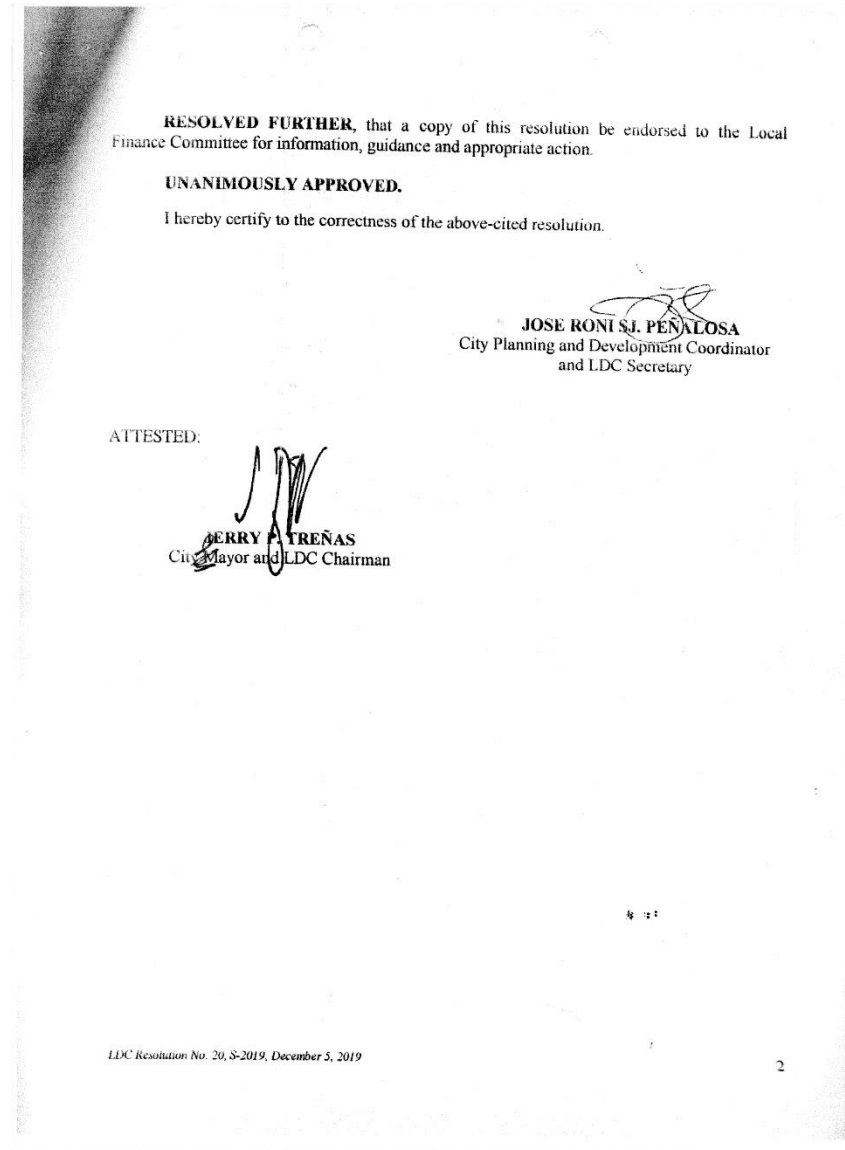
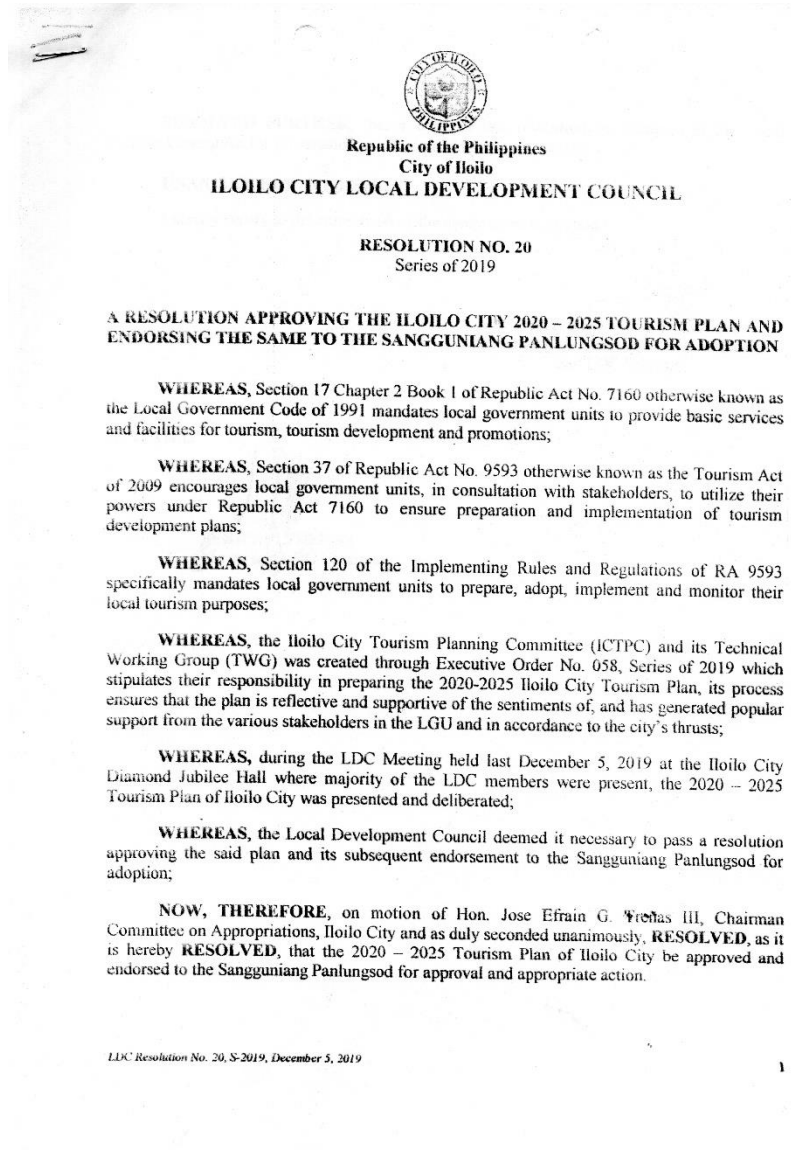

RUTH H. ARROYO
Secretary to the Sangguniang

ATTESTED AND CERTIFIED
TO BE DULY ADOPTED:


LADY JULIE GRACE L. BARONDA
Temporary Presiding Officer

rpb

ILOILO CITY LOCAL DEVELOPMENT COUNCIL RESOLUTION ADOPTING THE ILOILO CITY TOURISM DEVELOPMENT PLAN



ACKNOWLEDGEMENT

The Iloilo City Tourism and Development Office would like to thank the following individuals and organizations who have helped the office in accomplishing this Tourism Development Plan 2020-2022:

- Mayor Jerry P. Treñas
- Department of Tourism Region 6 especially to Atty. Helen J. Catalbas and Atty. Sedfrey L. Cabaluna
- Congresswoman Julienne Baronda
- Vice Mayor Jeffrey Ganson
- Councilor Rudolph Jeffrey Ganson, Chairperson for Tourism, Culture and Historical Affairs (2019 – present)
- Councilor Candice Magdalane Tupas, Chairperson for Tourism, Culture and Historical Affairs (2016 – 2019)
- Members of the Iloilo City Council: Lady Julie Grace Baronda, Atty. Frances Grace Parcon, Jose Efrain Treñas III, Ely Estante, Rommel Duron, Allan Zaldivar, Carlos Javellana, Lyndon Acap, Mandrie Malabor, Eduardo Peñaredondo, Irene Ong, and Leila Luntao
- Department of Tourism Consultants: Dr. Evan Anthony V. Arias, Hon. Judge Elijo Sharon Herrera-Bellones, Prof. Jigger S. Latoza, Mr. Lawrence A. Lorenzo, Mr. Ted Aldwin E. Ong, Ms. Mona V. Pico, and Arch. Dolly Anne M. Zoluaga
- MICE Center Executive Director Salvador “Dong” Sarabia, Jr.
- Iloilo City Planning and Development Office headed by Mr. Jose Roni Peñalosa
- Iloilo City Environment and Natural Resources led by Engr. Noel Hechanova
- Iloilo City Engineer’s Office led by Officer-In-Charge Engr. Salvador Pedregosa
- Allied Tourism Organizations: Iloilo City MICE Alliance, I-GUIDES – Iloilo Tour Guides Association, Iloilo Hotels, Resorts and Restaurant Association (IHRA), Iloilo Conventions and Visitors Bureau (ICVB), Association of Iloilo DOT Accredited Travel and Tour Operators (AIDATTO), and Philippine Chamber of Commerce, Inc. (PCCI) – Iloilo Chapter
- Participants in the Tourism Planning Workshops: Atty. Ida Adria Alcudia, Mark Ian Allosa, Jan Michael Buhayo, Florence King H. Erlano, Prima Rose O. Escosia, Mary Joy Fible, Grace Zelle Ann Francisco, Arch. Christian Hope Gayatgay, Arch. Regina Gregorio, Jude Ladores, Lannette Paguntalan, Dora Jane Peñacerrada, Maria Theresa Vargas, Danice Angela Victoriano, Annalie Yulo, and Cara Zaldariaga
- Iloilo City Tour Review Partners: Gateway Hotel, Southwest Tours, Camiña Balay na Bato, Iloilo Museum of Contemporary Art, Rosendo Mejica Museum, Gallerie de Arsie, Museum of Philippine Economic History, and the Regional Museum of Western Visayas and Iloilo
- Photo Contributors: Randy Fadriga, Paolo Dehan, Robbie Robles, King Erlano, and Sheena Julienne Galon.

Our heartfelt appreciation and thanks to everyone.

ILOILO CITY TOURISM AND DEVELOPMENT OFFICE

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INTRODUCTION

Iloilo City's tourism industry has steadily grown in the past eight years. The city had tripled the growth of its tourist arrival from 2010 with 386,142 tourists to 1,241,010 in 2018. For 2018 alone, Iloilo City was the number one tourist destination in the Western Visayas, contributing 25.76% of tourist arrivals in the region.

Various efforts have been in place in achieving this tremendous growth. Key to this achievement is making Iloilo City into Meetings, Incentives, Conventions and Exhibitions (MICE) destination through its hosting of two historical international meetings: the 2015 Asia-Pacific Economic Cooperation (APEC) Ministerial Meetings and the 2017 Association of Southeast Asian Nations (ASEAN) Meetings. Both meetings placed Iloilo City in the MICE tourism map and have since then hosted numerous international and national MICE events.

Another critical development is the continuous promotions of Iloilo City through the goodwill tours of the Iloilo Dinagyang Festival, the country's best tourism event. The winning Dinagyang tribes have been sent to international cities annually from 2011 to 2018. Among the cities visited are New York, Los Angeles, New Jersey in the United States of America; Tokyo, Japan; Auckland, New Zealand; Anseong City, South Korea; and Hong Kong, China. These international promotions contributed to the increase of foreign tourist arrivals from 9,154 in 2010 to 70,777 in 2018.

In the same way, local tourism enterprises have grown. The accommodation industry alone has provided almost 5,000 rooms by the end of 2018. Along with it, there is a growth of numerous secondary tourism enterprises such as restaurants, specialty shops, shopping centers, and souvenir shops.

This 2019, the local tourism industry is ready to take on the next challenges as one of the economic drivers of Iloilo City. This year also ushered the new administration of Mayor Jerry P. Treñas. Among the thrusts of the mayor is to make Iloilo City as top MICE and tourist destination. In his desire to make the local tourism sector better, he

created the Iloilo City Tourism Planning Committee to craft the Tourism Plan 2020-2022.

LEGAL FRAMEWORK

The Iloilo City Tourism Development Plan is mandated and supported under several laws and mandated plans of the Philippines.

The Local Government Code of 1991 (Republic Act 7160), under Section 17 Chapter 2 Book 1, mandates local government units to provide basic services and facilities for tourism, tourism development, and promotions.

Moreover, Section 37 of the Republic Act No. 9593, otherwise known as the Tourism Act of 2009, encourages local government units, in consultation with stakeholders, to utilize their powers under Republic Act 7160 to ensure the preparation and implementation of tourism development plans.

Furthermore, Section 120 of the Implementing Rules and Regulations of the Tourism Act of 2009 specifically mandates local government units to prepare, adopt, implement, and monitor the local tourism purposes.

Also, the 2016-2022 National Tourism Development Plan (NTDP) encourages the bottom-up approach in the formulation of the local tourism plans. It supports local government units, especially with nature- and culture-based tourism, to adhere to sustainability and inclusive growth objectives of the NTDP.

Lastly, the Department of Tourism-Region VI (DOT-VI), as an implementor and monitor of the NTDP in Western Visayas, encourages the local government units in its jurisdiction to prepare local tourism development plans using planning tools. DOT also ensures inclusive and participatory planning and evidence-based decision-making through tourism planning workshops.

THE VISION OF ILOILO

The Iloilo City Tourism Development Plan 2020-2022 is guided by the city vision “Iloilo City: a Premier SMART City of Excellence.” SMART is defined as Service, Manufacturing and Agribusiness, Arts and Culture, Research Technology, Tourism. It identified Tourism and the allied sector of Arts and Culture as a significant industry to develop to a globally and competitive city.

The vision is also aligned and is the basis of the current city administration’s WHEELS for Development Roadmap and is:

1. Supportive of the United Nations Sustainable Development Goals
2. Anchored on the city’s 2011-2020 Comprehensive Land Use Plan (CLUP), 2019-2022 Comprehensive Development Plan (CDP), 2019-2022 Executive Legislative Agenda (ELA), Disaster Risk Reduction Management Plan (DRRMP) and 2013-2028 Local Climate Change Action Plan (LCCAP)
3. Allied with the Metro Iloilo Guimaras Economic Development Council (MIGEDC) Roadmap.

THE WHEELS PROGRAM

The development work effort of Iloilo City is anchored on the WHEELS for Development strategy of Mayor Jerry P. Treñas. Working within the vision of “Iloilo City: a Premier SMART City of Excellence,” the development strategy is the present administration’s roadmap for inclusive development and good governance. It is a 6-Point Agenda that includes Welfare, Health and Sanitation, Education, Environmental Management, Livelihood, and Sustainability (WHEELS).

The development of the local tourism industry cuts across the 6-Point Agenda. Tourism is highlighted in the Livelihood agenda. The following are the detailed strategies designed to operationalize the roadmap:

Welfare

1. Safety, security, peace and order
2. Enhancing emergency response and disaster preparedness both structural and nonstructural
3. Completion of drainage projects
4. Land banking and housing projects for the urban poor and informal settlers
5. Efficient traffic management
6. Making the city more child, person with disability and senior citizen-friendly

Health and Sanitation

1. Improved access to medical-dental aid, hospitalization and vaccination, establishment of city hospital with medical equipment (for dialysis, ultrasound, 2D echo, x-ray, etc.), clean potable water, intensified and sustainable feeding
2. Improved public sanitation facilities (establishment of properly maintained toilet facilities, communal barangay toilets at coastal areas and high population density zones)

Education

1. Enhanced assistance to public schools and day care centers
2. Improvement of the Iloilo City Community College and Technical Institute of Iloilo City academic programs, activities and facilities
3. Trainings for public school teachers and daycare workers
4. Continuing education for city government employees

Environmental Management

1. Rationalization of Esplanade operations
2. Improvement of all plazas

3. Closer engagements with DENR, LTO, DOH, Academe and other stakeholders for Waste to Energy Program (Clean Air, Clean Land, solid waste management, clean water)
4. Instituting rehabilitation, conservation, and protection of river, coastal and marine waters

Livelihood

1. Making Iloilo City more business-friendly
2. Intensified tourism and investment promotions
3. Promote Iloilo City as Meetings, Incentives, Conferences, Exhibitions (MICE) capital
4. Intensify city government programs for employment, entrepreneurship and livelihood trainings
5. Improvement of slaughterhouse and public markets

Sustainability

1. All program and project proposals should define the following item
2. Sustainability clause
3. Constituents' need-driven
4. Output-oriented with expected outcomes
5. Assessment methods

ILOILO CITY TOURISM VISION STATEMENT

Iloilo City to be "the Preferred Destination" in terms of MICE, Culture and Heritage, Culinary Tourism.

ILOILO CITY TOURISM MISSION STATEMENT

We shall be the lead agency of the Iloilo City government in promoting and preserving our cultural heritage through our festivals and foods; develop programs that instill the pride of place in every Ilonggo;

We shall vigorously hone our skills in providing utmost service to our clients and stakeholders and to faithfully accredit and regulate tourism establishments to offer their best services for every visitor;

We shall commit ourselves in giving our visitors the one of a kind Ilonggo experience by providing an entirely enjoyable stay complete with fun and festive attractions, appropriate infrastructure facilities, engaging and hospitable host (people), safe and secured ground, highly accessible transport service and comfortable accommodation.

TOURISM DEVELOPMENT PLAN PROCESS

The DOT-VI conducted an orientation and seminar on the Local Tourism Development Planning on May 7-8, 2019. The training initiated the tourism plan process as it equipped the local tourism office the skills to prepare a tourism development plan.

The City Tourism and Development Office called on for Tourism Development Plan (TDP) consultative meeting with tourism stakeholders last June 27, 2019. The meeting reviewed the Tourism Development Plan 2016-2019 and was able to seek suggestions from the stakeholders for the improvement of the next tourism development plan.

The Iloilo City Tourism Planning Committee met with the TDP consultants and the DOT Western Visayas officials on August 15, 2019. The committee members and consultants provided initial plans and inputs.

The committee and the technical working group (TWG) worked on the data gathering and assessment, which included an actual field survey and tourism immersion experience from September 11-13, 2019. The TWG also conducted document reviews and interviews with tourists. A feedbacking and evaluation session was done to collate all the inputs by the technical working group.

A Situational Analysis and Strategic Planning Workshop was conducted on October 15-18, 2019. The data collected by the technical working group were processed. Steps on strategic planning were employed. Problems were identified, and the information underwent a SWOT method of analysis. From there, a root cause analysis was made using the Problem Tree Approach. Goals and objectives were identified as well as the specific programs, projects, and activities for each goal.

There was a Regional Convergence Workshop with national government agencies (NGA) on November 19, 2019, to align the drafted tourism plan with the projects of NGA.

The Tourism Development Plan was presented to the Iloilo City Local Development Council and was approved on December 5, 2019. It was endorsed to the Iloilo City Council and was adopted into a resolution on September 15, 2020.

FACTS ABOUT ILOILO CITY

The name Iloilo was derived from “irong-irong” – it is a Hiligaynon term, which means nose-like. It was said that the Chinese traders who come for business mispronounced the “r” sound and made it an “l” sound. It became ilong-ilong and eventually shortened to Iloilo.

Iloilo became a city on October 5, 1889, through a royal decree of Queen Regent Maria Christina. On November 12, 1889, the overseas minister Manuel Bacerra, promulgated the law establishing the City Hall of Iloilo, which was created by a Superior

Decree on January 31, 1890. The *Ayuntamiento* of Iloilo was founded on February 7, 1890.

Iloilo City was also referred to as the “Most Loyal and Noble City” or “La Muy Leal y Noble Ciudad de Iloilo” in Spanish. In the year 1898, Queen Ma. Christina of Spain bestowed upon Iloilo City the honorific title through a royal decree in recognition of the local people’s loyalty to the Spanish crown. The same year, on December 25, 1898, Spain ceded the Philippines Islands to the Ilonggos led by General Martin Delgado.

In 1907, the city was referred to as the “Queen City of the South” as a center of trade, commerce, and development next to Manila. On October 20, 1936, it was again declared a city through Commonwealth Act No. 57. The City Government of Iloilo was inaugurated on August 25, 1937.

Iloilo City is one of the 16 cities found in the Western Visayas Region (Region VI). It is located on the central coastline of Iloilo Province on the island of Panay. The City has a total land area of 7,834 hectares. It is divided into seven districts, where 180 barangays are situated—all of which are classified as urban.

The city’s population steadily increased throughout the years. Data from the Philippine Statistic Agency illustrate that in the years 2000, 2010, and 2015 the total population of Iloilo City are 366,391, 424,619, and 447,992, respectively.

Iloilo City is a metropolitan and a highly urbanized city in Western Visayas. It plays as the regional hub for socio-economic growth and development. It is also the center of the Metro Iloilo Guimaras Economic Development Council, which helps guide urbanization across the neighboring municipalities of Oton, San Miguel, Santa Barbara, Cabatuan, Leganes, Pavia, and the Island Province of Guimaras.

An aerial photograph of a cityscape. A wide river flows from the top left towards the bottom left. On the right bank, a large, modern building with a blue and white facade is prominent. The building has multiple stories and a distinctive blue section. To the right of this building is a busy street with several cars and a yellow bus. In the foreground, there is a landscaped area with palm trees and a circular garden. The sky is bright blue with scattered white clouds. The overall scene depicts a vibrant urban environment.

CHAPTER 1

TOURISM PROFILE

A. EXISTING TOURISM ATTRACTIONS, PRODUCTS, AND ACTIVITIES

TOURISM PRODUCTS

MICE TOURISM

The Meetings, Incentives Travel, Conferences, and Exhibitions (MICE) is the prime tourism product of Iloilo City. A study of the University of the Philippines Visayas College of Management in 2016 has shown that MICE tourism is a significant contributor to the tourist arrivals of the city and to the occupancy rate of accommodation establishments. The completion of the Iloilo Convention Center in 2015 for the Asia-Pacific Economic Cooperation Meetings with a maximum capacity of 3,700 seats was the catalyst for the growth of the local MICE tourism. The convention center also hosted the 2017 Association of Southeast Asian Nations Meeting.

In March 2019, Senator Franklin M. Drilon, in partnership with the Department of Tourism, has called for a stakeholders meeting and organized an Iloilo MICE Tourism Core Group to develop further the local MICE industry. The meeting created the ILOILO MICE DESK and launched the MEET YOU IN ILOILO campaign.

In July 2019, Mayor Jerry P. Treñas created the Iloilo MICE Center with Mr. Salvador Sarabia as Executive Director to support the MICE initiatives and to help promote the City as a MICE-destination. Mayor Treñas and Mr. Sarabia also tapped the services of a promotions and marketing group to develop the local tourism branding.



FESTIVALS

Iloilo City offers a year-round of festivities, which provides tourists a glimpse of the local culture, heritage, and history. Foremost of the festival is the Iloilo Dinagyang Festival, which was established in 1968. The Dinagyang is a crowd drawer bringing in more the 2 million visitors in its 3-day event. The highlight of the festival is the Ati Tribe Competition. It a neo-ethnic choreograph dance drama depicting the local indigenous people and their conversion to Christianity.

Another major festival is the Paraw Regatta Festival. The festival is the oldest sailing event in Asia, having been established in 1972. It is a celebration of the Ilonggo sailing tradition of Paraw, the native double outrigger sailboat. Sailors traverse the Iloilo-Guimaras Strait in a 23-km kilometer race. The festival also boasts a Latin dance competition with local songs and vibes in Sinamba sa Regatta.

Other festivals are the Santacruznan Ciudad de Iloilo in May, Kasadyahan Festival, and Charter Day Celebrations in August.



HERITAGE AND CULTURE TOURISM

Heritage and Culture is another prime tourism product of Iloilo City. The city has numerous cultural tourism attractions built during the Spanish and American periods. Prominent of these attractions are the Jaro Church, Molo Church, Nelly Garden Mansion, and the Avanceña-Camiña Balay na Bato. Most of these attractions are featured in the standard city tours.



Another feature of the heritage and culture tourism is the Hablon weaving. The traditional weaving and its product, the Hablon cloth is featured in regular city tours.

Iloilo City also promotes various intangible forms of intangible heritage through different activities such as art festivals, art gallery tours, and art competitions. Traditional Ilonggo songs and dances are part of the cultural feature of curated tours.

The Iloilo City Tourism and Development Office, aside from promoting these various cultural properties for tourism purposes, it also conducts has year-round programs and activities related to Culture and Heritage. In partnership with the Iloilo City Cultural Heritage and Conservation Council, the city implements its cultural heritage preservation and conservation programs. Some of these are aimed at restoring and rehabilitating various heritage properties. Cultural Mapping is also continuously being conducted to enrich cultural inventory.



EDUCATION TOURISM

Iloilo City is a destination for learning activities both for students and professionals. The heritage tours of Iloilo are often the main educational tourism product of the city. Industrial visits are also curated to provide insight into various fields such as Architecture, Food Processing, and Energy Production.



With eight universities, the city is the educational center of Western Visayas. It is also one destination in the country for English as a Second Language learning. East Asian countries such as South Korea, Japan, Taiwan, and China are sending their students to learn English. They engage local universities in language learning.



As a recipient of various national and international governance award, two of which are Galing Pook Awards for the Dinagyang Festival and the Iloilo River Development, Iloilo City is also a benchmark destination for public governance. Different local government units come to Iloilo to learn about the best practices in implementing government projects. Among the programs and projects are the heritage conservation and the anti-smoking ordinance.

PILGRIMAGE

Jaro in Iloilo City is the seat of the Roman Catholic archdiocese in Western Visayas and is also the primary pilgrimage destination in the region. The feast day of Our Lady of Candles, the patroness of Western Visayas, is the largest religious celebration in the region. Thousands of pilgrims come to Jaro to pay homage to the miraculous image.

Iloilo City, owing to its Spanish heritage, has several century-old churches which locals and Christians visit during the Holy Week. Visita Iglesia, a practice of visiting seven churches, is being promoted during the holy week and the rest of the year.

Other pilgrimage destinations are the St. Clement's Church, the birthplace of the Perpetual Help devotion in the Philippines, and the Sto. Niño Church Arevalo, the site of the third oldest Sto. Niño image in the country.



Another featured sport event is the Iloilo Dragon Boat Festival. Paddlers race along the scenic river every August.

CULINARY TOURISM

Iloilo City offers a variety of uniquely Ilonggo cuisine to its visitors and is among the country's food destination. All tour packages include a visit to a local restaurant to experience authentic Ilonggo food. Among the iconic Ilonggo food visitors try are Lapaz Batchoy, Pancit Molo, Roberto's Siopao, the native litson manok, and various seafood delicacies.

Various sweet delicacies are associated with Iloilo City. Barquillos, Butterscotch, Pinasugpo, Galletas, and Biscocho are among the take-home favorite of visitors.



SPORTS TOURISM

Iloilo City is a destination for various sports events. These sports are bringing in local and foreign visitors who come to watch and participate in the activities. The city also hosts some of the national and regional sporting events annually. Paraw Regatta is one of its major sports events held every February.

Every March, biking is the featured sports with the Iloilo Bike Festival. Iloilo City was awarded as the most bike-friendly city in 2018 for its bike programs.



OTHER POTENTIAL TOURISM PRODUCTS

Iloilo City hopes to develop new tourism products to expand its tourism portfolio to bring in more visitors and tourists.

NAUTICAL AND CRUISE TOURISM

A Japanese cruise company sent an exploratory cruise ship to Iloilo last January 2018. There was a total of 720 passengers and 180 crew members that visited Iloilo. The city received several positive responses from its first cruise ship visit. It hopes to further develop these tourism products by establishing a cruise port terminal and appropriate docking facilities.



LEISURE AND ENTERTAINMENT

Iloilo City currently has several facilities for leisure and entertainment like shopping malls, bars, and a waterpark. However, there is a growing need for new facilities to provide more activities. The city hopes to develop facilities like an amusement park or gaming centers to cater to various tourist niche.

MAIN TOURIST ATTRACTIONS

ILOILO ESPLANADE. The linear park initially opened only a 1.2 KM long riverside landscape in August 2012. Since then, it has become a popular destination where both locals and tourists, while walking and jogging, can enjoy different species of mangroves, local trees, and migratory birds. Pedal boating, canoeing, and dragon boating are also made available for more engaging river activities. The Esplanade shows the good public governance of Iloilo in terms of managing the cleanliness and improvement of its river. Currently, the park has expanded to a total length of 8.1 KM.



MUSEUM OF PHILIPPINE ECONOMIC HISTORY. The former Ynchausti and Company commercial building converted into a museum showing the industries of both the Philippine and Iloilo economy. The building itself is a witness to the growth of our country's economy, for it was a sugar trading company that helped shape the nation in the 20th century. In this heritage building, visitors can learn about the concepts of economy and history.



REGIONAL MUSEUM OF WESTERN VISAYAS AND ILOILO. The site is the Old Prison of Iloilo built-in 1911, which became the Iloilo Provincial Jail after World War II. The prison was restored and put into adaptive reuse by the Provincial Government of Iloilo and the National Museum. The museum hosts galleries of the weaving industry, anthropology, and visual arts of Western Visayas.



CAMIÑA BALAY NA BATO. Built around 1860 and designed by Fr. Anselmo Avanceña, the first Filipino Parish Priest of Arevalo. The house was the home of former Supreme Court Chief Justice Ramon Avanceña. It was declared as an important cultural property by the National Museum on December 23, 2015. Visitors can experience the life of an Ilonggo Illustrado, Hablon weaving, and the curated Ilonggo cuisine.

CALLE REAL. Known as the Central Business District of Iloilo, Calle Real was declared a National Heritage Zone and a National Historical Landmark on August 8, 2015. The street houses many heritage structures built in the American Period and withstood the test of World War II. Along the streets, the visitors can marvel through the various architectural designs as well as shop and dine at Iloilo's iconic establishments like Roberto's and Iloilo Central Market.



MOLO MANSION. A former residence of the Yusay and Consing Family, the mansion had been restored and put into adaptive reuse. The mansion's ground floor is a souvenir shop, while the upper level serves as a gallery for various artworks. Food outlets were built beside it to offer Ilonggo dishes, especially its local delicacy, Pancit Molo, the culinary specialty of Molo District.



MOLO PLAZA. One of the public plazas in Iloilo, the Molo Plaza, was built by Spanish authorities when Molo was a separate town. The plaza has a domed structure that features the Greek goddesses, an ode to the nickname of the Molo district as the Athens of the Philippines. Molo has produced several statesmen and was the center of learning at the turn of the 20th Century. Visitors can taste Ilonggo street food along the plaza, which features fish balls and bingka.



MOLO CHURCH. Constructed in 1831, the church is of Gothic architecture. It is sometimes called the Feminist Church as statues of 16 female saints are lining its central columns. The figures are not originally female but were changed during the American period in support of the women's rights movement led by Ilonggas Pura Villanueva Kalaw and Sofia Reyes De Veyra.



JARO CHURCH. It is the seat of the Archdiocese of Jaro and the center of devotion for the miraculous Nuestra Señora de la Candelaria. Pilgrims flock to the cathedral to light the candle and make petitions. It is famous for its all-male saints arraying its columns. The only church in the Philippines visited twice by Pope John Paul II. The church was declared as a National Historical Landmark in 1984.



ILOILO MUSEUM OF CONTEMPORARY ART. The Iloilo Museum of Contemporary Art is the first museum in the Visayas and Mindanao area that is dedicated to contemporary art. It exhibits the various works of Ilonggo, Filipino and International artists. It also has a function room for lectures and art film viewing, art bistro, and a brandy museum.



TATOY'S MANOKAN AND SEAFOOD RESTAURANT. The restaurant started as a small nipa hut. It is now a popular and a must-visit destination of grilled native chicken and other Ilonggo dishes. The annual Paraw Regatta Festival is also held annually at the beachfront of the restaurant.



BREAKTHROUGH RESTAURANT. Breakthrough Restaurant is another popular destination for tourists who wanted to taste Ilonggo cuisine with a seaside ambiance. The place is also a venue for activities of the Iloilo Paraw Regatta Festival.

MUSEO ILOILO. A repository of Iloilo's cultural heritage, the museum is the first government-sponsored museum outside Metro Manila. Built-in 1971, the architecture is inspired by the Ilonggo Paraw with a bas-relief of Iloilo heritage churches on its wall.



NELLY GARDEN MANSION was built in 1928 and was commissioned by the philanthropist and statesman, Don Vicente Lopez y Villanueva, together with his wife, Doña Elena Hofilena y Javellana. It is known as the “Queen of All Mansions” in Iloilo City. The house museum gives sightseers a chance to relive the days of the Ilonggo sugar barons. Guesthouses are also available for rent.



LIZARES MANSION. The Lizares Mansion is also known as the Angelicum School. Run by the Dominican Province of the Philippines, Andres Luna de San Pedro, son of painter Juan Luna designed this Catholic school. It was constructed in 1939 by the family of the late Don Emiliano Lizares. The mansion is a popular destination among cultural heritage lovers. Also located at the property is a gallery of local artists.



CASA MARIQUIT. Don Julio Javellana built the house sometime in the 1890s. The house is named after the daughter of Don Julio, Maria Mariquit Javellana, who is the wife of the former Vice President of the Philippines, Fernando Lopez, Jr. The house museum displays memorabilia and artifacts of Vice President Fernando Lopez.



CASA GAMBOA. The house is the residence of Ilonggo heroine Patrocinio Gamboa, known for making of the Philippine flag hoisted in the Visayas. A historical marker was installed on April 30, 2015, to signify her birthplace. A showroom of the 19th Century Jaro can be found on the second floor while a souvenir shop of local products and a café is on the ground floor.



GALLERIE DE ARSIE. It is a private art gallery that houses more than a hundred valuable collectible items of Ilonggo artists. Works of National Artists, Filipino and International artworks are also in display. A café can be found beside the gallery.



AREVALO CHURCH. The modern church is the home of the third oldest image of Santo Niño in the Philippines that was dated way back on its arrival in the country in 1581. The feast of the Santo Niño is celebrated every third Saturday of January and features a firework display competition.



FORT SAN PEDRO. Fort San Pedro or formerly “Real Fuerza de Iloilo” was completed in 1616. The quadrilateral bulwark measured 60 by 60 meters is made of stone cut-outs of Guimaras rocks and coral stones from the Panay Coast. Surrounding them are the big cannons built to protect the city from the Dutch and Moro pirate invaders. The fort was destroyed during World War II. The remains still are a popular venue to watch the sunrise and sunset.



LA PAZ MARKET. The birthplace of the famous local noodle soup, Lapaz Batchoy. The market is also known for its local coffee using traditional brewing techniques. Renowned politicians and celebrities would regularly visit the coffee shop. At the rear entrance of the market, is an old railway station.



JARO PLAZA. The plaza includes church belfry, one of the few in the country that is separated from the church. The belfry was declared as a National Historical Landmark in 1984. Other landmarks are the Graciano Lopez Jaena Monument, Patrocinio Gamboa Marker, and the Panay War Veterans Monument. Surrounding the plaza are the old colonial houses of sugar barons and Hispano-Filipino elites.



AREVALO PLAZA. Arevalo was once the seat of the Spanish provincial government in Panay. The plaza complex was the location of the Spanish settlement. The plaza is also known as Avanceña Park, named after Chief Justice Ramon Avanceña, one of the illustrious sons of Arevalo. Other monuments dedicated to Jose Rizal, Queen Isabella II, and Sofia Reyes De Veyra can be found in the plaza.



ROSENDO MEJICA MUSEUM. Repository of valuable memorabilia, social and cultural literature in Hiligaynon, English, and Spanish dating from 1890 to 1960.

PRIORITY OF TOURIST ATTRACTIONS

Among the top 3 tourist destinations, Iloilo Esplanade is the most preferred tourist attraction in the city. At the same time, the Museum of Philippine Economic, and Old Prison or the Regional Museum of the Western Visayas and Iloilo ranked second and third, respectively, among the go-to-places in the city. Table 1.1 below shows the ranking of various tourism sites by tourist and tourism stakeholders based on identified characteristics. The ranking of tourist sites based on their characteristics is also indicated below.

Table 1.1 – PRIORITY OF TOURIST ATTRACTIONS

NO.	NAME OF ATTRACTION	UNIQUENESS AND NATURAL BEAUTY		HISTORICAL/ CULTURAL VALUE		ACCESSIBILITY		AVAILABILITY OF BASIC SERVICES		AVAILABILITY OF ONSITE SERVICES		PROPERTY OWNERSHIP		QUALITY OF SURROUNDINGS		SUMMARY	
		TOTAL	RANK	TOTAL	RANK	TOTAL	RANK	TOTAL	RANK	TOTAL	RANK	TOTAL	RANK	TOTAL	RANK	GRAND TOTAL	FINAL RANK
1	ILOILO ESPLANADE	19.33	1	14.83	11	20.00	1	21.17	7	23.17	2	25.00	1	25.00	1	148.50	1
2	MUSEUM OF PHILIPPINE ECONOMIC HISTORY	17.69	5	16.69	6	20.00	1	20.85	8	19.92	5	25.00	1	24.38	11	144.54	2
3	OLD PRISON OF ILOILO	16.36	13	15.79	8	20.00	1	22.21	2	18.79	9	25.00	1	25.00	1	143.14	3
4	CAMIÑA BALAY NA BATO	17.77	4	17.77	2	20.00	1	22.08	3	20.85	3	17.00	12	24.69	7	140.15	4
5	CALLE REAL	16.80	10	19.40	1	20.00	1	20.20	11	18.60	10	17.00	12	25.00	1	137.00	5
6	TATOY'S MANOKAN	16.64	11	14.36	14	20.00	1	21.18	6	25.73	1	17.00	12	22.09	19	137.00	5
7	MOLO MANSION	17.00	7	17.36	3	20.00	1	20.36	10	20.36	4	17.00	12	23.18	13	135.27	7
8	MOLO PLAZA	16.08	15	16.92	4	20.00	1	16.58	21	15.58	19	25.00	1	24.67	8	134.83	8
9	JARO CHURCH	18.00	3	16.79	5	20.00	1	20.79	9	17.71	12	17.00	12	24.43	10	134.71	9
10	MOLO CHURCH	17.64	6	16.36	7	20.00	1	21.55	4	16.64	16	17.00	12	24.64	9	133.82	10
11	ILOMOCA	16.91	9	9.64	25	20.00	1	22.91	1	19.82	6	17.00	12	23.18	13	129.45	11
12	BREAKTHROUGH RESTAURANT	16.36	12	13.75	18	20.00	1	19.92	14	19.25	7	17.00	12	23.00	15	129.28	12
13	MUSEO ILOILO	14.40	20	11.00	23	20.00	1	18.40	17	15.20	21	25.00	1	25.00	1	129.00	13
14	NELLY GARDEN	17.00	7	13.00	20	19.00	24	17.67	19	18.33	11	17.00	12	25.00	1	127.00	14
15	LIZARES MANSION	15.25	17	12.00	21	19.50	22	20.00	12	17.25	13	17.00	12	25.00	1	126.00	15
16	CASA MARIQUIT	18.31	2	15.32	9	20.00	1	18.77	16	14.08	24	17.00	12	22.23	18	125.71	16
17	CASA GAMBOA	15.00	18	14.33	15	20.00	1	20.00	12	16.67	15	17.00	12	22.33	17	125.33	17
18	GALLERIE DE ARSIE	16.21	14	10.07	24	19.71	20	21.29	5	18.93	8	17.00	12	21.86	20	125.07	18
19	AREVALO CHURCH	12.83	22	14.67	12	20.00	1	19.67	15	17.25	13	17.00	12	23.33	12	124.75	19
20	FORT SAN PEDRO	14.56	19	12.00	21	19.56	21	16.00	24	14.67	22	25.00	1	21.00	22	122.78	20
21	LA PAZ MARKET	13.54	21	14.31	16	20.00	1	17.23	20	15.85	18	21.92	10	19.46	27	122.31	21
22	JARO PLAZA	11.71	26	15.14	10	20.00	1	15.14	25	12.00	27	25.00	1	23.00	15	122.00	22
23	AREVALO PLAZA	12.54	24	13.85	17	19.00	24	16.15	23	15.23	20	23.77	9	21.31	21	121.85	23
24	ROSENDO MEJICA MUSEUM	15.46	16	13.62	19	19.23	23	17.77	18	14.54	23	17.00	12	20.69	24	118.31	24
25	ILOILO CENTRAL MARKET	10.40	28	14.60	13	20.00	1	12.40	27	12.20	26	25.00	1	20.20	26	114.80	25
26	AREVALO WEAVING	12.75	23	9.00	26	18.50	26	16.50	22	16.50	17	17.00	12	13.00	28	103.25	26
27	LANIT ATI COMMUNITY	12.50	25	5.75	27	18.00	27	15.00	26	13.50	25	17.00	12	21.00	22	102.75	27
28	HINACTACAN	10.59	27	5.00	28	16.00	28	12.36	28	6.67	28	21.73	11	20.33	25	92.68	28

SITE AMENITIES, SERVICES, AND INFRASTRUCTURES

The different amenities, services, and infrastructures of each tourist site were inspected and evaluated. Table 1.2 shows the different amenities and services available in the various tourism sites, while Table 1.3 shows the various on-site support facilities.

Table 1.2 – TOURIST AMENITIES AND SERVICES AT THE TOURIST SITES

Name of Attraction	Location (Sitio, Barangay)	Visitor Orientation Area		CR/ Toilet at the site	Parking Space		Souvenir/ Pasalubong Shop	Tour Guide	Others (Accommodation/ Homestay, Training Hall, Dining Facilities, etc.)
		On Site	At the Brgy. Hall		Right at the site	On the side of a public road near the site			
Iloilo Esplanade	San Rafael, Mandurriao			✓		✓	✓		Pedal Boating, Kayaking, Zumba, Wall Climbing, Jogging, Dining
Museum of Philippine Economic History	J.M. Basa cor Ortiz St., Iloilo City	✓		✓	✓			✓	Museum Tour
Old Prison of Iloilo	Bonifacio Drive, Iloilo City	✓		✓	✓			✓	Museum Tour
Camifia Balay Na Bato	Osmeña St., Arevalo, Iloilo City	✓		✓	✓		✓	✓	Museum Tour, Dining, Hablon Weaving Demo
Calle Real Heritage Zone	J.M. Basa St., Iloilo City					✓	✓		Dining, Walking, Jogging
Tatoy's Manokan and Seafood Restaurant	Brgy. Sto. Niño Sur, Arevalo, Iloilo City	N/A		✓	✓			N/A	Dining, Swimming
Molo Mansion	Locsin St., Molo, Iloilo City	✓		✓	✓		✓		Dining, Gallery Tour, Love Locks
Molo Plaza	San Pedro cor Locsin St., Molo, Iloilo City	✓		✓	✓				Dining, Walking, Sports
Jaro Church	Rizal St., Jaro, Iloilo City	✓		✓	✓		✓		Pilgrimage, Church Tour
Molo Church	Lopez Jaena St., Molo, Iloilo City	✓		✓	✓				Pilgrimage, Church Tour
Iloilo Museum of Contemporary Art	Iloilo Business Park, Mandurriao, Iloilo City	✓		✓	✓		✓	✓	Museum Tour
Breakthrough Restaurant	Brgy. Sto. Niño Sur, Arevalo, Iloilo City	N/A		✓	✓			N/A	Dining
Museo Iloilo	Bonifacio Drive, Iloilo City	✓		✓	✓		✓	✓	Museum Tour
Nelly Garden	E. Lopez St., Jaro, Iloilo City	✓		✓	✓		✓	✓	Museum Tour, Dining
Lizares Mansion	McArthur Drive, Jaro, Iloilo City			✓	✓				House Tour, Art Gallery Tour
Casa Mariquit	Sta. Isabel St., Jaro, Iloilo City	✓		✓		✓	✓	✓	Museum Tour
Casa Gamboa	Commission Civil cor M. Jayme St., Iloilo City	✓		✓		✓	✓		Museum Tour, Dining
Gallerie De Arsie	Sumcio Subd., Brgy. Q Abeto St., Mandurriao, Iloilo City	✓		✓		✓	✓	✓	Art Gallery Tour, Dining
Arevalo Church	Yulo Drive, Arevalo, Iloilo City			✓	✓				Pilgrimage, Church Tour
Fort San Pedro	Fort San Pedro Drive, Iloilo City			✓	✓				Dining, Fishing,
La Paz Market	Huervana cor Rizal St., La Paz, Iloilo City			✓	✓		✓		Batchoy Demo, Native Coffee Demo, Dining
Jaro Plaza	Rizal St., Jaro, Iloilo City			✓	✓				Dining
Arevalo Plaza	Yulo Drive, Arevalo, Iloilo City			✓	✓				Dining
Rosendo Mejica Museum	La Paz Jaena St., Molo, Iloilo City	✓		✓	✓		✓		Museum Tour
Arevalo Handweaving	Sta. Cruz St., Brgy. Sta. Cruz, Arevalo, Iloilo City	✓		✓		✓	✓		Hablon Weaving
Lanit Ati Community	Brgy. Lanit, Jaro, Iloilo City	✓		✓	✓		✓		Weaving
Hinactacan Mangrove and Bird Sanctuary	Brgy. Hinactacan, La Paz, Iloilo City		✓			✓			Bird Watching, Trekking

Table 1.3 – ON-SITE INFRASTRUCTURE SUPPORT FACILITIES

NAME OF ATTRACTION	LOCATION (Sitio, Brgy)	POTABLE WATER				SOLID WASTE MANAGEMENT		POWER	TELECOMMUNICATION	
		Connected to Water District	Developed Spring (own-Source)	Water Delivery	Sewerage (Septic Tanks)	Established On-Site Waste Mgt System	Covered by City Solid Waste Mgt System		Landline	Cellular Phone (Smart/ Globe)
Iloilo Esplanade	Mandurriao, Iloilo City		✓	✓	✓	✓	✓	✓		✓
Museum of Philippine Economic History	J.M. Basa cor Ortiz St., Iloilo City		✓		✓	✓	✓	✓	✓	✓
Old Prison of Iloilo	Bonifacio Drive, Iloilo City		✓	✓	✓	✓	✓	✓	✓	✓
Camifia Balay Na Bato	Osmeña St., Arevalo, Iloilo City		✓	✓	✓	✓	✓	✓	✓	✓
Calle Real Heritage Zone	J.M. Basa St., Iloilo City	✓	✓	✓	✓		✓	✓		✓
Tatoy's Manokan and Seafood Restaurant	Brgy. Sto. Niño Sur, Arevalo, Iloilo City		✓	✓	✓	✓	✓	✓	✓	✓
Molo Mansion	Locsin St., Molo, Iloilo City	✓	✓	✓	✓	✓	✓	✓	✓	✓
Molo Plaza	San Pedro cor Locsin St., Molo, Iloilo City		✓			✓	✓	✓		✓
Jaro Church	Rizal St., Jaro, Iloilo City		✓	✓	✓	✓	✓	✓	✓	✓
Molo Church	Lopez Jaena St., Molo, Iloilo City		✓	✓	✓	✓	✓	✓	✓	✓
Iloilo Museum of Contemporary Art	Iloilo Business Park, Mandurriao, Iloilo City	✓			✓	✓	✓	✓	✓	✓
Breakthrough Restaurant	Brgy. Sto. Niño Sur, Arevalo, Iloilo City		✓	✓	✓	✓	✓	✓	✓	✓
Museo Iloilo	Bonifacio Drive, Iloilo City		✓	✓	✓	✓	✓	✓	✓	✓
Nelly Garden	E. Lopez St., Jaro, Iloilo City	✓	✓	✓	✓	✓	✓	✓	✓	✓
Lizares Mansion	McArthur Drive, Jaro, Iloilo City	✓	✓	✓	✓	✓	✓	✓	✓	✓
Casa Mariquit	Sta. Isabel St., Jaro, Iloilo City		✓		✓	✓	✓	✓		✓
Casa Gamboa	Commission Civil cor M. Jayme St., Iloilo City	✓	✓	✓	✓	✓	✓	✓	✓	✓
Gallerie De Arsie	Sumcio Subd., Brgy. Q Abeto St., Mandurriao, Iloilo City	✓	✓		✓		✓	✓	✓	✓
Arevalo Church	Yulo Drive, Arevalo, Iloilo City		✓	✓	✓	✓	✓	✓	✓	✓
Fort San Pedro	Fort San Pedro Drive, Iloilo City		✓	✓	✓		✓	✓		✓
La Paz Market	Huervana cor Rizal St., La Paz, Iloilo City		✓	✓	✓	✓	✓	✓	✓	✓
Jaro Plaza	Rizal St., Jaro, Iloilo City		✓	✓	✓	✓	✓	✓		✓
Arevalo Plaza	Yulo Drive, Arevalo, Iloilo City		✓	✓	✓	✓	✓	✓		✓
Rosendo Mejica Museum	La Paz Jaena St., Molo, Iloilo City		✓	✓	✓	✓	✓	✓	✓	✓
Arevalo Handweaving	Sta. Cruz St., Brgy. Sta. Cruz, Arevalo, Iloilo City		✓	✓	✓	✓	✓	✓	✓	✓
Lanit Ati Community	Brgy. Lanit, Jaro, Iloilo City		✓		✓	✓	✓	✓	✓	✓
Hinactacan Mangrove and Bird Sanctuary	Brgy. Hinactacan, La Paz, Iloilo City		✓		✓	✓	✓	✓		✓

OTHER TOURIST ATTRACTIONS

Aside from the twenty-eight (28) tourist attractions, the technical working group also noted other attractions, festivals, and activities in Iloilo City.

