



ILOCOS NORTE

TOURISM UPDATES



TOURISM PROMOTION



2024 TOURISM DATA

TOURIST AND VISITOR ARRIVALS

2024

532K+

ACCOMMODATIONS

4.3M+

ATTRACTIONS

513K+

ACCOMMODATIONS

2023

3.5M+

ATTRACTIONS

PRE-PANDEMIC

687K+

ACCOMMODATIONS

2019

3.8M+

ATTRACTIONS

AVERAGE TOURIST EXPENDITURE

PHP 19,674.75

AVERAGE GUEST NIGHTS DOMESTIC 1.65 NIGHTS FOREIGN 2.56 NIGHTS

TOURISM RECEIPTS (ESTIMATE)

PHP 10.4 B

JANUARY - DECEMBER 2024

MOST VISITED ATTRACTIONS



- 1 SAUD BEACH
- 2 BALAOI / BLUE LAGOON
- 3 MALACANANG OF THE NORTH
- 4 KAPURPURAWAN ROCK FORMATION
- 5 BANGUI WINDMILLS
- 6 CAPE BOJEADOR LIGHTHOUSE
- 7 MADONGAN DAM
- 8 LA MILAGROSA COVE AND IN WATERPARK
- 9 BATAC RIVERSIDE EMPANADAAN
- 10 PAOAY SAND DUNES

