



Western Visayas: Capitalizing on Boracay

Reversing the trend, shifting the pressure

We can significantly increase tourist arrival

There is a need to develop our tourism facilities

**Boracay as a premier tourist destination
may be utilized as jump off point for the rest of the region**



WESTERN VISAYAS

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IBRANT. ALUES. INTAGE.



WESTERN VISAYAS

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VIBRANT. VALUES. VINTAGE.

FESTIVAL CAPITAL OF THE PACIFIC





JEWELS OF THE PACIFIC: SIX GEMS

ANTIQUE

Where the Mountains meet the Sea
Nature based; Binirayan

CAPIZ

Seafood Capital of the Philippines
Sinadya sa Halaran Festival

AKLAN

Lasting Paradise – Lost?

NEGROS OCCIDENTAL

Sugar...and more!
Masskara
Heritage Homes
Vigan of the South
Muscovados
Ancestral Houses
Museums



GUIMARAS

Island that fits your taste
Manggahan
Alternative to Boracay
Sweet Mangoes
Island Hideaway
Emerging Singapore

ILOILO

The heart of the Philippines
Dinagyang, etc.
MICE Meetings, Incentive Tours,
Conventions, Exhibits
Southern Charm and Heritage
Warm
Barcelona of Asia
Eco-Tourism and Food
Gastronomic Experience



VISION

Western Visayas: A premier tourism haven showcasing the region's values, vibrance and vintage optimizing its rich natural, cultural and man-made resources to spur sustainable development and improve the people's well-being.



MISSION

To integrate tourism promotion and related activities of the region to boost the local economy and highlight West Visayan culture.

Specifically, we shall be a partnership of competent tourism service providers that will work with the Philippine Government's development direction; an alliance of local government units and the private sector committed to make Western Visayas a prime tourist destination.



STRATEGIES

1. Establishment of a Regional (Western Visayas) Tourism Commission to coordinate, integrate and promote local tourism programs



STRATEGIES

2. Identification of tourism corridors and (where tourism body has the legal and political authority) and development of tourism support facilities such as restrooms, tourist assistance center, gas station and food mart.



STRATEGIES

3. Conduct training programs for frontline service providers and intensify promotion campaign to raise market and environmental awareness



STRATEGIES

4. Familiarization tour for tourism stakeholders



STRATEGIES

5. Development of community-based tourism initiatives, e.g. b&b, homestays, eco-tourism, cottage industries, etc., utilizing indigenous resources



STRATEGIES

6. Development of integrated inter-LGU tourism products and promotional collaterals such as tour packages, and hotel in-house channels



STRATEGIES

7. Powerful www presence: updated websites, links to major travel websites and search engines



STRATEGIES

8. Institutionalization of tourism assistance bureau in every hub and spoke of the region



STRATEGIES

9. Comprehensive security program to combat petty & transnational crimes, and terrorism threats



STRATEGIES

10. Regulation and standardization of tourism facilities fees and rates



STRATEGIES

11. Development of tourism-related facilities
such as convention centers



MADAMO GUID NGA SALAMAT