TOTAL LIST OF TOURIST ATTRACTIONS IN ILOILO CITY ACCORDING TO CATEGORY

A. CULTURAL - 54

Table 1.4a – CULTURAL ATTRACTIONS IN ILOILO CITY

NAME	DESCRIPTION
1. Arevalo Plaza – La Villa Rica de Arevalo Arevalo, Iloilo City	It is located 6 kilometers southwest of Iloilo City proper. It is the second capital of the Alcadia of Panay, where the first Spanish settlement in the area was attacked in 1588 by the English privateer Sir Thomas Cavendish, the third circumnavigator of the world.
2. Asilo de Molo Avanceña St., Brgy. North Fundidor, Molo, Iloilo City	It was founded on September 27, 1912, by Bishop Dennis Dougherty of Jaro as an orphanage for girls. Later, it was turned into a home care facility for the elderly. It was one of the pioneer orphanages in Iloilo, where the girls used to embroider church vestments, barong, hankies, etc.
3. Avanceña Ancestral House - Camiña Balay Nga Bato Osmeña St., Arevalo, Iloilo City	It was built around 1860s and designed by Fr. Anselmo Avanceña, the first Filipino Parish Priest of Arevalo. The house was the home of former Supreme Court Chief Justice Ramon Avaceña. The house was declared a cultural property by the National Museum on December 23, 2015.
4. Balantang National Shrine Brgy. Quintin Salas, Jaro, Iloilo City	A national shrine situated in Balantang, Jaro. The only military cemetery established outside Metro Manila. The bloodiest battle of the guerrilla forces under Gen. Macario Peralta, Jr. took place in that hallowed ground from February 6 to March 20, 1945, the liberation of Iloilo City.
5. Balantang National Shrine Museum Brgy. Quintin Salas, Jaro, Iloilo City	It is located in Balantang, Jaro, where WWII vintage firearms, submachine guns, 81 mortars, historical photographs, and situation maps are displayed.
6. Baluarte Elementary School Lopez Jaena St., Molo, Iloilo City	It is reputedly known as the first public elementary school in the Philippines. It was founded in 1905 in Baluarte, Molo, Iloilo by Rosendo Mejica, an acclaimed Ilonggo by the Iloilo Press Club as the "Dean of Visayan Journalists" and the Iloilo Council as the "Dean of Municipal Councilors of Iloilo."

NAME	DESCRIPTION
	The school has produced reputable graduates who are now Congressman, Senator, and Mayors of the city, such as Sen. Franklin Drilon, Sen. Rodolfo Ganzon, to name a few.
7. Calle Real (J.M. Basa St.) J.M. Basa St., Iloilo City	Also known as the Central Business District of Iloilo, Calle Real was declared a National Heritage Zone and National Historical Landmark on August 8, 2015. The street is home to many restored heritage structures that were built during the American Period and has survived World War II.
8. Casa Gamboa Historical Marker and Jaro Museum Commission Civil St., Jaro, Iloilo City	The second historical marker of Patrocinio Gamboa declared on April 30, 2015, to mark the birthplace of the Ilonggo heroine. A museum of 19th Century Jaro is located on the second floor of the residence.
9. Casa Mariquit Sta. Isabel St., Jaro, Iloilo City	The two-century-old house is considered one of the oldest existing houses in Iloilo. It was once a home of the Javellana Family. Maria Mariquit Javellana stayed there with her husband, Fernando Lopez, Jr., a former Vice President of the Philippines.
10. Casa Real de Iloilo Bonifacio Drive, Iloilo City	The old Iloilo Capitol Building was referred to as "Casa Real" or the Royal House during the Spanish time. In 1901, the "Casa Real" was the residence of the governor or alcalde-mayor, the highest Spanish official in Iloilo. During the American period, it became the seat of government and office of the Governor of Iloilo Province.
11. Casa Rizaliana Arcenas Lazaro Ancestral House, Brgy. Tap-oc, Molo, Iloilo City	A turn of the century house displaying the lifestyle of an Ilonggo Illustrado, which was visited by Dr. Jose Rizal before he went back to Dapitan.
12. Central Philippine University Lopez Jaena St., Brgy. San Isidro, Jaro, Iloilo City	Founded in 1905 as the first Baptist founded and the second American University. It is the first school to have a working student program. It was recognized with the National Historical Institute Marker in 1990.
13. Colegio de San Jose E. Lopez St., Brgy. Our Lady of Fatima, Jaro, Iloilo City	The first Catholic school for girls in Western Visayas founded by the Daughters of Charity in 1872. A National Historical Landmark Marker was installed by Philippine Historical Committee in 1939 on this site.
14. Colegio Del Sagrado De Corazon De Jesus Gen. Hughes St., Iloilo City	The main building is a heritage art deco structure and has a museum of liturgical items and musical instruments. The school was founded in 1917.
15. Dominican Sisters Church Convent Avanceña St., Brgy. North Avanceña, Molo, Iloilo City	The modern house of the congregation of Dominican Sisters of the Most Holy Rosary of the Philippines, which was founded in 1925 by the Servant of God, Mother Rosario Arroyo, the founder of the original Beaterio de Molo. Her remains lie at the Convent Church.

NAME	DESCRIPTION
16. Ynchausti/Elizalde/ COA Building/ Museum of Philippine Economic History Ortiz St. corner J.M. Basa St.	An Antillean house completed in 1905, the Ynchausti y Cia Building, was initially known as Ynchausti Commercial House. In 1934, the Elizalde Family brought the Ynchausti shares and took possession of all its properties in the country, including the Ynchausti Commercial House. Since that time, the building has been called the Elizalde Building.
17. Fort San Pedro Fort San Pedro Drive, Iloilo City	Fort San Pedro or formerly “Real Fuerza de Iloilo” was completed in 1616. It is a quadrilateral stonewall measured 60 by 60 meters and made of cutouts of Guimaras rocks and coral stones from the Panay Coast. Fort San Pedro was built to protect the city from invaders that threatened Iloilo, such as the Dutch and Moro pirates. The disrepair of the fort started in the early 20 th century and was destroyed during World War II.
18. Graciano Lopez Jaena Shrine Fajardo St., Jaro, Iloilo City	The birthplace of Graciano Lopez Jaena, founder of “La Solidaridad” publication.
19. Hechanova Ancestral House Gran Plains Subd., Jaro, Iloilo City	It was built in 1932 by Dr. Manuel Villalobos Hechanova and his wife, Montserat Ledesma Gamboa. It was known as “Balay nga Daku” or Big House in the past. Designated as a historical landmark by the National Historical Institute in 1983. The guerrilla movement against the Japanese forces during World War II was established in this house.
20. Hoskyn’s Compound J.M. Basa St., Iloilo City	Reputed as the first real department store in the Philippines, Hoskyn & Co. was established in 1877 by the Hoskyn brothers, nephews of Nicholas Loney, first British vice-consul in Iloilo.
21. Iloilo Customs House Muelle Loney St., Iloilo City	The port of Iloilo opened to world trade in 1855. The current customs house was built in 1916.
22. Iloilo National High School Luna St., La Paz, Iloilo City	The Americans established the century-old institution in 1902. The original school was a two-story building built across the street of the Provincial Capitol. In 1906, it transferred to its present site donated by Don Francisco Habana in La Paz. In 1904, for the first time, the Filipino students were sent as government <i>Pensionados</i> or scholars to the United States
23. Jaro Belfry Jaro Plaza Complex, Brgy. Benedicto, Jaro, Iloilo City	One of the few belfries in the country that stands apart from the church. It was ruined by the 1948 earthquake and restored by the Iloilo City Government during the last decade of the 1900s. It is a National Historic Landmark based on NHI Res 2 s 1984 and Jaro Plaza Heritage Zone, RA 10555.
24. Jaro Cathedral Jaro Plaza Complex, Brgy. Seminario, Jaro, Iloilo City	The seat of the Archdiocese of Jaro and the center of devotion for the miraculous Nuestra Señora de la Candelaria. It is a National Historical Landmark with an installed National Historical Institute Marker in 1984

NAME	DESCRIPTION
25. Jaro Evangelical Church Corner E. Lopez and Rizal St., Brgy. Luna, Jaro, Iloilo City	The first Baptist Church in the Philippines founded in 1900. It is a part of the Jaro Plaza Heritage Zone, RA 10555
26. Jaro Plaza Complex Jaro, Iloilo City	RA 10555 declared Jaro Plaza as a heritage tourism zone. Around the plaza are old colonial houses of sugar barons and Hispano-Filipino elites. The Jaro Cathedral is also found in the Jaro Plaza Complex.
27. JBLFMU Museum M.H. Del Pilar St., Molo, Iloilo City	It is a repository of maritime artifacts, the Lacson-Sebastian Family Memorabilia, pre-Spanish, and Spanish-era antique collection.
28. Juan Ledesma House - The Castle Bonifacio Drive, Iloilo City	A heritage house in a 5,000 square-meter lot at Bonifacio Drive was built in 1930 at an estimated cost of Php 80,000. A two-story building with a basement. The Japanese army occupied the building during the war. Later on, the house was again used by the U.S. Army as headquarters. In 1990, the interior was renovated and transformed into a hotel with the name “The Castle.”
29. Ker & Co. Building Ortiz St., Iloilo City	Ker & Co. was established in Iloilo in the 1850s. The edifice held the office of the company. Ker & Co., with the help of the British Vice Consul Nicolas Loney, modernized the sugar industry by importing pieces of machinery and selling them on loan to the sugar farmers.
30. La Paz Church Jereos St., Brgy. Lopez Jaena Norte, La Paz, Iloilo City	The church facade is made of red bricks decorated with Greek-style mural of a steady ship surrounded by olive leaves and two doves – denotes the Our Lady’s title of peace and good voyage. The church was completed in 1870 under the watch of the Augustinian priest, Fr. Candido Gonzales. It was classified as Historical Structure (as per NHCP Resolution No. 3, s. 1991)
31. La Paz Plaza La Paz, Iloilo City	Located in front of the La Paz Church, the plaza is a popular destination for sports enthusiasts, especially Football and Tennis. The plaza also hosts an iconic bandstand.
32. Lizares Mansion McArthur Drive, Brgy. Tabuc Suba, Jaro, Iloilo City	It is also known as the Angelicum School, managed by the Dominican Province of the Philippines. Designed by Andres Luna de San Pedro, son of painter Juan Luna, it was constructed in 1939 by the family of the late Dom Emiliano Lizares. It was occupied by the Japanese during WWII, and the basement was used as a prison.
33. Lopez Boat House Luna St., Brgy. San Nicholas, La Paz, Iloilo City	It is a four-story white mansion owned by Eugenio H. Lopez and was designed by Arch. Fernando Ocampo Sr. It has been called "Boathouse" because of its distinct boat-shape design. Its long veranda can be compared to the viewing deck of the boat. It was declared as a National Heritage House on March 13, 2002
34. Magdalena Jalandoni Residence	The house was built around the 1950s. It is generally made of concrete and wood, showing arched windowpanes decorated with transparent colored glasses. It is the most notable feature of the

NAME	DESCRIPTION
Commission Civil St., Jaro, Iloilo City	house designed by Magdalena Jalandoni herself, with the help of Dominador Asong, who drafted the plan. It has a chapel indicating the strong religious character of the great Ilonggo novelist. It is now a health spa.
35. Molo Church Molo Plaza Complex, Brgy. San Pedro, Molo, Iloilo City	The Gothic church was constructed in 1831. The 16 female saints lining its central columns branded it as the Feminist Church. It garnered the National Historical Institute Marker in 1992.
36. Molo Convent Molo Plaza Complex, Brgy. San Pedro, Molo, Iloilo City	It was the seat of the revolutionary government during the Spanish times. It was declared as National Historical Institute in 1988.
37. Molo Mansion Locsin St., Iloilo City	The house was built by Estanislao Yusay and Doña Petra Lacson in 1926. It was later inherited by one of their daughters, Rosario, who was married to the Governor of Iloilo, Timoteo Consing. Philippine Presidents Manuel Quezon and Sergio Osmeña said to have stayed in the mansion. It is now owned and restored as a by the SM Corporation, the largest Philippine commercial developer, and turned into a souvenir shop.
38. Molo Plaza Molo, Iloilo City	Molo was known as the Athens of the Philippines, for it produced many intellectual and political leaders – one chief justice, eight senators, seven governors, eight revolutionary generals, ten legislators, and many cabinet members. The plaza has a gazebo graced by the Greek goddesses' statues.
39. Muelle Loney Muelle Loney St., Iloilo City Proper, Iloilo City	It is the Port of Iloilo named after British Nicholas Loney, "Father of the Philippine Sugar Industry."
40. Museo Iloilo Bonifacio Drive, Iloilo City	Repository of Iloilo's Cultural Heritage. The structure shows off 14 Carbon-dated fossils, shells and rocks, flake tools, native pottery, ornamented teeth, jewelry, secondary burial coffin, underwater relics, coins, sculptures, silver crafts, remarkable pictures and art pieces by Ilonggo artists.
41. Nelly Garden E. Lopez St., Jaro, Iloilo City	It was built in 1928 and was commissioned by the philanthropist and statesman, Don Vicente Lopez y Villanueva, together with his wife, Doña Elena Hofilena y Javelona. Before they built the Nelly Garden, the couple lived near the Cathedral. But due to constant noise, it prompted Doña Elena to ask her husband to a quieter location where she could indulge in her passion for gardening. They purchased the 4-hectare land for 1 peso per square meter from the national heroine Patrocinio Gamboa, who was a close friend of Doña Elena. Engineer Don Mariano Salas made the architectural design into Classical Corinthian but with a touch of Art Deco. It was named after their eldest daughter Nelly and up to the present.

NAME	DESCRIPTION
42. Old Prison of Iloilo/ Regional Museum of Western Visayas and Iloilo Bonifacio Drive, Iloilo City	It was built in 1911 to house the prisoners of Iloilo. However, due to congestion, the facility was closed in 2006 and moved into a new location. The building was restored in 2015 and is now the regional Museum of Western Visayas and Iloilo.
43. Plaza Libertad Plaza Libertad, Iloilo City	Plaza Libertad is formerly known as PLAZA ALFONSO XII. It is where the Philippine flag was raised in triumph after the Spaniards surrendered Iloilo on December 25, 1898. The name Plaza Libertad came about to mark this historic event.
44. Rosendo Mejica Landmark and Museum Lopez Jaena St., Brgy. Baluarte, Molo, Iloilo City	It was the notable residence of the late Rosendo Mejica, the first certified Public Accountant in Iloilo and founder of the Baluarte Elementary School and Makinaugalingon, the longest existing publication in Iloilo City. Then, it was turned into an exhibit house of valuable memorabilia, social and cultural literature in Hiligaynon, English, and Spanish dating from the last quarter of the 19th century to the 6th decade of the 20th century.
45. Saint Clement's Church Luna St., Brgy. Bantud, La Paz, Iloilo City	The Redemptorist Fathers built the church in Romanesque Revival Style. The first Novena to Our Mother of Perpetual Help in the Philippines and Asia was celebrated in this church on May 13, 1946. The Baclaran Church eventually follows the devotion.
46. Saint Paul University and Hospital Gen. Luna St., Iloilo City	The university was founded in 1907 while the hospital was established in 1909 by the four sisters, Sr. Donatine, Sr. Antoine, Sr. Augustine, Sr. Felix. Now, it is one of the biggest and preferred hospitals in the metropolis.
47. San Jose De Placer Church Plaza Libertad, Brgy. Zamora-Melliza, Iloilo City	This Renaissance Church was constructed in 1873. The church holds two important images: the image of Our Lady of the Holy Rosary or Nuestra Señora del Rosario and the replica image of Señor Sto. Niño de Cebu of which Iloilo City celebrates the Dinagyang Festival every 4th Sunday of January.
48. Sanson-Montinola Ancestral-Antillean House E. Lopez St., Jaro, Iloilo City	Noted as a typical example of Antillean Architecture, the house is "one of the best-preserved houses in Jaro." Owned by Herminia Montinola, the house sits on a sprawling property extending up to the Commission Civil road. The façade of the house has a projecting portion which, on the upper floor, serves as part of the living room, and on the lower level, serves as a vestibular area for the main entrance. There are decorations of carved wood, a Spanish influence.
49. St. Vincent Ferrer Seminary Burgos St., Brgy. San Vicente, Jaro, Iloilo City	It is the first institution of higher education in Western Visayas, founded in 1869 by the first Filipino bishop of Jaro Mariano Cuartero. A National Historical Institute Marker was installed in 1990.
50. Sto. Niño de Arevalo Statue (1581)	It is the third oldest known image of Sto. Niño in the Philippines, which dated way back on its arrival in 1581.

NAME	DESCRIPTION
Sto. Niño de Arevalo Parish Church, Brgy. Sta. Filomena, Arevalo, Iloilo City	
51. University of San Agustin and Museo Agustino Gen. Luna St., Iloilo City	Augustinians friars from Spain belonging to the Province of the Most Holy Name of Jesus of the Philippines founded the University of San Agustin in 1904. It was raised into a university status on March 1, 1953, the first university in Western Visayas.
52. Villanueva House Bonifacio Drive, Iloilo City	It was constructed in 1928 and was originally owned by Julio Ledesma. The engineer was Eusebio Canto Villanueva, the present owner. The house is a two-story building made of Narra wood, galvanized iron, and concrete. The house became Japanese headquarters during WWII, where the basement was used as a torture chamber for Filipinos caught during the war.
53. Villanueva Sinamay House Osmeña St., Arevalo, Iloilo City	Mrs. Cecilia Gison Villanueva owns the Arevalo Sinamay House. This home industry started by her great grandfather in the late nineteenth century still operates today. It is located at Osmeña St. Arevalo, Iloilo City, where <i>jusi</i> (banana fiber) and <i>piña</i> (pineapple fiber) cloths are loom woven. Tourists can visit this place to buy sought after handmade textiles.
54. West Visayas State University Luna St., La Paz, Iloilo City	Establish in 1902 as Iloilo Normal School under the American-Philippine Normal School System. The school became a university in 1986. A historical landmark was installed in 2007 by the National Historical Institute.

B. MAN-MADE – 19

Table 1.4b – MAN-MADE ATTRACTIONS

NAME	DESCRIPTION
1. Archbishop of Jaro Residence and Chancery Jaro Plaza, Iloilo City	The National Artist Juan Nakpil designed the building. The archbishop's residence hosts a liturgical museum. Classified as Important Cultural Property – Work of a National Artist per RA 10066.
2. Arroyo Fountain Gen. Luna and Iznart St., Iloilo City	Arroyo fountain was constructed in 1927 and was built by J. Machuca & Co. It was erected in memory of Senator Jose Ma. Arroyo who authored the Republic Act 3222 in the Philippine Legislature establishing the Iloilo Metropolitan Waterworks in 1925.
3. Central Philippine University Church	An iconic religious structure built in the 1970s that is inspired by Malay Architecture.

NAME	DESCRIPTION
Lopez Jaena St., Jaro, Iloilo City	
4. Corona de Reyna Isabel II Monument	A monument erected by the people of Arevalo during the Spanish period in honor of Queen Isabel II of Spain.
5. Datu Paiburong Iloilo Esplanade 1 Entrance, Mandurriao, Iloilo City	According to the Legend of Maragtas, Datu Paiburong is the head of the 10 Bornean Datus. They bartered the lowlands of Panay with the native <i>Ati</i> (Aetas) for a long golden necklace and golden <i>salakot</i> .
6. Filipino-Chinese Friendship Arch Iznart St., Iloilo City	The Filipino-Chinese Friendship Arch serves as a tribute to the strong relationship between the Iloilo City Government and the Chinese-Ilonggo Community. The annual Chinese Cultural Show in celebration of the Chinese New Year is celebrated under the arch.
7. General Macario Peralta, Jr. Statue, and Sunburst Park Iloilo or Plaza de Aduana J.M. Basa St., Iloilo City	Formerly known as <i>Plaza de Aduana</i> , Sunburst Park Iloilo derived its name from the United States Army 40 th Infantry “Sunburst” Division who helped liberate Panay from the Japanese colonizers. It is a 600 square-meter park in front of the Bureau of Customs building. It was formerly occupied by the Freedom Grandstand, which was demolished in 2017 to give way to the park's construction. The park was formally turned over to the Iloilo City Government by Tourism Infrastructure and Enterprise Zone Authority (TIEZA) on January 11, 2018.
8. Hablon Gaisano Iloilo City Center, Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	A modern installation that symbolizes the weaving tradition of Iloilo, the <i>Hablon</i> . The appearance of the artwork is similar to the hashtag sign (#). The popularity of the hashtag and its weaving symbol translates to the tourism tagline, “Iloilo is where the past is always present.”
9. Iloilo Convention Center Megaworld Blvd., Iloilo Business Park, Mandurriao, Iloilo City	A modern structure designed by Ilonggo architect, Willy V. Coscolluela. The iconic structure is inspired by the Paraw – Iloilo's native sailboat. Dinagyang festival is also reflected in design with warrior designs on the glass wall.
10. Iloilo Esplanade Brgy. San Rafael and Tabucan, Mandurriao Brgy. Tap-oc, Taal, and San Jose, Molo	Iloilo Esplanade is the city's latest fun place where people can jog, walk, and enjoy the scenery. It was formally opened on August 19, 2012, as part of the efforts to rehabilitate and make the river an attraction. Last July 27, 2019, the new section of the esplanade at the Muelle Loney St. was launched. With a total length of 8.1 km., it is now considered as the longest linear park in the country.
11. Iloilo Esplanade 1 Skate Park Sen. Benigno Aquino Jr. Ave, Brgy. San Rafael, Mandurriao, Iloilo City	It was officially opened on August 26, 2017. This public skate park was built as a haven for Ilonggo skaters who previously used public roads as skating areas.

NAME	DESCRIPTION
12. Iloilo City Freedom Grandstand Dela Rama St., Brgy. Muelle-Montes, City Proper, Iloilo City	In 1953, Cong. Rodolfo Ganson introduced the Iloilo Freedom Bill that immediately resulted in the construction of the old Freedom Grandstand. Then, it was renovated in 2003 through the efforts of Mayor Jerry P. Treñas and Sen. John Henry R. Osmeña. It was demolished in 2017 to give way to the reconstruction of the Sunburst Park and relocated in late 2018. The newly built grandstand, officially called “Iloilo City Freedom Grandstand” under Executive Order No.29, sits along Muelle Loney St. facing the river. It was inaugurated on January 11, 2019, and held its first Dinagyang main judging area just 13 days after.
13. Iloilo Science Centrum Iloilo National High School, La Paz, Iloilo	It is the first dynamic and interactive science museum in Region VI that seeks to draw children and adults into the world of Science and Technology - a world of learning, discovery, and fun.
14. International Hotel Building J.M. Basa corner Aldeguer St., Iloilo City	International Hotel Building is the centerpiece of the Calle Real Restoration project. The Calle Real Heritage Zone Marker is located in front of the building.
15. Lin-ay Sang Iloilo Iloilo City Hall, Plaza Libertad, Iloilo City	The highlight on the dome of the new Iloilo City Hall, the bronze statue of Lin-ay sculpted by Ed Defensor, was erected in 2011 during the mayoralty of Jed Patrick Mabilog. She stands fifteen feet tall on a three-foot pedestal, weighing 1.7 tons. She wears the costume of a native Ilongga consisting of a <i>patadyong</i> , a <i>sablay</i> of <i>hablon</i> and a hand-embroidered blouse; she cradles harvested stalks of rice in her right hand and holds a native harvesting implement in her left hand. She stands on a four-sided pedestal carved respectively with the four major assets of Iloilo, namely, Rice Farming, Sugarcane Farming, Fishing, and Education. As a whole, she symbolizes the rich history, culture, and property of both the province and city of Iloilo.
16. Nicholas Loney Monument Muelle Loney St., Iloilo City	Erected in honor of Nicholas Loney, the “Father of Sugar Industry,” he could easily be identified as the “Architect of Iloilo's Progress” is responsible for uplifting the city’s economy from a less promising textile trade to booming sugar industry. Muelle-Loney -a street in the Iloilo waterfront is one reminder of Loney’s progressive enterprise.
17. Our Lady of Esplanade Iloilo Esplanade 2, Mandurriao, Iloilo City	The inauguration of Our Lady of Esplanade Landmark was done on December 8, 2015, with its donor Mr. and Mrs. Fernando Kabigting. This landmark was erected through the efforts of Mr. Alfonso Tan, the contractor of Iloilo Esplanade. The image of Mother Mary is painted on a salvaged boat plank.
18. Pison Chimney Monument Donato Pison Avenue Rotunda, Brgy., San Rafael, Mandurriao, Iloilo City	The 35-foot Chimney Monument was erected in honor of the late Donato Pison, Sr., an Ilonggo Businessman who had a significant contribution to Iloilo's agriculture and industries. The stone structure is a remnant of the <i>muscovado</i> sugar factory he built back in 1890. The base foundation of the monument is 20 feet in diameter. It

NAME	DESCRIPTION
	showcases the relief sculptures depicting the industries that the Pison family started in -sugar production, rice production, fishponds, and salting making.
19. UP Iloilo Main Building Gen. Luna St., Iloilo City	It was originally built as the City Hall of Iloilo in 1937. The property was donated to the University of the Philippines in 1947. Juan Arellano designed the building. It features two sculptures of Italian Francesco Riccardo Monti at the main entrance.

C. FESTIVALS AND SPECIAL EVENTS – 15

Table 1.4c – FESTIVALS and SPECIAL EVENTS IN ILOILO CITY

NAME	DATE & LOCATION	DESCRIPTION
1. Iloilo Dinagyang Festival <i>Regulated Ordinance (RO) 2013-329 – Designated Festival</i>	Every Fourth Sunday of January <i>Citywide</i>	A religious and cultural celebration in honor of Señor Sto. Niño de Cebu. Warriors in tribal costumes dance to rhythmic drumbeats to honor the infant, Jesus. The festival started when the replica of the original image from Cebu was brought to Iloilo by Fr. Ambrosio Galindez in 1968. The festival was a Hall of Fame Awardee as the Best Tourism Event by the Association of Tourism Officers of the Philippines in 2009.
2. Kasadyahan Festival <i>RO 2013-329 – Designated Festival</i>	Every Fourth Saturday of January <i>Iloilo City Proper</i>	A festival within the Iloilo Dinagyang Festival, the <i>Kasadyahan</i> Festival, is the regional cultural competition, showcasing the best festivals of the different provinces and towns across the region.
3. Iloilo Paraw Regatta Festival <i>RO 2013-329 – Designated Festival</i>	Every Second Week of February <i>Arevalo Beach, Iloilo-Guimaras Strait</i>	Claimed as the oldest traditional sailing event in Asia, the Paraw Regatta is a race among seafarers on colorful native sailboats called Paraws in the Iloilo Strait between Guimaras Island and the city of Iloilo. Paraw is a double outrigger sailboat of Iloilo. Surviving centuries; it has become a vital part of the Filipino seafaring life. The first race started in 1973 with the mission to preserve the historical value of the Paraws.
4. Iloilo Chinese New Year Festival <i>RO 2013-329 – Designated Festival</i>	Lunar New Year <i>Calle Real and Iznart Streets</i>	Celebrated by the Ilonggo Filipino-Chinese community, the festivity is highlighted by a cultural parade and literary presentation of the Chinese schools, Chinese food festival, and grand fireworks display.
5. Feast of Our Lady of Candles – Jaro	February 2	A highly celebrated religious tradition in Western Visayas is the blessing of candles and the yearly

NAME	DATE & LOCATION	DESCRIPTION
District Fiesta RO 2013-329 – Designated Festival	Jaro Cathedral and Plaza	procession of the patroness, <i>Nuestra Señora de la Candelaria</i> . It is also followed by the Coronation of the Fiesta Queen and her Court.
6. Feast of Sto. Niño de Arevalo – Arevalo District Fiesta RO 2013-329 – Designated Festival	Every Third Sunday of January Arevalo Church and Plaza	It is a celebration of the feast of Sto. Niño de Arevalo, the third oldest image of Sto. Niño in the country. The festival showcases the industries of Arevalo, such as garden plant horticulture and firecrackers.
7. Iloilo Bike Festival	Every March Iloilo Business Park	It is an event celebrating Iloilo's bikeable, walkable, and livable community. A bike fun ride is held, followed by different bike exhibitions and activities.
8. Iloilo Dragon Boat Festival	Every 3rd Week of August Iloilo River Esplanade	The revival of the Iloilo river paved the birth of the Iloilo Dragon Boat Festival. The event is celebrated to flaunt the cleanliness of the Iloilo River.
9. Charter Day Celebration RO 2013-329 – Designated Festival	July 16 – August 25 Citywide	A month-long celebration to commemorate the charter anniversary of Iloilo City. The City's Charter was enacted into law on July 16, 1937, and the city officials were inaugurated on August 25, 1937.
10. Santacruzán Ciudad de Iloilo	Last Week of May Iznart and J.M. Basa St. San Jose de Placer Church	Santacruzán is a Filipino religious practice originated in 1800 in honor of the finding of Queen Helena for the True Cross and devotion to the Blessed Virgin Mary. In Iloilo City, beautiful maidens and socialites, dressed by Ilonggo designers, parade towards the San Jose de Placer Church.
11. Semana Santa Iloilo and Visita Iglesia Iloilo City	Every Holy Week Citywide	The week-long commemoration is highlighted with the Good Friday Procession of antique religious images which have been handed down for generations of the Ilonggo families to three oldest churches in Iloilo – Jaro Cathedral, Molo Church and Arevalo Church. While <i>Visita Iglesia</i> is a yearly pilgrimage tour during the Holy Week. Iloilo City has encouraged tourists to make pilgrimages to its beautiful and historic churches.
12. Iloilo City Street Lantern Festival	Whole Month of December Citywide	A yearly Christmas celebration and display of colorful lighted <i>parols</i> (lanterns) across all the main streets of the city

NAME	DATE & LOCATION	DESCRIPTION
13. New Year's Countdown RO 2013-329 – Designated Festival	December 31 Iloilo River	It is an event to welcome the New Year with food fair, live entertainment, and grand fireworks display along the Muelle Loney Street.
14. Mandurriao District Fiesta RO 2013-329 – Designated Tourism Special Event	November 26	The Annual District Fiesta of Mandurriao is celebrated on this day, which is a different event from the Religious Feast in honor of the Espousal of Our Lady to Joseph.
15. La Paz District Fiesta RO 2013-329 – Designated Tourism Special Event	May 31 La Paz Church and Plaza	The fiesta is celebrated in honor of the Patron Saint the La Nuestra Señora de la Paz Y Buen Viaje (Our Lady of Peace and Good Voyage) from which the place is named. During the Spanish time, it was a barrio of Jaro named Bag-ong Banua. In 1856, it became a <i>pueblo</i> (town) through the efforts of its five founders: Marcelo Jereos (its first <i>capitan</i>), Moises Gustilo, Felipe Huervana, Eusebio Jereos, and Gregorio Divinagracia. Each has a street named after them.

D. SPECIAL INTERESTS – 26

Table 1.4d – SPECIAL INTERESTS ATTRACTIONS

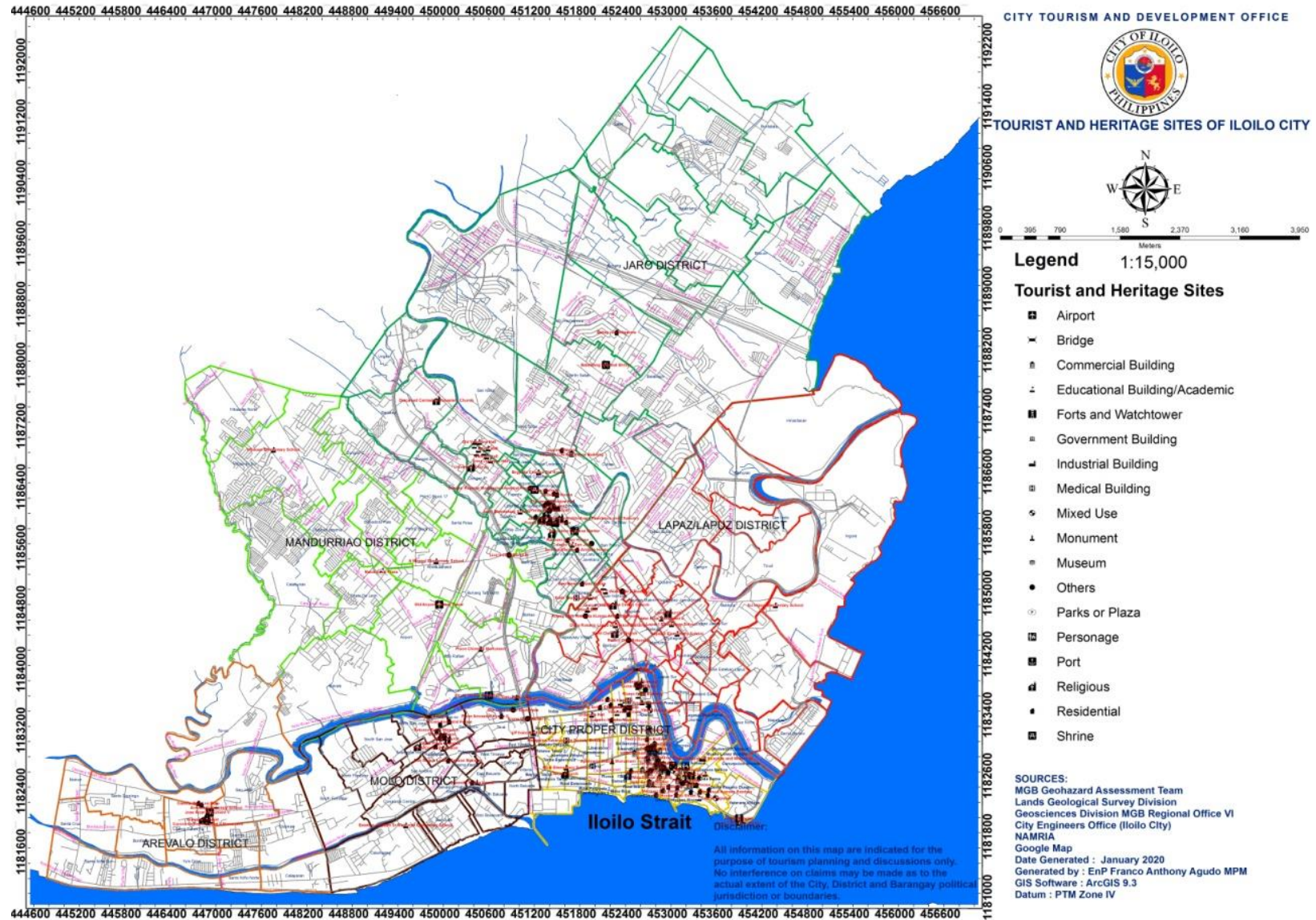
NAME	DESCRIPTION
1. Art Deck Gallery JBLFMU, M.H. Del Pilar Street, Molo, Iloilo City	It is an art gallery exposing the works of Ilonggo artists.
2. Barquillos – Deocampo's Barquillos Sta. Isabel St., Jaro, Iloilo City	Established in 1896, <i>Barquillos</i> grew from the Eucharistic-host making by the Deocampo family, who supplies the Jaro Cathedral. The cylindrical wafer is made from flour, sugar, and milk. On scheduled tours, tourists can have a view on how Barquillos are made.
3. Biscocho – Original Biscocho Haus Lopez Jaena St., Jaro Plaza, Iloilo City	<i>Biscocho</i> (Spanish: <i>biscocho</i> , "biscuit") refers to baked bread topped with butter and sugar. <i>Biscochos</i> are part of Filipino pastry. It is originated Lopez Jaena St., Jaro, Iloilo City.
4. Cinematheque Iloilo B&C Building, Solis St., Iloilo City	It is a small cinema for highly acclaimed local and foreign films. The facility also hosts an art gallery.

NAME	DESCRIPTION
5. Et Nos Gallery Angelicum School, Mc Arthur Drive, Brgy. Tabuc Suba, Jaro, Iloilo City	It is a venue for the craftsmanship of Ilonggo artists.
6. Gaisano Iloilo City Center Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	It is a new township development in Iloilo City. It has a man-made river inspired by the revival of the Iloilo River. Restaurants and coffee shops can be found in the commercial area of GICC. Tourists can take photos at the iconic Paraw Bridge and Hablon Installation.
7. Galerie De Arsie Sen & Sons Bldg., Somcio Subd., Brgy. Q. Abeto, Mandurriao, Iloilo City	Local artists exhibit their masterpieces in this place.
8. Gallery-i Unit 2B, 2/F, S. Villanueva Bldg. Corner J.M. Basa and Aldeguer St. Iloilo City	It displays the artistic handworks of Ilonggos.
9. Hablon and Sinamay Weaving Camiña Balay Na Bato, Villanueva Sinamay House, Arevalo Handmade Products Arevalo, Iloilo City	Weaving is Iloilo's ancient fabric-making legacy. The industry is dated back to the Pre-Spanish Colonial Period; thus, Iloilo City is dubbed as the "textile center" of the Philippines. The Arevalo <i>Sinamay</i> House owned by Mrs. Cecilia Gison Villanueva could very well attest to this. This home industry, established by her great grandfather, still operates today. Located at Osmena St. Arevalo, Iloilo City, it is where jusi (banana fiber) and piña (pineapple fiber) pieces of cloths are loom-woven. Tourists can visit Sinamay Dealer in Osmen St., Arevalo, to buy their sought-after handmade textiles.
10. Iloilo Central Market Rizal corner Iznart St., Iloilo City	The main building is an art deco building. The market sells locally made products. Tourists can try Ilonggos to taste coffee and can request vendors to cook native dishes fresh from the market.
11. Iloilo City Gallery Iloilo City Hall, Plaza Libertad, Iloilo City	A gallery that presents Iloilo City in a nutshell and serves as a storeroom of the awards received by the Iloilo City Government.
12. Jaro Big Market (Huebesan) El 98 St., Jaro, Iloilo City	<i>Huebesan</i> was derived from its market day, <i>Huebes</i> , Thursday in Spanish. Jaro Market is the major trading area of goods since Spanish times.
13. Lapaz Batchoy La Paz Market, Iloilo City	A noodle soup made of pork, organs, crushed pork cracklings, shrimp, vegetables, chicken stock, chicken breast, beef loin, and <i>Meke</i> noodles. Its origin can be traced from the District of La Paz; hence it is referred to as Lapaz Batchoy. The dish was initially concocted by Federico Guillergan, Sr. in the market in 1938. The

NAME	DESCRIPTION
	soup has later evolved into its present form, which becomes Iloilo City's signature dish. Federico Guillergan, Jr., the son of the soup's inventor, states that his father jokingly called it first as the "bats" when asked for its name. Later, he added "choy," from the vegetable dish chop suey. The Batchoy shop first opened at the La Paz public market in 1945, priced at 20 centavos per bowl.
14. La Paz Market Huervana St., La Paz, Iloilo City	The birthplace of the local soup, Lapaz Batchoy. The market is also famous for its local brewed coffee using traditional brewing techniques and the Filipino Halo-halo.
15. Panaderia de Molo Avanceña St., Molo, Iloilo City	One of the first <i>pasalubong</i> shops in Iloilo. The bakeshop has been around since 1800. It is known for its delicacies such as <i>kinihad</i> , <i>bañadas</i> , <i>barquillos</i> , <i>galletas</i> , <i>kinamonsil</i> and <i>hojaldres</i> placed inside metal tin cans.
16. Pancit Molo Kap Ising; Lola Paz; Café Iloilo Molo, Iloilo City	It is a product of Molo made by the Chinese community in the Spanish colonial period. Contrary to its name, Pancit Molo is more of a soup than a pancit. It is served with hot broth, chopped spring onions, fried garlic, and thin slivered chicken and, of course, the Molo ball dumplings. The main ingredients of Molo Balls are onions, eggs, and ground pork, sometimes, chopped shrimps. Pancit Molo is widely imitated all over the country, but the real thing is only in Iloilo City.
17. Philippine Science High School Science Learning Resource Center and Planetarium Brgy., Bito-on, Jaro, Iloilo City	It is a spot for science and technology exhibits and researches. It also has a digital planetarium as a learning tool for students and visitors alike.
18. Plazuela de Iloilo Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	It is a shopping and dining destination popular for Spanish-inspired architecture.
19. Queen Siopao Roberto's, J.M. Basa St., Iloilo City	Queen Siopao is one of the must-taste local food. Ilonggos and visitors would line up to take home this special dim sum stuffed with bacon, Chinese sausage, and chicken-pork adobo with egg (on scheduled days that it is available).
20. SM City Iloilo Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	The most popular and biggest mall in Iloilo with a total floor area of 101,735 square meters built on a 17.5-hectare prime real estate located along Diversion Road. It opened in June of 1999.
21. Smallville Complex Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	It is Iloilo City's ultimate dining and nightlife destination, where various restaurants, hotels, bars, and other establishments are lining up.

TOURIST ATTRACTION MAP

Figure 1.1 – TOURIST ATTRACTION MAP OF ILOILO CITY



B. TOURISM MARKET SITUATION

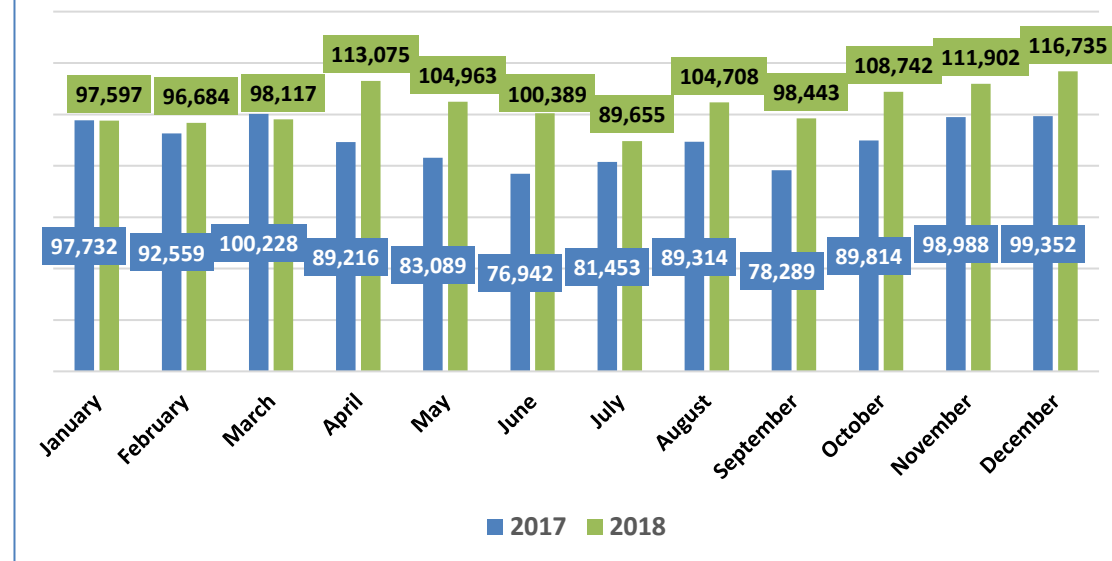
TOURIST ARRIVALS

In 2018, Iloilo City posted an annual increase of 15.33%, with 1,242,010 tourist arrivals. The excellent performance is supported by a significant increase in local, foreign, and OFW tourist segments. Iloilo City was able to hit its goal of 15% tourist arrival as set by the Department of Tourism Western Visayas Regional Office.

Table 1.5 – DISTRIBUTION OF TOURIST ARRIVALS PER MONTH FOR 2017 AND 2018

MONTH	2017	2018	DIFFERENCE	% CHANGE	RANK
January	97,732	97,597	-135	-0.14%	10
February	92,559	96,684	4,125	4.46%	11
March	100,228	98,117	-2,111	-2.11%	9
April	89,216	113,075	23,859	26.74%	2
May	83,089	104,963	21,874	26.33%	5
June	76,942	100,389	23,447	30.47%	7
July	81,453	89,655	8,202	10.07%	12
August	89,314	104,708	15,394	17.24%	6
September	78,289	98,443	20,154	25.74%	8
October	89,814	108,742	18,928	21.07%	4
November	98,988	111,902	12,914	13.05%	3
December	99,352	116,735	17,383	17.50%	1
TOTAL	1,076,976	1,241,010	164,034	15.33%	-

Figure 1.2 – COMPARATIVE DISTRIBUTION OF TOURIST ARRIVALS OF ILOILO CITY PER MONTH FOR 2017 and 2018



INCREASE AND DECREASE IN TOURIST ARRIVALS

Iloilo City experienced an average increase of 1.28% per month in tourist arrivals from 2017 to 2018. However, there is an observable decrease in January (0.14%) and March (2.11%), which is considered inconsequential since the rate is less than 10% of the total monthly tourist arrivals. The minor decrease in tourist arrival does not affect the overall performance, as tourists may be seasonal.

The months of December, April, and November are ranked 1st, 2nd, and 3rd, respectively. The lowest-performing months are July, February, and January.

The quarterly performance showed that the fourth quarter has the highest number of tourist arrivals. It is followed by the second and third quarters. The least performing quarter is the first quarter. The performance is consistent with the ranking

per month where the December and November are rank 1 and 2 while January and February are rank 10 and 11. The peak performance in the last quarter can be attributed to the increase in the government agency facilitated MICE events such as training and workshops, which are mostly regional in scope. While the low performance in the first quarter does not reflect a decrease in arrivals for the said quarter, it registered a slight increase of 0.65%.

The surge of tourist arrivals in the second quarter to the fourth quarter also indicates that the city has evolved from a festival driven tourism to MICE tourism. In the past (2010-2016), January and February are among the peak months for tourists. However, December, April, and November are now the peak months, which is MICE-driven.

The Months of April and May have performed significantly well, posting 26.74% and 26.33% increase, respectively. These months are ranks 2 and 5. Iloilo City seems to have benefitted from the closure of Boracay Island. It has been a second year that the summer months have performed well and is an indicator that it is an emerging summer destination.

TOURIST ARRIVALS PER RESIDENCE

In general, Iloilo City is comprised of 92.95% local tourists of the total tourist arrivals. From 2017 to 2018, there is a cumulative rate of 10.13%. December, April, and November are the peak months for the local travelers. It has been consistent with its total rating of arrivals per month.

Foreign tourist arrivals registered 70,777, up by 148.31% from 2017. Foreign tourists peaked in January 2018 when Iloilo City celebrated its Golden Anniversary of Dinagyang and invited performers from Korea, New Zealand, and Hawaii.

A significant increase in 1471.29% in OFW tourists was recorded from 2017 to 2018. The survey shows that accommodation establishments were able to segregate

the OFW tourists from locals. Previously, OFWs were tagged as local travelers. OFW visits peak in December, January, and November. During these months, most of them would go home to visit families for the holidays, reunions, and weddings.