TOP SELLING POINTS

ADVENTURE, CLEANLINESS, NATURE, FOOD, PEOPLE



TOP TOURISTS

96.6% DOMESTIC

3.4% FOREIGN



FREQUENCY OF VISITS

75.2% RETURNING

24.8% FIRST-TIME

TRAVEL EXPOS, FAIRS



35TH PHILIPPINE TRAVEL MART

34th
Philippine
Travel Mart

**TOTAL
SALES**

17.26%

Php 41,678, 639

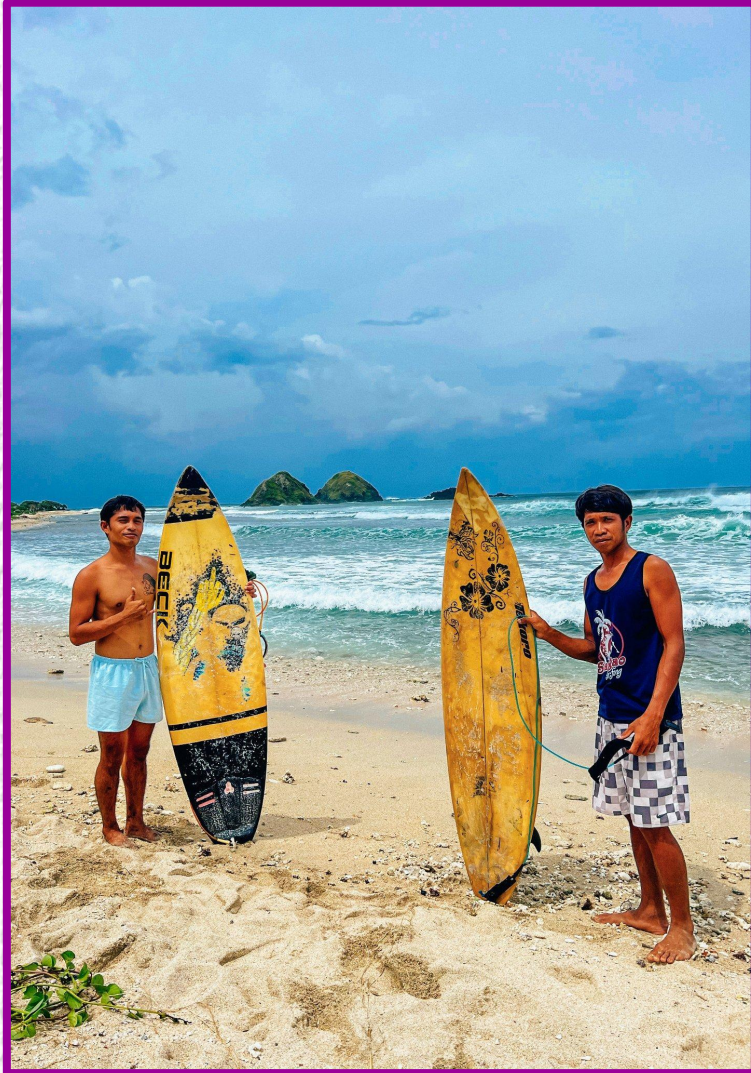
2024 Actual and Potential Sales

Php 35, 544, 972

2023 Actual and Potential Sales



SPORTS TOURISM



INTERNATIONAL PROMOTIONS

CHINA, AND USA



TOURISM FACILITIES

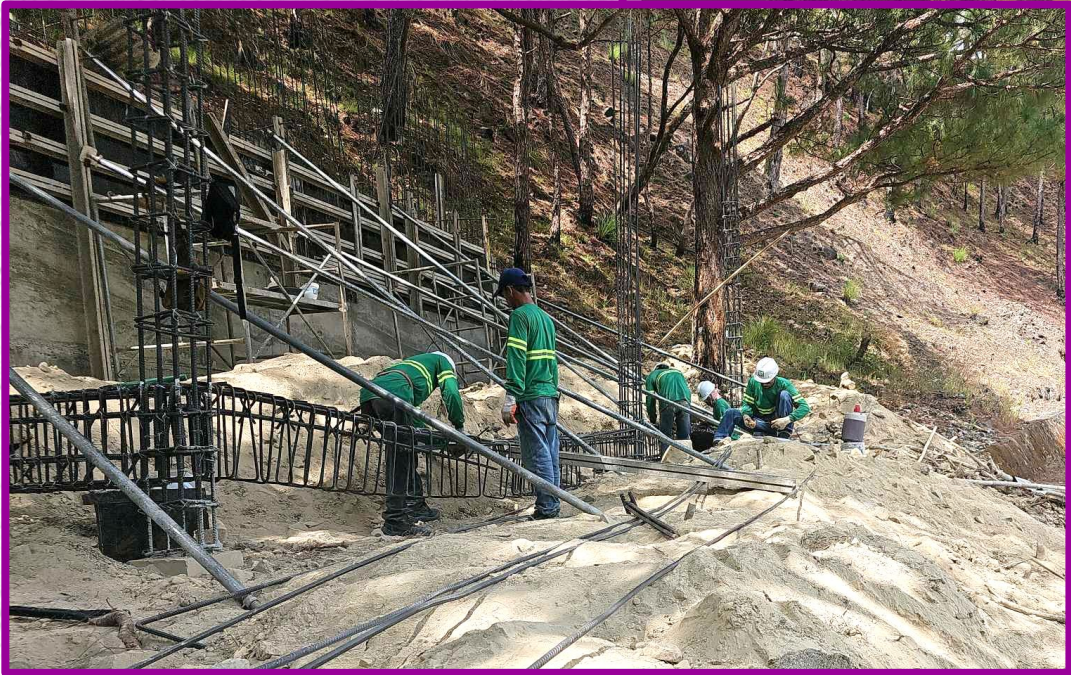
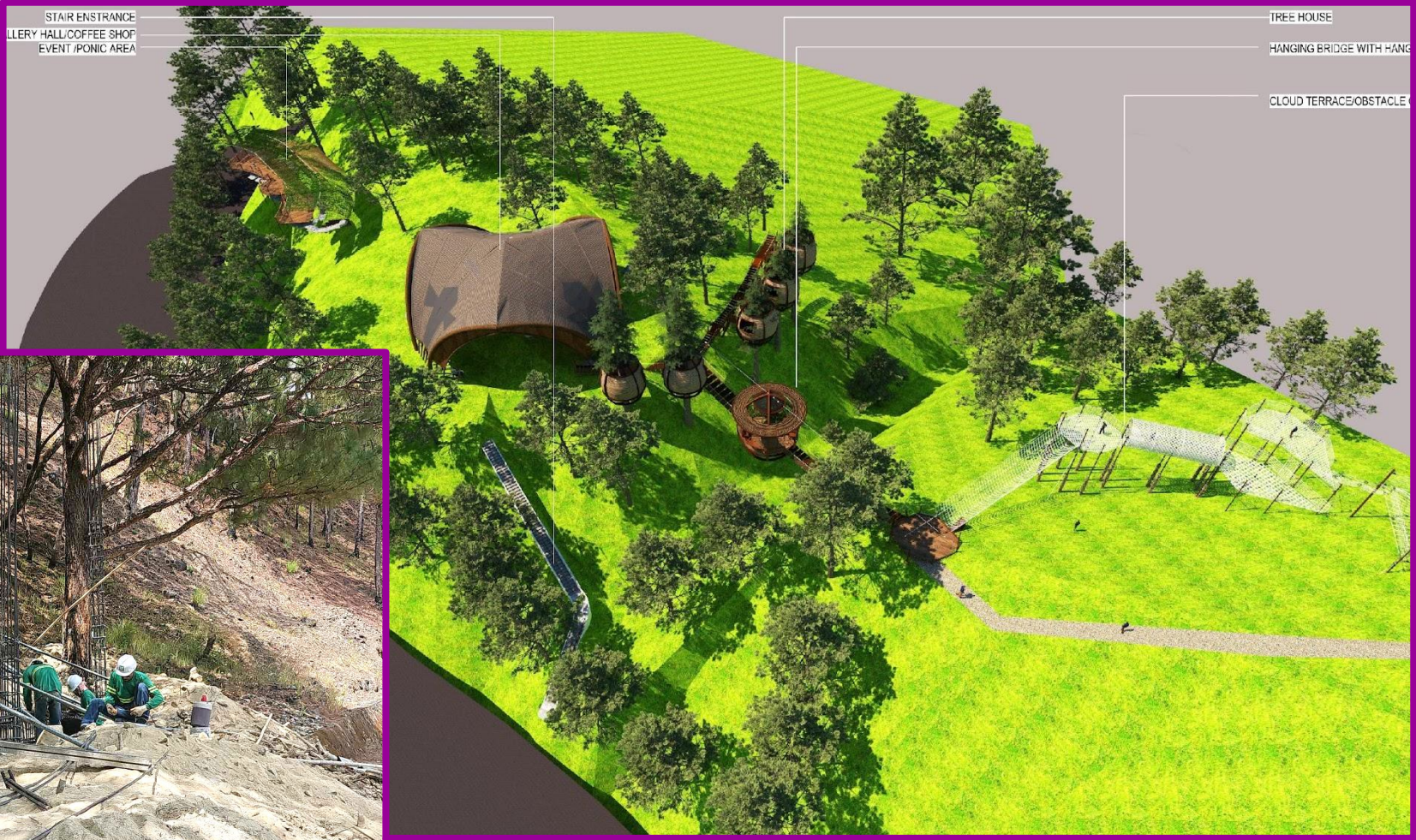