Table 1.6 – TOURIST ARRIVAL CLASSIFIED VIA RESIDENCE FOR 2017 AND 2018

RESIDENCE	2017	2018	% OF TOTAL	% CHANGE
Philippine Resident	1,047,406	1,153,483	92.95%	10.13%
Non-Philippine Resident	28,504	70,777	5.70%	148.31
OFW	1,066	16,750	1.1%	1471.29%
TOTAL	1,076,976	1,241,010	100%	15.23%
% Change	8.25%	15.33%	-	-

Table 1.7 – DISTRIBUTION OF TOURIST ARRIVALS PER MONTH PER RESIDENCE (2018)

MONTH	LOCAL TOURIST	FOREIGN	OFW	TOTAL
January	87,912	7,706	1,979	97,597
February	89,913	5,558	1,213	96,684
March	89,830	6,757	1,530	98,117
April	106,086	5,697	1,292	113,075
May	97,477	6,397	1,089	104,963
June	94,737	4,842	810	100,389
July	82,834	5,921	900	89,655
August	97,201	6,215	1,292	104,708
September	92,447	4,766	1,230	98,443
October	102,697	4,827	1,218	108,742
November	104,525	5,446	1,931	111,902
December	107,824	6,645	2,266	116,735
TOTAL	1,241,010	70,777	16,750	1,241,010

FOREIGN TOURIST PERFORMANCE PER REGION

North America Region showed an impressive number of 18,801 tourist arrivals in 2018, distinctly outnumbered other reported tourists from different regions with an equivalent of 25.56%. The United States of America (USA) was ranked 1st while Canada was 4th, bolstered the performance of the region. The USA dethroned the perennial Rank 1 South Korea with 13,893 tourists.

The second-best performing region was East Asia generating 22.02% of foreign tourist arrivals. Korea, China, Japan, and Hong Kong helped improved the tourist arrival from this region. These countries were ranked 2, 3, 7, and 10, respectively, among foreign countries.

The least performing region was Africa, which recorded only 159 tourist arrival. It was followed by Eastern Europe (490) and South America (575).

Generally, most countries posted a positive increase in their arrivals. However, the tourist arrivals from South Korea continue to decrease. Iloilo City used to be one of the top destinations for Koreans who want to study the English language. The city's academes would partner with local establishments for seasonal training camps, which bring in Korean tourists for short periods. Some of these accommodation establishments were Punta Villa, Sarabia Manor Hotel (now The Mansion Hotel), and The Castle Hotel and among others.

However, there was a shift in their mode of learning. From face to face instruction, students now have shifted to online classes. The change in the mode of learning resulted in the closure of some English language schools. Therefore, this has affected the influx of Korean tourists to Iloilo City.

In a meeting with Mr. Moon Dae Jin (Tiger Moon), president of the Iloilo Korea United Community Association Inc., he confirmed that indeed there was a decline in the Korean visitors as well as the closure of some English language schools. However,

there is still a considerable number of Koreans coming to Iloilo. Most of them are hosted in school dorms like that of Metro Korea Language School.

Table 1.8 – FOREIGN TOURIST PER GEOGRAPHIC REGION FOR 2017 AND 2018

ORIGIN	2017	RANK	%TOTAL	2018	RANK	% TOTAL
Southeast Asia	1,653	4	5.80%	5,667	3	8.01%
East Asia	16,778	1	58.86%	15,587	2	22.02%
South Asia	41	9	0.14%	1,218	8	1.72%
Middle East Asia	135	6	0.47%	2,450	6	3.46%
North America	6,772	2	23.76%	18,801	1	25.56%
South America	18	10	0.06%	575	9	0.81%
Australasia/Pacific	1,878	3	6.59%	4,143	5	5.85%
Western Europe	254	5	0.89%	4,664	4	6.59%
Northern Europe	131	7	0.46%	2,067	6	2.92%
Southern Europe	42	8	0.15%	1,250	7	1.77%
Eastern Europe	11	11	0.04%	490	11	0.69%
Africa	0	12	0.00%	159	12	0.22%
Others/Unspecified	791	-	2.78%	13,706	-	19.37%
TOTAL	28,504	-	100%	70,777	-	100%

On the other hand, a new market has opened doors for the local language schools. Some of them are now attracting Japanese, Chinese and Taiwanese learners. The opening of schools to other countries is also reflected in the increasing number of tourists from these nationalities.

There is also a significant number of unspecified or foreign tourists of unknown origin. It recorded 13,706 foreign tourist arrivals. Several establishments were not able to accurately account or register their place of origin. They are only marked as foreign tourists.

Table 1.9 – TOP FOREIGN TOURIST ARRIVAL PER COUNTRY (2018)

2018 RANK	COUNTRY	2018 No. of TOURISTS	2017 RANK	2017 No. of TOURIST	+ or - in RANK	+ or - in ARRIVALS
1	United States of America	13,893	3	2,624	+2	11,269
2	Korea	5,732	1	13,321	-1	-7,589
3	China	4,375	9	831	+6	3,544
4	Canada	3,886	2	2,629	-2	1,257
5	Australia	2,962	5	1,483	-	1,479
6	Singapore	2,763	7	983	+1	1,780
7	Japan	2,387	6	1,277	-1	1,110
8	Hongkong	1,878	8	933	-	945
9	Germany	1,435	14	162	+5	1,273
10	France	1,339	42-63	0	+32	1,339
11	Taiwan	1,215	10	416	-1	799
12	Malaysia	1,176	12	287	-	889
13	Mexico	1,032	4	1,519	-9	-487
14	United Arab Emirates	983	34-37	4	+20	979
15	United Kingdom	933	17	73	+2	860
16	India	904	22	41	+6	863
17	Saudi Arabia	775	20	62	+3	713
18	Thailand	705	13	193	-5	512
19	Austria	664	18	68	-1	596
20	Italy	644	30	7	+10	637

Table 1.10 – TOTAL TOURISM RECEIPTS FOR 2017 AND 2018

2017	2018
Php 19,808,479,019.40	Php 20,652,317,264.40

TOURISM RECEIPTS

The increase in tourism receipts is directly related to the rise in tourist arrivals. Data from DOT shows that domestic tourist spends PHP 2,833 per day for an average of 3-5 days while Php 3,926 per day for foreign tourists for 5-10 days. Table 1.10 shows the tourism receipts generated for 2017 and 2018.

SAME DAY VISITORS

Table 1.11 – SAME DAY VISITORS (2018)

MONTH	DOMESTIC	FOREIGN	TOTAL	RANK
January	9,145	335	9,480	10
February	9,621	233	9,854	9
March	12,585	259	12,844	4
April	19,764	297	20,061	1
May	19,061	293	19,354	2
June	8,976	151	9,127	12
July	9,210	126	9,336	11
August	10,818	226	11,044	7
September	12,669	278	12,947	3
October	10,365	249	10,614	8
November	10,671	399	11,070	6
December	11,256	262	11,518	5
TOTAL	144,141	3,108	147,249	-

There were 146,249 same-day visitors in 2018. Most are day tourists, which accounts for 97.89% of same-day visitors. Foreign Tourist, on the other hand, accounts for 2.11% of the same-day visitors. The Months of April, May, and September are the best performing months for same-day visitors. The least performing months for 2018 are the months of June, July, and January.

This data is pooled from 6 tourist attractions with existing visitor attendance in place. Other popular tourist attraction like Iloilo Esplanade, Molo Church and Jaro Church has yet to put up visitor recording system.

C. ACCOMMODATIONS

OCCUPANCY RATE

Table 1.12 – OCCUPANCY RATES OF ACCOMMODATION ESTABLISHMENTS (2017)

CLASSIFICATION	STANDARD	ECONOMY	OTHERS	TOTAL %
January	61.50%	52.20%	42.80%	51.50%
February	59.10%	47.40%	41.80%	49.40%
March	58.90%	56.70%	48.10%	54.60%
April	57.40%	51.60%	44.90%	51.30%
May	54.20%	47.10%	45.70%	49.00%
June	46.60%	41.20%	40.10%	42.60%
July	56.20%	47.50%	42.70%	48.80%
August	57.20%	50.20%	42.80%	50.10%
September	52.70%	45.20%	41.20%	46.40%
October	58.20%	49.70%	42.60%	50.20%
November	60.70%	52.20%	44.70%	52.50%
December	61.80%	57.10%	49.40%	56.10%
TOTAL	57.00%	49.80%	43.90%	50.20%

The average occupancy rate of all accommodation establishments is 58.65%. It reflects a significant increase from 2017, which is at 50.20%. Hotels with standard or better accommodation have an average performance of 57.71%, a slight improvement from 2017, which is at 57%. The accommodations with economy rooms have performed significantly well. There is a considerable improvement from 49.80% in 2017 to 64.69% in 2018. Unclassified (other) accommodation establishments also

posted an improved occupancy of 48.14% up from 43.90% in 2017. Month on month, all accommodation types posted positive increases.

Table 1.13 – OCCUPANCY RATES OF ACCOMMODATION ESTABLISHMENTS (2018)

CLASSIFICATION	STANDARD	ECONOMY	OTHERS	TOTAL %
January	55.31%	61.14%	48.85%	55.81%
February	64.46%	65.75%	52.63%	61.79%
March	55.02%	61.52%	46.37%	55.50%
April	59.36%	71.52%	56.04%	60.89%
May	59.96%	69.20%	52.56%	60.87%
June	60.60%	69.83%	53.98%	61.56%
July	51.48%	61.04%	31.65%	59.58%
August	56.15%	59.46%	34.99%	55.54%
September	55.79%	69.39%	51.81%	57.47%
October	59.55%	61.69%	47.88%	59.26%
November	55.72%	63.93%	49.68%	56.46%
December	59.10%	61.85%	51.24%	59.08%
AVERAGE	57.71%	64.69%	48.14%	58.65%

The excellent performance of economy accommodation establishments is related to a large number of government-related MICE events. The daily per diem allowance of government employees is only at Php 800.00. Government employees would most likely book in budget accommodation within their allowable allowance.

While there are reports of fully booked status from several hotels, the general occupancy rates are evened-out by non-performing accommodation establishments. MICE events, especially conventions, would tie-up with specific hotels of their preference for their accommodation needs. It resulted in the unequal distribution of occupancy.

AVERAGE LENGTH OF STAY

The average length of stay for all accommodation in Iloilo City is 1.28 Nights. Please note that this is the first generated data on the average length of stay for Iloilo City. The data is not conclusive as some accommodation establishments were not able to accurately determine their guest nights.

Table 1.14 – AVERAGE LENGTH OF STAY (2018)

CLASSIFICATION	STANDARD
January	1.28
February	1.27
March	1.27
April	1.32
May	1.29
June	1.27
July	1.21
August	1.21
September	1.30
October	1.30
November	1.30
December	1.31
AVERAGE	1.28 nights

AVERAGE NUMBER OF GUESTS PER ROOM

The average number of guests per room for all accommodation in Iloilo City is 1.97 guests. Please note that this is the first generated data on the average guests per room for Iloilo City. The data is not conclusive as some accommodation establishments were not able to accurately determine their numbers correctly.

Table 1.15 – AVERAGE NUMBER OF GUESTS PER ROOM (2018)

CLASSIFICATION	STANDARD
January	1.98
February	1.87
March	1.95
April	2.02
May	1.95
June	1.87
July	1.87
August	1.98
September	1.97
October	2.04
November	2.03
December	2.13
AVERAGE	1.97 guests

Table 1.16 – COMPARATIVE SUMMARY OF ACCOMMODATION ESTABLISHMENT FOR 2017 AND 2018

ILOILO CITY	2017				2018			
	Number	No. of Rooms	No. of Regular Employees	No. of Seasonal Employees	Number	No. of Rooms	No. of Regular Employees	No. of Seasonal Employees
HOTEL	38	2,873	1,792	-	42	3,292	2,076	-
TOURIST INN	12	241	83	-	15	391	293	-
PENSION	15	264	122	-	10	247	74	-
RESORT	2	324	97	-	3	409	239	-
OTHERS	0	0	0	-	0	0	0	-
TOTAL	67	3,702	2,094	-	70	4,339	2,682	-

LIST OF ACCOMMODATION ESTABLISHMENT

I. HOTELS

There are 13 DOT-Accredited Hotels, 3 of which are star-rated properties for 2017. While in 2018, there are 25 DOT-Accredited Hotels and retained the same number of star-rated hotels.

Table 1.17a – LIST OF ACCREDITED HOTELS (2018)

NAME OF HOTELS	ADDRESS	ROOMS	NO OF EMPLOYEES	STAR RATING
1. Century 21	Quezon St., Iloilo City	66	24	
2. Courtyard By Marriott Iloilo	Megaworld Boulevard, Iloilo Business Park, Mandurriao, Iloilo City	399	150	

NAME OF HOTELS	ADDRESS	ROOMS	NO OF EMPLOYEES	STAR RATING
3. Days Hotel Iloilo	4th Level, The Atrium Mall, Gen. Luna St., Iloilo City	69	87	3 STAR
4. District 21 Hotel	Donato Pison Ave., Brgy. San Rafael, Mandurriao, Iloilo City	100	87	
5. Diversion 21 Hotel	Sen. Benigno Aquino Jr. Ave., Brgy., San Rafael Mandurriao, Iloilo City	128	77	
6. Eon Centennial Plaza Hotel	Jalandoni St., Iloilo City	39	34	
7. Go Hotels Iloilo	Ledesma St., Iloilo City	167	38	
8. Goldberry Lite Hotel	Rizal corner Mapa St., Iloilo City	167	88	
9. Grand Xing Imperial Hotel	H. Montinola corner Muelle Loney St., Iloilo City	179	355	
10. GT Hotel Iloilo	De Leon St., Iloilo City	81	35	
11. Harbor Town Hotel	J.M. Basa corner Aldeguer St., Iloilo City	34	21	
12. Highway 21	Gen. Luna St., Iloilo City	83	31	
13. Hotel Del Rio	M.H. Del Pilar St., Molo Iloilo City	59	121	2 STAR
14. Iloilo Grand Hotel	Iznart St., Iloilo City	108	141	
15. Injap Tower Hotel By Hotel 101	Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	194	63	
16. Madison Hotel PHL	Quezon St., Iloilo City	99	43	
17. MO2 Westown Hotel	Glicerio T. Pison St., Brgy. San Rafael, Mandurriao Iloilo City	90	80	
18. Peoples Hotel	Corner Delgado and Fuentes St., Iloilo City	57	17	

NAME OF HOTELS	ADDRESS	ROOMS	NO OF EMPLOYEES	STAR RATING
19. Richmonde Hotel	Megaworld Boulevard, Iloilo Business Park, Mandurriao, Iloilo City	149	64	
20. Seda Hotel	Donato Pison Ave., Atria Park District, Brgy. San Rafael Mandurriao Iloilo City	152	95	
21. Skinetics Wellness Center	Pasencia T. Pison Ave, Brgy. San Rafael, Mandurriao, Iloilo City	8	30	
22. Smallville 21	Pasencia T. Pison Ave, Brgy. San Rafael, Mandurriao, Iloilo City	76	72	2 STAR
23. The Grand Tower Suites	TTK Bldg., Iznart St., Iloilo City	41	39	
24. The Mansion	Gen. Luna St., Iloilo City	187	56	
25. Urban Inn	Luna St., La Paz, Iloilo City	49	18	
TOTAL		2,781	1,866	

Table 1.17b – LIST OF UNACCREDITED HOTELS (2018)

NAME OF HOTEL	ADDRESS	ROOMS	NO OF EMPLOYEES
1. 88 Plaza Hotel	Delgado St., Iloilo City	89	22
2. Bhive Hotel	Brgy. Taft North, Mandurriao, Iloilo City	24	7
3. Chitos Hotel	180 De Leon St., Iloilo City	20	8
4. Circle Inn Hotel & Suites	Iznart St. Extension, Brgy. Maria Clara, Iloilo City	60	30
5. Eon Centennial Express	Valeria St. Extension, Iloilo City	19	15
6. Fine Rock Hotel	Jalandoni St., Iloilo City	84	10
7. GT Hotel Jaro	McArthur Drive, Tabuc Suba, Jaro Iloilo City	33	20

8. Iloilo Business Hotel	Glicerio Pison Ave., Brgy. San Rafael, Mandurriao Iloilo City	60	59
9. Iloilo Midtown Hotel	Yulo-Iznart St., Iloilo City	65	90
10. Hotel Madia-as	Aldeguer St., Iloilo City	50	8
11. J7 Hotel	Brgy. Bolilao, Mandurriao, Iloilo City	48	32
12. Pearli View Hotel	El 98 St., Jaro Iloilo City	23	10
13. Regatta Residence Hotel	44 Gen. Luna St., Iloilo City	20	22
14. River Queen Hotel	Bonifacio Drive, Iloilo City	36	20
15. Sports Front Hotel	Magsaysay Village La Paz Iloilo City	33	5
16. The Grand Dame Hotel	Rizal St., La Paz, Iloilo City	35	22
17. Urban Sands Hotel	M.H. Del Pilar St., Molo, Iloilo City	12	11
TOTAL		711	391

II. TOURIST INNS

There is only 1 DOT-Accredited Tourist Inn for 2017 and 2018.

Table 1.18a – LIST OF ACCREDITED TOURIST INNS (2018)

NAME OF TOURIST INN	ADDRESS	ROOMS	NO OF EMPLOYEES
1. La Fiesta Hotel	M.H. Del Pilar St., Molo, Iloilo City	24	109

Table 1.18b – LIST OF UNACCREDITED TOURIST INNS (2018)

NAME OF TOURIST INN	ADDRESS	ROOMS	NO OF EMPLOYEES
1. Bed & Bath Serviced Suites	Brgy. Cuartero, Jaro, Iloilo City	22	44
2. Casa Tentay	Commission Civil St., Jaro Iloilo City	12	3
3. City Corporate Inn	Rizal St., Iloilo City	42	7
4. Iloilo Budget Inn - Valeria	Valeria St. Extension, Iloilo City	30	7
5. Iloilo Budget Inn – Jaro	Castilla corner Mercado St., Jaro, Iloilo City	12	5

6. Iloilo City Inn	Seminario St., Jaro, Iloilo City	12	8
7. One Lourdes Dormitel	Fuentes St., Iloilo City	12	11
8. Riverside Inn*	Gen. Luna St., Iloilo City	38	16
9. Legacy Mansion	Gen. Luna St., Iloilo City	8	10
10. Eros Travellers	Gen. Luna St., Iloilo City	45	9
TOTAL		233	120

*Converted operation as Tourist Inn to a Dormitory as of February 2020

III. PENSION HOUSE

There is only 1 DOT-Accredited Pension House for 2017 and 2018.

Table 1.19a – LIST OF ACCREDITED PENSION HOUSE (2018)

NAME OF PENSION HOUSE	ADDRESS	ROOMS	NO OF EMPLOYEES
1. Jaro Bellevue Pensionne	8 Lopez Jaena Street, Jaro, Iloilo City	16	9

Table 1.19b – LIST OF UNACCREDITED PENSION HOUSE (2018)

NAME OF PENSION HOUSE	ADDRESS	ROOMS	NO OF EMPLOYEES
1. Empress Pension - La Paz	Luna St., La Paz, Iloilo City	98	7
2. HF Golden Travelers Inn	Alta Tierra Village, Jaro, Iloilo City	28	10
3. Le Chateau	M.H. Del Pilar corner Lopez Jaena St., Iloilo City	13	14
4. Lola Corazon Pension	Delgado St., Iloilo City	9	3
5. Aurora Guest House	Guzman St., Mandurriao, Iloilo City	8	8
6. Queens Pension	Commission Civil St., Jaro Iloilo City	41	11
7. Rosa Maria Pension	Rizal St., La Paz, Iloilo City	10	10
8. Sta. Rosa Inn	Old Airport Rd., Mandurriao, Iloilo City	24	5
9. The Family Pension	Gen. Luna St., Iloilo City	15	8
TOTAL		246	76

IV. MABUHAY ACCOMMODATIONS

There are 2 DOT-Accredited Mabuhay Accommodation for 2018 and none for 2017.

Table 1.20 – LIST OF ACCREDITED MABUHAY ACCOMMODATION (2018)

NAME OF PENSION HOUSE	ADDRESS	ROOMS	NO OF EMPLOYEES
1. Ong Bun Pension	Ledesma St., Iloilo City	50	22
2. The Eastern Star Hometel	Block 1 Lot 13, Ledesma Village, La Paz, Iloilo City	10	10
TOTAL		60	32

V. RESORTS

There is only 1 DOT-Accredited Resort for Iloilo City in 2018.

Table 1.21a – LIST OF ACCREDITED RESORTS (2018)

NAME OF RESORT	ADDRESS	ROOMS	NO OF EMPLOYEES
1. Eon Centennial Resort Hotel & Waterpark	Alta Tierra Village, Jaro, Iloilo City	58	150

Table 1.21b – LIST OF UNACCREDITED RESORTS (2018)

NAME OF RESORT	ADDRESS	ROOMS	NO OF EMPLOYEES
1. Punta Villa	Brgy. Sto. Niño Sur, Arevalo Iloilo City	142	96
2. Villa Rosa By The Sea	Brgy., Calaparan-Villa Beach, Arevalo Iloilo City	12	9
TOTAL		308	109

D. TOURISM FACILITIES AND SERVICES

MICE FACILITIES AND ORGANIZERS

Iloilo City is ready to host large-sized MICE events with various facilities. As of 2018, there are 2 accredited MICE Facilities and 4 MICE organizers.

Table 1.22a – LIST OF ACCREDITED MICE FACILITIES (2018)

NAME OF ESTABLISHMENT	ADDRESS	MAXIMUM CAPACITY (Largest Function Room)
1. Iloilo Convention Center	Megaworld Ave., Iloilo Business Park, Mandurriao, Iloilo City	3,700
2. The Venue Function Rooms	The Avenue Complex, Glicerio Pison Ave., Brgy. San Rafael, Mandurriao, Iloilo City	300

Table 1.22b – LIST OF OTHER MICE FACILITIES

NAME OF ESTABLISHMENT	ADDRESS	MAXIMUM CAPACITY (Largest Function Room)
1. Avana Function Rooms	Brgy. Tabucan, Mandurriao, Iloilo City	1,000
2. Casa Real De Iloilo	Bonifacio Drive, Iloilo City	100
3. Century 21 Hotel	Quezon St., Iloilo City	80
4. Courtyard By Marriott Iloilo	Iloilo Business Park, Mandurriao, Iloilo City	220
5. Days Hotel Iloilo	4th Level, The Atrium Mall, Gen. Luna St., Iloilo City	250
6. District 21 Hotel	Donato Pison Ave., Brgy. San Rafael, Mandurriao, Iloilo City	250
7. Diversion 21 Hotel	Sen. Benigno Aquino Jr. Ave., Brgy., San Rafael Mandurriao, Iloilo City	500
8. Eon Centennial Plaza Hotel	Jalandoni St., Iloilo City	200

9. Eon Centennial Resort Hotel & Waterpark	Alta Tierra Village, Jaro, Iloilo City	1,000
10. Go Hotels Iloilo	Ledesma St., Iloilo City	200
11. Gold Berry Lite Hotel	Rizal corner Mapa St., Iloilo City	360
12. Grand Xing Imperial Hotel	H. Montinola corner Muelle Loney St., Iloilo City	1,750
13. Harbor Town Hotel	J.M. Basa corner Aldeguer St., Iloilo City	80
14. Hotel Del Rio	M.H. Del Pilar St., Molo Iloilo City	1,000
15. Iloilo Business Hotel	Glicerio Pison Ave., Brgy. San Rafael, Mandurriao Iloilo City	350
16. Iloilo Grand Hotel	Iznart St., Iloilo City	2,000
17. J7 Hotel	Brgy. Bolilao, Mandurriao, Iloilo City	130
18. Madison Hotel PHL	Quezon St., Iloilo City	180
19. MO2 Westown Hotel	Glicerio Pison Ave., Brgy. San Rafael, Mandurriao Iloilo City	600
20. Plazuela de Iloilo La Tolda	Sen. Benigno Aquino Jr. Ave., Brgy., San Rafael Mandurriao, Iloilo City	300
21. Punta Villa Resort and Convention Center	Brgy. Sto. Niño Sur, Arevalo Iloilo City	3,000
22. Richmonde Hotel Iloilo	Iloilo Business Park, Mandurriao, Iloilo City	140
23. Seda Atria Hotel	Donato Pison Ave., Atria Park District, Brgy. San Rafael Mandurriao Iloilo City	200
24. Smallville 21 Hotel	Pasencia T. Pison Ave, Brgy. San Rafael, Mandurriao, Iloilo City	350
25. The Grand Tower Suites	TTK Bldg., Iznart St., Iloilo City	200
26. The Mansion	Gen. Luna St., Iloilo City	1,200
27. The Royal Garden	Gen. Luna St., Iloilo City	1,500

Table 1.23 – LIST OF ACCREDITED MICE ORGANIZERS (2018)

NAME OF ESTABLISHMENT	ADDRESS
1. The IEvents Philippines	Door 1A, AJL Building, General Luna Street, Iloilo City
2. Travel and Marketing Experts Corp	Unit 1 Amigo Plaza Mall, Iznart St., Iloilo City
3. LAL Smallville Travel & Tours	CLJ Bldg., Arguelles St., Jaro, Iloilo City
4. The Perfect Planners Corp	The Shops at Atria, Pacencia Tijam Ave., Brgy. San Rafael, Mandurriao, Iloilo City

TRAVEL AND TOUR OPERATORS

There are 31 DOT-Accredited Travel and Tour Agencies for Iloilo City in 2017 and 2018. All accredited travel and tour operators have an organization called AIDATTO or Association of Iloilo DOT Travel and Tour Operators.

Table 1.24 – LIST OF ACCREDITED TRAVEL AND TOUR AGENCIES (2018)

NAME OF COMPANY	ADDRESS
1. 3 Wills Travel & Tours Educational Services	#1, Benedicto St., Jaro, Iloilo City
2. Allstar Travel and Events Co.	Onate St., Mandurriao, Iloilo City
3. Airwave Travel and Tours	Ground Floor Adelina Bldg. Gen. Luna corner Jalandoni St. Iloilo City
4. Buenas Grande Travel and Tours	#50 Burgos St., La Paz, Iloilo City
5. Constellation Travels, Inc.	No. 22 Manfred's Bldg., Gen. Luna St., Iloilo City
6. ELSTravel and Tours	116 Ledesma St., Iloilo City
7. Eon Travel and Tours	Unit 7, Lower Ground Floor, SM City, Mandurriao, Iloilo City
8. Friends in Travel and Tours	Unit 1A, 202, Lopez Jaena St., Jaro, Iloilo City
9. Getaway Travel and Tours	Iloilo City Proper, Iloilo City
10. Gidcels Travel and Tours, Inc.	Lower Ground Floor, SM City Iloilo, Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City
11. Grayline Air Travel and Tours Co.	Montinola Bldg, Ledesma St., Iloilo City

NAME OF COMPANY	ADDRESS
12. GTI Tickets and Tours	Room M-15 AJL Bldg., Gen. Luna St., Iloilo City
13. Happy Cola Travel Consultancy and Leisure Development Corporation	56 Quezon St., Arevalo, Iloilo City
14. Iexplore Travels Unlimited Co.	Door 1a, AJL Bldg., Brgy. Villa Anita, Gen. Luna Street, Iloilo City
15. Iloilo Skyways Travel and Tours	Bldg II, Marymart Mall, Valeria St., Iloilo City
16. Islands Link Travel and Tour	Door 3, Sunny Side Residence, Jalandoni St., Jaro, Iloilo City
17. Journeys and Beyond Travel Services	Ground Floor, One Lorton Bldg., Ledesma St., Iloilo City
18. LAL Smallville Travel and Tours	CLJ Building, Arguelles St., Jaro, Iloilo City
19. Liz Travel and Tours Services	Block 5 Lot 12 Brgy. Bolilao, Mandurriao, Iloilo City
20. Majestic Dolphin Travel Agency, Inc.	1st Floor "M" Bldg., JBLFMU Compound, M.H Del Pilar St., Iloilo City
21. Maves Services	Lower Ground Floor, SM City Iloilo, Mandurriao, Iloilo City
22. Paradise World Travel and Tours	2nd Floor, Rm12 B, Jamerlan Bldg., Iznart St., Iloilo City
23. Reina Travel and Tours	72 Burgos St., La Paz, Iloilo City
24. Sanera Travel and Tours	1st St., Lawaan Village, Brgy. Balantang, Jaro, Iloilo City
25. Society Travel Corporation	2nd Floor, Iloilo Society Commercial Bldg., Brgy. Tagbak, Jaro, Iloilo City
26. Southwest Tours (Boracay) Inc.	Brgy. Dungon A, Jaro, Iloilo City
27. T3 Trips Tickets and Tours Centre	12 Gen. Luna Street, Iloilo City
28. Ticket1	1688 Mall, Ledesma corner Quezon St., Iloilo City
29. Tickets To Go! Travel & Tours, Inc.	3rd Floor, The Atrium Mall, Gen. Luna St., Iloilo City
30. Travel and Marketing Experts Corp.	Unit 1, Amigo Plaza Mall, Iznart St., Iloilo City
31. Trimedean Travels	Ground Floor, Iloilo 3B Auto Parts Bldg., Valeria St., Extension, Brgy. Magsaysay, Iloilo City

TOURIST TRANSPORT OPERATORS

There are 7 DOT-Accredited Tour Transport Operators for Iloilo City in 2018.

Table 1.25 – LIST OF ACCREDITED TOURIST TRANSPORT OPERATORS (2018)

NAME OF TOUR TRANSPORT OPERATOR	ADDRESS	DOT-ACCREDITATION
1. Southwest Tours (Boracay) Inc.	Sen. Benigno Aquino Jr. Ave., Brgy. Dungon A, Jaro, Iloilo City	2018
2. Cenal Transport	Standard St., Dungon B, Jaro, Iloilo City	2018
3. HPQ Transport	Calle San Juan, LJ Ledesma Village II, Jaro, Iloilo City	2018
4. Island Adventure Tours & Travel	195 Tanza Bonifacio, Iloilo City	2018
5. RJ Transport Services	187-E, Lopez Jaena Sur, La Paz, Iloilo City	2018
6. SV Transport Services	Guanco St., Brgy. Sta. Cruz Arevalo Iloilo City	2018
7. ZTS Rent A Car	Sen. Benigno Aquino Jr. Ave., Brgy. Dungon A, Jaro, Iloilo City	2018

RESTAURANTS AND OTHER FOOD ESTABLISHMENTS

There are 16 DOT-Accredited Restaurants for Iloilo City in 2017 and increased to 56 in 2018.

TABLE 1.26 – LIST OF ACCREDITED RESTAURANTS (2018)

NAME OF RESTAURANT	ADDRESS	CUISINE
1. Aldea's Café & Resto	Ground Floor, Festive Walk Parade, Iloilo Business Park, Mandurriao, Iloilo City	International

NAME OF RESTAURANT	ADDRESS	CUISINE
2. Amalfi Cucina Italia	The Avenue Complex, Glicerio Pison Ave., Brgy. San Rafael, Mandurriao, Iloilo City	Italian
3. *Army Navy Burger and Burrito	Shops The Atria, Brgy. San Rafael, Mandurriao, Iloilo City	American
4. Barrio Inasal Restaurant	#19 Ma. Clara Avenue, Aurora Subd., Brgy. Villa Anita, Iloilo City	Filipino
5. Bauhinia	The Avenue Complex, Glicerio Pison Ave., Brgy. San Rafael, Mandurriao, Iloilo City	Filipino
6. Bavaria Typical German Restaurant	113 Seminario St. Jaro, Iloilo City	German
7. BBQ Shack Restaurant	Westland Gateway Complex, Donato Pison Ave., Brgy. San Rafael Mandurriao, Iloilo City	Grilled Food
8. Big B's Café and Resto*	2nd Floor, Festive Walk Mall, Iloilo Business Park, Mandurriao, Iloilo City	American
9. Bourbon Street Grill and Bar	The Avenue Complex, Glicerio Pison Ave., Brgy. San Rafael, Mandurriao, Iloilo City	American Cuisine
10. Breakthrough Restaurant	Brgy. Sto. Niño, Arevalo, Iloilo City	Filipino
11. Cabalen Iloilo	2nd Floor, SM City Iloilo, Mandurriao, Iloilo City	Filipino
12. Café Panay	Ground Floor, Festive Walk Parade, Iloilo Business Park, Mandurriao, Iloilo City	Filipino
13. Chika-an	Ground Floor, Robinsons Place, Iloilo City	Filipino
14. Dad's Barbecue Park Restaurant	Gen. Luna St., Brgy. Villa Anita, Iloilo City	Grilled Food/ Filipino
15. Dapli Restaurant	La Salette Bldg., Valeria St., Brgy. Danao, Iloilo City	Filipino
16. Dova Brunch Café	Ground Fl. Unit Retail, BPO Bldg., Iloilo Business Park, Mandurriao, Iloilo City	International
17. Emillion Specialty Restaurant	Rizal corner Huervana St., Brgy. Laguda, La Paz, Iloilo City	International
18. Emillion Specialty Restaurant	#38 Gen. Luna St., Brgy. Inday, Iloilo City	Filipino

NAME OF RESTAURANT	ADDRESS	CUISINE
19. Farm to Table Restaurant	Iloilo Business Park, Mandurriao, Iloilo City	Filipino
20. Gus Al Dente Restaurant	Atria Park District, Brgy. San Rafael Mandurriao, Iloilo City	Italian Cuisine
21. Jip Bab	Festive Walk Promenade, Iloilo Business Park, Mandurriao, Iloilo City	Korean
22. Kogi & Vegi Foods Corp.- Kogi & Vegi Restaurant	Riverside Boardwalk, Dra. Rizalina V. Bernardo Ave., Brgy. San Rafael, Mandurriao, Iloilo City	Korean
23. Kogi & Vegi Foods Corp.- Kogi & Vegi Restaurant	Food Hall, SM City Iloilo, Mandurriao, Iloilo City	Korean
24. Lechon Haus Food Corporation	Ground Floor, Marymart Mall, Valeria St., Iloilo City	Filipino
25. Live All Day	Ground Floor, The Shops at Atria, Brgy. San Rafael Mandurriao, Iloilo City	International
26. Mararison Seafood Place	Brgy. Tabucan-Taft North, Mandurriao, Iloilo City	Filipino
27. Mojave Grill and Steakhouse	The Avenue Complex, Glicerio Pison Ave., Brgy. San Rafael, Mandurriao, Iloilo City	Steak House
28. Mr. Misono	The Shops at Atria, Brgy. San Rafael Mandurriao, Iloilo City	Japanese
29. Mr. Phil's Bistro	The Shops at Atria, Brgy. San Rafael Mandurriao, Iloilo City	American
30. Muelle Deli and Restaurant	135 B, Jose Rizal St., Lapuz, Iloilo City	International
31. Netong's Batchoy-Atria	The Shops at Atria, Brgy. San Rafael Mandurriao, Iloilo City	Filipino
32. Nozomi Japanese Restaurant	Ground Floor, Alivo Bldg., Lopez Jaena St. La Paz, Iloilo City	Japanese
33. Ocean City Seafood and Restaurant, Inc.	Gen. Luna St., Iloilo City	Chinese, Filipino
34. Ocean City Seafood and Restaurant, Inc.	Southpoint Bldg., SM City Iloilo, Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	Chinese, Filipino

NAME OF RESTAURANT	ADDRESS	CUISINE
35. Ocean City Seafood and Restaurant, Inc.	Ayala Bldg., Glicerio Pison Ave., Brgy. San Rafael Mandurriao, Iloilo City	Chinese, Filipino
36. Pitstop Foods Uni Corporation	Southpoint Bldg., SM City Iloilo, Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	Filipino, International
37. Ponsyon By Breakthrough	Plazuela De Iloilo, Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	Filipino
38. Pub Express	SM City Iloilo, Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	Mexican-American
39. Pub Express Resto	JFK Apartment, 148 M.H. Del Pilar St., Molo, Iloilo City	Mexican-American
40. Punot Restaurant	Riverside Boardwalk, Dra. Rizalina V. Bernardo Ave., Brgy. San Rafael, Mandurriao Iloilo City	Seafoods
41. Rafael's La Cocina Del Sur	Block 19, Phase 3-4th, Main Rd., Alta Tierra Village, Jaro, Iloilo City	Filipino, Spanish
42. Ribshack (SM)	Upper Ground Floor, SM City Iloilo, Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	Grilled
43. RPJ Multi-Ventures, Inc. (Midway Fresh Market and Restaurant)	Delgado St., Brgy. Ed Ganson, Iloilo City	Filipino
44. Salt Gastro Restaurant	#22 Gen. Luna St., Brgy. San Agustin, Iloilo City	International
45. Samurai Talabahan	Benigno Aquino Jr. Ave., Brgy. San Rafael, Mandurriao, Iloilo City	Filipino
46. Saxxy's Bar and Restaurant	Smallville Complex, Brgy. San Rafael Mandurriao, Iloilo City	International
47. Seven Fishes by Coco Veranda	21 Ave. Bldg., Benigno Aquino Jr. Ave., Brgy. San Rafael, Mandurriao, Iloilo City	Filipino
48. Seventy N Coffee Drinkery Restaurant	#70 N, Jalandoni St., Brgy. Our Lady of Lourdes, Jaro, Iloilo City	International
49. Spring Palace Seafood Restaurant	Dra. Rizalina V. Bernardo Ave., Brgy. San Rafael, Mandurriao, Iloilo City	Chinese

NAME OF RESTAURANT	ADDRESS	CUISINE
50. *Spicy Elements Food Venture, Inc. – (Spicy Elements Grill Steak Bar)	Southpoint Bldg., SM City Iloilo, Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	Fusion – Filipino
51. Takuri Café	Brgy. Cuartero, Jaro, Iloilo City	International
52. Tatoy's Manokan and Seafoods	Brgy. Sto. Niño Sur, Arevalo, Iloilo City	Filipino
53. The Promenade	4th Floor, The Atrium, Gen. Luna St, Iloilo City	International Cuisine
54. Troi Oi Vietnamese Streetfood	Riverside Boardwalk, Dra. Rizalina V. Bernardo Ave., Brgy. San Rafael, Mandurriao, Iloilo City	Vietnamese
55. Uncle Tom's Fried Chicken Ribs and Steaks	Sen. Benigno Aquino Jr. Ave., Brgy. San Rafael Mandurriao, Iloilo City	Filipino
56. Uncle Tom's Fried Chicken Ribs and Steaks	E. Lopez St. Jaro, Iloilo City	Filipino

*Restaurant closed as of February 2020

SHOPS

Listed in the following paragraphs are listings of shopping malls, souvenir shops, antique dealers, handicraft outlets, and other specialty shops.

A. SHOPPING MALLS

There is 1 DOT-Accredited Shopping Mall for Iloilo City in 2017, and it increased to 4 in 2018.

Table 1.27a – LIST OF SHOPPING MALLS

NAME OF SHOPPING MALL	ADDRESS	DOT-ACCREDITATION
1. SM City Iloilo	Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	2017, 2018

2. Festive Walk Mall	Iloilo Business Park, Mandurriao, Iloilo City	2018
3. Robinson's Place Iloilo	Ledesma corner Mabini St., Iloilo City	2018
4. Robinson's Place Jaro	E. Lopez Street, Jaro, Iloilo City	2018
5. 1688 Mall	Ledesma corner Quezon St., Iloilo City	
6. Amigo The Shops	Delgado corner Iznart St., Iloilo City	
7. Atria The Shops	Atria Park District, San Rafael, Mandurriao	
8. Atrium Mall	Bonifacio Drive, Iloilo City	
9. City Mall Parola	Fort San Pedro Drive, Brgy. Parola, Iloilo City	
10. City Mall Tagbak	Brgy. Tagbak, Jaro, Iloilo City	
11. Gaisano Capital Guanco	Guanco St., Iloilo City	
12. Gaisano City Iloilo	La Paz, Iloilo City	
13. Gaisano City Iloilo City Center	Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	
14. GT Plaza Mall	M.H. Del Pilar St., Molo, Iloilo City	
15. Marymart Mall	Valeria St., Iloilo City	
16. Plazuela de Iloilo	Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	
17. SM Delgado	Delgado corner Valeria St., Iloilo City	

B. SOUVENIR SHOPS

There are 2 DOT-Accredited Souvenir Shops for Iloilo City, and it increased to 16 DOT-Accredited Souvenir Shops in 2018.

Table 1.27b – LIST OF SOUVENIR SHOP

NAME OF SOUVENIR SHOP	ADDRESS	DOT-ACCREDITATION
1. CM Bamboo Craft	Jereos St., La Paz, Iloilo City	2018

NAME OF SOUVENIR SHOP	ADDRESS	DOT-ACCREDITATION
2. Fiesta! Favorites Souvenir Store	Robinson's Place Iloilo, Iloilo City	2018
3. Fiesta! Favorites Souvenir Store	Festive Walk Mall, Iloilo Business Park, Mandurriao, Iloilo City	2018
4. Fiesta! Favorites Souvenir Store	SM City Iloilo, Mandurriao, Iloilo City	2018
5. Ifiesta, Inc. (One-Stop Souvenir Shop)	Gaisano City ICC Mall, Mandurriao, Iloilo City	2018
6. Merzi Pasalubong Center (Ledesma)	Ledesma St., Iloilo City	2018
7. Merzi Pasalubong Center (J.M. Basa)	Angeo Bldg., J.M. Basa Street, Brgy. Magsaysay, Iloilo City	2018
8. Merzi Pasalubong Center (Iloilo Airport)	3rd Floor, Passenger Terminal Bldg., Iloilo International Airport, Cabatuan, Iloilo	2018
9. Merzi Pasalubong Center (Delgado)	IBC Builders, Delgado St., Brgy. Ed Ganson, Iloilo City	2018
10. Original Biscocho Haus – Main	Lopez Jaena St., Jaro, Iloilo City	2018
11. Original Biscocho Haus – Plaza Libertad	J.M. Basa corner Ortiz St., Iloilo City	2018
12. Original Biscocho Haus – Plazuela De Iloilo	Plazuela De Iloilo, Diversion Road, Brgy. San Rafael, Mandurriao, Iloilo City	2018
13. Original Biscocho Haus – The Shops	The Shops at Atria, Brgy. San Rafael, Mandurriao, Iloilo City	2018
14. Panaderia De Molo (Diversion)	Eugenia Arcade, M.H Del Pilar, Sen. B. Aquino Ave., Brgy. Taal, Molo, Iloilo City	2018
15. Panaderia De Molo (Jaro)	Corner E Lopez-Jayme Streets, Brgy. Our Lady of Fatima, Jaro, Iloilo City	2018
16. Tinukib Souvenir Shop	Casa Gamboa, Commission Civil St., Jaro, Iloilo City	2018

NAME OF SOUVENIR SHOP	ADDRESS	DOT-ACCREDITATION
17. Deco's Pasalubong Shop	La Sallette Bldg., Valeria St., Iloilo City	
18. Deocampo's Barquillos	Sta. Isabel St., Jaro, Iloilo City	
19. Original Biscocho Haus – Molo	Avanceña St., Molo, Iloilo City	
20. Original Biscocho Haus – SM City	Upper Ground Floor, SM City Iloilo, Mandurriao, Iloilo City	
21. RGies Pasalubong Center	Plazuela de Iloilo, Sen. Benigno Aquino Jr. Ave., Mandurriao, Iloilo City	
22. Panaderia De Molo – Molo	Avanceña St., Molo, Iloilo City	

C. ANTIQUE DEALERS

There is no DOT-Accredited Antique Dealer for Iloilo City in 2017 and 2018.

Table 1.27c – LIST OF ANTIQUE DEALERS

NAME OF ESTABLISHMENT	ADDRESS
1. Lola Rufina Heritage Curio Shop	Camiña Balay na Bato, Osmeña St., Arevalo, Iloilo City
2. Eladio's Antique Shop	Imperial Homes 5, Guzman St., Mandurriao, Iloilo City
3. Guevara Gallery Arts and Antiques	Block 3 Lot 3, Braganza St., St. Joseph Village, Brgy. Cubay, Jaro, Iloilo City

D. HANDICRAFT OUTLETS

There is no DOT-Accredited Handicraft Outlet for Iloilo City in 2017 and 2018.

Table 1.27d – LIST OF HANDICRAFT OUTLET

NAME OF ESTABLISHMENT	ADDRESS
1. Tinukib Souvenir Shop – Casa Gamboa <i>DOT-ACCREDITED (2018 as souvenir shop)</i>	Casa Gamboa, Commission Civil St., Jaro, Iloilo City
2. CM Bamboo Craft Center <i>DOT-ACCREDITED (2018 as souvenir shop)</i>	2 Jereos St, Brgy. Lopez Jaena Norte, La Paz, Iloilo City
3. Arevalo Handwoven Products (Hablon)	Sta. Cruz St., Brgy. Sta. Cruz, Arevalo, Iloilo City
4. Camiña Balay na Bato (Hablon)	Osmeña St., Arevalo, Iloilo City
5. Iloilo Central Market – Handicraft Section	Rizal St & Iznart St., Iloilo City
6. Sinamay House (Hablon)	Osmeña St., Arevalo, Iloilo City

E. SPECIALTY SHOPS

There are 6 DOT-Accredited Specialty Shops for Iloilo City in 2017 while it increased to 18 City in 2018.

Table 1.27e – LIST OF ACCREDITED SPECIALTY SHOPS

NAME OF ESTABLISHMENT	ADDRESS	DOT-ACCREDITATION
1. Coffeecake Delgado	Mt. Carmel Bldg. Delgado St., Iloilo City	2018
2. Coffeecake Jaro	Lopez Jaena corner Sta. Isabel Street, Jaro, Iloilo City	2018
3. Coffeecake Smallville	The Avenue Complex, Glicerio Pison Ave., Brgy. San Rafael, Mandurriao, Iloilo City	2018
4. Dulgies Desserts & Café	Ground Floor, Festive Walk Promenade, Iloilo Business Park, Mandurriao, Iloilo City	2018
5. Madge Coffee Shop	Iloilo Techno Hub Bldg., Brgy. San Rafael, Mandurriao, Iloilo City	2018

6. Nothing But Desserts	The Avenue Complex, Glicerio Pison Ave., Brgy. San Rafael, Mandurriao, Iloilo City	2018
7. *Barista Grounds Fit Café	Ground Floor, BPO Bldg., Iloilo Business Park, Mandurriao, Iloilo City	2018
8. Book Latte	Ground Floor, Festive Walk Parade, Iloilo Business Park, Mandurriao, Iloilo City	2018
9. Coffee Quarters Café	#8 The Galleria, Jalandoni St., Brgy. Our Lady of Lourdes, Jaro, Iloilo City	2018
10. DK Sweet Gourmet Foods Co./ Desserts in the Sky Enterprise	Donato Pison Ave., Brgy. San Rafael, Mandurriao, Iloilo City	2018
11. Mauro's Latte Coffee Café	Dra. Rizalina V. Bernardo Ave., Brgy. San Rafael Mandurriao, Iloilo City	2018
12. Netong's Batchoy (J.M. Basa)	Guadarrama Bldg., J.M. Basa corner Ortiz St., Iloilo City	2018
13. Netong's Lapaz Batchoy	La Paz Public Market, La Paz, Iloilo City	2018
14. Ted's Oldtimer Lapaz Batchoy	La Paz Public Market, La Paz, Iloilo City	2018
15. Ted's Oldtimer Lapaz Batchoy (Diversion Branch)	Benigno Aquino Jr. Ave., Brgy. San Rafael Mandurriao, Iloilo City	2018
16. Ted's Oldtimer Lapaz Batchoy (Gaisano City Branch)	Gaisano City, Luna Street, Brgy. Luna La Paz, Iloilo City	2018
17. Ted's Oldtimer Lapaz Batchoy (Jaro Branch)	Arguelles Street, Brgy. Sta. Isabel, Jaro, Iloilo City	2018
18. Ted's Oldtimer Lapaz Batchoy (Valeria Branch)	Valeria Street, Brgy. Danao, Iloilo City	2018

BANKS

As of June 30, 2019, 152 banks are operating in Iloilo. Most of them have 24/7 operating ATM services.

TOURIST INFORMATION OFFICES

Iloilo City operates a tourism office at the City Gallery of the Iloilo City Hall and the Arrival Area of the Iloilo International Airport in Cabatuan, Iloilo. Satellite tourist assistance centers are also made available in malls during festivals and at convention venues for large-sized MICE events.

TOURIST TRAINING CENTERS

There is only 1 DOT-Accredited Tourism Training Center for Iloilo City in 2017 and 2018.

Table 1.28 – LIST OF ACCREDITED TOURISM TRAINING CENTER

NAME OF ESTABLISHMENT	ADDRESS	EMAIL ADDRESS
1. RGO International Training Institute Inc.	3/F Unit A, Executive Bldg., Ledesma Street, Brgy. Hipodromo, Iloilo City	pydaquita.rgointernational@gmail.com

TOUR GUIDES

DOT-Accredited Tour Guides for Iloilo City increased to 18 in 2018 from 16 in 2017.

Table 1.29 – LIST OF ACCREDITED TOUR GUIDES

NAME OF TOUR GUIDE	ADDRESS
1. Aileen Gay M. Cubing	Porras Apartments, Block 13 Lot 15, Bankers Village 6, Brgy. Dungon B, Jaro, Iloilo City
2. Alvin Bañes Cabochan	Door #4 Jucaban Apartment, Block 5 Lot 5, Ledesco Village, La Paz, Iloilo City
3. Araceli L. Naces	6th St., Lawaan Subdivision, Jaro, Iloilo City
4. Consorcia Erlyn Savariz Alunan	M.H. Del Pilar Street, San Joaquin, Iloilo
5. Danilo M. Uy	San Ramon St., Block 17 Lot 18, LJ Ledesma Village II, Brgy. Buhang, Jaro, Iloilo City
6. David Arthur M. Quimpo	18 Luna St., Jaro, Iloilo City
7. Jose Anselmo Baldoza Sedigo	No. 64 Block 20 Lot 9, PHHC, Brgy. 22 Mandurriao, Iloilo City
8. Kristine Coo Chan	Asico Subdivision, Molo, Iloilo City
9. Lester Posadas De Julian	220d, Democracia St., Jaro, Iloilo City
10. Lou Angelo Tirador Ledesma	1046 Crispin Salazar South, Janiuay, Iloilo
11. Ma. Christine Sabio Cardones	078 Rizal St., Cabatuan, Iloilo
12. Melanie Yulores Ortega	9 Jereos Extension, La Paz, Iloilo City
13. Phaella Marie G. Cataluña	2nd Floor Room 252 The Uptown Palace Condo, Gen. Luna St., Iloilo City
14. Renato I. Saranillo	Unit 2 Uy Gong Co Building, Arroyo St. City Proper, Iloilo City
15. Romel Tan Celoso	Princedale Subd., Bonifacio St., Arevalo District, Iloilo City
16. Roy V. Gatpatan	Zone 1, Brgy. Bo. Obrero, Lapuz, Iloilo City,
17. Sofia Celeste E. Sarino	Block 4 Lot 7, Savannah Glen E2, Brgy. Abilay Norte, Oton, Iloilo
18. Stephen A. Supresencia	Magsaysay Village, La Paz, Iloilo City

PERSONAL SERVICES

There are 2 DOT-Accredited Spas for Iloilo City in 2017 and 2018.

Table 1.30 – LIST OF ACCREDITED SPAS (2018)

NAME OF SPA	ADDRESS
1. Skinetics Medical Day Spa and Skin Center	YGQ Bldg, Pasencia T. Pison Ave, Brgy. San Rafael, Mandurriao, Iloilo City
2. The Wellness Club	4th Floor, The Atrium, Gen. Luna St., Iloilo City

HEALTH FACILITIES

Iloilo City has 11 hospitals/medical centers with a total bed capacity of 2,276 beds. Two of the hospitals are government-owned, while the nine hospitals are private.

In addition, there are four health centers with lying clinics, two private and two government-owned, 54 barangay health stations, one puericulture center, 297 private medical clinics, 89 dental clinics, nine are private, and 80 are government-owned 45 private diagnostics center. The number of physicians and nurses practicing their profession reached 382 and 1,382 respectively, which translates to a ratio of 1:22,054 and 1:14,940. Against the standard of 1 physician per 20,000 population, this means based on the standard ratio of health workers to the population; there is a need for additional doctors to address the health problems of the residents.

Table 1.31 – LIST OF HOSPITALS

HOSPITAL/MEDICAL CENTER	CLASSIFICATION	NO. OF BEDS
1. Western Visayas Medical Center	Government	570
2. West Visayas State University Medical Center	Government	300
3. Iloilo Mission Hospital	Private	280
4. Iloilo Doctor's Hospital	Private	300
5. Iloilo St. Paul's Hospital	Private	265
6. St. Therese Hospital	Private	100

7. Seamen's Hospital	Private	43
8. The Medical City Hospital	Private	108
9. Qualimed Hospital	Private	100
10. Medicus Medical Center	Private	100
11. Metro Iloilo Hospital and Medical Center	Private	110

E. TRANSPORTATION

POINTS OF ENTRY

Iloilo City is about 55-minute air travel from Ninoy Aquino International Airport (NAIA) to the new Iloilo International Airport (IIA), which is located in Cabatuan. From IIA, it is about 30-minute land travel by jeepney, van, and taxi to the city proper.

It is also accessible by approximately 20-hour sea transport from Manila and 1 hour from Bacolod City. Sailing schedules are from Manila is 12 times a week, from Zamboanga, General Santos and Cagayan de Oro are once a week, and Cebu has daily trips with 12 hours travel time. The Roll-On, Roll-Of (RORO) sea, and land transport system Iloilo-Manila is on the Strong Republic Nautical Highway and Iloilo City-Bacolod City route about 2-hour travel time for four times and from Dumangas port, Iloilo-Bacolod City every hour daily.

Land travel to the city is also made easy access from Capiz to Iloilo City Tagbak Terminal more or less 2-hour travel time, Antique to Iloilo-Antique Terminal (Molo) for 2-hours and Calinog to Iloilo Ungka Terminal for 45 minutes.

There are two modes of public transportation in going around the city -through Public Utility Jeepney (PUJ) and Taxi, which are available any time depending on the location.

The main roads of the city are made of concrete, while the remaining areas are asphalted. Please see Table 1.19 below for more details.

SITE ACCESSIBILITY CONDITION

Table1.32 – ACCESSIBILITY SITUATION TO THE TOURIST SITES IN ILOILO CITY

NAME OF ATTRACTION	LOCATION	GATEWAY (Point of Origin of Nearest Public Transport Services to the Site)	MAIN MODE OF PUBLIC TRANSPORT	DROP-OFF POINT	EST. ROAD DISTANCE IN KM	EST. TRAVEL TIME BY VEHICLE IN MIN (normal conditions)	ROAD CONDITION
EXISTING ATTRACTIONS (PRIORITY)							
Iloilo Esplanade	San Rafael, Mandurriao	From Ungka Terminal: 1 Jeepney Ride – Ungka Highway	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	Iloilo Esplanade Entrance at Sen. Benigno Aquino Jr. Ave.	5.4 km	11 min	<ul style="list-style-type: none"> • 5.4 KM concrete national road • 650 meters asphalt City Road beside Iloilo Esplanade 5, Sen. Efraim Blvd, Brgy. Luna, La Paz, Iloilo City • 170-meter unpaved barangay road beside Iloilo Esplanade 7, Brgy. Laguda, La Paz, Iloilo City
Museum of Philippine Economic History	J.M. Basa cor Ortiz St., Iloilo City	From Ungka Terminal: 1 Jeepney Ride – Ungka CPU	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	7.3 km	32 min	<ul style="list-style-type: none"> • 6.2 KM concrete national road • 550 meters asphalt over dilapidated concrete national road along F. Caram Avenue • 550 meters asphalt over dilapidated concrete national road along J.M. Basa St.
Old Prison – Western Visayas and Iloilo Regional Museum	Bonifacio Drive, Iloilo City	From Ungka Terminal: 1 Jeepney Ride – Ungka CPU	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	6 km	25 min	<ul style="list-style-type: none"> • 6 KM concrete national road
Camifia Balay Na Bato	Osmeña St., Arevalo, Iloilo City	From Ungka Terminal: 2 Jeepney Ride – Ungka Highway & Villa Mohon	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	10.4 km	27 min	<ul style="list-style-type: none"> • 10.4 KM national road <ul style="list-style-type: none"> o Sections of road with asphalt over dilapidated concrete
Calle Real Heritage Zone	J.M. Basa St., Iloilo City	From Ungka Terminal: 1 Jeepney Ride – Ungka CPU	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	6.1 km	29 min	<ul style="list-style-type: none"> • 550 meters asphalt over dilapidated concrete national road along F. Caram Avenue • 550 meters asphalt over dilapidated concrete national road along J.M. Basa St. • 470 meters asphalt over dilapidated concrete national road along Iznart St. • 370 meters asphalt over dilapidated concrete national road along Guanco St. • 370 meters asphalt over dilapidated concrete national road along Aldeguer St. • 140 meters asphalt over dilapidated concrete national road along Solis St. • Dilapidated concrete national road along De Leon St.
Tatoy's Manokan and Seafood Restaurant	Brgy. Sto. Niño Sur, Arevalo, Iloilo City	From Ungka Terminal: 2 Jeepney Ride – Ungka Highway & Villa Baybay	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	11.7 km	32 min	<ul style="list-style-type: none"> • 11.7 KM national road

NAME OF ATTRACTION	LOCATION	GATEWAY (Point of Origin of Nearest Public Transport Services to the Site)	MAIN MODE OF PUBLIC TRANSPORT	DROP-OFF POINT	EST. ROAD DISTANCE IN KM	EST. TRAVEL TIME BY VEHICLE IN MIN (normal conditions)	ROAD CONDITION
Molo Mansion	Locsin St., Molo, Iloilo City	From Ungka Terminal: 2 Jeepney Ride – Ungka Highway & Villa Baybay	(5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	7 km	18 min	<ul style="list-style-type: none"> • 7 km concrete national road
Molo Plaza	San Pedro cor Locsin St., Molo, Iloilo City	From Ungka Terminal: 2 Jeepney Ride – Ungka Highway & Villa Baybay	(5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	7 km	18 min	<ul style="list-style-type: none"> • 7 km concrete national road <ul style="list-style-type: none"> ◦ Section of city road crossing the plaza is dilapidated concrete (60 meters)
Jaro Church	Rizal St., Jaro, Iloilo City	From Ungka Terminal: 1 Jeepney Ride – Ungka CPU	(5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	3.3 km	18 min	<ul style="list-style-type: none"> • 3.2 KM concrete national road <ul style="list-style-type: none"> ◦ Sections of road around the plaza are asphalt over concrete
Molo Church	Lopez Jaena St., Molo, Iloilo City	From Ungka Terminal: 2 Jeepney Ride – Ungka Highway & Villa Baybay	(5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	7 km	18 min	<ul style="list-style-type: none"> • 7 km concrete national road
Iloilo Museum of Contemporary Art	Iloilo Business Park, Mandurriao, Iloilo City	From Ungka Terminal: 1 Jeepney Ride – Ungka Highway	PUJ (5:00 AM – 8:00 PM) Taxi (anytime)	At/near the site	3.6 km	6 min	<ul style="list-style-type: none"> • 7 km concrete national road
Breakthrough Restaurant	Brgy. Sto. Niño Sur, Arevalo, Iloilo City	From Ungka Terminal: 2 Jeepney Ride – Ungka Highway & Villa Baybay	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	10.9 km	30 min	<ul style="list-style-type: none"> • 10.9 km concrete national road
Museo Iloilo	Bonifacio Drive, Iloilo City	From Ungka Terminal: 1 Jeepney Ride – Ungka CPU	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	6 km	25 min	<ul style="list-style-type: none"> • 6 km concrete national road
Nelly Garden	E. Lopez St., Jaro, Iloilo City	From Ungka Terminal: 1 Jeepney Ride – Ungka CPU	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	4.1 km	14 min	<ul style="list-style-type: none"> • 4.1 km concrete national road
Lizares Mansion	McArthur Drive, Jaro, Iloilo City	From Ungka Terminal: 2 Jeepney Ride – Ungka CPU & Jaro Liko/Leganes	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	3.4 km	10 min	<ul style="list-style-type: none"> • 3.4 km concrete national road
Casa Mariquit	Sta. Isabel St., Jaro, Iloilo City	From Ungka Terminal: 1 Jeepney Ride – Ungka CPU	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	3.0 km	9 min	<ul style="list-style-type: none"> • 3 km concrete national road
Casa Gamboa	Commission Civil cor M. Jayme St., Iloilo City	From Ungka Terminal: 1 Jeepney Ride + 1-minute walk towards Casa Gamboa – Ungka CPU	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	Robinson’s Place Jaro Jeepney Terminal	3.7 km	13 min	<ul style="list-style-type: none"> • 3.7 km concrete national road
Gallerie De Arsie	Sumcio Subd., Brgy. Q. Abeto St., Mandurriao, Iloilo City	From Ungka Terminal: 2 Jeepney Ride + 2-minute walk towards – Ungka Highway & Mandurriao	PUJ (5:00AM-8:00PM) Taxi (anytime)	DOH Regional Office	4.7 km	11 min	<ul style="list-style-type: none"> • 4.5 km concrete National Road + 200 m paved private road

NAME OF ATTRACTION	LOCATION	GATEWAY (Point of Origin of Nearest Public Transport Services to the Site)	MAIN MODE OF PUBLIC TRANSPORT	DROP-OFF POINT	EST. ROAD DISTANCE IN KM	EST. TRAVEL TIME BY VEHICLE IN MIN (normal conditions)	ROAD CONDITION
Arevalo Church	Yulo Drive, Arevalo, Iloilo City	From Ungka Terminal: 2 Jeepney Ride – Ungka Highway & Villa Baybay/Mohon	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	10.3 km	28 min	<ul style="list-style-type: none"> • 10.3 km concrete national road
Fort San Pedro	Fort San Pedro Drive, Iloilo City	From Ungka Terminal: 1 Jeepney Ride – Ungka CPU	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	9.9 km	30 min	<ul style="list-style-type: none"> • 9.9 km concrete national road
La Paz Market	Huervana cor Rizal St., La Paz, Iloilo City	From Ungka Terminal: 1 Jeepney Ride + 1-minute walk – Ungka CPU	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	5.3 km	20 min	<ul style="list-style-type: none"> • 5.3 km concrete national road
Jaro Plaza	Rizal St., Jaro, Iloilo City	From Ungka Terminal: 1 Jeepney Ride – Ungka CPU	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	3.1 km	9 min	<ul style="list-style-type: none"> • 3.1 km concrete national road ○ Sections of road around the plaza are asphalt over concrete
Arevalo Plaza	Yulo Drive, Arevalo, Iloilo City	From Ungka Terminal: 2 Jeepney Ride – Ungka Highway & Villa Baybay/Mohon	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	10.3 km	28 min	<ul style="list-style-type: none"> • 10.3 km concrete national road
Rosendo Mejica Museum	La Paz Jaena St., Molo, Iloilo City	From Ungka Terminal: 2 Jeepney Ride – Ungka Highway & Baluarte	PUJ (5:00 AM – 10:00 PM) Taxi (anytime)	At/near the site	7.4 km	18 min	<ul style="list-style-type: none"> • 7.4 km concrete national road
POTENTIAL ATTRACTIONS							
Arevalo Handweaving	Sta. Cruz St., Brgy. Sta. Cruz, Arevalo, Iloilo City	From Ungka Terminal: 2 Jeepney Ride + 3 min tricycle drive – Ungka Highway & Villa Mohon	PUJ (5:00 AM – 8:00 PM) Tricycle (6:00 AM – 7:00 PM) Taxi (anytime)	At/near the site	12.5km	27 min	<ul style="list-style-type: none"> • 12 km concrete national road ○ Sections of road with asphalt over dilapidated concrete • 500 meters of concrete city road
Lanit Ati Community	Brgy. Lanit, Jaro, Iloilo City	From Ungka Terminal: 1 Jeepney Ride – Ungka Lanit	PUJ (6:00 AM – 7:00 PM) Taxi (anytime)	At/near the site	5.5 km	11 min	<ul style="list-style-type: none"> • 5.1 km concrete national road + 400 meters concrete barangay road
Hinactacan Mangrove and Bird Sanctuary	Brgy. Hinactacan, La Paz, Iloilo City	From Ungka Terminal: 2 Jeepney Ride + 10 min tricycle ride from Ticud Terminal – Ungka & La Paz Ticud	PUJ 6:AM – 6:00 PM) Tricycle (6:AM – 6:00 PM) Taxi (anytime)	Lanit Barangay Hall	10.2 km	30 min	<ul style="list-style-type: none"> • 8.7 km of concrete national road ○ Sections of the road needs improvement • 900 meters of unpaved barangay road • 600 meters of concrete barangay road

TOURISM ROAD MAP PER DISTRICT

Figure 1.3a – TOURISM SITES AND PROPOSED TOURISM ROADS IN AREVALO DISTRICT

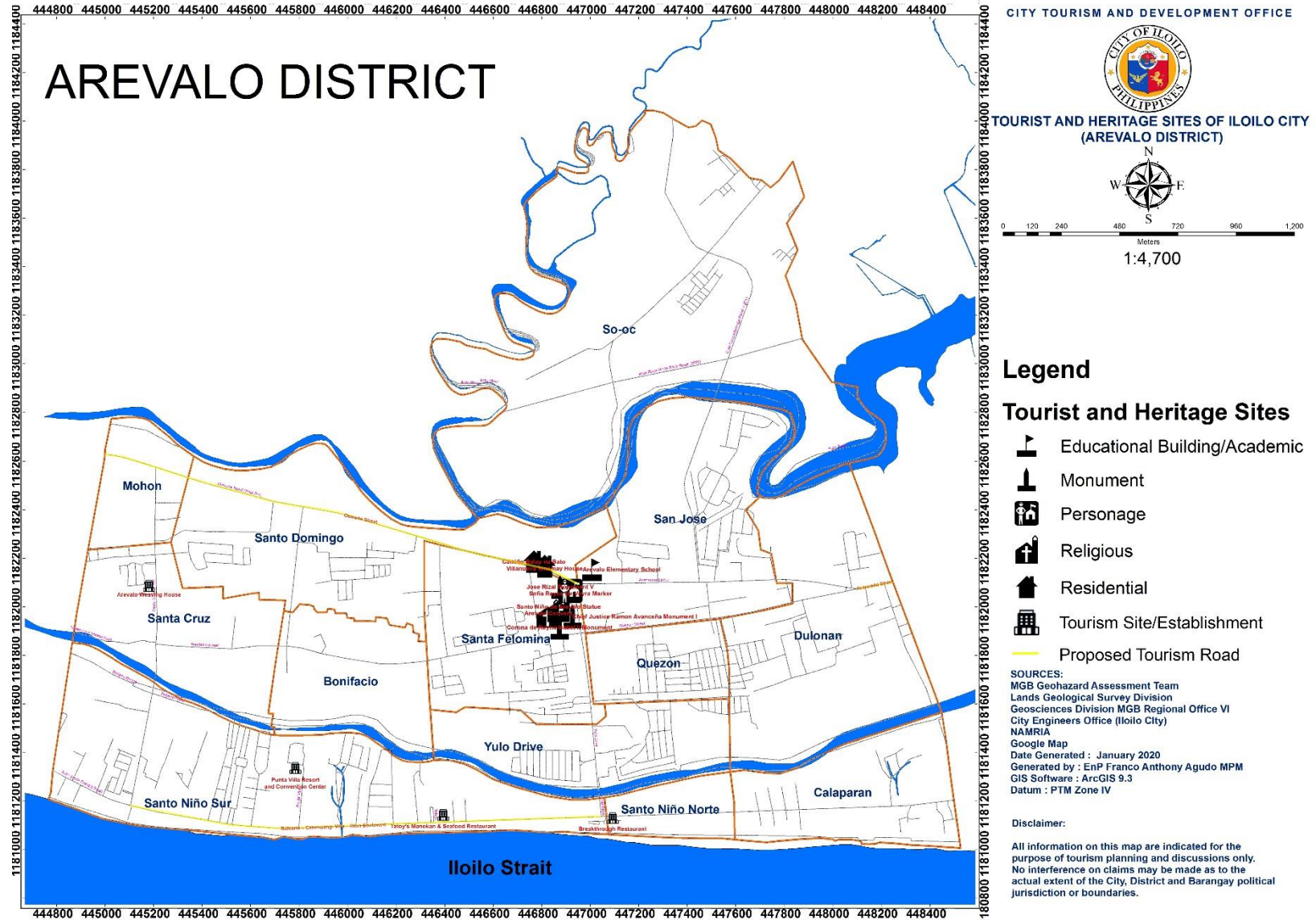


Figure 1.3b – TOURISM SITES AND PROPOSED TOURISM ROADS IN AREVALO DISTRICT

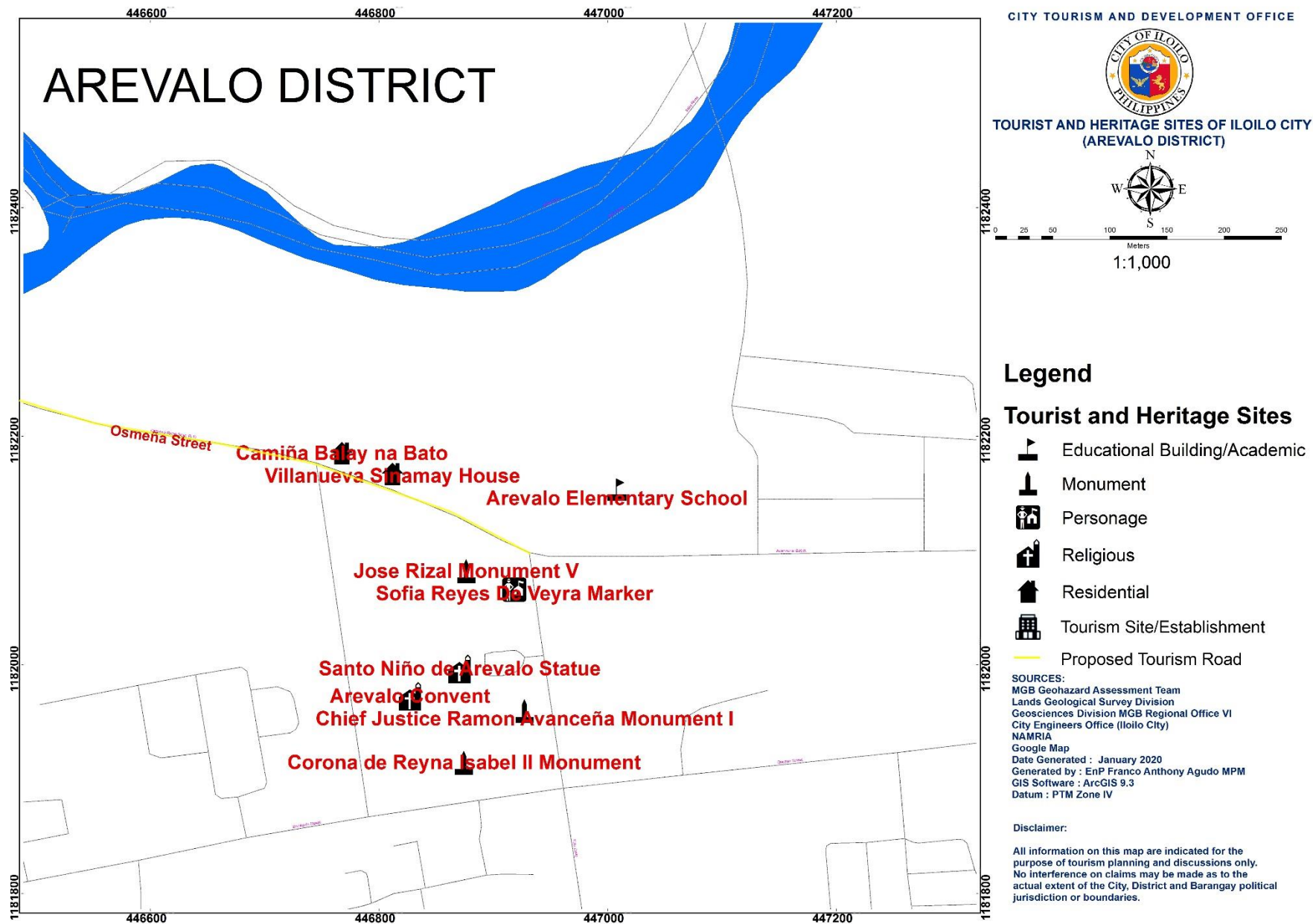


Figure 1.4 – TOURISM SITES AND PROPOSED TOURISM ROADS IN CITY PROPER DISTRICT

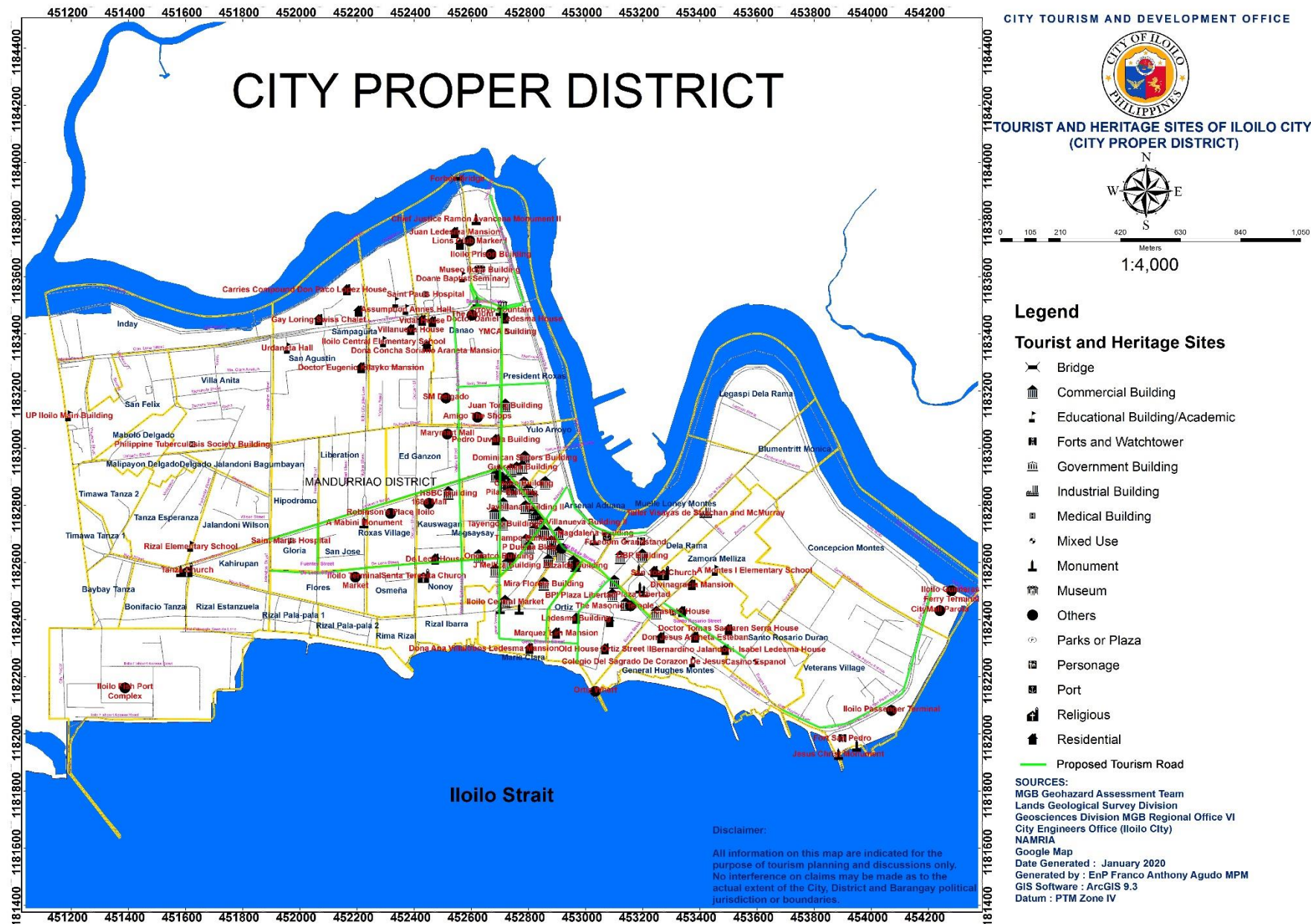


Figure 1.5a – TOURISM SITES AND PROPOSED TOURISM ROADS IN JARO DISTRICT

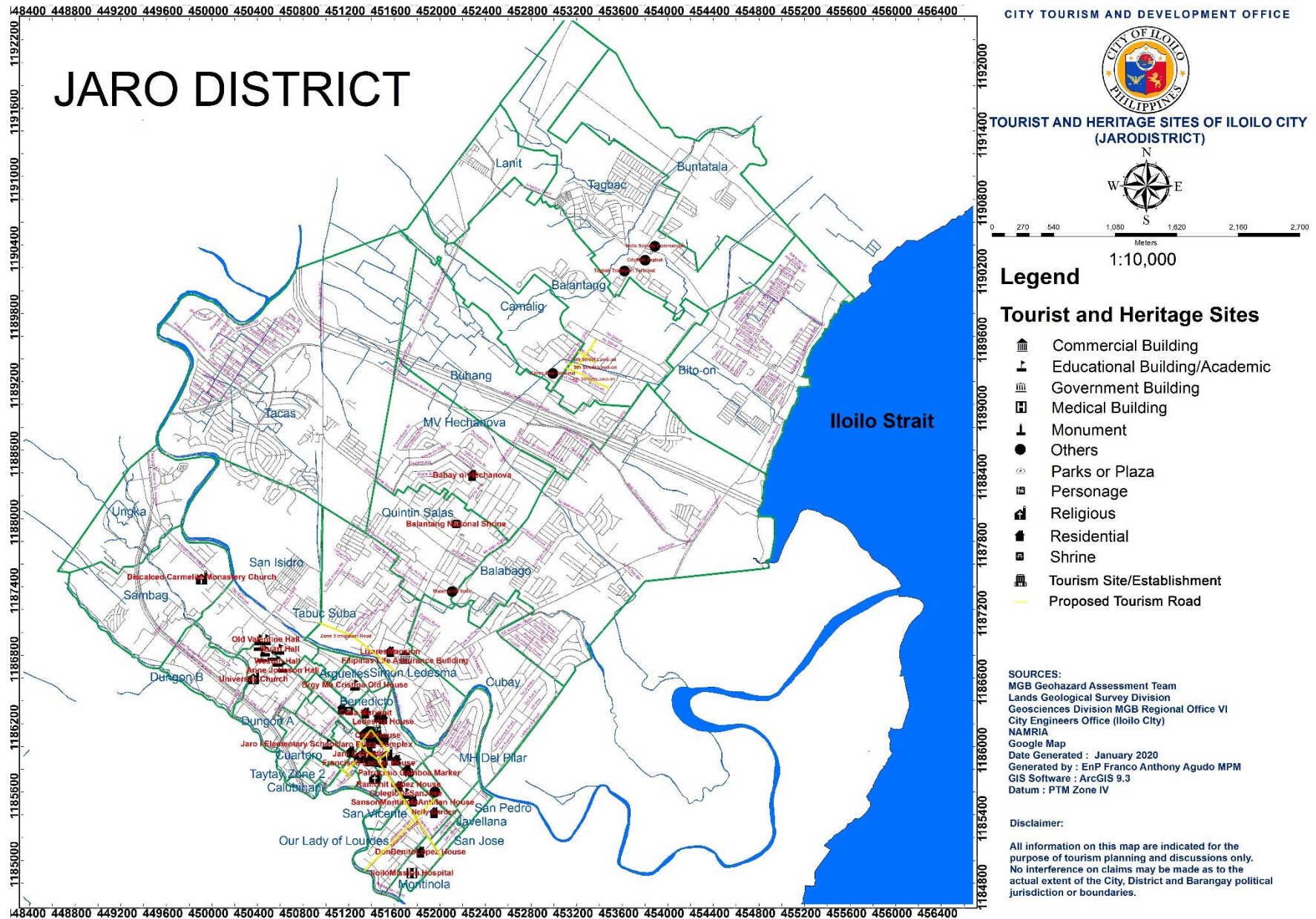


FIGURE 1.5b – TOURISM SITES AND PROPOSED TOURISM ROADS IN JARO DISTRICT

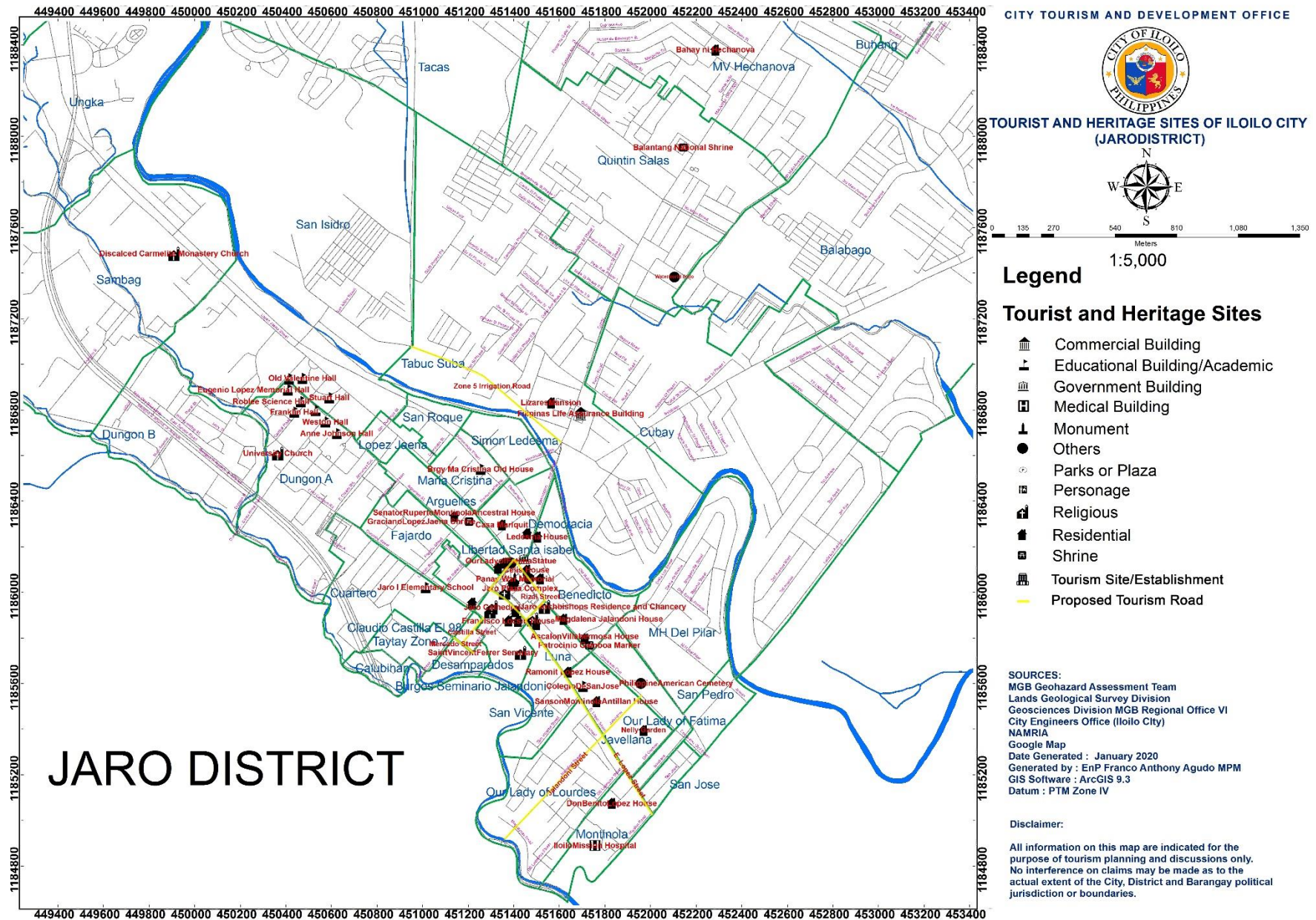


Figure 1.6a – TOURISM SITES AND PROPOSED TOURISM ROADS IN LAPUZ AND LA PAZ DISTRICT

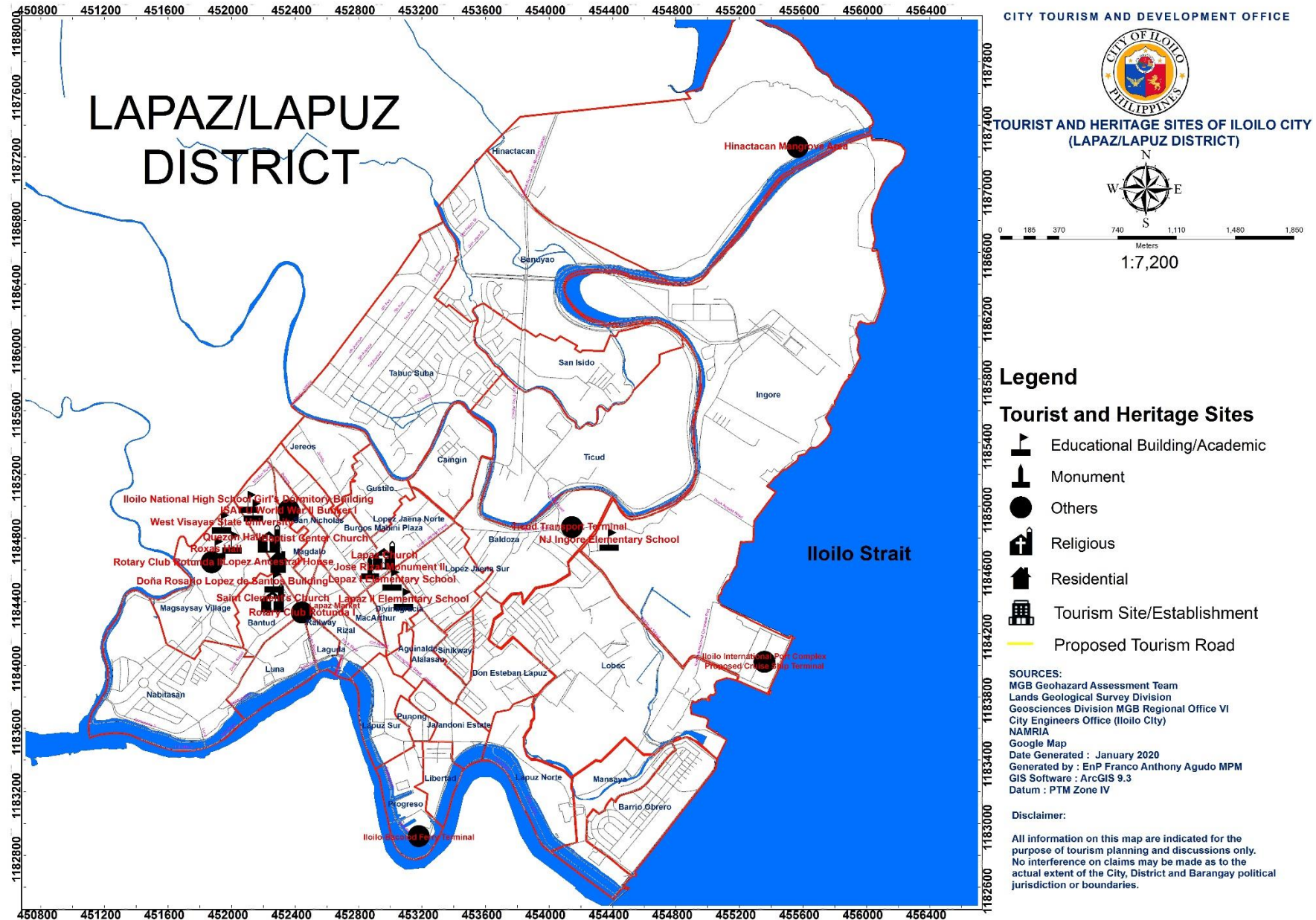


Figure 1.6b – TOURISM SITES AND PROPOSED TOURISM ROADS IN LA PAZ AND LAPUZ DISTRICT

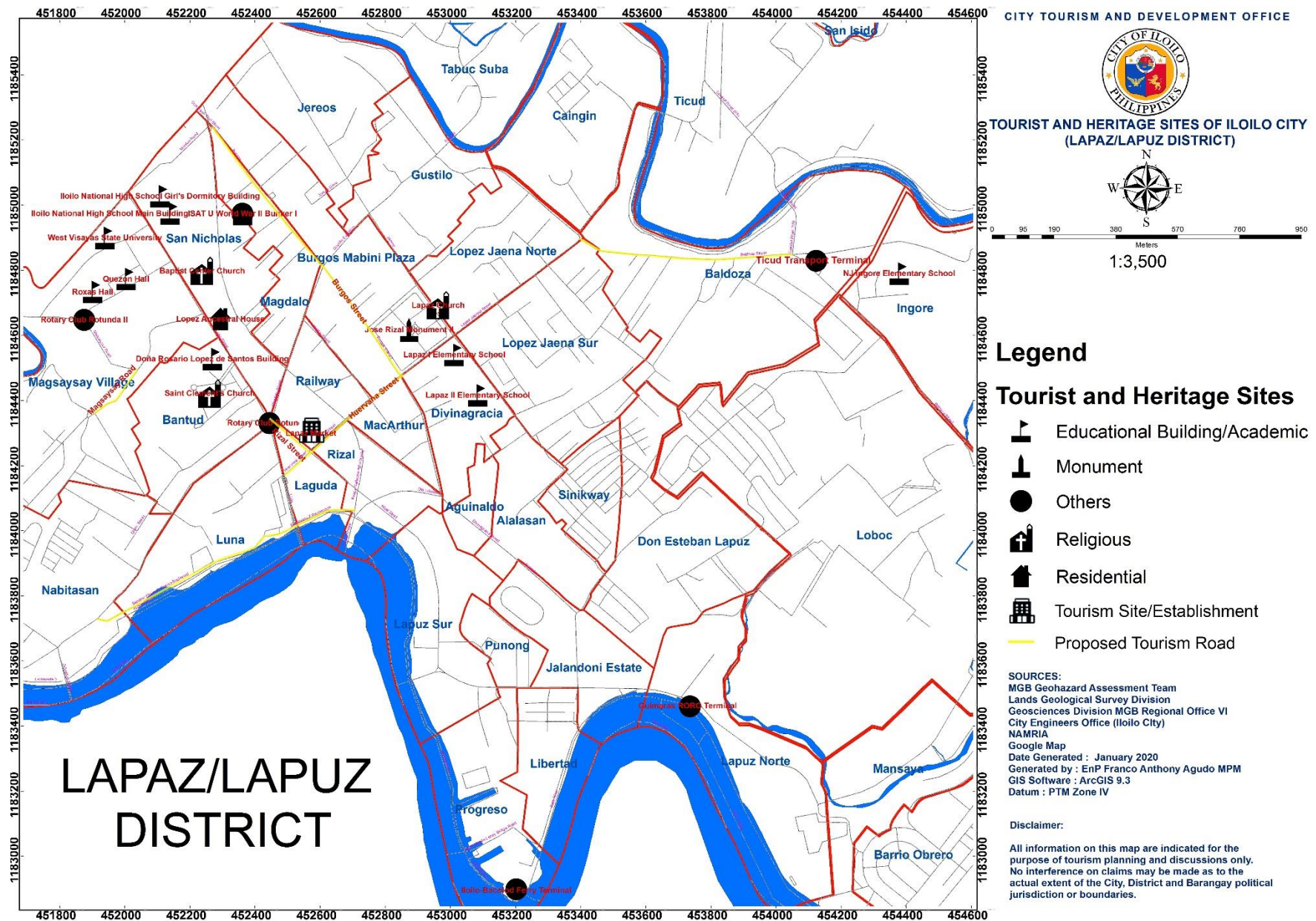


Figure 1.7 – TOURISM SITES AND PROPOSED TOURISM ROADS IN MANDURRIAIO DISTRICT

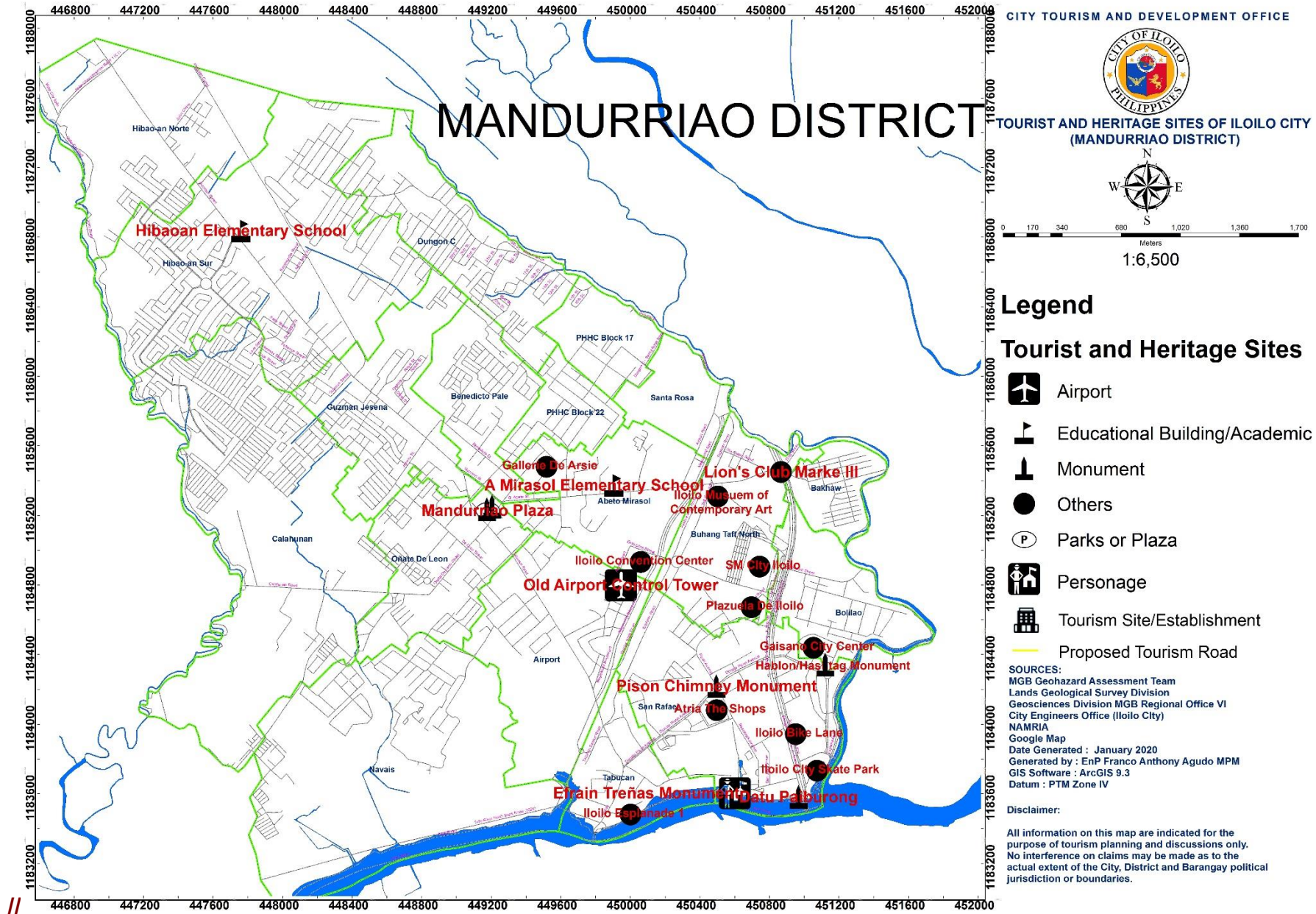


Figure 1.8a – TOURISM SITES AND PROPOSED TOURISM ROADS IN MOLO DISTRICT

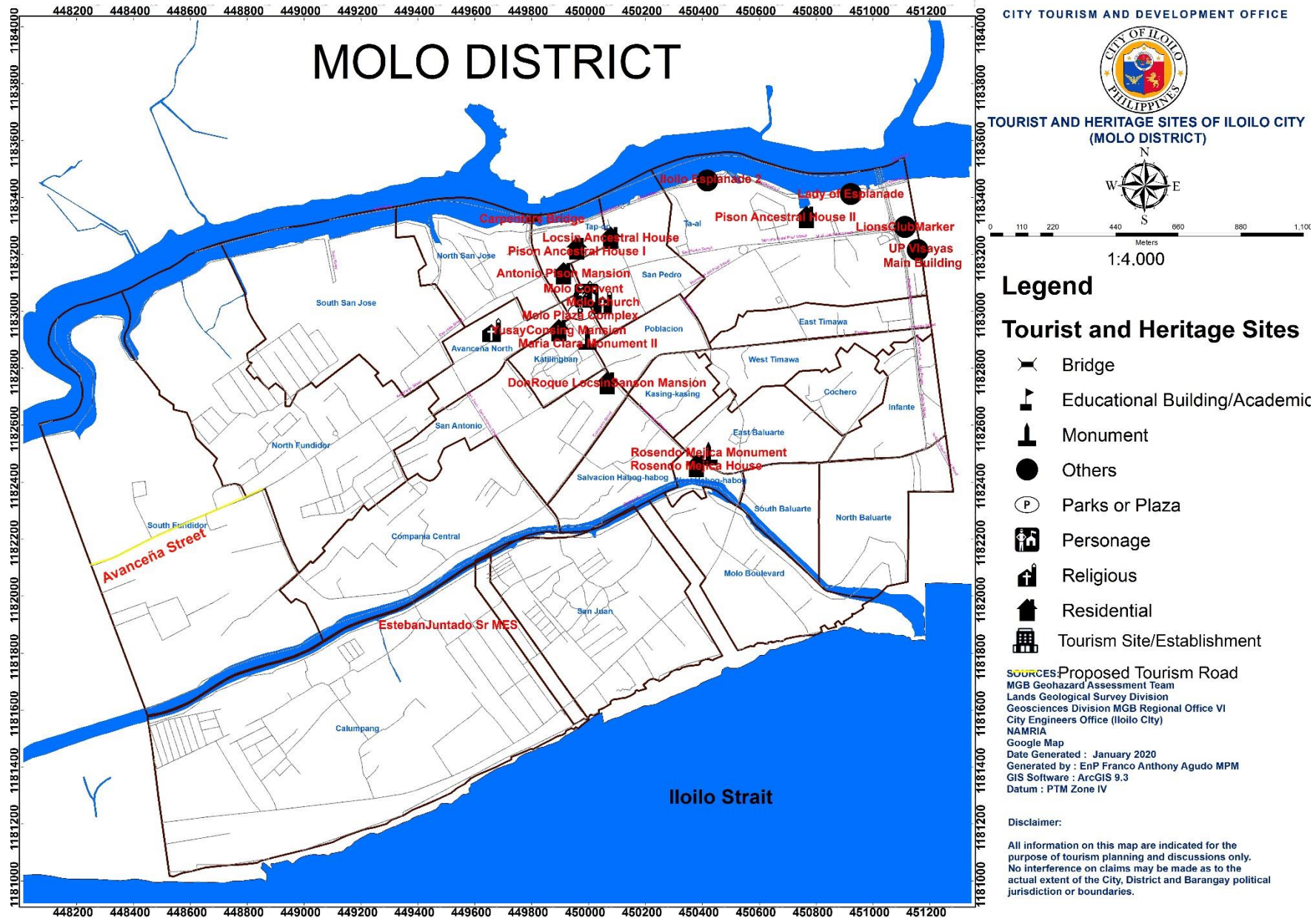
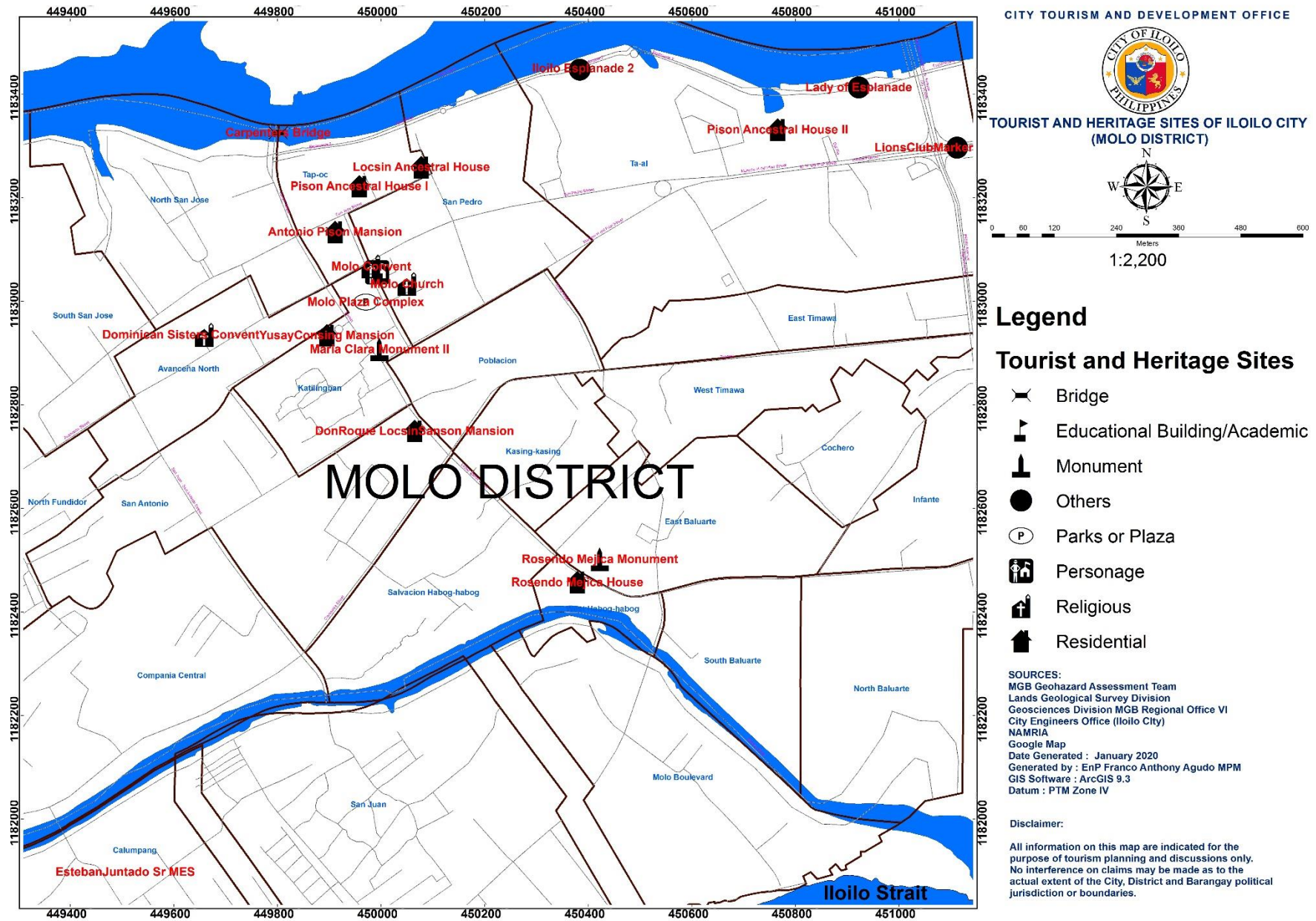