PINILI INABEL CENTER



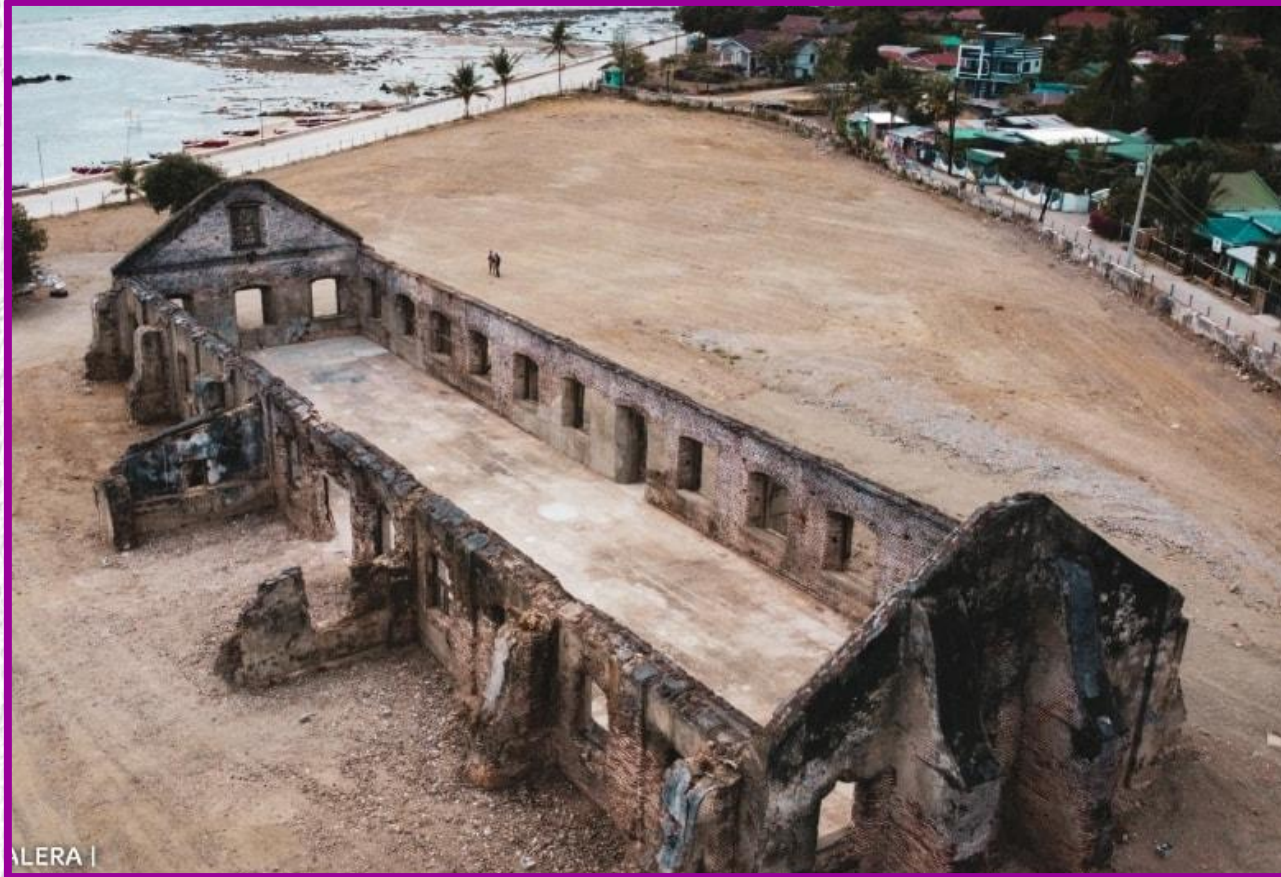
ILOCOS NORTE SCENIC VIEWDECK

ONGOING CONSTRUCTION



CURRIMAO TABACALERA

ONGOING REHABILITATION



LAOAG INTERNATIONAL AIRPORT

ONGOING UPGRADE



PAGUDPUD TOURIST REST AREA

INAUGURATION AND TURNOVER



TOURISM INDUSTRY PARTNERSHIPS



SUMMER TOURISM OPERATIONS AND EMPLOYMENT PROGRAM



CRUISE TOURISM

M/S HERITAGE ADVENTURER AND MV NORWEGIAN JEWEL



RECOGNITIONS



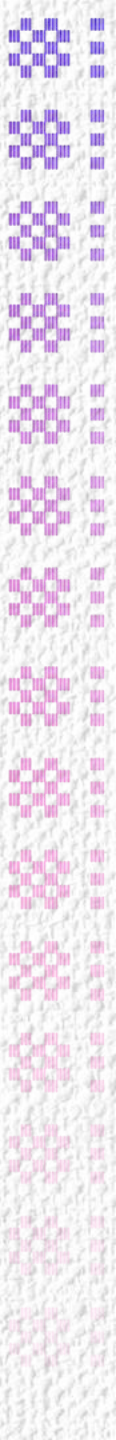
ATOP-PEARL 2024 AWARDS FINALISTS



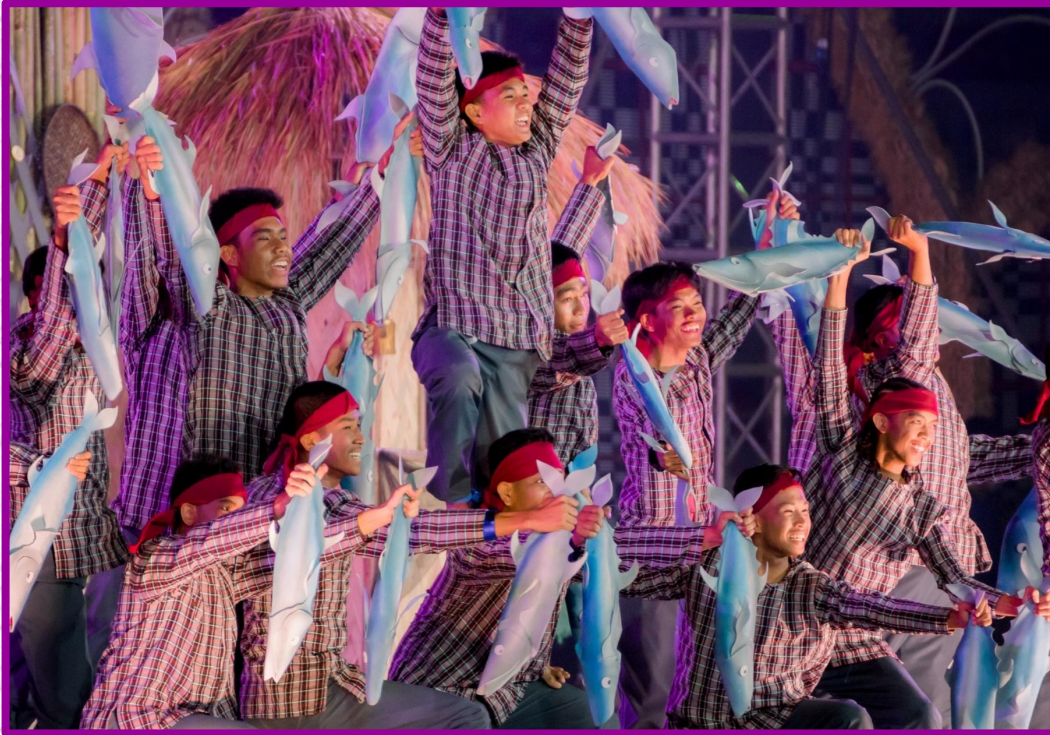
Best Tourism Promotions-Brochure
TOURISM PASSPORT BROCHURE



Best Tourism Promotions-Video
RAISE YOUR FLAG, ILOCOS NORTE



ATOP-PEARL AWARDS



Best Tourism Event- Cultural Festival

TAN-OK NI ILOCANO FESTIVAL OF FESTIVALS



Best Tourism Oriented LGU-Province

ILOCOS NORTE: THE GATEWAY TO EAST ASIA AND
THE COMMERCIAL HUB OF NORTHERN LUZON



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