Figure 1.8b – TOURISM SITES AND PROPOSED TOURISM ROADS IN MOLO DISTRICT



SUMMARY OF PROPOSED TOURISM ROAD PROJECTS

Table 1.32 – SUMMARY OF PROPOSED TOURISM ROAD PROJECTS

PROPOSED ROAD	LOCATION	ROAD CONDITION	TOURISM SITES AND ESTABLISHMENTS NEARBY
Aldeguer Street	Brgy. Nonoy & Arsenal-Aduana, Iloilo City Proper	Dilapidated concrete	Leading to Calle Real Heritage Zone, Harbor Town Hotel, Iloilo Central Market, Iloilo Grand Hotel, Madia-as Hotel
Bonifacio Drive	Brgy. President Roxas, Iloilo City Proper	Portions are in asphalt over dilapidated concrete	Leading to La Castle Hotel, River Queen Hotel, Western Visayas & Iloilo National Museum, Museo Iloilo, The Atrium Mall, Casa Real, Arroyo Fountain, Villanueva Mansion, Doane Baptist Seminary Heritage House, The Days Hotel, Iloilo Esplanade 8
De Leon Street	Iloilo City Proper	Portions are dilapidated concrete	Leading to Calle Real Heritage Zone, Robinsons Mall Iloilo, GT Hotel Iloilo, Santa Teresita Church, Iloilo Terminal Market, Iloilo Central Market, Iloilo Grand Hotel, Eon Centennial Express Hotel,
F. Caram Avenue	Brgy. President Roxas, Iloilo City Proper	Asphalt over dilapidated concrete	Leading to Calle Real Heritage Zone, The Atrium Mall, Casa Real, Arroyo Fountain, Grand Tower Suites, Grand Xing Imperial Hotel, Citadines Amigo Hotel, Iloilo Midtown Hotel, Mary Mart Mall, SM Delgado
Fort San Pedro Drive	Brgy. Veterans Village & Concepcion-Montes, Iloilo City Proper	Portions are dilapidated concrete	Leading to Iloilo Passenger Terminal (Port of Entry), Iloilo Guimaras Ferry Terminal (Port of Entry), City Mall Parola, Fort San Pedro
Fuentes Street	Brgy. Hipodromo, Gloria & Flores, Iloilo City Proper	Portions are dilapidated concrete	Leading to One Lourdes Dormitel, Iloilo Terminal Market, Tanza Church, People’s Hotel, Go Hotel Iloilo
Gen. Blanco Street	Brgy. Maria Clara & Ortiz, Iloilo City	Portions are dilapidated concrete	Leading to Ortiz Wharf (Tourism Gateway), Santa Maria Church, Calle Real Heritage Zone, Circle Inn Hotel, Goldberry Lite Hotel, Gaisano Guanco, Iloilo Central Market, Plaza Libertad Complex, Museum of Philippine Economic History
Iznart Street	Brgy. Magsaysay, Nonoy & Maria Clara, Iloilo City Proper	Portions are in asphalt over dilapidated concrete	Part of Calle Real Heritage Zone leading to Iloilo Grand Hotel, Spaces by Eco Hotel, Circle Inn, Iloilo Central Market, Iloilo Chinatown, Amigo The Shops
J.M. Basa Street	Brgy. Magsaysay, Nonoy & Ortiz, Iloilo City Proper	Portions are in asphalt over dilapidated concrete	Part of Calle Real Heritage Zone leading to Spaces by Eco Hotel, Harbor Town Hotel, Sunburst Park, Plaza Libertad Complex, Museum of Philippine Economic History
Ledesma Street	Various Barangays, Iloilo City Proper	Portions are in asphalt over dilapidated concrete	Leading to Calle Real Heritage Zone, Go Hotel, One Lourdes Dormitel, Robinsons Place Iloilo, Mary Mart Mall, People’s, 1688 Mall, Tanza Church, Lola Corazon Pension
Mabini Street	Bounded by Gen. Luna St (North) & Rizal St. (South)	Portions are in asphalt over dilapidated concrete	Leading to Go Hotel, Madison Hotel PHL, Iloilo Central Elementary School Gabaldon Building, Iloilo Terminal Market, Robinson’s Place Iloilo
Mapa Street	Brgy. Nonoy & Ortiz, Iloilo City Proper	Portions are dilapidated concrete	Leading to Calle Real Heritage Zone, Sunburst Park, Goldberry Lite Hotel, Ortiz Wharf, Santa Maria Church
Muelle Loney (Quirino Bridge to Drilon Bridge segment)	Brgy. President Roxas, Iloilo City Proper	Portions are dilapidated concrete	Leading to Iloilo Esplanade 8, Iloilo Provincial Capitol Complex, Casa Real, Arroyo Fountain, Grand Xing Imperial Hotel, Western Visayas and Iloilo Regional Museum, Grand Tower Suites
Muelle Loney (Aldeguer St. to Huervas Street)	Brgy. Arsenal-Aduana & Muelle Montes, Iloilo City Proper	Portions are in asphalt over dilapidated concrete	Leading to, Calle Real Heritage Zone, Iloilo City Hall, Plaza Libertad Complex, Museum of Philippine Economic History, Iloilo Freedom Grandstand
Ortiz Street	Brgy. Ortiz & Muelle Loney, Iloilo City Proper	Portions are dilapidated concrete	Leading to Calle Real Heritage Zone, Sunburst Park, Goldberry Lite Hotel, Ortiz Wharf, Santa Maria Church, Museum of Philippine Economic History, Iloilo Freedom Grandstand, Iloilo City Hall, Plaza Libertad Complex, Celso Ledesma House
Solis Street	Brgy. Danao & President Roxas, Iloilo City Proper	Portions are dilapidated concrete	Leading to Amigo The Shops, SM Delgado, Citadines Amigo Iloilo Hotel, Grand Xing Imperial Hotel, Iloilo Esplanade 8
Santo Rosario Street	Brgy. Santo Rosario-Duran, Iloilo City	Portions are dilapidated concrete	Leading to Plaza Libertad Complex, Fort San Pedro, Iloilo Passenger Terminal (Port of Entry), Iloilo Guimaras Ferry Terminal (Port of Entry), City Mall Parola, San Jose de Placer Church, Iloilo City Hall
Valeria Street	Brgy. Ed Ganson & Brgy. Danao, Iloilo City Proper	Portions are dilapidated concrete	Leading to Mary Mart Mall, SM Delgado, Days Hotel Iloilo, Citadines Amigo Iloilo, Eon Centennial Express Hotel

Valeria Extension Street	Brgy. Kauswagan, Nonoy & Magsaysay, Iloilo City Proper	Portions are dilapidated concrete	Leading to Mary Mart Mall, SM Delgado, Days Hotel Iloilo, Citadines Amigo Iloilo, Eon Centennial Express Hotel
Castilla Street	Brgy El98 Castilla, Jaro, Iloilo City	Portions are dilapidated concrete	Leading to Jaro Cathedral, Jaro, Plaza Complex, Jaro Heritage Houses, Jaro Big Market, Budget Inn Jaro, Bavaria Inn, SM Jaro, San Vicente Ferrer Seminary
E. Lopez Street	Bounded by Rizal Street, Jaro & Mission Road, Jaro	Portions are in asphalt over dilapidated concrete	Leading to Nelly Garden Mansion, Sanson Montinola House, Robinsons Place Jaro, Jaro Plaza Complex, Jaro Cathedral
Jalandoni Street (Jaro)	Brgy. Our Lady of Lourdes, Jaro, Iloilo City	Portions are dilapidated concrete, needs road expansion	Leading to Nelly Garden Mansion, Sanson Montinola House, SM Hypermarket, J7 Hotel, Injap Tower Hotel
Lawa-an Village 6th Street (Jaro)	Brgy. Balantang, Jaro, Iloilo City	Portions are dilapidated concrete	Leading to Ceres Bus Terminal, City Mall Tagbak, Iloilo Tagbak Terminal, Coastal Road Seafood Restaurant
Lawa-an Village 5th Street (Jaro)	Brgy. Balantang, Jaro, Iloilo City	Portions are dilapidated concrete	Leading to Ceres Bus Terminal, City Mall Tagbak, Iloilo Tagbak Terminal, Coastal Road Seafood Restaurant
Lawa-an Village 4th Street (Jaro)	Brgy. Balantang, Jaro, Iloilo City	Portions are dilapidated concrete	Leading to Ceres Bus Terminal, City Mall Tagbak, Iloilo Tagbak Terminal, Coastal Road Seafood Restaurant
Mercado St. (Jaro)	Brgy. EL 98-Castilla, Jaro, Iloilo City	Portions are dilapidated concrete	Leading to Jaro Cathedral, Jaro, Plaza Complex, Jaro Heritage Houses, Jaro Big Market, Budget Inn Jaro, Bavaria Inn, SM Jaro, San Vicente Ferrer Seminary
Rizal St. – all four sides of Jaro Plaza	Brgy. Benedicto, Arguelles, Libertad-Santa Isabel, Seminario & Luna, Jaro, Iloilo City	Portions are in asphalt over dilapidated concrete	Leading to Jaro Cathedral, Jaro, Plaza Complex, Jaro Heritage Houses, Jaro Big Market, Budget Inn Jaro, Bavaria Inn, SM Jaro, Jaro Bellevue Pension, Old Jaro Municipal Hall, Casa Mariquit
Zone 5 Irrigation Road, Brgy. San Isidro (Jaro)	Brgy. San Isidro, Jaro, Iloilo City	Portions are dilapidated concrete	Alternate route leading to Central Philippine University, Lizares Mansion, Jaro Plaza
Baldoza St. (La Paz, Iloilo City)	Brgy. Baldoza, La Paz, Iloilo City	Portions are dilapidated concrete	Alternate route leading to Hinactacan Mangrove Site, leading to La Paz Plaza, La Paz Church, Ticud Transport Terminal
Burgos St. (La Paz, Iloilo City)	Brgy, Burgos-Mabini-Plaza, La Paz, Iloilo	Portions are dilapidated concrete	Leading to La Paz Plaza, La Paz Church, La Paz Market, ISAT U World War II Bunkers
Efraim Trefias Boulevard		Dilapidated asphalt road, unpaved road	Leading to Iloilo Esplanade 6 and 8, Gaisano City La Paz, Iloilo Provincial Capitol Complex, La Paz Market, Grand Dame Hotel, Rosa Maria Pension, Empress Pension
Huervana St. (La Paz)	Brgy. Nabitasan, Luna & Laguda & Rizal, La Paz	Portions are in asphalt over dilapidated concrete	Leading to La Paz Plaza, La Paz Church, La Paz Market, Grand Dame Hotel, Rosa Maria Pension, Empress Pension, St. Clement's Church, Lopez National Heritage House
Magsaysay Road – Hechanova (Panga) (La Paz)	Brgy. Magsaysay, La Paz, Iloilo City	Portions are dilapidated concrete	Alternate route leading to Iloilo Sports Complex, St Clements Church, West Visayas State University, J7 Hotel, Injap Tower Hotel, Lopez National Heritage House
Rizal St. (La Paz – fronting La Paz Market)	Brgy. Railway, La Paz, Iloilo City	Portions are dilapidated concrete	Leading to La Paz Plaza, La Paz Church, La Paz Market, Grand Dame Hotel, Rosa Maria Pension, Empress Pension, St. Clement's Church, Lopez National Heritage House
Avanceña Street	Brgy. Dulonan Arevalo + South & North Fundidor Molo	Portions are in asphalt	Leading to Mohon Passenger Terminal, Camiña Balay na Bato, Arevalo Weaving House, Sinamay House, Arevalo Plaza, Arevalo Church, Molo Plaza
Baluarte – Calumpang- Villa – Oton Boulevard	Brgy. Santo Niño Sur, Arevalo, Iloilo City	Portions are dilapidated concrete	Leading to Villa Beach Corregidor, Tatoy's Manokan, Breakthrough Restaurant, Punta Villa Resort & Convention Center. Alternate route to Mohon Terminal, Arevalo Weaving House
Osmeña St. (Arevalo)	Brgy. Santo Domingo & Mohon, Arevalo, Iloilo City	Portions are in asphalt over dilapidated concrete	Leading to Mohon Passenger Terminal, Camiña Balay na Bato, Arevalo Weaving House, Sinamay House, Arevalo Plaza, Arevalo Church

F. OTHER TOURISM RELATED INFRASTRUCTURE

POWER AND ELECTRICITY

The electricity power of Iloilo City is supplied by Global Power Development Corporation and Panay Power Corporation with a total capacity of 85,000 kW and distributed by Panay Electric Company (PECO). The total energy consumption of Iloilo City in 2017 was 518,013,451 kWh or 4,784 kWh lesser than the 522,797,829 kWh in 2016 (-0.19%) but 11.44% higher than 464,813,062 kWh in 2015. The total number of electric consumers in Iloilo City was 65,714 or 6.11% higher than the 61,930 in 2016 and 12.0% higher than the 58,672 in 2015. PECO has a contracted capacity of 90,000 kW, but the power demand of Iloilo City was at 102,868 kW. The average cost of electricity per kWh in 2017 was P 9.2334 or 7.37% lower than the P 9.9680 in 2016 and 7.84% higher than the P8.5619 in 2015. The electricity is available 24 hours daily and services all the 180 barangays of Iloilo City.

As of February 2020, MORE Electric and Power Corporation have taken over the power distribution in Iloilo City under Republic Act 11212.

TELECOMMUNICATIONS

PLDT and Globe Lines are the two major telecommunication companies that provide basic and advanced fixed-line telecommunication services in the city.

The entry of the wireless telecommunication companies led by Smart, Globe, and Sun Cellular has accelerated the growth of the local telecommunication industry. Ilonggos have greater access to cellular services than landline, with every household owning two mobile phones on average.

Internet access has also been increasing, powered by more accessible and affordable broadband services being offered by PLDT/Smart and Globe, as well as bundled offerings by local cable TV operators, Sky Cable Corp. and Cable Star, Inc.

Cybercafés offering cheap internet services and games have also been mushrooming in the city, further enhancing greater access by local residents and visitors alike. Some service and commercial establishments, particularly hotels and restaurants, even offer free wi-fi internet service to customers as a value-added amenity.

The broadcast media in Iloilo City has continued to grow over the decade. These are being provided by 17 AM and FM radio stations, and two local television stations, ABS-CBN, and GMA. Also, three local cable TV companies offer up-to-date news, relevant information, and entertainment to Ilonggos. National dailies and local weekly newspapers are also available in the city.

Postal services are being provided by the Philippine Postal Corporation (Phil Post). There is only one (1) private mailing center/ECS in Iloilo City and eight (8) Post Offices/Postal Stations.

WATER

The water supply of Iloilo City is serviced by the Metro Iloilo Water District (MIWD). The MIWD has a water capacity of 62,000 cu.m./day and the water demand of 24,248 cu.m./day. There are 24,372 water consumers/connections in Iloilo City but 24,248 are active, and only 26% of the household had access to piped water with an estimated population served was 121,240 persons. The MIWD reaches 170 barangays or 94.44% of the total 180 barangays.

SEWAGE AND WASTE DISPOSAL

In 2017, the average daily garbage volume collected by the General Services Office (GSO) was 300 tons, and in 2016, the average daily garbage volume collected was 290 tons. An increase of 10 tons of garbage per day was collected during this period. Solid wastes are collected by 36 garbage trucks that traverse the city daily. Collected wastes are then dumped at the – hectare Calajunan Sanitary Landfill where

they are segregated according to type, i.e., biodegradable and non-biodegradable. GSO deployed 120 street sweepers in 2016 and increased them to 150 in 2017.

Iloilo City has no integrated sewage system. Establishments and households are, however, required to have septic tanks.

G. NATURAL AND SOCIO-ECONOMIC ENVIRONMENT

NATURAL HAZARDS OR CONSTRAINTS

FLOODING

Flooding in Iloilo City is attributed to the following factors:

1. Continuous or heavier rains that accumulate in low-lying areas with poor drainage capacity in the city.
2. Overflowing waters from rivers and tributaries from local or upland rains.
3. Tidal changes in the waters of Iloilo Strait. Heavy rains are usually associated with typhoons, monsoons, or low-pressure area.
4. Iloilo City is an alluvial fan; it is formed through continuous flooding years and years ago.

The three main waterways and several tributaries overflow during the rainy season. Aside from in-city rains, these rivers overflow as the rain descend from the upland mountains into the borders of the provinces of Iloilo and Antique and higher municipalities such as Alimodian and Maasin drain down to Iloilo City.

Iloilo City is a delta city, which makes it more susceptible to flooding. Based on the reported extent of the floods in the past years, the Philippine Atmospheric,

Geophysical and Astronomical Services Administration (PAGASA) mapped the affected areas, which tended to concentrate from the center to the northeast portion (see Figure 1 map below) of the city and spread to the highly populated districts of Jaro and La Paz. Stakeholders confirmed typhoon Frank as the worst flooding event experienced by the city, affecting 80% of the area alongside surrounding municipalities and displacing 244,000 people or nearly 49,000 households.

STORM SURGE

In the study of Natural Hazards and Earth Systems Sciences (Lapidez et al. 2015), Storm surge simulations were done using 861 hypothetical typhoons with the intensity of Typhoon Haiyan and tracks of historical typhoons that entered the Philippine Area of Responsibility (PAR) from the year 1948 to 2013. The highest simulated storm surge occurrence for every coastal area is collected and summarized to rank the vulnerability of each area relative to one another. Coastal areas in the Central Visayas (Samar, Leyte, Iloilo, Palawan, Cebu, Negros, Bohol), Southern Luzon (Bicol, Quezon, Metro Manila, Bulacan), and North Eastern Mindanao (Surigao) are the most vulnerable to high storm surges. They stated that this is because these regions have the characteristic of gently sloping coasts, shallow bays and are also frequently passed by typhoons. They further noted that these areas should be subjected to detailed storm surge studies to implement appropriate site-specific solutions. The resulting storm tide inundation maps and hazard maps can be used by the local government units to develop a Risk-Sensitive Land Use Plan for identifying appropriate areas to build residential buildings, evacuation sites, and other critical facilities and lifelines. Maps can also be used to develop a disaster response plan and evacuation scheme.

DROUGHT

The Food and Agriculture Organization reports that, among all-natural disasters, drought affects the largest number of people. Known as a “creeping” hazard, droughts develop slowly and often linger, sometimes from weeks to months in arid regions.

The outcome of a drought-related disaster could be widespread and devastating as it produces a complex web of impacts, which span many sectors of the economy, especially the agriculture sector. This complexity leads to a lowering of food grain production due to poor crop performance and depends upon the intensity and duration of drought stress.

A study conducted by the Geomatics Information Centre- Asian Institute of Technology on this hazard in 2006 shows that significant portions of Iloilo Province were affected by drought in various periods. While the city’s economic base is no longer agriculture, its potential to provide agro-processing industries can be affected as adjacent agricultural municipalities are expected to get the brunt of extreme temperature increases.

From 2000 to 2005, municipalities north of Iloilo City experienced slight to severe drought with the trend in temperature increase for the past decades. The projected rise of 1.0-1.3°C in 2020, the agricultural production in the province may decline and displace farming communities – intensifying migration to the city.

H. INSTITUTIONAL

PROTECTIVE SERVICES

Iloilo City Police Office handles the daily peace and order of the city and has a total of 635 non-commissioned officers and 29 police commissioned officers. Protective services are further enhanced by the presence of police aides and volunteers hired by the city government through the Public Safety and Traffic Management Office, as well as private security agencies.

In keeping peace and order, the local police have 24 police vehicles, 59 motorcycles, and assorted PNP-issued firearms at their disposal. These are complemented by Closed Circuit Television (CCTVs) equipment installed throughout the city, which are being monitored by the PSTMO and barangays.

For more effective response time in case of emergency, six police stations and two sub-stations with ten community police assistance centers were established in different strategic locations in Iloilo City. These stations are positioned in seven districts of the city.

In case of fire, fire protection services in Iloilo City are provided mainly by the local branch of the Bureau of Fire Protection (BFP), which composes one central station and nine substations. As of 2017, the local firefighting force is composed of 143 personnel. The BFP unit is supplied with fire trucks by the government and private volunteers, namely the ICAG, Fil-Chinese Federation, and the fire brigade. Firefighting facilities and equipment being used by the local fire bureau consist of 30 fire engines, 29 operational fire hydrants, and 20 communication equipment.

The Iloilo City Bureau of Jail and Penology is located in Barangay Ungka, Jaro. As of 2017, there were 1,117 inmates at the ICBJMP, 223 of which are females, and 894 are males. During the same year, 308 were transferred to the national penitentiary in Muntinlupa.

Figure 1.9 – FLOOD HAZARD MAP

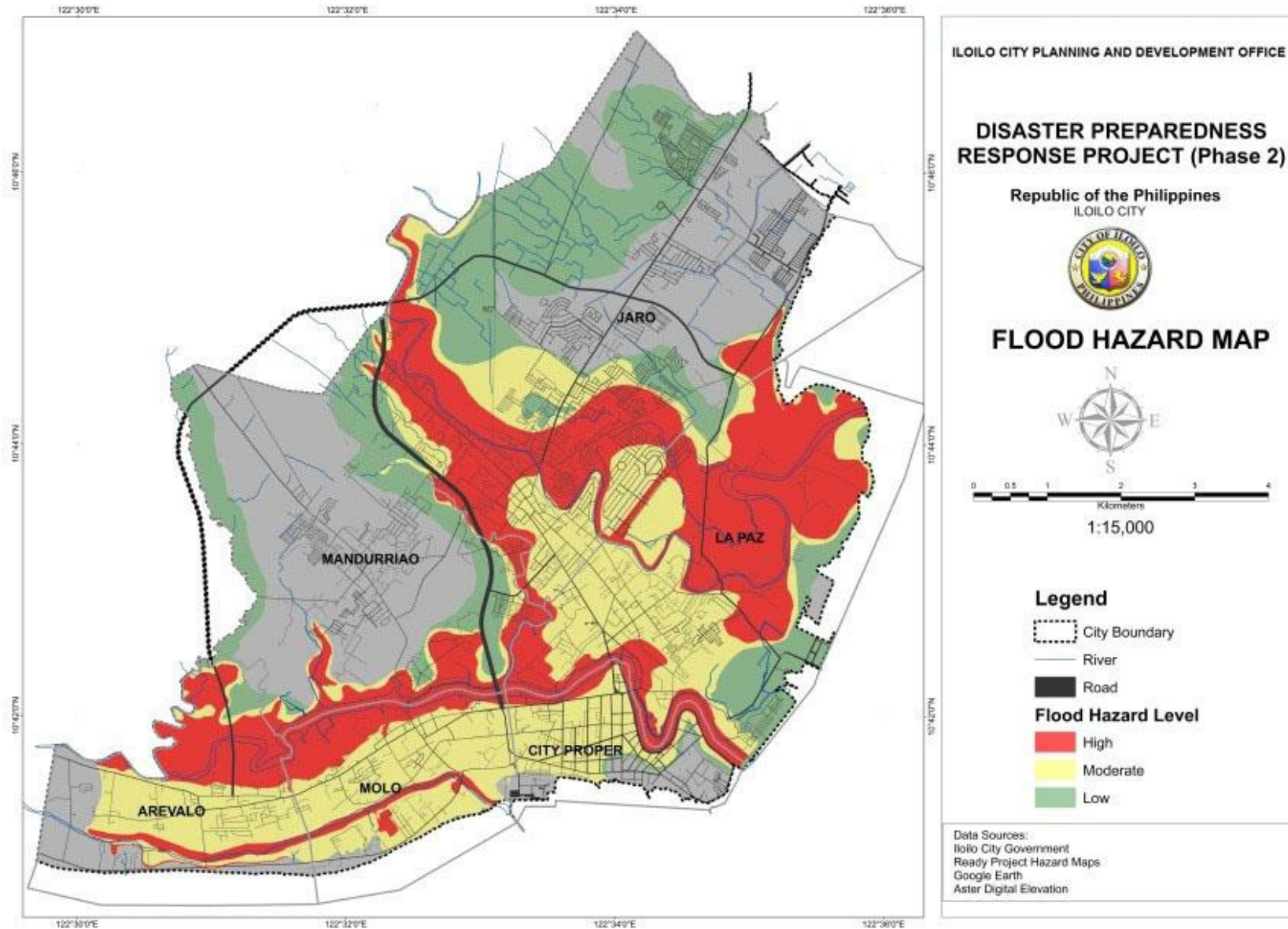


Figure 1.10 – STORM SURGE HAZARD MAP

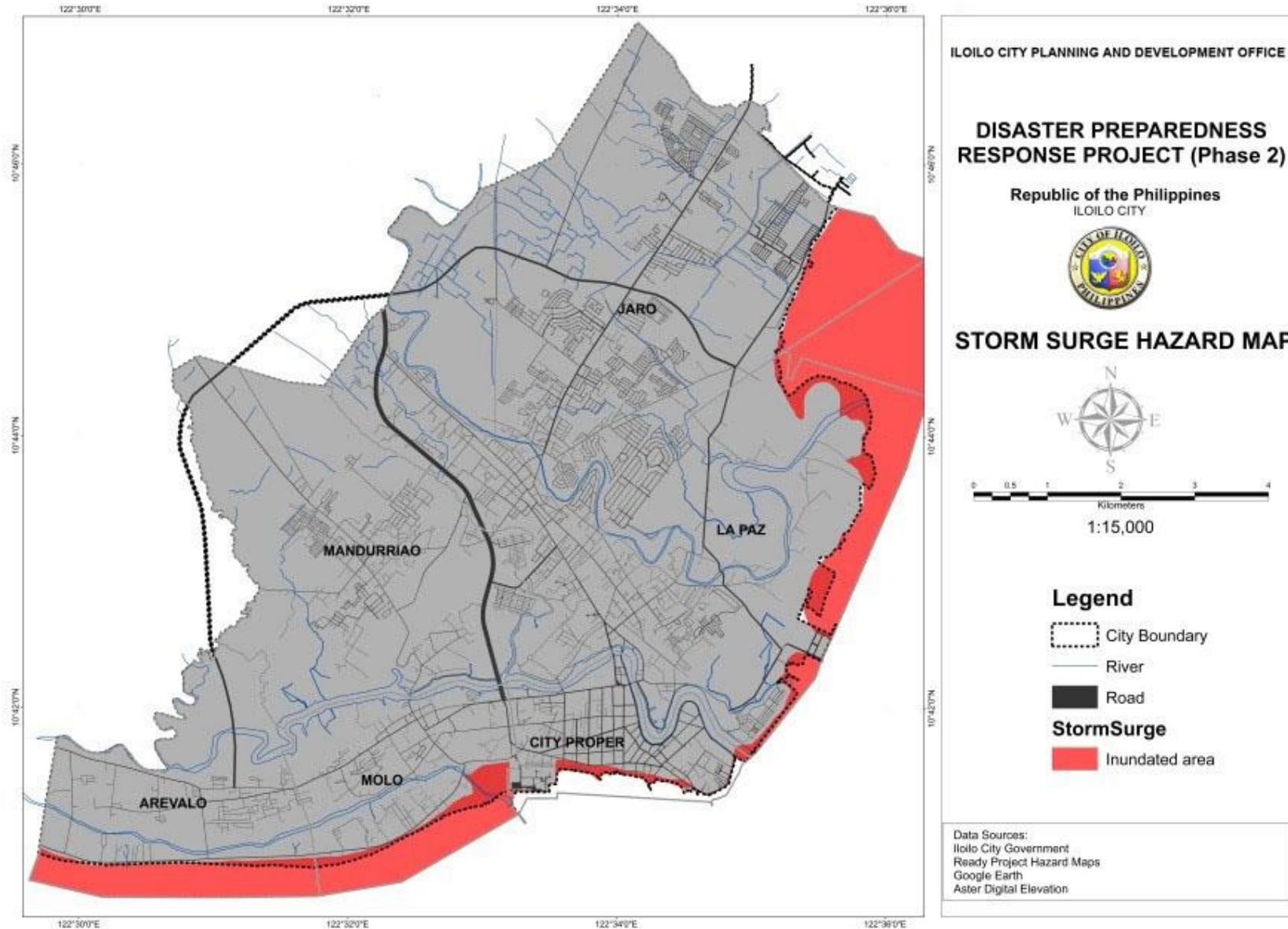
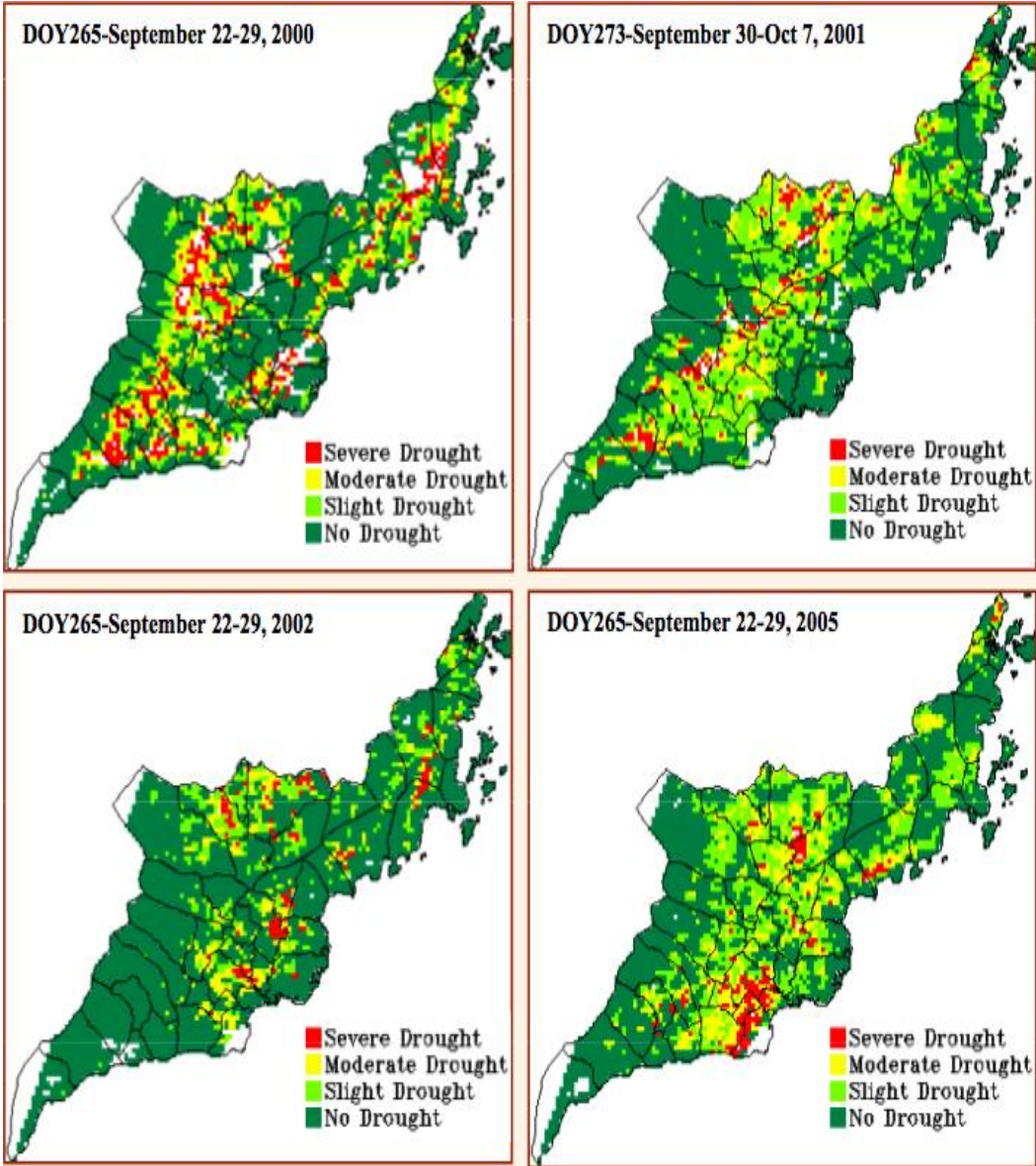


Figure 1.11 – DROUGHT MAP OF ILOILO CITY



CHAPTER 2

TOURISM GOALS, OBJECTIVES, AND TARGETS



TOURISM GOALS, OBJECTIVES, AND TARGETS

STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS AND SUMMARY OF KEY ISSUES AND CONCERNS

A Situational Analysis and Strategic Planning Workshop was conducted on October 15-18, 2019. The Iloilo City Tourism Planning Committee - Technical Working Group, identified the various problems, issues, and concerns. Data was collated from their document review, consultation to tourism stakeholders, the actual tourism experience, and interviews with tourists and visitors. The following are the *nine problem clusters* that were identified:

1. Inadequate institutional mechanisms to support cultural heritage preservation.
2. Inconsistent and incohesive tourism branding and marketing campaign
3. Lack of competitive local products and services
4. Lack of tourism awareness and initiative from the general public and stakeholders.
5. Limited accessibility and inadequate services and infrastructure to aid tourist mobility.
6. Limited year-round experiential tourism activities.
7. Low appreciation of the importance of data submission.
8. Non-compliance to tourism standards as to infrastructures, facilities, and amenities.
9. Non-enforcement of tourism-related laws, policies, and guidelines, especially cleanliness and sanitation.

The nine problem clusters were ranked according to the range, gravity, and immediacy. The *top three identified problems* were as follows:

1. Inconsistent and incohesive tourism branding and marketing campaign
2. Non-compliance to tourism standards as to infrastructures, facilities, and amenities, and

3. Limited accessibility and inadequate services and infrastructure to aid tourist mobility.

The three problem clusters were later reduced to two. Problems in tourist mobility were deemed addressable by compliance with tourism standards in tourism infrastructure. The *two main issues* are the following:

1. *Inconsistent and incohesive tourism branding and marketing campaign and,*
2. *Non-compliance to tourism standards as to infrastructures, facilities and amenities.*

The Technical Working Group discussed a problem analysis of the two identified main issues. Figure 2.1 shows the root-cause analysis for inconsistent and incohesive tourism branding and marketing campaigns, while Figure 2.2 shows the problem tree for non-compliance to tourism standards as to infrastructures, facilities, and amenities.

Furthermore, the Technical Working Group identified the strengths, weaknesses, opportunities, and threats (SWOT) of the local tourism industry. The identified SWOT was the basis for identifying the various strategic directions, actions, and objectives for the two main problems or issues. Table 2.1 enumerates the identified SWOT for Iloilo City tourism industry.

Figure 2.1 – PROBLEM TREE DIAGRAM FOR INCONSISTENT AND INCOHESIVE TOURISM BRANDING AND MARKETING CAMPAIGN

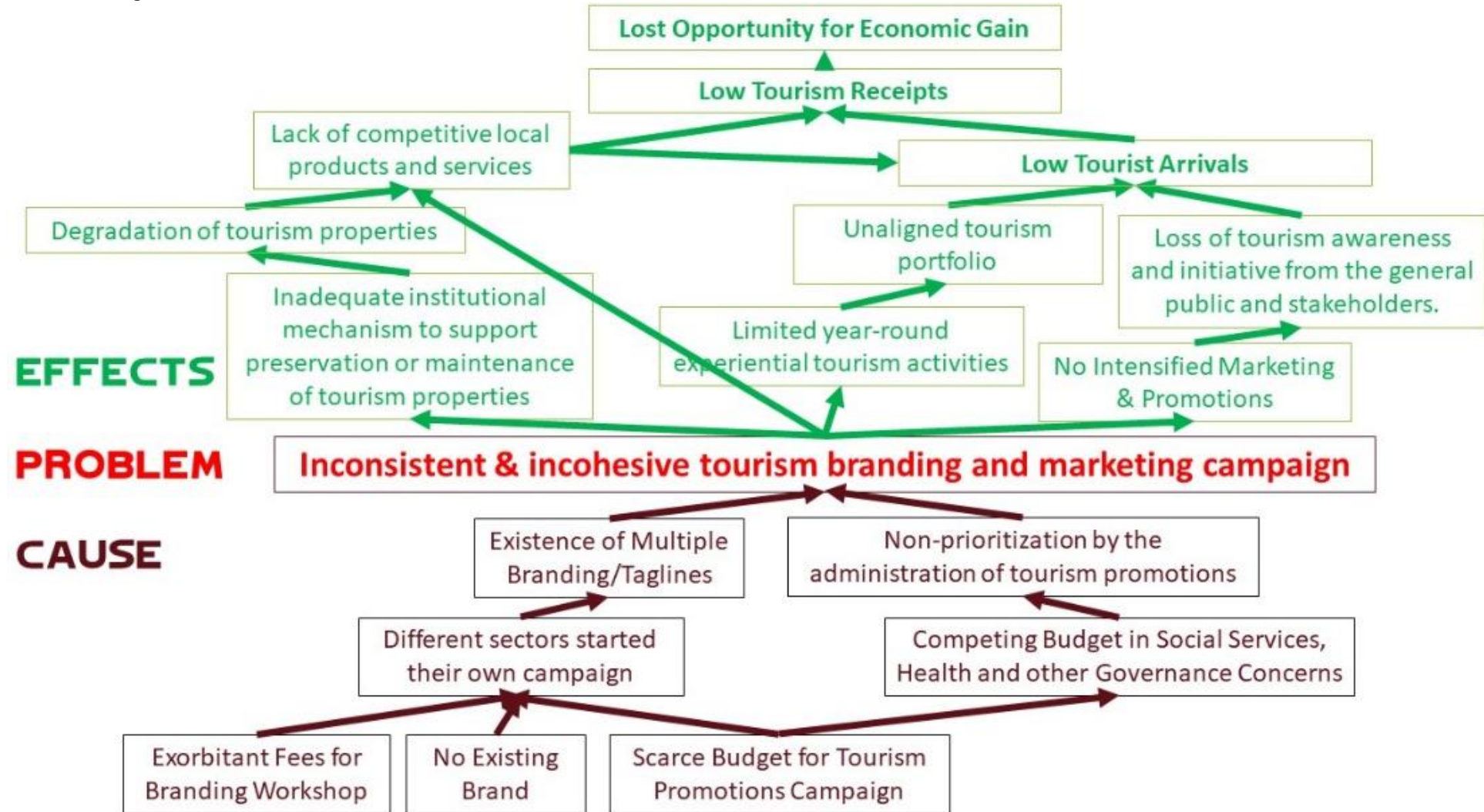


Figure 2.2 – PROBLEM TREE DIAGRAM FOR NON-COMPLIANCE TO TOURISM STANDARDS AS TO INFRASTRUCTURES, FACILITIES AND AMENITIES

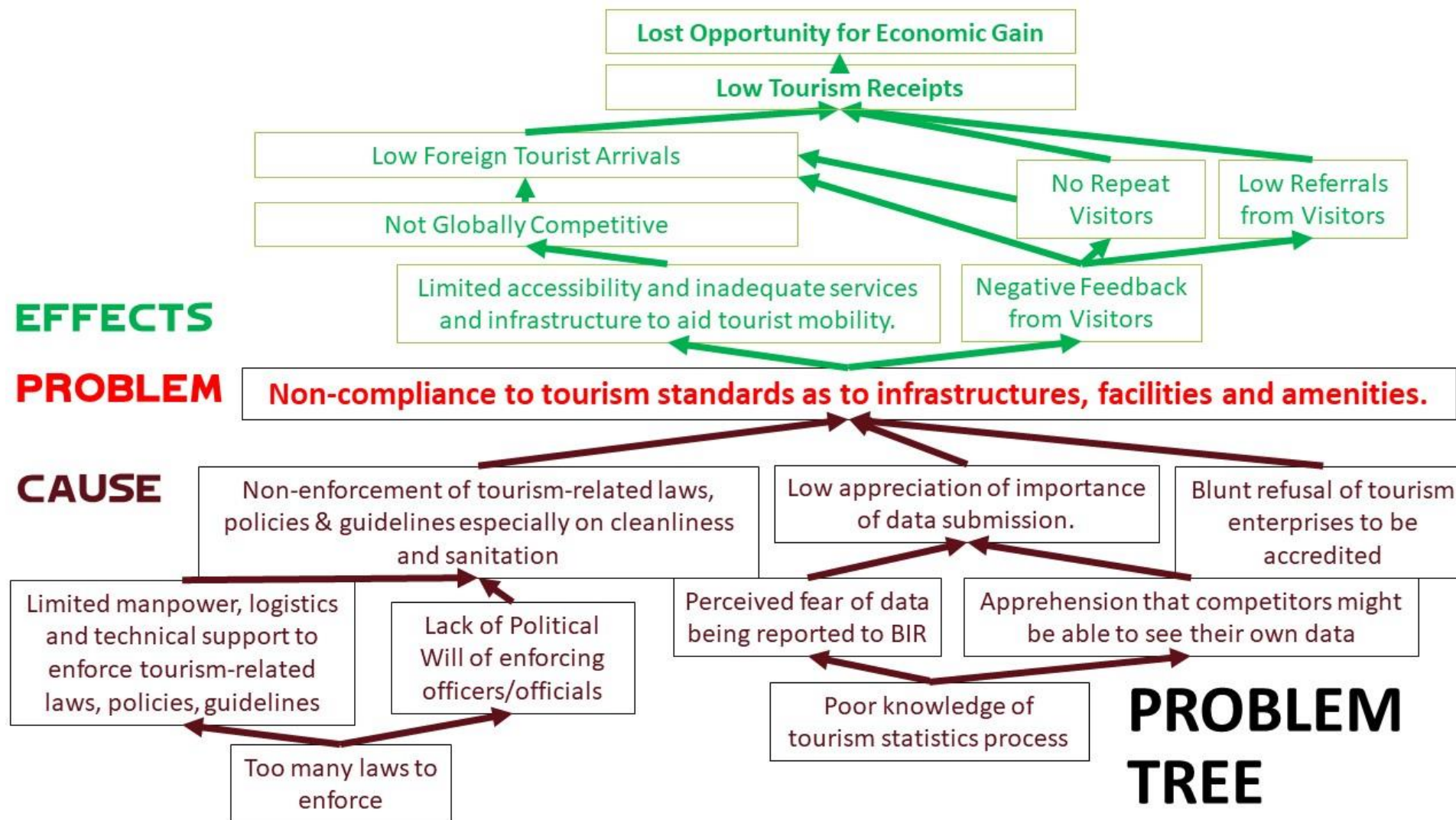


Table 2.1 – IDENTIFIED STRENGTH WEAKNESSES, OPPORTUNITIES, AND THREATS

STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Availability of infrastructure and facilities that can cater to MICE and tourists • Close proximity to top tourist attractions in the region • Existence of seaports that can cater to cruise ships • Existence of tourism-related plans and policies to support tourism development • Presence of high performing educational institutions • High literacy and English-speaking population • Recipient of international and national recognitions • Integrated efforts in River rehabilitation, protection and development • Existence of a renowned Iloilo river • World-class Dinagyang festival • Strong public-private partnership • Presence of museums • Strong support from the national government • Established culinary offerings • Peaceful, safe and liveable city • Hospitable people • Rich history and cultural heritage • Business-friendly city • Conducive as retirement destination • Quality local fabric (Hablon) • Relatively minimal traffic compared to competitors • Strong and active social media presence 	<ul style="list-style-type: none"> • Low interests of the next generation to continue weaving tradition • No transport management system • Unreliable and expensive power supply • Low and unreliable water supply • Limited availability and high cost of land • Poor enforcement of laws and policies • Increasing population density • Limited experiential tourism activities • Informal settlements as eye sore in tourism sites • Low level of appreciation for and participation in tourism activities • Underdeveloped ecotourism sites • Lack of sewage treatment • Susceptibility of roads and certain tourism areas to flooding • Poor segregation system • Unregulated fees for tourist transport • Low budget for tourism programs • Inconsistent and incohesive branding • No mass transport system • Presence of some tourism enterprises that are not compliant to standards • Non submission of reliable tourism data • Poor road condition in some tourist areas • Absence of locally made souvenir that is uniquely Ilonggo • Inadequate facility for large scale sports activities • Vulnerability of plan to preference of implementors 	<ul style="list-style-type: none"> • Availability of International Airport nearby • Strengthened inter-island connectivity (Iloilo-Guimaras-Negros Bridge) • Improved road infrastructure linking Iloilo City to other destinations • Emerging foreign tourist market (Australia, Japan, Singapore, China among others) • Cruise Tourism • Growing demand for retirement destination • Availability of modern technology for tourism development • Economic opportunities for development of tourism activities in Iloilo River • Good working relation with DOT and other NGAs supporting tourism • Increased interest from investors • Continuous development in nearby municipalities supporting tourism development • Sustained efforts by the national government for national, regional travel marts, tourism summits, trade fairs, exhibitions, etc. 	<ul style="list-style-type: none"> • Limited accessibility to foreign tourist market • Established MICE campaign of other cities and countries • Climate change and other natural hazards • Slow national connectivity (internet) • Short term of office of LCEs and SP member • Loss of Ilonggo identity and cultural values due outside influence • Policy limitation in preservation of private heritage sites • Preference for commercial use of private owners of cultural properties • Threat of terrorism • Susceptibility to fake news • Travel Ban and Advisory • Health Hazards • Unpredictable tourism market trends and evolving market needs.

STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Increased development fund due to increased revenues from tourism enterprises • Supportive private sector, CSO, business, willing and able to plan and implement tourism PPAs 	<ul style="list-style-type: none"> • Inactive Tourism Council and untapped ICVB • Inadequate travel comfort facilities and directional signages • Lack of competent employees in strategic functions • Non-competitive tour packages and offerings • Lack of quality site and tour guides • Lack of tourist information centers • Reliance on the two indicators for tourism planning • Insufficient marketing collaterals 		



CHAPTER 3 STRATEGIC DIRECTIONS

STRATEGIC DIRECTIONS AND PROGRAMS, PROJECTS, AND ACTIVITIES

STRATEGIC DIRECTIONS

Two strategic directions were identified from the two main issues identified. Strategic objective one is to develop and sustain a unified tourism brand and marketing campaign. Strategic objective two is to achieve full compliance with national and international tourism standards in terms of infrastructure, facilities, amenities, and services. Below are the strategic action and specific objectives for each of the strategic directions. Figure 3.1 shows the relationship between the strategic directions in relation to Iloilo's City Tourism Vision.

STRATEGIC DIRECTION 1: TO DEVELOP AND SUSTAIN A UNIFIED TOURISM BRAND AND MARKETING CAMPAIGN

Strategic Action 1.1: Enhancing competitive advantages through strengthened institutional support from tourism stakeholders and the government and to establish and sustain a unified brand to promote the city to international and national market

Specific Objectives:

1. To identify, develop and utilize a tourism brand for Iloilo City
2. To support and sustain Iloilo MICE Program
3. To develop competitive local tourism products and services and increase year-round experiential tourism activities
4. To develop and implement aggressive tourism marketing and promotions campaign

Strategic Action 1.2: Developing a Culture of Tourism by capacitating tourism front liners and the community to improve tourism services and products through modern technology and government resources

Specific Objectives:

1. To create initiatives to promote tourism and cultural awareness to the public and stakeholders
2. To enhance the capability of tourism front liners and develop community-based tourism services and enterprises

STRATEGIC DIRECTION 2: TO ACHIEVE FULL COMPLIANCE TO NATIONAL AND INTERNATIONAL TOURISM STANDARDS IN TERMS OF INFRASTRUCTURE, FACILITIES, AMENITIES, AND SERVICES

Strategic Action 2.1 Generate investments by government and private sector to improve tourism sites and activities and to address concerns in tourism infrastructure, utilities, and facilities

Specific Objectives:

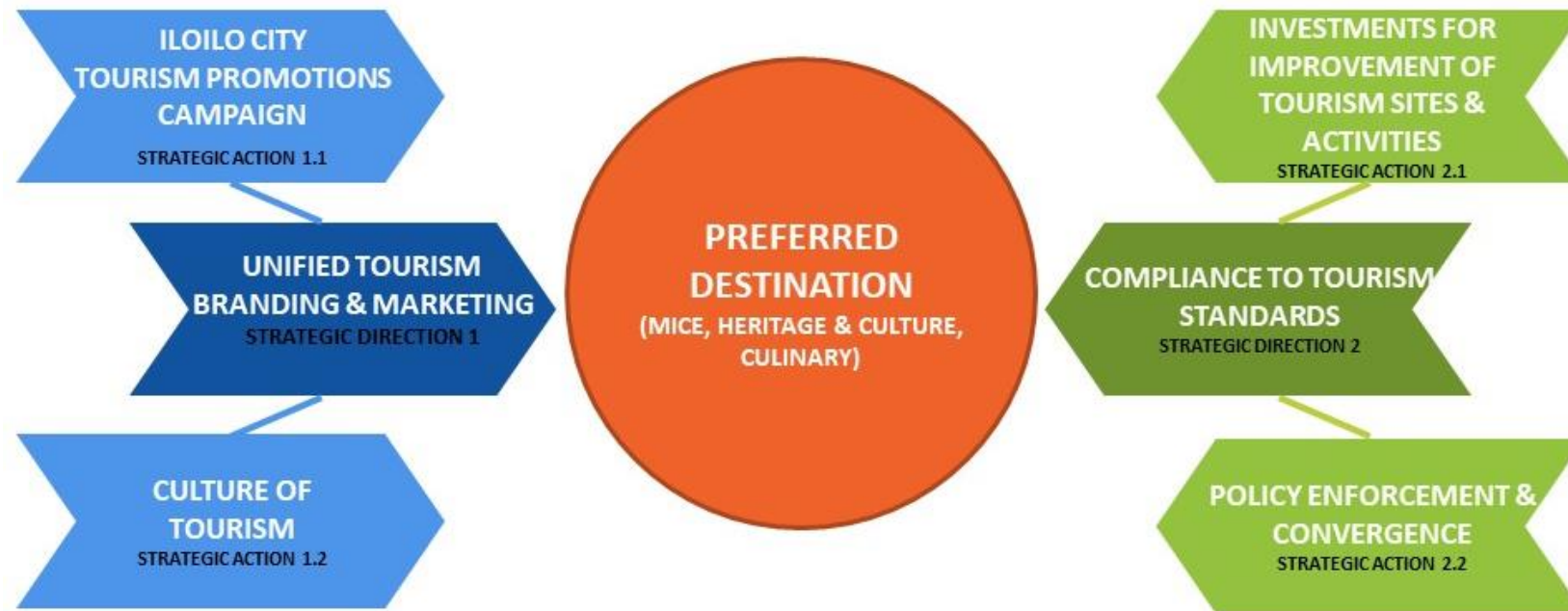
1. To provide globally competitive infrastructures and services to aid tourist mobility and support tourism development
2. To increase the number of the preserved and/or maintained tourism and/or heritage properties


Strategic Action 2.2 Improve, implement, and enforce the city tourism plan and policies and strengthen convergence with the rest of the region’s LGUs and National Government Agencies

Specific Objectives:

1. To provide an institutional mechanism to support and safeguard tourism and heritage properties
2. To strictly implement and enforce tourism-related laws, policies, guidelines especially on cleanliness and sanitation
3. To provide an institutional mechanism to support tourism development through private, intra and inter-government agency collaboration
4. To educate tourism stakeholders the value and benefits of accreditation and tourism data submission
5. To strictly implement and enforce tourism-related laws, policies, guidelines
6. To capacitate the Tourism Office to implement tourism plan

Figure 3.1 – THE ILOILO CITY STRATEGIC DIRECTION FRAMEWORK





CHAPTER 4

PRIORITY PROGRAMS, PROJECTS AND ACTIVITIES

IMPLEMENTATION PLAN FOR PRIORITY PROGRAMS, PROJECTS AND ACTIVITIES

Table 4.1 – MATRIX OF TOURISM PROGRAMS, PROJECTS, AND ACTIVITIES

STRATEGY AND OBJECTIVES	PROGRAMS/PROJECTS/ACTIVITIES	IMPLEMENTATION			COST ESTIMATE (PHP)	LEAD RESPONSIBLE AND STRATEGIC PARTNERS	SUCCESS INDICATORS	REMARKS
		2020	2021	2022				
Strategic Objective 1: To develop and sustain a unified tourism brand and marketing campaign								
Strategic Action 1.1: Enhancing competitive advantages through strengthened institutional support from tourism stakeholders and the government and to establish and sustain a unified brand to promote the city to international and national market								
<i>Specific Objectives</i>								
1. To identify, develop, and utilize a tourism brand for Iloilo City	• Tourism Market Profiling ○ Conduct Tourism Market Survey	X			Php 10,000	CTDO, DOT R06, MICE Center, Iloilo MICE Desk, Private Sector	Tourism Market Profile Report	
	• CTDO Tourism Marketing Capability Building ○ Purchase of equipment for documentation and video production	X	X	X	Php 300,000	CTDO, CMO, MICE Center	Purchases equipment for Tourism Promotions Production	
	• Branding Consultation Workshop	X			Php 100,000	CTDO, CMO, MICE Center	Conducted Branding Consultation Workshop	
	• Consult and engage a professional branding company for branding conceptualization and rollout	X	X	X	Php 1,000,000	CTDO, CMO, MICE Center	Iloilo City Tourism Brand utilized in tourism promotions	
	• Adoption of Iloilo City Brand by Sangguniang Panglungsod	X			-	CTDO, MICE Center	Sangguniang Resolution Adopting the Iloilo City Tourism Brand	
2. To support and sustain Iloilo MICE Program	• Create and sustain a MICE Center to support MICE Tourism	X	X	X		CTDO, DOT R06, MICE Center, Iloilo MICE Desk	Functional Iloilo City MICE Center	
	• Bid and campaign for MICE Events	X	X	X	Php 500,000	CTDO, DOT R06, MICE Center, Iloilo MICE Desk	Confirmed booking of at least 10 National Conventions per year	
	• Host MICECON			X	Php 12,000,000			
	• Bid and Campaign to host National and International Sports Event	X	X	X	Php 100,000	CTDO, DOT R06, MICE Center, Iloilo MICE Desk, Sports Dev't. Office	Confirmed booking of at least 1 National Sports Event	
	• Welcome and Goodbye Program	X	X	X	Php 100,000	CTDO, DOT R06, MICE Center, Iloilo MICE Desk	Conducted a year-round welcome and send off program	
3. To develop competitive local tourism products and services and	• Review Tour Packages	X	X	X		CTDO, DOT		
	• Create and promote an Ilonggo Culinary tourism circuit	X			Php 100,000	CTDO, DOT	Operating Iloilo Culinary Circuit Tour	

increase year-round experiential tourism activities	• Organize, develop medical tourism activity	X	X	X	Php 100,000	CTDO, DOT	Medical Tourism Packages Promoted and Utilized
	• Organize, develop educational tourism marketing activity	X	X	X	Php 100,000	CTDO, DOT	Educational Tourism Packages Promoted and Utilized
	• Organize, develop and sustain community-based tourism enterprises				Php 100,000	CTDO, DOT RO6, Private Sector, LIGA ng Barangay	Operating at least one community-based tourism enterprise per year
	o Souvenir items	X	X				
	o Iloilo Esplanade River Tour		X				
	o Hinactacan Eco Park			X			
o Ati Lanit Community			X				
o Barangay-based tourism initiatives	X	X	X				
• Iloilo City Eco-trail Project at Iloilo Esplanade	X				Php 50,000	CTDO, Academe, NGOs	Mangrove information signages placed along Iloilo Esplanade
• Support and Sustain Iloilo City Festivals and Festivities	X	X	X			CTDO, CMO, DOT, IFFI, ABC	Successful completion of each event
o Arevalo Fiesta (January)				Php 100,000/y			
o Iloilo Dinagyang Festival (January)				Php 25,000,000/y			
o Iloilo Chinese New Year Festival (January / February)				Php 200,000/y			
o Iloilo Paraw Regatta Festival (February)				Php 6,000,000/y			
o Jaro Fiesta (February)				Php 1,000,000/y			
o Iloilo Bike Festival (March)				Php 100,000/y			
o Veterans Day (March)				Php 60,000/y			
o Summer Arts Festival (April)				Php 1,000,000/y			
o Santacruzán Ciudad de Iloilo (May)				Php 2,000,000/y			
o La Paz Fiesta (May)				Php 100,000/y			
o Heritage Month Celebration (May)				Php 2,000,000/y			
o Independence Day (June)				Php 50,000/y			
o Molo Fiesta (July)				Php 100,000/y			
o Ramon Muzones Literary Festival (July)				Php 100,000/y			
o Iloilo Dragon Boat Festival (August)				Php 500,000/y			
o Kasadyahan Festival (August)				Php 5,000,000/y			
o Iloilo City Charter Day (August)				Php 2,000,000/y			
o Festival Costume Competition (August)				Php 1,000,000/y			
o Lapuz Fiesta (August)				Php 100,000/y			
o Tourism Month (September)				Php 100,000/y			
o International Travel Fair (October)				Php 100,000/y			
o Mandurriao Fiesta (November)				Php 100,000/y			
o Andres Bonifacio Day (November)				Php 50,000/y			
o Christmas Street Lantern Festival (November /December)				Php 1,000,000/y			
o Graciano Lopez Jaena Day (December)				Php 50,000/y			
o Rizal Day (December)				Php 50,000/y			

	<ul style="list-style-type: none"> Develop and sustain weekend and night markets from local producers MSMEs 	X	X	X	Php 200,000	CTDO, LEE0	Weekend and Night Market regularly operating	
	<ul style="list-style-type: none"> Develop and sustain Night Food/Bar Crawl 	X	X	X	Php 20,000	CTDO, DOT	Night Crawl Tours regularly operating	
	<ul style="list-style-type: none"> Develop and sustain Iloilo Esplanade River Activities 	X	X	X	Php 500,000	CTDO, DOT	Operating Iloilo River Esplanade Activities	
	<ul style="list-style-type: none"> Local souvenirs design workshop 	X	X	X	Php 50,000/y	CTDO, DOT, DTI	Locally Designed Souvenir Prototypes	
	<ul style="list-style-type: none"> Market and promote locally design souvenirs by identified communities 	X	X	X	Php 50,000	CTDO, DOT, DTI, LEIPO	Locally Designed Souvenir available in key tourist destination	
4. To develop and implement aggressive tourism marketing and promotions campaign	<ul style="list-style-type: none"> Create and/or adopt Tourism App to aid locals and tourist 	X			Php 50,000	Private Companies	Iloilo City Tourism App actively used by tourists	
	<ul style="list-style-type: none"> Create and Sustain Iloilo City Tourism Website 	X	X	X	Php 100,000	ILOILO CITY MISO, CTDO	Operational Iloilo City Tourism Website	
	<ul style="list-style-type: none"> Aggressive Social Media Promotions 	X	X	X	Php 10,000	CTDO, PIO,	At least 10 media posts per month	
	<ul style="list-style-type: none"> Produce 30seconder teaser and 5-minute video presentation for marketing 	X	X	X	Php 100,000	CTDO, Private Sector	Produced 30 seconder teaser and 5 min video teaser	
	<ul style="list-style-type: none"> Produce flyers, brochures, coffee table book for tourism promotion <ul style="list-style-type: none"> Iloilo City Tourism Coffee Table Tourism Brochures Flyers 	X	X	X	Php 300,000 Php 200,000/y	CTDO, Private Sector	Produced Coffee Table Book Produced at least 1,000 copies of Brochures/Flyers per year	
	<ul style="list-style-type: none"> Placement of Tourism Advertisement in Print Publications 	X	X	X	Php 200,000/y	CTDO, DOT, MICE Center	At least Ad placement per year	
	<ul style="list-style-type: none"> Promote interLGU tourism circuits <ul style="list-style-type: none"> Iloilo City – Guimaras Iloilo Farm Tours Iloilo City – Southern Iloilo Iloilo City – Northern Iloilo Iloilo City and Panay Tour 	X	X	X	Php 100,000	CTDO, DOT, nearby LGUs, tour operators	Inter-LGU circuits promoted by tour operators	
5. To develop and implement aggressive tourism marketing and promotions campaign	<ul style="list-style-type: none"> Lobby for airline agencies for additional international routes 	X	X	X	Php 10,000	CTDO, DOT, Tourism Council	Additional new routes	
	<ul style="list-style-type: none"> Participate in local, national, international tourism market fairs, exhibitions and conferences such as PTM 	X	X	X	Php 500,000/y	CTDO, DOT	Attended at least 1 tourism market fair and/or exhibition	
	<ul style="list-style-type: none"> Iloilo City Tourism Brand Caravan in schools 	X	X	X	Php 50,000/y	CTDO	Conducted at least 10 caravans/year	
	<ul style="list-style-type: none"> Iloilo City Tourism VLOG Contest 	X	X	X	Php 50,000/y	CTDO	Conducted at least 1 VLOG contest per year	
	<ul style="list-style-type: none"> Produce video and print collaterals for distribution on a cooperative basis 	X	X	X	Php 50,000	CTDO	Produced print collateral	

	• Participate for recognition by award-giving institutions	X	X	X		CTDO	Participated and awarded in at least 1 recognition body per year
	• International Travel Operator Familiarization Tour Program	X	X	X	Php 500,000/y	CTDO, DOT RO6, TPB, MICE Center, Iloilo MICE Desk, MICE Alliance	Supported at least 1 familiarization tour per year
	• Support familiarization tour of inbound tour operators	X	X	X	Php 500,000/y	CTDO, DOT RO6, TPB, MICE Center, Iloilo MICE Desk, MICE Alliance	Supported at least 5 familiarization tour per year

Strategic Action 1.2: Developing a Culture of Tourism by capacitating tourism front liners and the community to improve tourism services and products through modern technology and government resources

<i>Specific Objectives</i>							
1. To create initiatives to promote tourism and cultural awareness to the general public and stakeholders	• Joy Ride Ta Tourism Awareness Program	X	X	X	Php 300,000/y	CTDO	Conducted at least 12 Joy Ride Ta activity per year
	• Promote CLAYGO (Clean As You Go) Program	X	X	X	Php 25,000/y	CTDO	Conducted at least 12 CLAYGO Drive per year
	• Conduct Binalaybay Contest or relevant activities for preservation of local literary heritage	X	X	X	Php 40,000/y	CTDO	Conducted 1 Binalaybay Contest Per Year
	• Conduct Composo Contest or relevant activities for preservation of local music heritage	X	X	X	Php 40,000/y	CTDO	Conducted 1 Composo Contest Per Year
	• Cultural Mapping Training Workshop	X			Php 50,000	NCCA, ICCHCC, CTDO	Trained Cultural Mapping Team
	• Pursue continuing Cultural Mapping and Cultural Inventory Program	X	X	X	Php 100,000/y	ICCHCC, CTDO, Academe	Updated Cultural Property Inventory
	• Publish Compendium of Cultural Mapping Outputs			X	Php 150,000	CTDO	Cultural Map Book of Iloilo City
	• Document and maintain a database of heritage cuisine	X	X	X	Php 10,000	CTDO, ICCHCC	Heritage Cuisine Database
	• Publish Iloilo Cookbook		X		Php 150,000	CTDO, Academe	Published Iloilo Cookbook
	• Publish Iloilo History Book			X	Php 150,000	CTDO, Academe	Published Iloilo History book
	• Citywide Public Art Installations and Murals Program	X			Php 1,000,000	CMO, CTDO, Local Artists, Private Companies	
• Citywide Art and Culture Development and Appreciation Workshops	X			Php 1,000,000	CMO, CTDO, Local Artists, Private Companies		

2. To enhance the capability of tourism front liners and develop community-based tourism services and enterprises	• Tourism Learning Needs Assessment Workshop	X			Php 30,000	DOT, CTDO	Produced List of Tourism Trainings to be conducted	
	• Basic Training on Filipino Brand of Service and Basic Courtesy	X	X	X	Php 35,000/training	DOT, CTDO	Conducted at least 1 training per year	
	• Halal Service Training	X	X	X	Php 35,000/training	DOT, CTDO	Conducted at least 1 training per year	
	• Tour Guide and Site Guide Training	X	X	X	Php 50,000/y	DOT, CTDO	Conducted at least 1 training per year	
	• Official Tour Guides Updating Seminar	X	X	X	Php 10,000/y	DOT, CTDO	Conducted at least 1 training per year	
	• Tour Guiding Training for Tourism Transport Drivers	X	X	X	Php 30,000/y	DOT, CTDO	Conducted at least 1 training per year	
	• Tour Jeepney Program – utilize existing Jeepney as tourist friendly transport ○ Identify Jeepneys for Tour Program ○ Train Selected Jeepney Driver ○ Provide incentives for top performing drivers	X	X	X	Php 100,000/y	CTDO, DOT, Jeepney Transport Groups	Tourism Jeepneys utilized by	
	• La Paz Ilonggo Native Food Products Development	X	X	X	Php 100,000/y	DOT, DTI, CTDO, Private Sector	Conduct at least 1 training per year	
	• La Paz Ilonggo Native Food Products Food Preparation and Sanitation Seminar	X	X	X	Php 100,000/y	DOT, DTI, CTDO, Private Sector, DOH, CHO	Conduct at least 1 training per year	
	• Community-based tourism information center	X	X	X	Php 20,000	CTDO	Established atleast 1 community-based tourism information center per year	
• Integrated Local Tour Guiding in Curriculum	X	X	X		CTDO, DOT, CHED, Academe	Tour Guiding activity among SHS and College Students		

Strategic Objective 2: To achieve full compliance to national and international tourism standards in terms of infrastructure, facilities, amenities and services

Strategic Action 2.1 Generate investments by government and private sector to improve tourism sites and activities and to address concerns in tourism infrastructure, utilities, and facilities

Specific Objectives								
1. To provide globally competitive infrastructures and services to aid tourist mobility and support tourism development	Infrastructure							
	• Tourism Road Infrastructure Program ○ Aldeguer St. (Iloilo City Proper) ○ Bonifacio Drive (Iloilo City Proper) ○ De Leon St. (Iloilo City Proper) ○ F. Caram Avenue (Iloilo City Proper) ○ Fort San Pedro Drive (Iloilo City Proper) ○ Fuentes St. (Iloilo City Proper) ○ Gen. Blanco St. (Iloilo City Proper)	X	X	X	To be determined by DOT-DPWH Convergence Team	CTDO, Office of the Congressman, DPWH-DOT Road Convergence Program	Completed Road Projects	

<ul style="list-style-type: none"> ○ Guanco St. (Iloilo City Proper) ○ Iznart St. (Iloilo City Proper) ○ J.M. Basa St. (Iloilo City Proper) ○ Ledesma St. (Iloilo City Proper) ○ Mabini St. (Iloilo City Proper) ○ Mapa St. (Iloilo City Proper) ○ Muelle Loney (Iloilo City Proper – from Quirino Bridge to Drilon Bridge) ○ Muelle Loney (Iloilo City Proper – from Arguelles St. to Huervas St.) ○ Ortiz St. (Iloilo City Proper) ○ Solis St. (Iloilo City Proper) ○ Santo Rosario St. (Iloilo City Proper) ○ Valeria St. (Iloilo City Proper) ○ Valeria Extension St. (Iloilo City Proper) ○ Castilla St. (Jaro) ○ E. Lopez St. (Jaro) ○ Jalandoni St. (Jaro) ○ Lawa-an Village 6th Street (Jaro) ○ Lawa-an Village 5th Street (Jaro) ○ Lawa-an Village 4th Street (Jaro) ○ Mercado St. (Jaro) ○ Rizal St. – all four sides of Jaro Plaza ○ Zone 5 Irrigation Road, Brgy. San Isidro (Jaro) ○ Baldoza St. (La Paz, Iloilo City) ○ Burgos St. (La Paz, Iloilo City) ○ Efraim Treñas Boulevard (Nabitanan, Luna, & Laguda, La Paz) ○ Huervana St. (La Paz) ○ Magsaysay Road – Hechanova (Panga) (La Paz) ○ Rizal St. (La Paz – fronting La Paz Market) ○ Baluarte – Calumpang- Villa – Oton Boulevard (leading to Punta Villa & Tatoy’s Manokan) (Arevalo) ○ Osmeña St. (Arevalo) 								
<ul style="list-style-type: none"> • DPWH FTM Roads <ul style="list-style-type: none"> ○ Hinactacan Barangay Road 		X	X	To be determined by DPWH	CTDO, Office of the Congressman, DPWH-DA Road Convergence Program	Completed Road Projects		
<ul style="list-style-type: none"> • Development of Iloilo Cruise Port and Passenger Terminal 		X	X	To be determined by PPA, DPWH	PPA	Completed Iloilo Cruise Port and Passenger Terminal		
<ul style="list-style-type: none"> • Ortiz Wharf Improvement Project 	X	X		To be determined by PPA, DPWH	CTDO, DPWH, CEO, PPA	Completed Ortiz Wharf		
<ul style="list-style-type: none"> • Road and pedestrian walk clearing project 	X	X	X	To be determined by CEO	Road Clearing Task Force	100% Road and Pedestrian Cleared of Obstruction by 2022		

• Sidewalk Redevelopment Project	X	X	X	To be determined by CEO	Road Clearing Task Force, City Planning, CEO	
• Standard Directional Signs and Road Markings project	X	X	X	Php 10,000,000	DPWH, CEO	Completed Directional Signs and Road Markings by 2022
• Iloilo River Dredging Project	X	X	X	To be determined by PPA, DPWH	PPA, DPWH, CEO	Completion of Identified Dredging sites
• Road Greening and Road Median Landscaping	X	X	X	To be determined by CEO	DPWH, CEO, Beautification Office	100% Greening of Major Thoroughfares
• Public open space landscaping program (Beautification program)	X	X	X	Php 10,000,000/y	Beautification Office, CENRO	
• Villa Beach Tourism Zone	X	X	X	To be determined by DPWH	DPWH, CEO,	
• Hinactacan Bird Sanctuary – Construction of Tourism Center and Bird Watching Platforms	X	X	X	To be determined by related agency	DPWH, CEO, CENRO, DENR	Completed Viewing Deck and Tourist Information Center
• Attract Tourism Infrastructure Investment to support Iloilo MICE Program					LEIPO, MICE CENTER, DOT, Private Sector	Completed Convention Center and New Hotels
o Convention Center with more than 5000 seating capacity	X	X	X			
o Complimentary accommodation establishments	X	X	X			
• Iloilo City Welcome Arch	X	X	X	Php 5,000,000	DPWH, CEO, CTDO	Completed Welcome Arch
Facilities						
• Plaza Public Restroom Rehabilitation Project	X	X	X	Php 15,000,000	DPWH, CEO, CENRO	Completed Public Plaza Rehabilitation
• Esplanade Public Restroom and Drinking Fountain facilities	X	X	X	Php 5,000,000	DPWH, CEO, CENRO	Completed Iloilo Esplanade Public Restroom and Drinking Fountain
• Establishment of Public Rest Stops along Diversion Road and other Major Thoroughfares	X	X	X	Php 10,000,000	DPWH, CEO, TIEZA	Completed Public Rest Stops
Services						
• Tourism PUJ Project (Trained driver-tour guide, QR code feature, Onboard Souvenir shop)	X	X	X	Php 1,000,000	CTDO, LTO, LTFRB, DOTR, DOT, Transport Groups	Operational Tourism PUJ
• Tourism Orientation Seminar Training for PUV Drivers	X	X	X	Php 100,000/y	LTO, DOT, CTDO	Conducted at least 1 Tourism Orientation Seminar
• Bike for Rent	X	X	X	Private sector Investment	CTDO, Private Sector	Bike Rental Station Available in Strategic Areas
• Tourist Trike at Heritage and Tourist Zones	X	X	X	Private sector Investment	CTDO, Private Sector	Operational Tourist Trike by 2022
• Tourism Information Center in Port of Entries (Bacolod Ferry, Guimaras Ferry) and Terminals	X	X	X	Php 100,000/y	CTDO, PPA, Private Sector	Operational Tourism Information Center in identified areas

	<ul style="list-style-type: none"> Tourism Information Center in Key Tourism areas <ul style="list-style-type: none"> Iloilo Esplanade Jaro Plaza Molo Plaza 	X	X	X	Php 9,000,000	CTDO	Operational Tourism Information Center in identified areas	
	Conduct Tourism Products Needs Assessment Consultative Workshop	X	X	X	Php 100,000	CTDO, LEIPO, Business Groups	Identified Tourism Product Needs	
	Conduct Tourism Investment and Business Forum	X	X	X	Php 100,000/y	CTDO, DOT, LEIPO, Private Sector	Conducted at least 1 Tourism Investment and Business Forum	
	Attract PPP investment for Performance Center for Dinagyang and other fields for Art			X	Php 50,000,000	CTDO, DOT, LEIPO, Private Sector	Operational Performance Center for Dinagyang and other arts	
	Attract investors for Halal Services	X	X	X	Php 100,000/y	CTDO, DOT, LEIPO, DTI, Private Sector	At least 1 Halal Certified Hotel and Restaurant by 2022	
	Attract investors for state for the art medical equipment for Medical Tourism	X	X	X	Php 100,000/y	CTDO, DOT, LEIPO, Private Sector	Available services for Medical Tourism in hospitals	
2. To increase the number of the preserved and /or maintained tourism and/or heritage properties	Ordinance to include local history in curriculum of junior high school	X	X	X		ICCHCC, CTDO, DEPED		
	Ordinance requiring each barangay to research and improve their local history	X	X	X		ICCHCC, CTDO	Nationally recognized cultural properties	
	Apply for Restoration of National Recognized Cultural Properties					ICCHCC, CTDO	Restored Cultural Properties	
	Graciano Lopez Jaena Shrine Learning Resource Center	X	X	X	Php 20,000,000	ICCHCC, Iloilo City Public Library, Graciano Lopez Jaena Foundation	Operating Graciano Lopez Jaena Shrine Learning Resource Center	
	Pubic Monuments Rehabilitation Project	X	X	X	Php 10,000,000	ICCHCC, CENRO,	Rehabilitated Plaza	
	Attract investors for adaptive reuse of tourism and cultural properties	X	X	X	Php 100,000	LEIPO, CTDO	At least 5 Heritage Properties in adaptive reuse	
	Rehabilitation of TIEZA Tourism Development Areas RA 10555 <ul style="list-style-type: none"> Plaza Molo, Plaza Jaro, Plaza Libertad, Calle Real, Jaro Cathedral, Molo Church 	X	X	X	To be determined by TIEZA	CTDO, CPDO, SP	Approved annual budget for identified cultural properties	
	Plaza Rehabilitation Project <ul style="list-style-type: none"> La Paz Plaza Mandurriao Plaza Lapuz Plaza Arevalo Plaza 	X	X	X	Php 100,000,000	DPWH, TIEZA, CEO, CENRO, ICCHCC	Rehabilitated Plaza	
	Calle Real Redevelopment and Pedestrianization Project	X	X	X	Php 100,000,000	DPWH, TIEZA, CEO, ICCHCC	Completed Calle Real Redevelopment Project	

Strategic Action 2.2 Improve, implement, and enforce the city tourism plan and policies and strengthen convergence with the rest of the region's LGUs and National Government Agencies

Strategic Action 2.2 Improve, implement, and enforce the city tourism plan and policies and strengthen convergence with the rest of the region's LGUs and National Government Agencies								
<i>Specific Objectives</i>								
1. To provide institutional mechanism to support and safeguard tourism and heritage properties	• Strategic Planning Workshop for Citywide Cultural Heritage Preservation	X			Php 100,000	ICCHCC	Strategic Plan for Heritage Preservation	
	• Amend Iloilo City Tourism Code to include additional incentives for tourism investments	X				SP – Committee on Tourism, ICCHCC	Amended Tourism Code	
	• Amend Heritage Ordinance to include additional incentives for investors	X				SP – Committee on Tourism, ICCHCC	Amended Heritage Ordinance	
	• Creating a Division or Section for Cultural Property Preservation including creation of plantilla personnel (1 Culture and Arts Officer, SG18 and 1 Administrative Assistant II, SG 10)	X			Php 5,000,000	SP – Committee on Tourism, ICCHCC	A new section for Cultural Property Preservation	
	• Develop and sustain a hablon weaving curriculum to be integrated in secondary schools and technical/vocational schools	X	X	X	Php 100,000/y	DEPED, TIIC, TESDA, NCCA	Hablon weaving available in local schools	
	• Ordinance to include local history in curriculum	X				SP, DEPED	Ordinance on Local History in Schools	
2. To strictly implement and enforce tourism-related laws, policies, guidelines especially on cleanliness and sanitation	▪ Equip the City ENRO/GSO/LEEO/other assigned agencies with adequate logistics for sustained cleanliness and sanitation of public toilets.	X	X	X		CENRO, GSO, LEEO	Logistics available to support cleanliness and sanitation	
	▪ Increase of budgetary allocations for the GSO for the adequate implementation of the preventive maintenance.	X	X	X		CENRO, GSO, LEEO	Additional budget for preventive maintenance of public plaza	
	▪ Improve monitoring by the CEO at the level of building and occupancy permit applications and annual inspections.	X	X	X		CENRO, GSO, LEEO	Tourism-related establishment compliant with DOT tourism standards	
3. To provide institutional mechanism to support tourism development through private, intra and inter government agency collaboration	• Reconstitute and Strengthen the Iloilo City Cultural Heritage and Conservation Council in compliance to the Culture and Arts Council Guidelines of DILG	X				CTDO, DOT, MICE CENTER, CMO	Reactivated Iloilo City Tourism Council	
	• Reconstitute and strengthen Iloilo Arts Council	X				CMO, CTDO, MICE CENTER	Reactivated Iloilo City Arts Council	
	• Partner and strengthen ICVB to promote MICE tourism	X	X	X		CTDO, CMO, MICE CENTER	Partnership with ICVB	
	• Create an all accommodation organization	X				CTDO, DOT, MICE CENTER	Organized an Iloilo City Accommodation Organization	
	• Reactivate MIGEDC tourism cluster	X				CMO	Hablon weaving available in local schools	
	• Attain Center of Excellence and/or Development Status for Tourism or Hotel Restaurant Management Degrees	X	X	X	Php 1,000,000/y	CTDO, DOT, CHED, Universities and College	Reactivated MIGEDC Tourism Cluster	

	<ul style="list-style-type: none"> Review of policy on tour bus operations 	X					CTDO, CMO, SP, Transport Groups	New policy on tour bus operations	
4. To educate tourism stakeholders the value and benefits of accreditation and tourism data submission	<ul style="list-style-type: none"> Study for a passage of an ordinance on Mandatory Submission of Tourism Statistics Data 	X					CTDO, CMO, SP, Tourism Establishments	Ordinance on Mandatory Submission of Tourism Statistics Data	
	<ul style="list-style-type: none"> Ordinance on Registration of AIRBNB and other online room rental service as tourism related business and providing incentives to registrants 	X					CTDO, CMO, SP, Tourism Establishments	Ordinance on Registration of AIRBNB and other online room rental service	
	<ul style="list-style-type: none"> Tourism Statistics Training Program 	X	X	X		Php 50,000/y	CTDO, DOT	Conducted at least 1 Tourism Statistics Training	
	<ul style="list-style-type: none"> Tourism Education and Training Project Orientation Program of Hotel and Restaurant Owners on Tourism Data Submission and Accreditation 	X	X	X		Php 50,000/y	CTDO, DOT, DILG	Conducted at least 1 Tourism Statistics Orientation Program	
	<ul style="list-style-type: none"> Capacity building through workshop trainings and seminars 	X	X	X		Php 100,000/y	CTDO, DOT	Accreditation workshop and training	
6. To strictly implement and enforce tourism-related laws, policies, guidelines	<ul style="list-style-type: none"> Child Safe and Human Trafficking Prevention in Accommodation Establishments Caravan 	X	X	X		Php 100,000/y	CTDO, DOT	Conducted 1 Child Safe and Human Trafficking Prevention Seminar	
	<ul style="list-style-type: none"> Promote PWD Friendly Tourism Establishment 	X	X	X		Php 100,000/y	CTDO, DOT	PWD Friendly Tourism Establishment Program	
7. To capacitate the Tourism Office to “implement tourism plan	<ul style="list-style-type: none"> Full implementation of all plantilla positions in RO 2000-160 	X	X	X		Php 5,000,000/y	CTDO, CMO, HRMO, SP	New plantilla positions in place	
	<ul style="list-style-type: none"> Tourism Knowledge and Skills Enhancement Program <ul style="list-style-type: none"> Understanding local culture Updating on local history Tourism destination marketing Online tourism marketing Chinese and Korean Language training 	X	X	X		Php 200,000/y	CTDO, CMO, HRMO, SP	Conducted Tourism Knowledge and Skills Enhancement Program	

CHAPTER 5

PRIORITY CAPACITY DEVELOPMENT NEEDS

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FEEL FREE TO
TAKE PICTURES
BUT
DON'T SIT
ON THE LETTERS



PRIORITY CAPACITY DEVELOPMENT NEEDS


The priority capacity development needs of the Iloilo City Tourism Office were identified last November 19-22, 2019, during the Executive Legislative Agenda and the Capacity Development Formulation seminar conducted by the Iloilo City Human Resources Office. The capacity development needs are enumerated in Table 5.1.

Table 5.1 – CAPACITY DEVELOPMENT NEEDS OF ILOILO CITY TOURISM OFFICE

ELA PRIORITY AND PERFORMANCE GOAL	CAPACITY DEVELOPMENT INTERVENTION (PPAS)	EXPECTED OUTPUT	TARGET OF CAPDEV	TIME FRAME	FUNDING REQUIREMENT			PROCESS OWNER/OFFICE RESPONSIBLE	SOURCE OR SUPPORT / TECHNICAL ASSISTANCE
					2020	2021	2022		
TOURISM To promote initiatives in embracing quality standards	• Full implementation of plantilla positions in RO 2000-160	At least 4 plantilla positions funded and in place	Tourism Personnel	2020-2022	2,016,000	2,016,000	2,016,000	CTDO	CMO, HRMO
	• Training on Event Management with NC II Certification	At least 6 of Tourism Personnel trained with NC II Certification on Event Management	Tourism Personnel	2020-2022	c/o TESDA	c/o TESDA	c/o TESDA	CTDO	TESDA
	• Tour Guiding Training with DOT Accreditation	At least 6 Iloilo City Government Employees with DOT accreditation on Tour Guiding	City Government Employees	2020-2022	Php 40,000	Php 44,000	Php 48,000	CTDO, DOT	DOT
	• Provide scholarships for post graduate studies or short-term courses on tourism destination management	At least 1 tourism personnel completed a Master's degree	Tourism Personnel	2020-2022	Php 20,000	Php 22,000	Php 24,000	CTDO, HRMO	CMO, CHED, Academe
	• Provide scholarship and/or training in secondary language (Chinese, Japanese, Korean)	At least 6 tourism personnel completed training on any secondary language	Tourism Personnel	2020-2022	Php 16,000	Php 18,000	Php 20,000	CTDO	CMO, DOT, Academe

	<ul style="list-style-type: none"> • Training on Tourism Statistics Data Gathering and Analysis (Basic & Advance) 	At least 6 personnel completed training on Tourism Statistics	Tourism and Planning Personnel	2020-2022	c/o DOT	c/o DOT	c/o DOT	CTDO, DOT	DOT
	<ul style="list-style-type: none"> • DOT Accreditation Awareness Campaign and Tourism Accreditation Seminar 	At least 5 of CTDO personnel completed a seminar on DOR Tourism Accreditation	Tourism Personnel	2020-2022	c/o DOT	c/o DOT	c/o DOT	CTDO	DOT
	<ul style="list-style-type: none"> • Tourism Standards Seminar • UNWTO & ASEAN Tourism Standard • Star Rating Standard 	At least 5 of CTDO personnel completed a seminar on both International Standards and Star Ratingd	Tourism Personnel	2020-2022	c/o DOT	c/o DOT	c/o DOT	CTDO	DOT
	<ul style="list-style-type: none"> • Frontline Services Skills Enhancement Program • Filipino Brand of Service • Handling Conflicts & Difficult Clients • Customer Service Excellence 	At least 40 personnel completed trainings on any two of the suggested trainings	City Government Employee	2020-2022	Php 25,000	Php 27,500	Php 30,000	CTDO, HRMO	CMO, HRMO
	<ul style="list-style-type: none"> • Halal and understanding Muslim culture seminar 	At least 6 of CTDO personnel completed a seminar on Halal and understanding Muslim culture seminar	Tourism Personnel	2020-2022	c/o DOT	c/o DOT	c/o DOT	CTDO	DOT
TOURISM To expand and strengthen tourism product development to	<ul style="list-style-type: none"> • Iloilo City Branding Workshop 	Iloilo City Tourism Brand	Tourism Stakeholders	2020	Php 100,000	-	-	CTDO, Iloilo MICE Center	Iloilo MICE Center, CMO
	<ul style="list-style-type: none"> • Tourism Marketing and Selling Seminar 	At least 5 CTDO personnel completed Training	CTDO Personnel	2020-2022		Php 50,000			Iloilo MICE Center, DOT

increase tourism arrivals specific to each tourism product	• Tourism Collaterals Design and Production Trainings	At least 5 CTDO personnel completed Training	CTDO Personnel	2020-2022	Php 50,000			CTDO	Iloilo MICE Center, DOT
	• Design and production training for Tourism Trade Fairs	At least 5 CTDO personnel completed Training	CTDO Personnel	2020-2022	Php 50,000			CTDO	Iloilo MICE Center, DOT
	• Social Media Trends and Social Media Listening Trainings	At least 5 CTDO personnel completed Training	CTDO Personnel	2020-2022		Php 50,000		CTDO	Iloilo MICE Center, DOT
	• Tourism Marketing and Selling Seminar	At least 5 CTDO personnel completed Training	CTDO Personnel	2020-2022	c/o TPB	c/o TPB	c/o TPB	CTDO	Iloilo MICE Center, DOT
	• Tourism Collaterals Design and Production Trainings	At least 5 CTDO personnel completed Training	CTDO Personnel	2020-2022	Php 50,000			CTDO	Iloilo MICE Center, DOT
	• Purchase of equipment for Tourism Promotions Production (Camera, Video Equipment, Printers)	Tourism Promotions Production equipment purchased	CTDO	2020-2022	Php 100,000	Php 100,000	Php 100,000	CTDO, CMO	CMO



CHAPTER 6

MONITORING AND EVALUATION

MONITORING AND EVALUATION

The following table enumerates the matrix for monitoring and evaluation to measure the progress of the various tourism programs and projects.

Table 6.1 – MATRIX FOR MONITORING AND EVALUATION

GOALS AND OBJECTIVES	SUCCESS INDICATOR	TARGETS PER INDICATOR	DATA SOURCE TO ASSESS PERFORMANCE	COLLECTION METHODS	FREQUENCY	RESPONSIBILITY
Strategic Objective 1: To develop and sustain a unified tourism brand and marketing campaign						
Strategic Action 1.1: Enhancing competitive advantages through strengthened institutional support from tourism stakeholders and the government and to establish and sustain a unified brand to promote the city to international and national market						
1. To identify, develop and utilize a tourism brand for Iloilo City	Tourism Market Profile Report	Obtain 100% compliance for tourism data submission	CTDO, CMO, DOT RO6, MICE Center, Iloilo MICE Desk, Private Sector	Data Collection	Yearly	CTDO, CMO, DOT RO6, MICE Center, Iloilo MICE Desk, Private Sector
	Purchases equipment for Tourism Promotions Production	Obtain 100% purchase of production equipment	CTDO, CMO	Inventory Report	End of 2022	CTDO, CMO, MICE Center
	Conducted Branding Consultation Workshop	Conducted 1 Tourism Brand Consultation Workshop	MICE Center, CTDO, DOT	Workshop Report	Yearly	CTDO, CMO, MICE Center
	Iloilo City Tourism Brand utilized in tourism promotions	Tourism Promotions Campaign Conducted	MICE Center, CTDO, DOT	Documentation and report of tourism promotions campaign	Yearly	CTDO, CMO, MICE Center
	Sangguniang Resolution Adopting the Iloilo City Tourism Brand	Sangguniang resolution adopted	MICE Center, CTDO, SP	Authenticated copy of resolution from SP Secretariat	End of 2022	CTDO, MICE Center, SP
2. To support and sustain Iloilo MICE Program	Functional Iloilo City MICE Center	Creation of office with corresponding budget	CTDO, DOT RO6, MICE Center, Iloilo MICE Desk,	Executive order	2020 only	CMO, MICE CENTER, SP
	Confirmed booking of at least 12 National Conventions per year	Hosted 12 National Conventions annually	CTDO, DOT RO6, MICE Center, Iloilo MICE Desk, MICE Facilities	Conventions Utilization Survey Form, CTDO Annual Report	Yearly	CTDO, DOT R06, MICE Center, Iloilo MICE Desk
	Confirmed booking of at least 1 National Sports Event	Hosted 1 National Sports Event annually	Iloilo City Sports Office, CTDO, MICE Center	Recording of Booked National Sports Events per Year	Yearly	Iloilo City Sports Office, CTDO, MICE Center
	Conducted a year-round welcome and send off program	Hosted 12 National Conventions annually	CTDO, DOT RO6, MICE Center, Iloilo MICE Desk	Documentation of Welcome and Send Off Program, CTDO Annual Report	Yearly	CTDO, DOT R06, MICE Center, Iloilo MICE Desk

GOALS AND OBJECTIVES	SUCCESS INDICATOR	TARGETS PER INDICATOR	DATA SOURCE TO ASSESS PERFORMANCE	COLLECTION METHODS	FREQUENCY	RESPONSIBILITY
3. To develop competitive local tourism products and services and increase year-round experiential tourism activities	Operating Iloilo Culinary Circuit Tour	Produce 1 Iloilo Culinary Circuit Itinerary	CTDO, AIDATTO, DOT, MICE CENTER, MICE DESK, Private Sector	Documentation of culinary tour itinerary	Upon creation of itinerary	CTDO, AIDATTO, DOT, MICE CENTER, MICE DESK, Private Sector
	Medical Tourism Packages Promoted and Utilized	Produced Medical Tourism Program brochure/briefer	CTDO, DOT, Medical Association, Private Sector	Documentation of Medical Tourism Brochure/Briefer	Upon creation of program	CTDO, DOT
	Educational Tourism Packages Promoted and Utilized	Produce 1 Educational Tourism Package	CTDO, AIDATTO, DOT, MICE CENTER, MICE DESK, Private Sector	Documentation of an actual educational tourism tour	Yearly	CTDO, DOT
	Operating at least one community-based tourism enterprise per year	Created one community enterprise	CTDO, DOT, LIGA, Private Sector	Documentation of creation of tourism community bases enterprise, CTDO Annual Report	Yearly	CTDO, DOT RO6, Private Sector, LIGA ng Barangay
	Mangrove information signages placed along Iloilo Esplanade	Produce 1 set/package of mangrove information signages	DOT, CENRO, CTDO	Documentation of installation of signages, CTDO Annual Report	Completion of Project	CTDO, Academe, NGOs
	Successful completion of each Festivals and Festivities	Conduct of listed and programmed Festivals and Festivities	CTDO,	Documentation of an actual event, CTDO Annual Report	Yearly	CTDO, CMO, DOT, IFFI
	Weekend and Night Market regularly operating	Created 1 weekend/night market program	CTDO, Private Sector	Documentation of an actual event, CTDO Annual Report	Yearly	CTDO, LEOO
	Night Crawl Tours regularly operating	Produce 1 Night Crawl Tour Activity	CTDO, AIDATTO, DOT, Private Sector	Documentation of an actual event, CTDO Annual Report	Yearly	CTDO, DOT
	Operating Iloilo River Esplanade Activities	Creation of 1 new Iloilo River Esplanade Tourism Activity	CTDO, DOT, Private Sector	Documentation of an actual event, CTDO Annual Report	Yearly	CTDO, DOT
	Locally Designed Souvenir Prototypes	Creation of souvenir prototype	CTDO, DOT, DTI, Private Sector, Academe	Documentation of a souvenir prototype, CTDO Annual Report	Yearly	CTDO, DOT, DTI, Private Sector, Academe
	Locally Designed Souvenir available in key tourist destination	Souvenir Prototype available in at least 5 souvenir outlets	CTDO, DOT, DTI, Private Sector, Academe	Documentation of a souvenir prototype, CTDO Annual Report	Yearly	CTDO, DOT, DTI, Private Sector, Academe
4. To develop and implement aggressive tourism marketing and promotions campaign	Iloilo City Tourism App actively used by tourists	Iloilo City Tourism App available for download	CTDO, DOT, MISO, Private Sector	Documentation of App Launching, CTDO Annual Report	Completion of Project	CTDO, DOT, MISO, Private Sector
	Operational Iloilo City Tourism Website	Iloilo City Website Available Online	CTDO, DOT, MISO, Private Sector	Documentation of Website Launching, CTDO Annual Report	Completion of Project	ILOILO CITY MISO, CTDO
	At least 10 media posts per month	10 social media post in Facebook/Instagram	CTDO	Documentation of Social Media Posts, CTDO Annual Report	Monthly and Yearly	CTDO, PIO,
	Produced 30 second teaser and 5 min video teaser	1 30 second and 1 5 min video	CTDO, DOT	Actual Videos	Completion of Project	CTDO, Private Sector
	Produced Coffee Table Book	Produced 1 Iloilo City Coffee Table Book	CTDO	CTDO Annual Report	End of 2022	CTDO
	Produced at least 1,000 copies of Brochures/Flyers per year	Production of 1,000 copies of Brochures	CTDO, DOT, MICE CENTER	CTDO Annual Report	Yearly	CTDO, DOT, MICE CENTER

GOALS AND OBJECTIVES	SUCCESS INDICATOR	TARGETS PER INDICATOR	DATA SOURCE TO ASSESS PERFORMANCE	COLLECTION METHODS	FREQUENCY	RESPONSIBILITY
	At least Ad placement per year	Publication of 1 Ad in Print Publication	CTDO, DOT, MICE CENTER, IFFI, Private Sector	Documentation of actual publication, CTDO Annual Report	Yearly	CTDO, DOT, MICE Center
	Inter-LGU circuits promoted by tour operators	Inter LGU circuit present in brochure/promo materials of tour operators	CTDO, AIDATTO, DOT, Private Sector	Documentation of actual publication, CTDO Annual Report	Yearly	CTDO, AIDATTO, DOT, Private Sector
	Additional new routes	New routes operational	CTDO, DOT, CAAP, Airline Companies	Documentation of new route, CTDO Annual Report	Completion of Project	CTDO, DOT, CAAP, Airline Companies
	Attended at least 1 tourism market fair and/or exhibition	Attendance to 1 tourism market exhibition	CTDO, DOT, CAAP, Airline	Documentation of actual event, CTDO Annual Report	Yearly	CTDO, DOT
	Conducted at least 10 caravans/year	Conducted 10% of target schools per year	CTDO	Documentation of an actual event, CTDO Annual Report	Yearly	CTDO
	Conducted at least 1 VLOG contest per year	Produced atleast 5 VLOGs	CTDO, DOT, private sector	Documentation of an actual event, CTDO Annual Report	Yearly	CTDO
	Participated and awarded in at least 1 recognition body per year	One (1) national tourism related award	CTDO	Documentation of an actual event, CTDO Annual Report	Yearly	CTDO
	Supported at least 1 international familiarization tour per year	One international familiarization tour conducted with at least 5 guests	CTDO, MICE CENTER	Documentation of an actual event, CTDO Annual Report	Yearly	CTDO, DOT RO6, TPB, MICE Center, Iloilo MICE Desk, MICE Alliance
	Supported at least 5 local/regional/national familiarization tour per year	Five familiarization tour conducted with at least 5 guests each	CTDO, MICE CENTER	Documentation of an actual event, CTDO Annual Report	Yearly	CTDO, DOT RO6, TPB, MICE Center, Iloilo MICE Desk, MICE Alliance
Strategic Action 1.2: Developing a Culture of Tourism by capacitating tourism front liners and the community to improve tourism services and products through modern technology and government resources						
1. To create initiatives to promote tourism and cultural awareness to the general public and stakeholders	Conducted at least 5 Joy Ride Ta activity per year	Five Joy Ride Ta! Tours with 25 guests	CTDO, DOT, private sector	Documentation of an actual event, CTDO Annual Report	Yearly	CTDO
	Conducted at least 12 CLAYGO Drive per year	Twelve Claygo Caravan conducted with at least 50 participants	CTDO, SP, public schools	Documentation of an actual event, CTDO Annual Report	Yearly	CTDO
	Conducted 1 Binalaybay Contest Per Year	One Binalaybay contest conducted with atleast 5 participants	CTDO, ICCHCC	Documentation of an actual event, CTDO Annual Report	Yearly	CTDO
	Conducted 1 Composo Contest Per Year	One composo contest conducted with atleast 5 participants	CTDO, ICCHCC	Documentation of an actual event, CTDO Annual Report	Yearly	CTDO
	Trained Cultural Mapping Team	Conducted one cultural mapping training with atleast 15 participants	CTDO, ICCHCC	Documentation of an actual event, CTDO Annual Report	Yearly	NCCA, ICCHCC, CTDO

GOALS AND OBJECTIVES	SUCCESS INDICATOR	TARGETS PER INDICATOR	DATA SOURCE TO ASSESS PERFORMANCE	COLLECTION METHODS	FREQUENCY	RESPONSIBILITY
	Updated Cultural Property Inventory	Cultural Property Inventory Updated with atleast 10 new entries	CTDO, ICCHCC	ICCHCC Resolution, SP Resolution, Cultural Property Inventory List	Yearly	ICCHCC, CTDO, Academe
	Cultural Map Book of Iloilo City	Produced one cultural map of Iloilo City	CTDO, ICCHCC, Academe	Actual Cultural Map Book	End of Project	CTDO
	Heritage Cuisine Database	Produced one database of Iloilo City Heritage Cuisine	CTDO, ICCHCC, Academe	ICCHCC or CTDO documentation	End of Project	CTDO, ICCHCC
	Published Iloilo Cookbook	Published 1 Iloilo Cookbook	CTDO, ICCHCC, Academe	Actual Iloilo Cookbook	End of Project	CTDO, Academe
	Published Iloilo History book	Published 1 Iloilo History Book	CTDO, ICCHCC, Academe	Actual Iloilo History Book	End of Project	CTDO, Academe
	Artworks and Murals Installed and Painted	Atleast 5 Artworks Installed	CMO, CTDO, Local Artists, Private Companies	Documentation of an actual event, CTDO Annual Report	Yearly	CMO, CTDO, Local Artists, Private Companies
	Art Appreciation Workshops Conducted	Conducted one art appreciation workshop per year	CMO, CTDO, Local Artists, Private Companies	Documentation of an actual event, CTDO Annual Report	Yearly	CMO, CTDO, Local Artists, Private Companies
2. To enhance the capability of tourism front liners and develop community-based tourism services and enterprises	Produced List of Tourism Trainings to be conducted	One list of tourism trainings to be conducted	DOT, CTDO	Workshop Report	End of Project	DOT, CTDO, Jeepney Transport Groups, CHED, Academe
	Conducted at least 1 training per year for Basic Training on Filipino Brand of Service and Basic Courtesy	Conducted at least 1 training per year for Basic Training on Filipino Brand of Service and Basic Courtesy	DOT, CTDO	Documentation of an actual event, CTDO Annual Report	Yearly	DOT, CTDO
	Conducted at least 1 training per year for Halal Service Training	Conducted at least 1 training per year for Halal Service Training	DOT, CTDO	Documentation of an actual event, CTDO Annual Report	Yearly	DOT, CTDO
	Conducted at least 1 training per year for Tour Guide and Site Guide Training	Conducted at least 1 training per year for Tour Guide and Site Guide Training	DOT, CTDO	Documentation of an actual event, CTDO Annual Report	Yearly	DOT, CTDO
	Conducted at least 1 training per year for Official Tour Guides Updating Seminar	Conducted at least 1 training per year for Official Tour Guides Updating Seminar	DOT, CTDO	Documentation of an actual event, CTDO Annual Report	Yearly	DOT, CTDO
	Conducted at least 1 training per year for Tour Guiding Training for Tourism Transport Drivers	Conducted at least 1 training per year for Tour Guiding Training for Tourism Transport Drivers	DOT, CTDO	Documentation of an actual event, CTDO Annual Report	Yearly	DOT, CTDO

GOALS AND OBJECTIVES	SUCCESS INDICATOR	TARGETS PER INDICATOR	DATA SOURCE TO ASSESS PERFORMANCE	COLLECTION METHODS	FREQUENCY	RESPONSIBILITY
	Tourism Jeepneys utilized by tourists	One tourism jeepney for tourist use	DOT, CTDO	Documentation of project, CTDO Annual Report	End of Project	CTDO, DOT, Jeepney Transport Groups
	Conducted at least 1 training for food product development	Conducted at least 1 training for food product development	CTDO, DOT, DTI, CTDO	Documentation of project, CTDO Annual Report	Yearly	DOT, CTDO
	Conducted at least 1 training for food preparation and sanitation	Conducted at least 1 training for food preparation and sanitation	CTDO, DOT, DTI, CTDO	Documentation of project, CTDO Annual Report	Yearly	DOT, CTDO
	Established at least 1 community-based tourism information center per year	One tourism information center per year	DOT, CTDO	Documentation of project, CTDO Annual Report	End of Project	CTDO
	Tour Guiding activity among College Students	One tour guiding activity in each tourism course	Academe – Tourism Schools, CTDO	Documentation of Tour Guiding Activity	Yearly	CTDO, DOT, CHED, Academe
Strategic Objective 2: To achieve full compliance to national and international tourism standards in terms of infrastructure, facilities, amenities and services						
Strategic Action 2.1 Generate investments by government and private sector to improve tourism sites & activities and to address concerns in tourism infrastructure, utilities, and facilities						
1. To provide globally competitive infrastructures and services to aid tourist mobility and support tourism development	Completed DOT-DPWH Tourism Road Projects	100% Completion of Programmed Roads per Year	DOT, DPWH, CTDO, CEO	Annual Report Tourism Road Projects	Yearly	CTDO, Office of the Congressman, DPWH-DOT Road Convergence Program
	Completed Road Projects	100% Completion of Programmed Roads per Year	DPWH, CTDO	Annual Report on Farm to Market Roads	Yearly	CTDO, Office of the Congressman, DPWH-DA Road Convergence Program
	Completed Iloilo Cruise Port and Passenger Terminal	100% Completion of Programmed Project	DPWH, PPA, CEO	Annual Report on Infrastructure Project	End of Project	PPA
	Completed Ortiz Wharf	100% Completion of Programmed Project	DPWH, PPA, CEO	Annual Report on Infrastructure Project	End of Project	CTDO, DPWH, CEO, PPA
	Road and Pedestrian Cleared of Obstruction by 2022	100% Completion of Project	CEO, PSTMO, DPWH	Annual Report on Road Clearance	Yearly	Road Clearing Task Force
	Completed Directional Signs and Road Markings by 2022	100% Completion of Programmed Project	CEO, PSTMO, DPWH	Annual Report on Infrastructure Project	Yearly	DPWH, CEO
	Completion of Identified Dredging sites	100% Completion of Programmed Project	DPWH, PPA, CEO	Annual Report on Infrastructure Project	Yearly	PPA, DPWH, CEO
	Greening of Major Thoroughfares	100% Completion of Programmed Project	CENRO, Beautification Office, GSO, CEO, DPWH	Annual Report on Infrastructure Project	Yearly	DPWH, CEO, Beautification Office
	Completion of target open public space landscaping	100% Completion of Programmed Project	CENRO, Beautification Office, GSO	Annual Report from Beautification Office	Yearly	CENRO, Beautification Office, GSO
	Completed Villa Beach Tourism Corregidor	100% Completion of Programmed Project	DPWH, CEO	Annual Report on Infrastructure Project	End of Project	DPWH, CEO
	Completed Viewing Deck and Tourist Information Center	100% Completion of Programmed Project	CENRO, DENR, CEO, DPWH	Annual Report on Infrastructure Project	End of Project	DPWH, CEO, CENRO, DENR

GOALS AND OBJECTIVES	SUCCESS INDICATOR	TARGETS PER INDICATOR	DATA SOURCE TO ASSESS PERFORMANCE	COLLECTION METHODS	FREQUENCY	RESPONSIBILITY
	Completed Convention Center and New Hotels	Completed 1 Convention Center with 4000 Capacity, Additional 1000 new rooms	CTDO, DOT, Accommodation Establishments, MICE Facility, Private Sector	Annual Inventory of MICE Facilities and Accommodation Establishments	End of Project	LEIPO, MICE CENTER, DOT, Private Sector
	Completed Welcome Arch	Completed 4 welcome arch	CTDO, DOT, TIEZA, DPWH, Private Sector	Annual Report on Infrastructure Project	End of Project	DPWH, CEO, CTDO
	Completed Public Plaza Rehabilitation	100% Completion of Programmed Project	CTDO, DOT, TIEZA, DPWH, Private Sector, CENRO	Annual Report on Infrastructure Project	End of Project	DPWH, CEO, CTDO
	Completed Iloilo Esplanade Public Restroom and Drinking Fountain	100% Completion of Programmed Project	CTDO, DOT, TIEZA, DPWH, Private Sector	Annual Report on Infrastructure Project	End of Project	DPWH, CEO, CENRO
	Completed Public Rest Stops	100% Completion of Programmed Project	CTDO, DOT, TIEZA, DPWH, Private Sector, CENRO	Annual Report on Infrastructure Project	End of Project	DPWH, CEO, TIEZA
	Operational Tourism PUJ	100% Completion of Project	CTDO, DOT, LTO, DOTR, Private Sector	Documentation of project, CTDO Annual Report	End of Project	CTDO, LTO, LTFRB, DOTR, DOT, Transport Groups
	Conducted at least 1 Tourism Orientation Seminar for drivers	Completion of Seminar with 20 participants	CTDO, DOT, LTO, DOTR, Private Sector	Documentation of project, CTDO Annual Report	End of Project	LTO, DOT, CTDO
	Bike Rental Station Available in Strategic Areas	Availability of 1 Bike Rental Station	CTDO, DOT, Private Sector	Documentation of project, CTDO Annual Report	End of Project	CTDO, Private Sector
	Operational Tourist Trike by 2022	Availability of Tourist Trike Service	CTDO, DOT, Private Sector	Documentation of project, CTDO Annual Report	End of Project	CTDO, Private Sector
	Operational Tourism Information Center in Port of Entries	100% Completion of Programmed Project	CTDO, DOT, TIEZA, DPWH, Private Sector, CENRO	Annual Report on Infrastructure Project	End of Project	CTDO, PPA, Private Sector
	Operational Tourism Information Center in Key Tourism Areas	100% Completion of Activity	CTDO, DOT, TIEZA, DPWH, Private Sector	Annual Report on Infrastructure Project	End of Project	CTDO
	Identified List of Tourism Product Needs	Conduction of Workshop	CTDO, LEIPO, Business Groups	Workshop Report	End of Project	CTDO, LEIPO, Business Groups
	Conducted at least 1 Tourism Investment and Business Forum	100% Completion of Activity	CTDO, DOT, LEIPO, Private Sector	Documentation of project, CTDO Annual Report	Yearly	CTDO, DOT, LEIPO, Private Sector
	Operational Performance Center for Dinagyang and other arts	100% Completion of Programmed Project	CTDO, DOT, LEIPO, Private Sector	Annual Report on Infrastructure Project	End of 2022	CTDO, DOT, LEIPO, Private Sector
	At least 1 Halal Certified Hotel and Restaurant by 2022	Presence of Halal certified establishment	CTDO, DOT, LEIPO, Private Sector	Halal Certificate, CTDO Annual Report	End of 2022	CTDO, DOT, LEIPO, DTI, Private Sector
	Available services for Medical Tourism in hospitals	Presence of Medical Tourism in Hospitals	CTDO, DOT, LEIPO, Private Sector	CTDO Annual Report	End of Project	CTDO, DOT, LEIPO, Private Sector
2.To increase the number of the preserved and /or	Restoration of Nationally recognized cultural properties	Completed one restoration of national recognized cultural property	CTDO, ICCHCC, Cultural Agencies	Documentation of project, CTDO Annual Report	End of Project	

GOALS AND OBJECTIVES	SUCCESS INDICATOR	TARGETS PER INDICATOR	DATA SOURCE TO ASSESS PERFORMANCE	COLLECTION METHODS	FREQUENCY	RESPONSIBILITY
maintained tourism and/or heritage properties	Operating Graciano Lopez Jaena Shrine Learning Resource Center	100% Completion of Programmed Project	ICCHCC, Iloilo City Public Library, Graciano Lopez Jaena Foundation, CEO	Annual Report on Infrastructure Project	End of Project	ICCHCC, Iloilo City Public Library, Graciano Lopez Jaena Foundation
	Rehabilitated Public Monuments	Completed 3 public monuments yearly	CTDO, ICCHCC, Cultural Agencies, CEO, DPWH, CENRO	Annual Report on Infrastructure Project	Yearly	ICCHCC, CENRO, ICCHCC
	Heritage Properties in adaptive reuse	Completed 5 heritage properties in adaptive reuses by 2022	LEIPO, CTDO, ICCHCC	Annual Report on Infrastructure Project	End of 2022	LEIPO, CTDO
	Completed restoration of Tourism Development Areas	100% Completion of Programmed Project	CTDO, ICCHCC, TIEZA, CEO, DPWH, CENRO	Annual Report on Infrastructure Project	Yearly	DPWH, TIEZA, CEO, CENRO, ICCHCC
	Rehabilitated Plazas	100% Completion of Programmed Project	CTDO, ICCHCC, TIEZA, CEO, DPWH, CENRO	Annual Report on Infrastructure Project	Yearly	DPWH, TIEZA, CEO, CENRO, ICCHCC
		100% Completion of Programmed Project	CTDO, ICCHCC, TIEZA, CEO, DPWH, CENRO	Annual Report on Infrastructure Project	Yearly	DPWH, TIEZA, CEO, ICCHCC
Strategic Objective 2: To achieve full compliance to national and international tourism standards in terms of infrastructure, facilities, amenities and services						
Strategic Action 2.2 Improve, implement, and enforce the city tourism plan and policies and strengthen convergence with the rest of the region's LGUs and National Government Agencies						
1.To provide institutional mechanism to support and safeguard tourism and heritage properties	Reconstituted ICCHCC	Executive Order passed reconstituting the ICCHCC	CMO, ICCHCC, SP	Executive Order of the ICCHCC	End of Project	CMO, ICCHCC, SP
	Annual Budget for ICCHCC	Approved budget for MOOE	ICCHCC, CMO, SP, Budget Office	Annual Budget	Yearly	ICCHCC, CMO, SP, Budget Office
	Strategic Plan for Heritage Preservation	Produced 1 Strategic Plan document	ICCHCC	Documentation of Strategic Plan	End of Project	ICCHCC, CMO, Academe
	Amended Tourism Code	Created a new Tourism Code Ordinance	CTDO, CMO, SP	SP Approval of Ordinance	End of Project	SP – Committee on Tourism, ICCHCC
	Amended Heritage Ordinance	Created a new Heritage Code Ordinance	CTDO, CMO, SP	SP Approval of Ordinance	End of Project	SP – Committee on Tourism, ICCHCC
	A new section for Cultural Property Preservation	Created a new Cultural Property Preservation	CTDO, CMO, SP	SP Approval of Ordinance	End of Project	SP – Committee on Tourism, ICCHCC
	Hablon Weaving Curriculum	Hablon weaving curriculum in public schools	CTDO, Cultural Agencies, ICCHCC, SP, DEPED	Copy of approved curriculum	End of project	CTDO, Cultural Agencies, ICCHCC, SP, DEPED
	Ordinance on Local History in Schools	Created a new ordinance for local history in schools	CTDO, CMO, SP	SP Approval of Ordinance	End of Project	SP, DEPED
	Ordinance on Local History in Barangay History	Created a new ordinance for local history in barangays	CTDO, CMO, SP, LIGA	SP Approval of Ordinance	End of Project	CTDO, CMO, SP, LIGA
2.To strictly implement and enforce tourism-related	Logistics available to support cleanliness and sanitation	Budget increase of 10% for cleanliness and sanitation	CMO, GSO, CENRO, LEE0	Annual budget	Yearly	CMO, GSO, CENRO, LEE0

GOALS AND OBJECTIVES	SUCCESS INDICATOR	TARGETS PER INDICATOR	DATA SOURCE TO ASSESS PERFORMANCE	COLLECTION METHODS	FREQUENCY	RESPONSIBILITY
laws, policies, guidelines especially on cleanliness and sanitation	Additional budget for preventive maintenance of public tourism areas	Budget increase of 10% for preventive maintenance	CMO, GSO, CENRO, LEE0	Annual budget	Yearly	CMO, GSO, CENRO, LEE0
	Tourism-related establishment compliant with DOT tourism standards	100% compliance of tourism establishments	CMO, CEO, Office of Building Official	Inspection report, Feedback from Tourism Establishments	Yearly	CMO, CEO, Office of Building Official, CTDO
3.To provide institutional mechanism to support tourism development through private, intra and inter government agency collaboration	Reactivated Iloilo City Tourism Council	Executive Order passed reconstituting the Iloilo City Tourism Council	CMO, ICCHCC, SP	Executive Order of the ICCHCC	End of Project	CTDO, DOT, MICE CENTER, CMO
	Reactivated Iloilo City Arts Council	Executive Order passed reconstituting the Iloilo Arts Council	CMO	Executive Order of the ICCHCC	End of Project	CMO
	Partnership with ICVB	Memorandum of Agreement for Partnership	CMO	Copy of MOA of partnership	End of Project	CTDO, CMO, MICE CENTER
	Organized an Iloilo City Accommodation Organization	Created an all Accommodation Organization in Iloilo City	CTDO, DOT, All accommodation establishment	Documentation of the organization	End of Activity	CTDO, DOT, MICE CENTER
	Reactivated MIGEDC Tourism Cluster	Joint Memorandum of MIGEDC reactivating the Tourism Cluster	CMO, Tourism Offices of MIGEDC members	Copy of Memorandum	End of Activity	CMO, Tourism Offices of MIGEDC members
	Center of Excellence or Development Status of any Iloilo City Tourism College	Attain Center of Excellence or Development Status of any Iloilo City Tourism College	CHED, DOT, CTDO, Academe	Certification from CHED	End of Activity	CHED, DOT, CTDO, Academe
	New policy on tour bus operations	Created a new ordinance on tour bus poerations	CTDO, PSTMO, Tour Transport Operators	SP Approval of Ordinance	End of Activity	CTDO, CMO, SP, Transport Groups
4.To educate tourism stakeholders the value and benefits of accreditation and tourism data submission	Ordinance on Mandatory Submission of Tourism Statistics Data	Created a new ordinance on Mandatory Submission of Tourism Statistics Data	CTDO, CMO, SP	SP Approval of Ordinance	End of Project	CTDO, CMO, SP
	Ordinance on Registration of AIRBNB and other online room rental service	Created a new ordinance on Registration of AIRBNB and other online room rental service	CTDO, CMO, SP	SP Approval of Ordinance	End of Project	CTDO, CMO, SP
	Conducted at least 1 Tourism Statistics Training	Conducted 1 tourism statistics training for front liners	CTDO, DOT, Tourism Establishments	CTDO Annual Report	Yearly	CTDO, DOT, DILG
	Conducted at least 1 Tourism Statistics Orientation Program	Conducted 1 tourism statistics training for front liners	CTDO, DOT, Tourism Establishments	CTDO Annual Report	Yearly	CTDO, DOT, Tourism Establishments
	Accreditation workshop & training	Conducted 1 Accreditation workshop & training	CTDO, DOT, Tourism Establishments	CTDO Annual Report	Yearly	CTDO, DOT, Tourism Establishments

GOALS AND OBJECTIVES	SUCCESS INDICATOR	TARGETS PER INDICATOR	DATA SOURCE TO ASSESS PERFORMANCE	COLLECTION METHODS	FREQUENCY	RESPONSIBILITY
5.To strictly implement and enforce tourism-related laws, policies, guidelines	Conducted 1 Child Safe and Human Trafficking Prevention Seminar	Conducted 1 tourism statistics training for front liners	CTDO, DOT, Tourism Establishments	CTDO Annual Report	Yearly	CTDO, DOT, Tourism Establishments
	PWD Friendly Tourism Establishment Program	Conducted 1 Accreditation workshop and training	CTDO, DOT, Tourism Establishments	CTDO Annual Report	Yearly	CTDO, DOT, Tourism Establishments
6.To capacitate the Tourism Office to implement tourism plan	New plantilla positions in place	Two new plantilla position created per year until the organizational structure is filled-up.	CTDO, CMO, Budget Office, HRMO, SP	Ordinance creating the positions	Yearly	CTDO, CMO, Budget Office, HRMO, SP
	Conducted Tourism Knowledge and Skills Enhancement Program	Conducted at least two skills enhancement program per year	CTDO, DOT	CTDO Annual Report	Yearly	CTDO, DOT, HRMO

APPENDICES



APPENDIX A

THE EXECUTIVE ORDER OF THE ILOILO CITY TOURISM PLANNING COMMITTEE



REPUBLIC OF THE PHILIPPINES
CITY OF ILOILO
OFFICE OF THE CITY MAYOR

7TH FLOOR ILOILO CITY HALL, PLAZA LIBERTAD, ILOILO CITY 5000, PHILIPPINES
TEL: (033) 333 – 1111

EXECUTIVE ORDER NO. 118
SERIES OF 2019

AN EXECUTIVE ORDER CREATING THE ILOILO CITY TOURISM PLANNING COMMITTEE (ICTPC) AND ITS TECHNICAL WORKING GROUP (TWG), DEFINING ITS MEMBERSHIP, FUNCTIONS AND FOR SUCH OTHER PURPOSES.

WHEREAS, Section 17 Chapter 2 Book 1 of Republic Act No. 7160 otherwise known as the local Government Code of 1991 mandates local government units to provide basic services and facilities for tourism, tourism development and promotions;

WHEREAS, Section 37 of Republic Act No. 9593 otherwise known as the Tourism Act of 2009 encourages local government units, in consultation with stakeholders, to utilize their powers under Republic Act 7160 to ensure the preparation and implementation of tourism development plans;

WHEREAS, Section 120 of the Implementing Rules and Regulations of Republic Act No. 9593 specifically mandates local government units to prepare, adopt, implement and monitor their local tourism purposes;

WHEREAS, the Department of Tourism VI is currently encouraging local government units to create multi-sectoral local tourism planning groups that it will assist in the preparation of local tourism development plans using planning tools that ensure inclusive and participatory planning and evidence-based decision-making;

NOW, THEREFORE, I, JERRY P. TREÑAS, by virtue of the power vested in me by law as Mayor of Iloilo city, do hereby declare that;

Section 1. NAME. The Iloilo City Tourism Planning Committee (ICTPC) and its Technical Working Group (TWG) are hereby created.

Section 2. COMPOSITION.

The ICTPC shall be composed of the following:

Chairperson : Hon. Jerry P. Treñas, Iloilo City Mayor
Co-Chairperson : Salvador D. Sarabia Jr., MICE Director
Executive Officer: Junel Ann P. Divinagracia, City Tourism Officer
Members : Hon. Rudolf Ganzon, Chair, SP Committee on Tourism
: Engr. Noel Hechanova, City Environment and Natural Resources Officer
: Engr. Salvador Pedregosa, OIC-City Engineer
: Jose Roni Peñalosa, City Planning and Development Coordinator
: Dr. Ma. Teresa S. Sarabia, President, Association of HRM Schools
: Atty. Joebert Peñaflorida, PCCI Iloilo Chapter
: Arch. Wilfredo Sy, Iloilo Tour Operators Association
: Leila Geronima, Iloilo Hotel, Resorts and Restaurants Association
: Cara Zaldarriaga, Iloilo Convention and Visitors Bureau
: Joseph Del Rosario, Seda Hotel Manager, Hotel Sector Representative



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The ICTOC Technical Working Group shall be composed of the following:

Coordinator : King Erlano, City Tourism and Development Office
Members : Kgd. Rudolf Ganzon (or his staff representative)
: Lexsy Marie Q. Benitez (MICE Director Salvador D. Sarabia Jr. or his representative)
: Janis Sy, Project Development Officer III, CPDO
: Arch. Regina Gregorio, Architect, City Engineer's Office
: Engr. Noel Hechanova (or his representative)
: Dr. Ma. Teresa S. Sarabia (or her representative)

Section 3. FUNCTIONS AND DUTIES. The ICTPC and its TWG shall have the following functions:

Iloilo City Tourism Planning Committee (ICTPC)

The Iloilo City Tourism Planning Committee shall primarily be responsible for preparing the 2020 – 2025 Iloilo City Tourism Development Plan and performing the following specific tasks:

1. Close coordination with the DOT VI and referencing with the DOT Tourism Planning Guidebook for LGU's and its prescribed planning tools and templates
2. Preparation of a work plan for the preparation of the local tourism plan
3. Conduct of multi-stakeholder meetings, consultations, workshops, focus group discussions for SWOT analysis, visioning, goals and objectives setting, strategizing, budgeting and prioritization of programs, projects and activities (PPA's)
4. review of existing tourism data and information as well as the local tourism plan and related literature
5. Participatory and inclusive preparation of the 2020 – 2025 Iloilo City Tourism Development Plan document
6. Performance of other tasks necessary in ensuring the smooth, efficient and effective preparation of the local tourism plan

ICTPC Technical Working Group (ICTPC – TWG)

1. Provision of technical assistance to the Iloilo City Tourism Planning Committee
2. Gathering of secondary data or primary data if needed
3. Conduct of detailed work on data collation, validation and technical writing
4. Performance of other related tasks as maybe assigned by the Iloilo City Tourism Planning Committee from time to time



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Section 4. SECRETARIAT. The Iloilo City Tourism and Development Office shall act as the Secretariat and take care of all related administrative tasks and coordination work.

Section 5. MEETINGS. The Iloilo City Tourism Planning Committee and its Technical Working Group shall meet at least once a month or more often as deemed necessary by the City Mayor.

Section 6. EFFECTIVITY. This Executive Order shall take effect immediately and shall remain enforced until revoked, suspended or amended by lawful order in writing by the undersigned.

Done this 21st day of August, 2019 in the City of Iloilo, Philippines.

HON. JERRY P. TREÑAS
City Mayor

JOSEPHINE P. AGUDO
City Gov't Assistant Dept. Head II

MEMBERS OF THE ILOILO CITY TOURISM PLANNING COMMITTEE, DOT WESTERN VISAYAS, TOURISM CONSULTANTS AND MAYOR JERRY P. TREÑAS



L to R : Mr. Florence King Erlano, Ms. Junel Ann P. Divinagracia, Dr. Evan Arias, Mr. Salvador Sarabia Jr., Atty. Alijo Sharon Herrera-Bellones, Mayor Jerry P. Treñas (seated), Ted Aldwin Ong, Atty. Sedfrey Cabaluna, Arch. Wilfredo Sy Jr., Ms. Keziah Arias, Mr. Jose Roni Peñalosa, and Ms. Phoebe Areño

MEMBERS OF THE ILOILO CITY TOURISM PLANNING COMMITTEE – TECHNICAL WORKING GROUP



BACK ROW L to R : Florence King Erlano, Danice Angela Victoriano, Dora Jane Peñacerrada, Jan Michael Buhayo, Jose Roni Peñalosa, Arch. Christian Hope Gayatgay, Annalie Yulo, Jude Ladoces, Mark Ian Allosa, Lannette Paguntalan
FRONT ROW L to R: Atty. Ida Adria Alcudia, Mary Joy Fible, Grace Zelle Ann Francisco, Junel Ann Divinagracia, Arch. Regina Gregorio, Maria Theresa Vargas, Prima Rose O. Escosia

APPENDIX B

THE ILOILO CITY TOURISM DEVELOPMENT PLAN CONSULTANTS



The Tourism Development Plan Consultants with the Tourism Officers of Western Visayas during the Coaching/Mentoring Workshop

DR. EVAN ANTHONY V. ARIAS

Dr. Evan Anthony V. Arias is a graduate of Bachelor of Science in Civil Engineering (BSCE) from the Central Philippine University in 1988, a Licensed Environmental Planner (EnP) and a Doctor of Management, Major in Development Management DMDM from the Central Philippine University in 2019. He worked on a dissertation titled "Rural-Urban Interactions and Interdependence: Policy Implications for the Development of Linkages Between Iloilo City and the Province of Guimaras.

He earned his Master in Business Administration (MBA) from the International Academy of Management and Economics (IAME) in 2004. His Special Paper was on Strategic Management Plan for the Province of Guimaras. He has a Certificate in Environmental Resource Management from the University of the Philippines in the Visayas (UPV) in 1998. His

Special Paper was on Perceptions of Stakeholders in the Environmental Degradation of the Sibunag Watershed in Guimaras, Philippines.

His summary of professional experience and expertise include: Governance and local government planning, development and management with 30 years of experience, Local Economic Development and Tourism with over 15 years of consultancy experience, Disaster Risk Reduction and Management and Environmental Management with over 15 years of experience in DRRM-CCA and EM activities and projects, Road Network Planning, Development and Management with over seven years of experience in the planning and implementation of road network development projects, rehabilitation and maintenance of core roads and capacity development on local road management (LRM).

HON. JUDGE ELIJO SHARON HERRERA-BELLONES

A lawyer by profession but a tourist at heart, Atty. Elijo Sharon R. Herrera-Bellones was designated as Provincial Tourism Officer of the Province of Guimaras from September 1, 2012 until June 20, 2013, while she was Provincial Legal Officer of the Province of Guimaras from July 1, 2007 until June 30, 2013. Atty. Elijo Sharon R. Herrera-Bellones was in the frontline of the development of the tourism industry of the Province of Guimaras, with significant exposures in the Metro Iloilo-Guimaras Economic Development Council (MIGEDC), which contributed to the Province of Guimaras being popularly known as the agricultural tourism capital of Western Visayas. In December, she was appointed as Presiding Judge of Branch 27 of Iloilo City Regional Trial Court.

PROF. JIGGER S. LATOZA

Prof. Jigger S. Latoza has been a development consultant for more than 15 years now. His services have been engaged for projects funded by organizations such as the United Nations Economic and Social Commission for Asia and the Pacific, International Labour Organization, USAID, AusAID, CIDA, Ford Foundation, The Asia Foundation, Canadian Urban Institute, AIM Policy Center, Ateneo School of Government, among others. As a resource

person, he has conducted capability building seminars for the Civil Service Commission, Local Government Academy, DILG, DENR, DOT, DedEd, and many local government units in Western Visayas.

Prof. Latoza a master's degree in Communication from the Ateneo de Manila University and a master's degree in Public Administration from the University of San Agustin, from where he earlier earned his B.A. in Political Science, cum laude and Most Outstanding Graduate. He further attended the Asian Institute of Management, the Institute of Public Administration of Canada, the Konrad Adenauer Stiftung-Asian Center for Journalism-University of Georgia Consortium and the Center for International Private Enterprise (Washington, DC) for special courses in Leadership, Governance, Media Studies, Performance Governance, respectively.

He teaches in the Graduate School of the University of San Agustin, where he previously served as Director of Research, Innovation and Development and Presidential Chief of Staff. He is currently the CEO of FutureSmart Resources+Strategies, Inc.

LAWRENCE ARANETA LORENZO

Lawrence A. Lorenzo graduated with a Bachelor of Science in Commerce Major in Accounting from the University of San Agustin Cum Laude. Further, he is a graduate of Diploma in Urban and Regional Planning, University of the Philippines – Visayas.

He served as Punong Barangay of Barangay Sto. Domingo, Arevalo, Iloilo City completing three terms from December 1, 2007 – June 30, 2018. Currently he is a Barangay Kagawad of the same Barangay.

He was a member of the PNP Region 6 Regional Advisory Council (RAC) from December 21, 2013 – December 31, 2018.

TED ALDWIN E. ONG

Ted Aldwin E. Ong is a social change advocate and a development worker, writer, and journalist in Iloilo City.

Ted writes on various issues; namely: opinion article, sustainable practices, profiles, and arts and culture for the Iloilo Metropolitan Times. He has contributed story materials for the website and newsletter of the Dept. of Tourism Region-VI under the program Tahum Western Visayas.

He is now a freelancer handling communications and media consultancy work for various civil society organizations, and the private and public sectors.



The Tourism Development Plan Consultants with the participants of the Situational Analysis and Strategic Planning Workshop

MONA V. PICO

Mona V. Pico is the Executive Assistant to the VP for Academic Affairs at the University of San Agustin. She worked at the University Center for Research and Publications for roughly 12 years, where she concurrently served as Coordinator of the Martin de Rada Human Rights Bureau, and, editor of the University's various research journals and official publications. She also served as Assistant to the Director for External and Alumni Relations, and, as Alumni and Community Relations Officer of the University. She periodically teaches Political Science courses in the University.

As an advocate for human rights and gender equality, she sits as Coordinating Committee member of the UGSAD Regional Gender Resource Center. She chaired the Technical Working Group that drafted the Gender Code of Iloilo City. She was part of the Technical Working Group that finalized the Magna Carta of Women. She used to sit as member of various multi-sectoral consultative bodies of the Iloilo City Government, the Economic

Development Committee of NEDA RO 6, and various national multi-sectoral bodies working on human rights promotion and protection.

Pico's services as documentor, researcher, enumerator and technical consultant has been engaged for projects of the Scalabrini Migration Center, Ateneo School of Government, Asian Institute of Management Policy Center, Asia Foundation, US Agency for International Development, Philippines-German Development Cooperation of GTZ, the Philippines-Canada Local Government Support Program, and the Asian Coalition for Housing Rights, among others.

A member of the Philippine Studies Association (PSA), Pico has done and read papers on migration, local governance, as well as on women and children in various local, regional and national fora. She has written and translated (to Hiligaynon) various primers on human rights. She used to write a research-based commentary for a column in a local newspaper.

A graduate of AB Political Science at the University of San Agustin, Pico was adjudged Best Debater and Best Debater during her student days.



The Tourism Development Plan Consultants with the participants of the Situational Analysis and Strategic Planning Workshop

ARCH. DOLLY ANNE MASTILERO-ZOLUAGA

Dolly is the Deputy City Planning and Development Coordinator of the Iloilo City Planning and Development Office where she has been employed since 2012. Equipped with knowledge and 8+ years of experience in architecture and urban design, she also lectures in the Urban and Regional Planning Program in the University of the Philippines Visayas and in the Department of Architecture in the University of San Agustin apart from delivering lectures and talks in invited assemblies nationwide.

In her 7 years of working in local government, she led a team that submitted an entry that won as Champion in the 2014 Liveable Cities Design Challenge (LCDC). The submitted entries include urban renewal projects and public safety through urban planning and design. It is now reflected in Iloilo City's landscape through the Iloilo City Civic Center Redevelopment that includes Sunburst Park revival, Iloilo grandstand relocation, among others. She's also the principal designer of the winning entry of the Public Art Competition of the Gaisano Iloilo City Center titled #Hablón standing in the main rotunda of their commercial complex. The installation is a tribute for Ilonggo weaver's contribution to the textile industry that propelled economic growth in history.

Dolly believes that the built environment, through architecture and urban design, is a big factor in enhancing the way of living of the citizens. Thus, she incorporates design-thinking as a tool for solutions-finding. It is her contention that the environment that the people are exposed to influences the culture and outlook of the present generation that will help the future generation as good stewards of our nation.

APPENDIX C

ILOILO CITY TOURISM PLANNING COMMITTEE ACTIVITIES

THE MENTORING SESSION ON LOCAL TOURISM DEVELOPMENT PLANNING



MEMBERS OF THE TECHNICAL WORKING GROUP EXPERIENCING THE ILOILO CITY TOUR



THE TOURISM STAKEHOLDERS CONSULTATIVE WORKSHOP LAST JUNE 26, 2019



MEMBERS OF THE TECHNICAL WORKING GROUP ASSESSING A TOURISM FACILITY



FIELD INTERVIEW AT THE LANIT ATI COMMUNITY



THE TWG COLLATED VARIOUS OBSERVATIONS FROM THEIR FIELD SURVEY



THE INITIAL RESULTS OF THE TOURISM SITE EVALUATION WAS PRESENTED TO STAKEHOLDERS



MEMBERS OF THE TECHNICAL WORKING GROUP DURING THE STRATEGIC PLANNING



THE TWG WORKING ON THE PROBLEM TREE ANALYSIS OF THEIR IDENTIFIED ISSUE



THE TOURISM DEVELOPMENT PLAN WAS PRESENTED AND APPROVED BY THE LOCAL DEVELOPMENT COUNCIL



THE WRITING OF THE MANUSCRIPT TOGETHER WITH THE CONSULTANTS



THE WRITERS EDITING THE FINAL DRAFT OF THE TOURISM DEVELOPMENT PLAN



APPENDIX D

ACRONYMS USED

ABC	Association of Barangay Captains	ICCHCC	Iloilo City Cultural Heritage Conservation Council
AIDATTO	Association of Iloilo DOT Accredited Travel and Tour Operators	ICVB	Iloilo Conventions and Visitors Bureau
APEC	Asia-Pacific Economic Cooperation	IDFI	Iloilo Dinagyang Festival Incorporated
ASEAN	Association of Southeast Asian Nations	IFFI	Iloilo Festivals Foundation Incorporated
BFP	Bureau of Fire Protection	LCCAP	Local Climate Change Action Plan
CAAP	Civil Aviation Authority of the Philippines	LEIPO	Local Economic Investment Promotions Office, Iloilo City
CCTV	Closed Circuit Television	LIGA	Liga ng mga Barangay, Iloilo City
CDP	Comprehensive Development Plan	LTFRB	Land Transportation Franchising and Regulatory Board
CENRO	City Environment and Natural Resources Office, Iloilo City	LTO	Land Transportation Office
CEO	City Engineer's Office, Iloilo City	MICE	Meetings, Incentives, Conventions and Exhibitions
CHED	Commission on Higher Education	MICECON	MICE Convention
CLUP	Comprehensive Land Use Plan	MIGEDC	Metro Iloilo Guimaras Economic Development Council
CMO	City Mayor's Office, Iloilo City	MISO	Management Information System Office, Iloilo City
CPDO	City Planning and Development Office, Iloilo City	MIWD	Metro Iloilo Water District
DENR	Department of Environment and Natural Resources	NAIA	Ninoy Aquino International Airport
DEPED	Department of Education	NCCA	National Commission for Culture and the Arts
DOH	Department of Health	NGO	Non-governmental Organization
DOT	Department of Tourism	NHCP	National Heritage Commission of the Philippines
DRRMP	Disaster Risk Reduction Management Plan	NHI	National Historical Institute
DTI	Department of Trade and Industry	NTDP	National Tourism Development Plan
ELA	Executive Legislative Agenda	OFW	Overseas Filipino Workers
GSO	General Services Office, Iloilo City	PAGASA	Philippine Atmospheric, Geophysical and Astronomical Services Administration
HRMO	Human Resource Management Office, Iloilo City		

PAR	Philippine Area of Responsibility
PECO	Panay Electric Company
Phil. Post	Philippine Postal Corporation
PIO	Public Information Office
PPA	Philippine Ports Authority
PUJ	Public Utility Jeepney
RO	Regulation Ordinance
RORO	Roll On, Roll Off
SMART	Service, Manufacturing and Agribusiness, Arts and Culture, Research Technology, and Tourism
SP	Sangguniang Panglungsod
TDP	Tourism Development Plan
TESDA	Technical Education and Skills Development Authority
TIEZA	Tourism Infrastructure and Enterprise Zone Authority
TPB	Tourism Promotions Board
TWG	Technical Working Group
WHEELS	Welfare, Health and Sanitation, Education, Environmental Management, Livelihood, and Sustainability

APPENDIX E

LIST OF TOURISM RELATED LAWS AND ORDINANCES

LAWS

Presidential Decree 856, Chapter XIV	Sanitation Code of the Philippines – Hotels, Motels and Apartments, Lodging, Boarding House, or Tenement Houses, and Condominiums
Republic Act No. 9593	The Tourism Act of 2009
Republic Act No. 10055	An Act Declaring the Jaro Cathedral, Molo Church, The Iloilo City Central Business District, Fort San Pedro, Jaro Plaza Complex, Molo Plaza Complex and Plaza Libertad Complex, All Located in the City of Iloilo, as Cultural Heritage Tourism Zone
Republic Act No. 10066	National Cultural Heritage Act of 2009
Republic Act No. 10816	Philippine Farm Tourism Development Act of 2016

ORDINANCES AND RESOLUTIONS

Regulation Ordinance 2000-054	An ordinance declaring certain structures or sites in Iloilo City as Local Heritage or Legacy Buildings, Structures or Sites Prescribing Its Use and Conservation, and creating the Iloilo City Cultural Heritage Conservation Council, and for other purposes
Regulation Ordinance 2000-160	An ordinance approving the creation of the City Tourism and Development Office (CTDO), Iloilo City
Regulation Ordinance 2005-178	An ordinance amending Ordinance no. 415 series of 1993 otherwise known as “An ordinance providing for a Night market in the City of Iloilo”
Regulation Ordinance 2009-258	An ordinance authorizing issuance of special permits by the City Mayor for legitimate tourism related activities along selected streets in the city of Iloilo and providing guidelines and fees thereof.
Regulation Ordinance 2010-296	An ordinance amending regulation ordinance 2010-275 providing additional incentives for the houses, buildings and structures declared or to be declared historical sites or heritage structures by the Iloilo City Cultural Heritage Conservation Council
Regulation Ordinance 2013-329	An ordinance enacting the Tourism Code of Iloilo City
Regulation Ordinance 2015-028	An ordinance amending Regulation Ordinance No, 2013-329 or “An ordinance enacting the Tourism Code of Iloilo City”, by inserting additional articles on the adoption of Iloilo City Hymn
Regulation Ordinance 2015-126	An ordinance amending Regulation Ordinance No, 2013-329 or “An ordinance enacting the Tourism Code of Iloilo City”, by inserting additional wordings to Section 4 of Article IV; Inserting New Section in between Section 6 (b) and Section 6 (e) of Article IV; Inserting Paragraph (j) in between Paragraph (i) and Paragraph (j) to section 1 of Article XI
Regulation Ordinance 2016-283	An ordinance requiring Accommodation Business, Restaurants, and other similar establishments to display pictures or images depicting the rich cultural heritage of Iloilo City

Regulation Ordinance 2017-003	An ordinance prohibiting the carrying of backpacks, glass bottled and canned drinks during festivals and big events in Iloilo City
Regulation Ordinance 2017-077	An ordinance establishing Tourism Trust Fund in the Iloilo City Tourism and Development Office under the control of the City Mayor and for other purposes
Regulation Ordinance 2017-144	An ordinance requiring the Food Service Industry in the City of Iloilo to include as an option Half Cup Rice Serving in their menu and providing penalties thereof and for other purposes
Regulation Ordinance 2017-145	An ordinance requiring owners/management of malls, supermarkets, hospitals, hotels, universities and transport terminals in Iloilo City with parking facilities, to install security system and adopt security measures in their parking garages and providing penalties to violators
Regulation Ordinance 2017-169	An ordinance mandating all children play area and amusement arcades to observe proper sanitation in their establishments
Regulation Ordinance 2018-051	An ordinance requiring the restaurants and food outlets in the City of Iloilo to serve free potable service water to their customers
Resolution No. 2019-248	Resolution adopting the Iloilo City Cultural Property Inventory List as protected cultural and heritage properties
Regulation Ordinance 2019-489	An ordinance for the regulation and utilization of all public plazas in the City of Iloilo

APPENDIX F

ILOILO CITY TOURISM CIRCUITS AND SUGGESTED TRAVEL ITINERARIES

HERITAGE AND CULTURE

Heritage and culture are the primary tourism circuit of Iloilo City owing to the numerous heritage and culture sites in the city. Many travel and tour operators offer this tourism circuit and incorporate it with other tourism products to create a more experiential tour.

The following is the suggested itinerary of a heritage and culture tour:

8:00 AM – 8:30 AM	Deocampo’s Barquillos Demo Making
8:30 AM – 9:00 AM	Casa Mariquit
9:00 AM – 9:15 AM	Jaro Cathedral
9:15 AM – 9:30 AM	Rolling tour from Jaro Cathedral to the Regional Museum of Western Visayas and Iloilo passing through the Millionaire’s Row (E. Lopez St.), Colegio de San Jose, Montinola House, Nelly Garden, The Lopez Boat House, St. Clement’s Church, and La Paz Market
9:30 AM – 10:00 AM	Regional Museum of Western Visayas and Iloilo
10:00 AM – 10:15 AM	Rolling tour of Calle Real passing through the heritage buildings of J.M. Basa St., Sunburst Park, and Iloilo Customs House
10:15 AM – 11:00 AM	Museum of Philippine Economic History
11:00 AM – 11:20 AM	Travel to Camiña Balay na Bato
11:20 AM – 1:30 PM	House tour, Hablon Weaving Demo and lunch at Camiña Balay na Bato
1:30 PM – 1:45 PM	Travel to Molo Mansion
1:45 PM – 2:15 PM	Tour and Pasalubong shopping at Molo Mansion
2:15 PM – 2:30 PM	Molo Church
2:30 PM – 3:00 PM	Travel and tour of Iloilo Business Park

3:00 PM – 4:00 PM	Tour of Iloilo Museum of Contemporary Art
4:00 PM – 4:15 PM	Travel to Iloilo Esplanade
4:15 PM – 5:15 PM	Pedal Boat Ride at Iloilo Esplanade
5:15 PM – 5:30 PM	Travel back to Arevalo
5:30 PM – 7:00 PM	Dinner in either Tatoy’s Manokan and Seafood Restaurant or Breakthrough Restaurant
7:00 PM	End of Tour

DOWNTOWN ILOILO CITY WALKING TOUR

A walk downtown is an immersive experience to the daily life of an Ilonggo. This walking tour is another example of a heritage and culture tour. One can learn about Iloilo City’s history, see beautifully designed pre-war buildings and taste authentic Ilonggo food in this half-day tour. This tour is effective with a tour guide in hand.

Suggested itinerary of a walking tour is as follows:

8:00 PM – 8:45 PM	Regional Museum of Western Visayas and Iloilo
8:45 PM – 9:15 PM	Museo Iloilo
9:15 PM – 9:30 PM	Walk along Fermin Caram Avenue (Iznart Street)
	<i>Sight-seeing tour of Ledesma House, YMCA Building, Juantong Building, the first branch of SM outside Manila, Dulalia Building, and Hua Siong College of Iloilo</i>
9:30 PM – 9:45 PM	Iloilo’s Chinatown
	<i>Sight-seeing of Iloilo Filipino-Chinese Friendship Arch, S. Villanueva Buildings, and CJ Ledesma Building</i>
9:45 PM – 10:10 PM	J.M. Basa Tour

10:10 PM – 10:30 PM	<i>Sight-seeing of Celso Ledesma Building, Dominican Sisters Building, S Villanueva Building, Pilar Building, Ng Chin Beng Hermanos Building, and Javellana Building International Hotel and Aldeguer Street</i>
10:30 PM – 11:00 PM	<i>Sight-seeing of Tayengco Building, S. Villanueva Building, Dullalia Building, Tiampo Building, Iloilo Cantonese Club Building, Divinigracia Building and Hoskyn’s Compound</i>
11:00 PM – 11:30 PM	Guanco and the Jewellers of Iloilo <i>Sight-seeing of Javellana Building, Sarabia Jewelry, C.N Hodges Building, R. Florete Jewelry, and F&C Jewelry</i>
11:30 PM – 12:00 NN	Government Center Tour <i>Sight-seeing of Iloilo Central Trading, Regent Building, Sunburst Park, Iloilo Customs House, Ker and Co. Building, Plaza Libertad and Iloilo City Hall</i>
12:00 NN – 1:00 PM	Museum of Philippine Economic History
1:00 PM	Lunch at Roberto’s or Batchoy at Iloilo Central Market End of Tour

MYSTERIOUS ILOILO CITY TOUR

A special curated tour created to see Iloilo at night. The tour is a three-hour Iloilo City heritage hopping tour. One can relieve Iloilo’s past with exciting and mysterious stories that are seldom told. Tour starts at six in the evening and should be prearranged with a tour operator.

Itinerary includes tours in the following heritage tourism sites: Old Iloilo Prison, West Visayas State University, St. Vincent Seminary, Jaro Cathedral, Lizares Mansion – Angelicum School of Iloilo, Central Philippine University, Casa Mariquit, and Molo Mansion.

ART GALLERY TOUR

Iloilo City has over ten art galleries. Art lovers are surely to love exploring all of them. A whole day or a half day tour can be done at one’s pace in appreciating various forms of art. An art appreciation class can also be booked with Iloilo Museum of Contemporary Art to be understand artworks. For a more interactive tour, visitors can arrange for ceramics making class at Ceramico Arts and Crafts in San Gregorio Subdivision, Lapaz, Iloilo City.

To promote biking and art, this tour can be alternately be done while tourists are biking around the city through the Art Bike Tour program.

Suggested itinerary of a Quick Art Gallery Tour:

1:00 PM – 1:30 PM	Gallery I
1:30 PM – 2:00 PM	Cinematheque Art Gallery
2:00 PM – 3:00 PM	Museo Iloilo
3:00 PM – 3:15 PM	Travel to Mandurriao
3:15 PM – 4:00 PM	Et Nos Gallery
4:00 PM – 5:00 PM	Gallery de Arsie
5:00 PM – 6:00 PM	Iloilo Museum of Contemporary Art
6:00 PM – 7:00 PM	Dinner at Mamusa Art Bistro
7:00 PM	End of Tour

EDUCATIONAL TOUR

Iloilo City being the educational center in the Western Visayas region boost quality educational facilities where students learn about best practices in various subject areas. It also has a rich history having played a big part in the country’s independence and has numerous heritage sites. Iloilo has one of the best learning tour circuits in the region.

Suggested tour itinerary for secondary and primary students:

8:30 AM – 10:30 AM	Philippine Science High School Science Resource Center and Planetarium
10:30 AM – 10:45 AM	Travel to Jaro passing through Lizares Mansion - Angelicum School Iloilo
10:45 AM – 11:15 AM	Casa Mariquit Tour
11:15 AM – 11:30 AM	Jaro Cathedral
11:30 AM – 11:45 AM	Travel to lunch venue
11:45 AM – 1:00 PM	Lunch at preferred venue
1:00 PM – 1:15 PM	Travel through Millionaire’s Row (E. Lopez St.,)
1:15 PM – 2:15 PM	Regional Museum of Western Visayas and Iloilo
2:15 PM – 2:30 PM	Travel through Calle Real
2:30 PM – 3:30 PM	Museum of Philippine Economic History
3:30 PM – 3:45 PM	Travel to Molo
3:45 PM – 4:30 PM	Rosendo Mejica Museum
4:30 PM	End of Tour

INDUSTRIAL TOUR

A special curated education tour that serves as supplemental learning to concepts learned in classroom and to expose students in actual industrial processes. The tour is also designed to incorporate local heritage and culture tour for a wholistic learning experience.

Iloilo City as a power producer has various sources of energy. Schools through travel agencies can arrange for industrial tours in the Global Business Power’s Coal-Fired Power Plant and its back-up generator of Diesel-powered plant. Students can also arrange for a visit to an establishment with solar harvesting facility to support their power needs such as John B. Lacson Foundation Maritime University. For a more

extensive learning, tours can be extended to the Wind Farm facilities of AC Energy in Guimaras and in the coal fired facility of Palm Concepcion Power Plant in Concepcion, Iloilo.

Suggested itinerary is as follows:

DAY 1

8:00 AM – 10:00 AM	Site tour of Coal-Fired Power Plant
10:00 AM – 12:00 NN	Site tour of Diesel-Fired Power Plant
12:00 NN – 1:30 PM	Lunch in Tatoy’s Manokan and Seafood Restaurant or any preferred local restaurant
1:30 PM – 5:00 PM	Iloilo City Heritage Tour (Calle Real Heritage District, Museum of Philippine Economic History, Plaza Libertad, Jaro Plaza, Jaro Cathedral, Iloilo Business Park, Molo Church, Molo Mansion and Iloilo Esplanade)
5:00 PM – 6:30 PM	Shopping for Iloilo City Souvenirs
6:30 PM – 7:30 PM	La Paz Batchoy for dinner or a preferred local restaurant

DAY 2

8:00 AM – 8:30 AM	Travel to Guimaras Island
8:30 AM – 10:30 AM	Visit to Wind Farm
10:30 AM – 3:00 PM	Lunch and Guimaras Island Adventure Tour (Local restaurant of choice, Alubihod Beach Cove Island Hopping Tour)
3:00 PM – 4:00 PM	Trappist Monastery tour and souvenir shopping
4:30 PM	Return to Iloilo City
5:00 PM	End of Tour

APPENDIX G

THE ILOILO CITY CULTURAL PROPERTY INVENTORY LIST

CODE	CULTURAL PROPERTY	LOCATION	MARKER OR DECLARATION
2017-ICCHCC-001	Arevalo Convent	Arevalo Plaza, Brgy. Santa Filomena, Iloilo City	
2017-ICCHCC-002	Arevalo Elementary School - Gabaldon Building	Jocson St., Brgy. Santo Domingo, Iloilo City	
2017-ICCHCC-003	Arevalo Plaza Complex	Arevalo Plaza, Brgy. Santa Filomena, Iloilo City	NHI 1981
2017-ICCHCC-004	Camiña Balay na Bato - Avanceña Ancestral House	Osmeña St., Brgy. Santo Domingo, Iloilo City	National Museum 2015
2017-ICCHCC-005	Corona de Reyna Isabel II Monument	Arevalo Plaza, Brgy. Santa Filomena, Iloilo City	
2017-ICCHCC-006	Sofia Reyes De Veyra Marker	Arevalo Plaza, Brgy. Santa Filomena, Iloilo City	NHI 1976
2017-ICCHCC-007	Santo Niño de Arevalo Statue	Santo Niño de Arevalo Parish Church, Brgy. Santa Filomena, Iloilo City	
2017-ICCHCC-008	Gison Sinamay House	Osmeña St., Brgy. Santo Domingo, Iloilo City	
2017-ICCHCC-009	A. Montes I Elementary School - Gabaldon Building	Zamora St., Brgy. Zamora-Melliza, Iloilo City	
2017-ICCHCC-010	Arroyo Fountain	Gen. Luna and Iznart St., Brgy. President Roxas, Iloilo City	
2017-ICCHCC-011	Assumption (Site)	Gen. Luna St., Brgy. Sampaguita, Iloilo City	
2017-ICCHCC-012	Assumption Iloilo Main Building	Gen. Luna, Brgy. Sampaguita, Iloilo City	
2017-ICCHCC-013	C Gan Enterprises Building	Arroyo St., Brgy. Yulo-Arroyo, Iloilo City	
2017-ICCHCC-014	Calle Real Heritage Zone	Brgy. Yulo-Arroyo, Arsenal-Aduana, Magsaysay, Nonoy, Ma. Clara, Ortiz, Iloilo City	NHCP 2014
2017-ICCHCC-015	Carlos Uy Building	Arroyo St., Brgy. Yulo-Arroyo, Iloilo City	
2017-ICCHCC-016	Carrie's Compound - Don Paco Lopez House	Gen. Luna St., Brgy. San Agustin, Iloilo City	
2017-ICCHCC-017	Casino Español Site	Duran corner Santo Rosario St., Brgy. Santo Rosario-Duran, Iloilo City	
2017-ICCHCC-018	Castelo House	Santo Rosario St., Brgy. Santo Rosario-Duran, Iloilo City	
2017-ICCHCC-019	CBD 01-001 Celso Ledesma Building (Front)	J.M. Basa St., Brgy. Magsaysay, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-020	CBD 01-002 Dominican Sisters Building	J.M. Basa St., Brgy. Magsaysay, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-021	CBD 01-003 Pilar Building	J.M. Basa St., Brgy. Magsaysay, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-022	CBD 01-004 Javellana Building II	J.M. Basa St., Brgy. Magsaysay, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-023	CBD 01-005 Iloilo Lucky Auto Supply	J.M. Basa St., Brgy. Magsaysay, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-024	CBD 01-006 S Villanueva Building	J.M. Basa St., Brgy. Magsaysay, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-025	CBD 01-007 S Villanueva Building	J.M. Basa corner Aldeguer St., Brgy. Magsaysay, Iloilo City	NHCP 2014 [Collective Marker]

2017-ICCHCC-026	CBD 01-008 S Villanueva Building	J.M. Basa corner Aldeguer St., Brgy. Nonoy, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-027	CBD 01-009 Divinagracia Building	J.M. Basa St., Brgy. Nonoy, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-028	CBD 01-010 Javellana Building	J.M. Basa corner Guanco St., Brgy. Maria Clara, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-029	CBD 01-011 Iloilo Central Trading Building	J.M. Basa St., Brgy. Maria Clara, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-030	CBD 01-012 Regent Arcade Building	J.M. Basa corner Mapa St., Brgy. Maria Clara, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-031	CBD 01-013 Elizalde Building	J.M. Basa corner Ortiz St., Brgy. Muelle Loney-Montes, Iloilo City	NHCP 2014 [Collective Marker] NHCP Marker (2019)
2017-ICCHCC-032	CBD 01-014 Magdalena Building	J.M. Basa St., Brgy. Arsenal Aduana, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-033	CBD 01-015 S. Villanueva Building	J.M. Basa St., Brgy. Arsenal Aduana, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-034	CBD 01-016 S. Villanueva Building	J.M. Basa St., Brgy. Arsenal Aduana, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-035	CBD 01-017 Cacho Building	J.M. Basa St., Brgy. Arsenal Aduana, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-036	CBD 01-018 Villanueva Building	J.M. Basa corner Arroyo St., Brgy. Arsenal Aduana, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-037	CBD 02-001 Villanueva Building	Iznart corner Ledesma St., Brgy. Magsaysay, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-038	CBD 02-002 Villanueva Building	Iznart St., Brgy. Magsaysay, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-039	CBD 02-003 Villanueva Building	Iznart St., Brgy. Nonoy, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-040	CBD 02-004 Iloilo Central Market	Rizal corner Iznart St., Brgy. Maria Clara, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-041	CBD 02-005 J Melliza Building	Iznart St corner Aldeguer St., Brgy. Magsaysay, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-042	CBD 02-006 Tayengco Building	Iznart St., Brgy. Magsaysay, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-043	CBD 02-007 L J Hormillosa Building	Iznart St., Brgy. Magsaysay, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-044	CBD 02-008 Celso Ledesma Building (Back)	Iznart St., Brgy. Magsaysay, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-045	CBD 03-001 Ledesma Building	Rizal corner Ortiz St., Brgy. Ortiz, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-046	CBD 03-002 Ker and Co. Building	Ortiz St., Brgy. Muelle Loney-Montes, Iloilo City	NHCP 2014 [Collective Marker] NHCP Marker (2018)
2017-ICCHCC-047	CBD 03-003 San Jose Church	Calasanz St., Brgy. Zamora-Melliza, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-048	CBD 03-004 The Masonic Temple	J.M. Basa St., Brgy. Ortiz, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-049	CBD 03-005 Cantonese Club Building	Aldeguer St., Brgy. Magsaysay, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-050	CBD 03-006 DBP Building	Dela Rama corner Calasanz St., Brgy. Muelle Loney-Montes, Iloilo City	NHCP 2014 [Collective Marker]
2017-ICCHCC-051	Charles Newton Hodges Building	Guanco St., Brgy. Nonoy, Iloilo City	
2017-ICCHCC-052	Colegio Del Sagrado De Corazon De Jesus	Gen Hughes, Brgy. Gen Hughes, Iloilo City	ICCHCC Marker
2017-ICCHCC-053	De Leon 1950 House	De Leon St., Brgy. Kauswagan, Iloilo City	
2017-ICCHCC-054	Divinagracia Mansion	Zamora St., Brgy. Zamora-Melliza, Iloilo City	

2017-ICCHCC-055	Doane Baptist Seminary	Bonifacio Drive, Brgy. Danao, Iloilo City	
2017-ICCHCC-056	Tong Hua Co. Inc. Building	Arroyo St., Brgy. Yulo-Arroyo, Iloilo City	
2017-ICCHCC-057	Doña Ana Villalobos Ledesma Mansion	Gen Blanco St., Brgy. Ortiz, Iloilo City	
2017-ICCHCC-058	Doña Concha Soriano Araneta Mansion	Quezon St., Brgy. Danao, Iloilo City	
2017-ICCHCC-059	Dr. Daniel Ledesma House	Iznart corner Gen. Luna St., Brgy. President Roxas, Iloilo City	
2017-ICCHCC-060	Dr. Eugenio Kilayko Mansion	Mabini St., Brgy. Sampaguita, Iloilo City	
2017-ICCHCC-061	Dr. Tomas Santaren Serra House	Santo Rosario St., Brgy. Santo Rosario-Duran, Iloilo City	
2017-ICCHCC-062	Eusebio Villanueva House	Bonifacio Drive, Brgy. Danao, Iloilo City	
2017-ICCHCC-063	Fort San Pedro Site and Ruins	Fort San Pedro, Brgy. Veterans Village, Iloilo City	NHI Marker 1949 RA 10555 – Iloilo Cultural Heritage Tourism Zone
2017-ICCHCC-064	Gay Loring Swiss Chalet	Gen. Luna St., Brgy. San Agustin, Iloilo City	
2017-ICCHCC-065	Guardian Building	Arroyo St., Brgy. Yulo-Arroyo, Iloilo City	
2017-ICCHCC-066	Hoskyn's Building	J.M. Basa corner Guanco St., Brgy. Nonoy, Iloilo City	
2017-ICCHCC-067	HSBC Building	Ledesma St., Brgy. Kauswagan, Iloilo City	
2017-ICCHCC-068	Iloilo Central Elementary School Gabaldon Building	Gen. Luna St., Brgy. Sampaguita, Iloilo City	
2017-ICCHCC-069	Iloilo Customs House	Muelle Loney corner Ortiz St., Brgy. Arsenal Aduana, Iloilo City	NHI Marker 1975
2017-ICCHCC-070	John A. Tan Building 01 - Aldeguer	Aldeguer St., Brgy. Arsenal Aduana, Iloilo City	
2017-ICCHCC-071	Jose Rizal Monument 01 - Plaza Libertad	Plaza Libertad, Brgy. Zamora-Melliza, Iloilo City	
2017-ICCHCC-072	Josefa Segovia Student Center	Gen. Luna St., Brgy. San Agustin, Iloilo City	
2017-ICCHCC-073	Juan Ledesma Mansion	Bonifacio Drive, Brgy. Danao, Iloilo City	
2017-ICCHCC-074	Juan Tong Building	Iznart St., Brgy. President Roxas, Iloilo City	
2017-ICCHCC-075	Lacson Ancestral House	Calasanz St., Plaza Libertad, Brgy. Zamora-Melliza, Iloilo City	
2017-ICCHCC-076	Ybiernas Building (Landbank)	Zamora St., Plaza Libertad, Brgy. General Hughes-Montes, Iloilo City	
2017-ICCHCC-077	Macavinta-Mirasol House	Gen. Hughes St., Brgy. General Hughes-Montes, Iloilo City	
2017-ICCHCC-078	Marquez Lim Balay na Bato	Arsenal St., Brgy. Arsenal Aduana, Iloilo City	
2017-ICCHCC-079	Marquez Lim Mansion	Mapa St., Brgy. Ortiz, Iloilo City	
2017-ICCHCC-080	Mira Florete Building	Guanco St., Brgy. Nonoy, Iloilo City	
2017-ICCHCC-081	Museo Iloilo Building	Bonifacio Drive, Brgy. President Roxas, Iloilo City	
2017-ICCHCC-082	Nicholas Loney Monument	Muelle Loney corner Ortiz St, Brgy. Muelle Loney-Montes, Iloilo City	NHI Marker 1981
2017-ICCHCC-083	Old Capitol Building of Iloilo	Bonifacio Drive, Brgy. President Roxas, Iloilo City	NHCP Marker 2010

2017-ICCHCC-084	Old Iloilo Prison Building	Bonifacio Drive, Brgy. President Roxas, Iloilo City	National Museum 2018
2017-ICCHCC-085	P. Dulalia Bldg.	Aldeguer St., Brgy. Nonoy, Iloilo City	
2017-ICCHCC-086	Paeling Villanueva Ancestral house	Ortiz St., Brgy. Ortiz, Iloilo City	
2017-ICCHCC-087	Pedro Dulalia Building	Iznart St., Brgy. Edganzon, Iloilo City	
2017-ICCHCC-088	Philippine Tuberculosis Society Building	Delgado St., Brgy. Villa Anita, Iloilo City	RA 10066 – Work of a National Artist
2017-ICCHCC-089	Plaza Libertad Heritage Zone	Plaza Libertad, Brgy. Zamora-Melliza, Iloilo City	NHI Marker 2003 RA 10555 – Iloilo Cultural Heritage Tourism Zone
2017-ICCHCC-090	PNB Building Plaza Libertad	J.M. Basa St., Plaza Libertad, Brgy. Ortiz, Iloilo City	
2017-ICCHCC-091	Port of Iloilo Marker	Iloilo Customs House Building, Brgy. Arsenal Aduana, Iloilo City	
2017-ICCHCC-092	Rizal Elementary School - Gabaldon Building	Ledesma St., Brgy. Tanza-Esperanza, Iloilo City	
2017-ICCHCC-093	Rosales Mansion	Gen. Luna St., Brgy. Danao, Iloilo City	
2017-ICCHCC-094	Santa Teresita Church	De Leon St., Brgy. Nonoy, Iloilo City	
2017-ICCHCC-095	St. Paul's Hospital	Gen. Luna St., Brgy. Danao, Iloilo City	
2017-ICCHCC-096	Sun Burst Park	J.M. Basa St., Brgy. Arsenal Aduana, Iloilo City	
2017-ICCHCC-097	Taller Visayas de Strachan and McMurray	Dela Rama corner Melissa St., Brgy. Zamora-Melliza, Iloilo City	
2017-ICCHCC-098	Tanza Church	Ledesma corner Rizal St., Brgy. Kahirupan, Iloilo City	
2017-ICCHCC-099	Tayengco Building	Aldeguer St., Brgy. Magsaysay, Iloilo City	
2017-ICCHCC-100	Tiampo Building	Aldeguer St., Brgy. Nonoy, Iloilo City	
2017-ICCHCC-101	University of the Philippines Iloilo Main Building	University of the Philippines Visayas - Iloilo City Campus, Brgy. San Felix, Iloilo City	NHI Marker 2008
2017-ICCHCC-102	Vidal House	Gen. Luna corner Quezon St., Brgy. Sampaguita, Iloilo City	
2017-ICCHCC-103	Villanueva House	Quezon St, Brgy. Sampaguita, Iloilo City	
2017-ICCHCC-104	William Bayani Building	J.M. Basa corner Ortiz St., Brgy. Muelle Loney-Montes, Iloilo City	
2017-ICCHCC-105	YMCA Iloilo Building	Iznart St., Brgy. President Roxas, Iloilo City	
2017-ICCHCC-106	Agatona Arguelles de Jalandoni Building	Arguelles St., Brgy. Arguelles, Jaro, Iloilo City	
2017-ICCHCC-107	Ascalon-Villahermosa House	Commission Civil St., Brgy. San Pedro, Jaro, Iloilo City	
2017-ICCHCC-108	Balantang National Shrine	McArthur Drive, Brgy. Quintin Salas, Jaro, Iloilo City	NHI Marker 1998
2017-ICCHCC-109	Bernan Celiz House	Jaro Plaza, Brgy. Benedicto, Jaro, Iloilo City	
2017-ICCHCC-110	Casa Gamboa	Commission Civil corner M. Jayme St., Brgy. Benedicto, Jaro, Iloilo City	NHCP Marker 2016
2017-ICCHCC-111	Casa Mariquit	Sta. Isabel St., Brgy. Democracia, Jaro, Iloilo City	

2017-ICCHCC-112	Central Philippine University	Lopez Jaena St., Brgy. San Isidro, Jaro, Iloilo City	NHI Marker 1980
2017-ICCHCC-113	Central Philippine University - Gonzaga Mansion	Central Philippine University, Brgy. San Isidro, Jaro, Iloilo City	
2017-ICCHCC-114	Colegio De San Jose	E. Lopez St., Brgy. Our Lady of Fatima, Jaro, Iloilo City	Philippine Historical Committee Marker 1939
2017-ICCHCC-115	Concepcion Chalet	Washington St., Brgy. Democracia, Jaro, Iloilo City	
2017-ICCHCC-116	Discalced Carmelite Nun Monastery Church	Lopez Jaena St., Brgy. Sambag, Jaro, Iloilo City	
2017-ICCHCC-117	Don Joaquin Ledesma Mansion	Rizal corner Burgos St., Brgy. Seminario (Burgos Jalandoni), Jaro, Iloilo City	
2017-ICCHCC-118	Filipinas Life Assurance Building	McArthur Drive, Brgy. Tabuc Suba, Jaro, Iloilo City	RA 10066 – Work of A National Artist
2017-ICCHCC-119	Francisco Locsin House	Jalandoni St., Brgy. Seminario (Burgos Jalandoni), Jaro, Iloilo City	
2017-ICCHCC-120	Graciano Lopez Jaena Monument	Jaro Plaza, Brgy. Benedicto, Jaro, Iloilo City	NHI Marker 1970
2017-ICCHCC-121	Graciano Lopez Jaena Shrine	Fajardo St., Brgy. Arguelles, Jaro, Iloilo City	
2017-ICCHCC-122	Hechanova Ancestral House	Rosas de Baybayon, Gran Plains Subdivision, Brgy. M.V. Hechanova, Jaro, Iloilo City	NHI Marker 1983
2017-ICCHCC-123	Iloilo Mission Hospital	Mission Road, Brgy. Montinola, Jaro, Iloilo City	
2017-ICCHCC-124	Jalbuena Art Deco House	Jaro Plaza, Brgy. Arguelles, Jaro, Iloilo City	
2017-ICCHCC-125	Jaro Archbishop's Residence and Chancery	Rizal corner Commission Civil St., Brgy. Luna, Jaro, Iloilo City	RA 10066 – Work of a National Artist
2017-ICCHCC-126	Jaro Cathedral Belfry	Rizal St., Jaro Plaza, Brgy. Benedicto, Jaro, Iloilo City	NHI Res 2 s 1984
2017-ICCHCC-127	Jaro Cathedral	Rizal St., Jaro Plaza, Brgy. Seminario (Burgos Jalandoni), Jaro, Iloilo City	NHI Marker 1978
2017-ICCHCC-128	Jaro Evangelical Church	Rizal corner E. Lopez St., Brgy. Luna, Jaro, Iloilo City	
2017-ICCHCC-129	Jaro I Elementary School - Gabaldon Building	Curtero St., Brgy. Cuartero, Jaro, Iloilo City	
2017-ICCHCC-130	Jaro Plaza Complex	Rizal St., Jaro Plaza, Brgy. Benedicto, Jaro, Iloilo City	RA 10555 – Iloilo Cultural Heritage Tourism Zone
2017-ICCHCC-131	Lizares Mansion	McArthur Drive, Brgy. Tabuc Suba, Jaro, Iloilo City	National Museum Dec 23 2015 Declaration
2017-ICCHCC-132	Lopez-Vito House	Jalandoni St., Brgy. Seminario (Burgos Jalandoni), Jaro, Iloilo City	
2017-ICCHCC-133	Magdalena Jalandoni House	Commission Civil St., Brgy. Benedicto, Jaro, Iloilo City	NHI Marker 1972
2017-ICCHCC-134	Nelly Garden Mansion	E. Lopez St., Brgy. Our Lady of Fatima, Jaro, Iloilo City	
2017-ICCHCC-135	Nuestra Señora dela Candelaria Statue	Jaro Cathedral, Brgy. Seminario (Burgos Jalandoni), Jaro, Iloilo City	
2017-ICCHCC-136	Old Jaro Municipal Hall	Rizal corner Washington St., Brgy. Benedicto, Jaro, Iloilo City	National Museum
2017-ICCHCC-137	Old Seal of Municipality of Jaro	Rizal corner Smith St., Brgy. Benedicto, Jaro, Iloilo City	

2017-ICCHCC-138	Panay War Memorial	Jaro Plaza, Brgy. Benedicto, Jaro, Iloilo City	
2017-ICCHCC-139	Patrocino Gamboa Marker 01 Jaro Plaza	Jaro Plaza, Brgy. Benedicto, Jaro, Iloilo City	NHI Marker 1980
2017-ICCHCC-140	Patrocino Gamboa Marker 02 Casa Gamboa	Commission Civil corner M. Jayme St., Brgy. Benedicto, Jaro, Iloilo City	NHCP Marker 2016
2017-ICCHCC-141	Ramonit Lopez House	M. Jayme corner E. Lopez St., Brgy. Our Lady of Fatima, Jaro, Iloilo City	
2017-ICCHCC-142	Rodrigo Araneta Montinola Mansion	E. Lopez St., Brgy. Luna, Jaro, Iloilo City	
2017-ICCHCC-143	Sanson-Montinola Antillan House	E. Lopez St., Brgy. Our Lady of Fatima, Jaro, Iloilo City	
2017-ICCHCC-144	Senator Ruperto Montinola Ancestral House	Fajardo St., Brgy. Fajardo, Jaro, Iloilo City	
2017-ICCHCC-145	St. Vincent Ferrer Seminary	Burgos St., Brgy. San Vicente, Jaro, Iloilo City	NHI Marker 1990
2017-ICCHCC-146	Valdez Ancestral House	Democracia St., Brgy. Maria Cristina, Jaro, Iloilo City	
2017-ICCHCC-147	Baptist Center Church	Luna St., Brgy. San Nicolas, Lapaz, Iloilo City	
2017-ICCHCC-148	Doña Rosario Lopez de Santos Building	Luna St., Brgy. Bantud, Lapaz, Iloilo City	
2017-ICCHCC-149	Eugenio Lopez Ancestral House (Boat House)	Luna St., Brgy. Luna, Lapaz, Iloilo City	National Heritage House Declaration, NHI 13 March 2002
2017-ICCHCC-150	Fernando Lopez Colonial House	Luna St., Brgy. San Nicolas, Lapaz, Iloilo City	
2017-ICCHCC-151	Gemora House	Magsaysay Village, Brgy. Magsaysay Village, Lapaz, Iloilo City	
2017-ICCHCC-152	Iloilo National High School Girl's Dormitory Building	Luna St., Brgy. San Nicolas, Lapaz, Iloilo City	
2017-ICCHCC-153	Iloilo National High School Main Building	Luna St., Brgy. San Nicolas, Lapaz, Iloilo City	
2017-ICCHCC-154	Lapaz Church	Jereos St., Brgy. Lopez Jaena Norte, Lapaz, Iloilo City	Classified Historic Structures (as per NHCP Resolution No. 3, s. 1991)
2017-ICCHCC-155	Lapaz I Elementary School - Gabaldon Building	Huervana St., Brgy. Divinagracia, Lapaz, Iloilo City	
2017-ICCHCC-156	Lapaz Plaza Complex	Lapaz Plaza, Brgy. Burgos-Mabini-Plaza, Lapaz, Iloilo City	RA 10066 - Work of a National Artist
2017-ICCHCC-157	Saint Clement's Church and School Complex	Luna St., Brgy. Bantud, Lapaz, Iloilo City	
2017-ICCHCC-158	West Visayas State University	Luna St., Brgy. Magsaysay Village, Lapaz, Iloilo City	NHI Marker 2007
2017-ICCHCC-159	West Visayas State University - Quezon Hall	West Visayas State University, Brgy. Magsaysay Village, Lapaz, Iloilo City	
2017-ICCHCC-160	West Visayas State University - Roxas Hall	West Visayas State University, Brgy. Magsaysay Village, Lapaz, Iloilo City	
2017-ICCHCC-161	Iloilo Science and Technology University	Burgos St., Brgy. San Nicolas, Lapaz, Iloilo City	NHI Marker 1980
2017-ICCHCC-162	Jalandoni Memorial Elementary School - Gabaldon Building	Rizal St., Brgy. Jalandoni Estate, Lapuz, Iloilo City	
2017-ICCHCC-163	A. Mirasol Elementary School - Gabaldon Building	Q. Abeto St., Brgy. Santa Rosa, Mandurriao, Iloilo City	
2017-ICCHCC-164	Hibao-an Elementary School - Gabaldon Building	Guzman St., Brgy. Hibao-an Sur, Mandurriao, Iloilo City	

2017-ICCHCC-165	Mandurriao Plaza Complex	Mandurriao Plaza, Brgy. Oñate de Leon, Mandurriao, Iloilo City	
2017-ICCHCC-166	Old Airport Control Tower	Iloilo Business Park, Brgy. Airport (Tabucan Airport), Mandurriao, Iloilo City	
2017-ICCHCC-167	Antonio Pison Mansion	San Jose St., Brgy. Tap-oc, Molo, Iloilo City	
2017-ICCHCC-168	Baluarte Elementary School	Locsin St., Brgy. East Baluarte, Molo, Iloilo City	
2017-ICCHCC-169	Carpenter's Bridge	Brgy. Tabucan, Mandurriao, Brgy. Tap-oc, Molo, Iloilo City	
2017-ICCHCC-170	Esteban Juntado Sr. Memorial Elementary School - Gabaldon Building	Brgy. Calumpang, Molo, Iloilo City	
2017-ICCHCC-171	Locsin Ancestral House	San Jose St., Brgy. Tap-oc, Molo, Iloilo City	
2017-ICCHCC-172	Molo Church	Molo Plaza, Brgy. San Pedro, Molo, Iloilo City	NHI Marker 1992
2017-ICCHCC-173	Molo Convent	Molo Plaza, Brgy. San Pedro, Molo, Iloilo City	NHI Marker 1973
2017-ICCHCC-174	Molo Plaza Complex	Molo Plaza, Brgy. Katilingban, Molo, Iloilo City	RA 10555 – Iloilo Cultural Heritage Tourism Zone
2017-ICCHCC-175	Pablo Araneta y Soriano Marker	Molo Church Convent, Brgy. San Pedro, Molo, Iloilo City	
2017-ICCHCC-176	Pison Ancestral House 01 - M.H. Del Pilar St.	San Jose St., Brgy. Tap-oc, Molo, Iloilo City	
2017-ICCHCC-177	Pison Ancestral House 02 - San Jose St.	M.H. Del Pilar St., Brgy. Taal, Molo, Iloilo City	
2017-ICCHCC-178	Rosendo Mejica House	Locsin St., Brgy. East Baluarte, Molo, Iloilo City	NHI Marker 1973
2017-ICCHCC-179	Yusay-Consing Mansion	Locsin St., Brgy. Katilingban, Molo, Iloilo City	
2017-ICCHCC-180	Chief Justice Ramon Avanceña Monument 01	Arevalo Plaza, Brgy. Santa Filomena, Arevalo, Iloilo City	
2017-ICCHCC-181	Jose Rizal Monument 05 - Arevalo Plaza	Arevalo Plaza, Brgy. Santa Filomena, Arevalo, Iloilo City	
2017-ICCHCC-182	Andres Bonifacio Monument	Rizal corner Ledesma St., Brgy. Bonifacio Tanza, Iloilo City	
2017-ICCHCC-183	Apolinario Mabini Monument	Mabini St, Brgy. Roxas Village, Iloilo City	
2017-ICCHCC-184	Bernardino Jalandoni - Isabel Ledesma House	Santo Rosario St., Brgy. Santo Rosario-Duran, Iloilo City	
2017-ICCHCC-185	Primo Santos Mansion	Gen. Hughes St., Brgy. General Hughes-Montes, Iloilo City	
2017-ICCHCC-186	Don Jesus Araneta Esteban Residence	Gen Hughes St., Brgy. General Hughes-Montes, Iloilo City	
2017-ICCHCC-187	Forbes' Bridge	Brgy. President Roxas, Iloilo City	
2017-ICCHCC-188	Gen. Macario Peralta Jr. Monument	Gen. Macario Peralta Park, Brgy. Arsenal Aduana, Iloilo City	
2017-ICCHCC-189	Gomez Street - Tan Guzman House	Gomez St., Brgy. Ortiz, Iloilo City	
2017-ICCHCC-190	Grace Center Building	Ortiz St., Brgy. Ortiz, Iloilo City	
2017-ICCHCC-191	Iloilo City Police Office Main Building	Gen. Luna St., Brgy. San Agustin, Iloilo City	
2017-ICCHCC-192	Isabel Araneta Mansion	Jalandoni corner Bagumbayan St., Brgy. Jalandoni-Wilson, Iloilo City	
2017-ICCHCC-193	Jose Rizal Monument 02 - Rizal St	Rizal St., Brgy. Maria Clara, Iloilo City	

2017-ICCHCC-194	Maria Clara Monument 01	Rizal and Iznart St. Intersection, Brgy. Maria Clara, Iloilo City	
2017-ICCHCC-195	Nicolas Jalandoni Monument	Bonifacio Drive, Brgy. President Roxas, Iloilo City	
2017-ICCHCC-196	Nuestra Señora del Santo Rosario Statue	San Jose Parish Church, Brgy. Zamora-Melliza, Iloilo City	
2017-ICCHCC-197	Onglatco Building	De Leon St., Brgy. Magsaysay, Iloilo City	
2017-ICCHCC-198	Rizal Street Art Deco House (Salvador)	Rizal St., Brgy. Rizal Ibarra, Iloilo City	
2017-ICCHCC-199	Rizal Street Unknown 01 (Dullalia)	Rizal St., Brgy. Rima-Rizal, Iloilo City	
2017-ICCHCC-200	St. Mary's Hospital Building Site	Ledesma St., Brgy. Gloria, Iloilo City	
2017-ICCHCC-201	University of San Agustin - Urdaneta Hall	University of San Agustin, Brgy. San Agustin, Iloilo City	
2017-ICCHCC-202	Central Philippine University - Administration Building	Central Philippine University, Brgy. San Isidro, Jaro, Iloilo City	
2017-ICCHCC-203	Central Philippine University - Anne Johnson Hall	Central Philippine University, Brgy. San Isidro, Jaro, Iloilo City	
2017-ICCHCC-204	Central Philippine University - Eugenio Lopez Memorial Hall	Central Philippine University, Brgy. San Isidro, Jaro, Iloilo City	
2017-ICCHCC-205	Central Philippine University - Franklin Hall	Central Philippine University, Brgy. San Isidro, Jaro, Iloilo City	
2017-ICCHCC-206	Central Philippine University - Mary J. Thomas Hall	Central Philippine University, Brgy. San Isidro, Jaro, Iloilo City	
2017-ICCHCC-207	Central Philippine University - Old Valentine Hall	Central Philippine University, Brgy. San Isidro, Jaro, Iloilo City	
2017-ICCHCC-208	Central Philippine University - Roblee Science Hall	Central Philippine University, Brgy. San Isidro, Jaro, Iloilo City	
2017-ICCHCC-209	Central Philippine University - Stuart Hall	Central Philippine University, Brgy. San Isidro, Jaro, Iloilo City	
2017-ICCHCC-210	Central Philippine University - University Church	Central Philippine University, Brgy. San Isidro, Jaro, Iloilo City	
2017-ICCHCC-211	Central Philippine University - Weston Hall	Central Philippine University, Brgy. San Isidro, Jaro, Iloilo City	
2017-ICCHCC-212	Felicito Soriano Araneta Mansion	Rizal corner Smith St., Brgy. Benedicto, Jaro, Iloilo City	
2017-ICCHCC-213	Modesto Ledesma House	Washington corner Benedicto St., Brgy. Benedicto, Jaro, Iloilo City	
2017-ICCHCC-214	Loreto Ledesma House	Washington St., Brgy. Democracia, Jaro, Iloilo City	
2017-ICCHCC-215	Virgilio and Salud Escarilla-Montinola Ancestral House	El 98 corner Cuartero St., Brgy. Libertad, Santa Isabel, Jaro, Iloilo City	
2017-ICCHCC-216	ISAT U World War II Bunker I	Iloilo Science and Technology University, Brgy. San Nicolas, Lapaz, Iloilo City	
2017-ICCHCC-217	ISAT U World War II Bunker II	Iloilo Science and Technology University, Brgy. San Nicolas, Lapaz, Iloilo City	
2017-ICCHCC-218	ISAT U World War II Bunker III	Iloilo Science and Technology University, Brgy. San Nicolas, Lapaz, Iloilo City	
2017-ICCHCC-219	Jose Rizal Monument 03 - Lapaz Plaza	Lapaz Plaza, Brgy. Burgos-Mabini-Plaza, Lapaz, Iloilo City	
2017-ICCHCC-220	Lapaz Art Deco Arch	Arco St., Brgy. Lopez Jaena Sur, Lapaz, Iloilo City	
2017-ICCHCC-221	Jose Rizal Monument 04 - Mandurriao Plaza	Mandurriao Plaza, Brgy. Oñate de Leon, Mandurriao, Iloilo City	

2017-ICCHCC-222	McArthur Monument	Mandurriao Plaza, Brgy. Oñate de Leon, Mandurriao, Iloilo City	
2017-ICCHCC-223	Camarin (Salt Storage)	San Jose St., Brgy. Tap-oc, Molo, Iloilo City	
2017-ICCHCC-224	Dominican Sisters Convent	Avanceña St., Brgy. North Avanceña, Molo, Iloilo City	
2017-ICCHCC-225	Don Roque Locsin Sanson Mansion (Harp Fence)	Lopez Jaena St., Brgy. San Antonio, Molo, Iloilo City	
2017-ICCHCC-226	Maria Clara Monument 02 - Molo Plaza	Molo Plaza, Brgy. Katilingban, Molo, Iloilo City	
2017-ICCHCC-227	Molo Cemetary Arch	M.H. Del Pilar St., Brgy. Poblacion Molo, Molo, Iloilo City	
2017-ICCHCC-228	Molo Cemetary Camposanto	M.H. Del Pilar St., Molo, Iloilo City	
2017-ICCHCC-229	Rosendo Mejica Monument	Baluarte Elementary School, Brgy. East Baluarte, Molo, Iloilo City	
2017-ICCHCC-230	Dona Pacita Lopez Building	Rizal corner Mapa St., Brgy. Ortiz, Iloilo City Proper, Iloilo City	
2017-ICCHCC-231	Dabao Ancestral House	Quezon St., Brgy. Quezon, Arevalo, Iloilo City	
2017-ICCHCC-232	Trespeces House	Bonifacio corner Arroyo St., Brgy. Santa Filomena, Arevalo, Iloilo City	
2017-ICCHCC-233	East Point Products Company	Muelle Loney, Brgy. Arsenal Aduana, Iloilo City Proper, Iloilo City	
2017-ICCHCC-234	Javelosa Building 1962	J.M. Basa corner Guanaco St., Brgy. Arsenal-Aduana, Iloilo City Proper, Iloilo City	
2017-ICCHCC-235	Ntra. Sra. del Rosario Building	J.M. Basa corner Guanaco St., Brgy. Arsenal-Aduana, Iloilo City Proper, Iloilo City	
2017-ICCHCC-236	Palmares Building 1962	Bonifacio Drive, Brgy. Danao, Iloilo City Proper, Iloilo City	
2017-ICCHCC-237	A. Javellana Building 1967	Ledesma corner Valeria St., Brgy. Edganzon, Iloilo City Proper, Iloilo City	
2017-ICCHCC-238	Javelosa Gorres Building 1963	Iznart St., Brgy. Magsaysay, Iloilo City Proper, Iloilo City	
2017-ICCHCC-239	John A. Tan Building 02 - Iznart	Iznart St., Brgy. Magsaysay, Iloilo City Proper, Iloilo City	
2017-ICCHCC-240	Queseco Building 1967	Valeria Extension St., Brgy. Magsaysay, Iloilo City Proper, Iloilo City	
2017-ICCHCC-241	Powell Building 1956	Plaza Libertad, J.M. Basa St., Brgy. Ortiz, Iloilo City Proper, Iloilo City	
2017-ICCHCC-242	A. Yang Building 1967	Yulo St., Brgy. Yulo-Arroyo, Iloilo City Proper, Iloilo City	
2017-ICCHCC-243	Jose Rizal Monument 05 - Rizal, Lapuz	Rizal St., Brgy. Lapuz Sur, Lapuz, Iloilo City	
2017-ICCHCC-244	R. Mapa 1924 House	R. Mapa St., Brgy. Airport, Mandurriao, Iloilo City	
2017-ICCHCC-245	Porta - Gan House	Avanceña St., Brgy. Katilingban, Molo, Iloilo City	
2017-ICCHCC-246	Asico House	Luna St., Brgy. Bantud, Lapaz, Iloilo City	
2017-ICCHCC-247	St. Paul's Hospital Chapel	Gen. Luna St., Brgy. Danao, Iloilo City Proper, Iloilo City	
2017-ICCHCC-248	West Visayas State University Elementary Laboratory School Building	Luna St., Brgy. Magsaysay Village, Lapaz, Iloilo City	
2017-ICCHCC-249	Old Lapaz Municipal Hall	Burgos St., Brgy. Burgos-Mabini-Plaza, Lapaz, Iloilo City	
2017-ICCHCC-250	Lapaz Market Main Building	Huervana St., Lapaz, Iloilo City	

2019-ICCHCC-001	Celso Ledesma House (Patpat's Kansi)	Burgos St., Jaro, Iloilo City	
2019-ICCHCC-002	Baptist Center Church	Luna St., Lapaz, Iloilo City	

ILOILO CITY TOURISM DEVELOPMENT PLAN

2020-2022

February 2020

