

Baguio Tourism Recovery Plan



**CITY GOVERNMENT OF BAGUIO
BAGUIO TOURISM COUNCIL**

BAGUIO TOURISM RESILIENCY & RECOVERY PLAN

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Situationer:

- February to May are peak months for tourism arrivals. Based from last year's (**2019**) hotel check-ins, we have a total of **540,737 tourist arrivals**.
- If converted to tourist receipts - the total amount being spent by tourists, the estimate is around **1.460 Billion Pesos** (based on P2,700 average expenditure per tourist). That is the same amount of potential gross income loss for tourism establishments in the months of February to May.
- But note that Luzon-wide ECQ started only on March 16, so there were still a few tourists last February until early March. Just a few, since the big tourist drawer, the Panagbenga Festival, has been postponed and eventually cancelled since February.
- As of March, the data submitted by some hotels shows a total of **72,782** tourist arrivals for January 2020 (as compared to 127,457 in 2019), and **27,001** for February 2020 (139,790 in 2019). That is an average of **63% decrease** in tourist arrivals.
- For **April** alone, when there is practically no tourist, the potential gross receipts loss is **375 Million Pesos**.
- The above is only an estimate and based on data available from above ground economy. Many tourism-related jobs and establishments, including those transacting online, are actually underground, and are also greatly affected. That means the actual economic impact is greater than what is estimated.
- Currently, the City Tourism Office has an inventory of **518 accommodation establishments**, with around **4,000 employees**. That can provide an estimate figure on how many tourism-related jobs are affected. Not counted here are the tour agents and agencies, tour guides, and employees of food, entertainment, recreational, wellness and establishments, including the cultural and creative sector.

Slogan

Transition Phase

Angat Tayo Baguio!

Context:

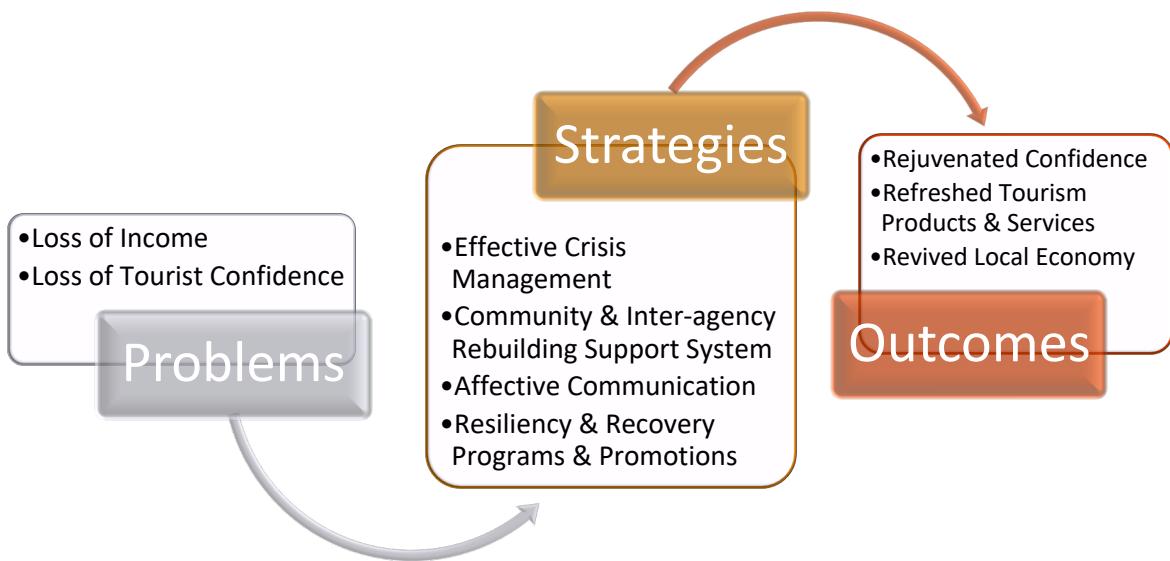
- "Paangatin ang Kumpyansa" – Rebuild confidence
- "Paangatin ang Kahusayan" – Rejuvinate tourism products and services
- "Paangatin ang Kalakal" – Revive economy

Recovery Phase:

Akyat Na Baguio

- Rebuilt confidence
- Rejuvinated tourism products and services
- Revived economy

Framework & Strategies



- **Effective Crisis Management (ECM)** – courses of action undertaken during the crisis and transition period, particularly by the city government, not only for the purpose of effectively mitigating further adverse impact and potential losses, but also to build the trust and confidence of the people. locals and outsiders. So far, the different sectors involved in crisis management are doing a good job.
- **Affective Communication (ACom)** – medium, tools and technology that can be employed and deployed to affect uninterrupted emphatic connection with local constituents and future tourists and visitors.
- **Community & Inter-agency Rebuilding Support System (CIRSS)** – individual and organizational plans and programs of all concerned government agencies and private stakeholders during the transition and post-crisis period, highlighting the call for everyone's roles and contributions in rebuilding trust, confidence, and capabilities for sustained economic recovery.
- **Resiliency & Recovery Programs & Promotions (RRPP)** – projects, activities, communications, promotions and marketing initiatives during the transition and post-crisis period, that will provide an avenue of alleviating and sustaining economic growth and opportunities.

Marketing Directions

Re-defining Tourism in Baguio

To pre-position Baguio as every Filipino's dream place for enriching experiences anchored on:

1. rejuvenated and rejuvenating **natural environment**.
2. A new way of life premised on strict observance of health protocols for **health and safety**.
3. A regime of compliance with environmentally-caring **laws, regulations and standards**.
4. A **rich heritage** of culture, traditions and the arts.
5. A community of residents in perpetual **gracious hospitality**.

Basic Audience: In a re-branding marketing thrust, Baguio tourism will be targetted towards the following market segments in phases:

1. Initially, the **local residents** whose community spirit will have to be re-nurtured to bring about pride of place;
2. Consequently, the residents of neighboring **towns in Benguet** with whom Baguio has historical linkages, i.e. La Trinidad, Itogon, Sablan, Tuba and Tublay
3. Later on, the residents of **Cordillera provinces** with whom Baguio shares regional affinity, i.e., Benguet, Abra, Mountain Province, Ifugao, Kalinga, Apayao;
4. Much later on, the residents of **Northern Luzon** with whom Baguio has geographical linkages, i.e., the Ilocos provinces, the Cagayan Valley provinces, the northern part of Central Luzon.
5. Eventually, as the Metro Manila and **other parts of the country** graduate into New Normal activities, the residents in these regions.
6. Much, much later on, the tourists and travellers of other places **throughout the world**, targetting initially the members of the UN Creative Cities Network.

Action Plan

Set in three phases:

1. **Mitigation Phase (MP)** – actual crisis period, when there are still enforced large-scale and strict community quarantine. (**Projected period: April to May**)
2. **Transition Phase (TP)** – “flattened curve” period, when community quarantine is scaled-down or modified; tourists or visitors may not still be allowed to enter the city, classes may still be suspended. (**Projected period: June to August**)
3. **Recovery Phase (RP)** – post-crisis period, when tourists and visitors start to be allowed to enter the city and classes resume. (**Projected Period: September onwards**)

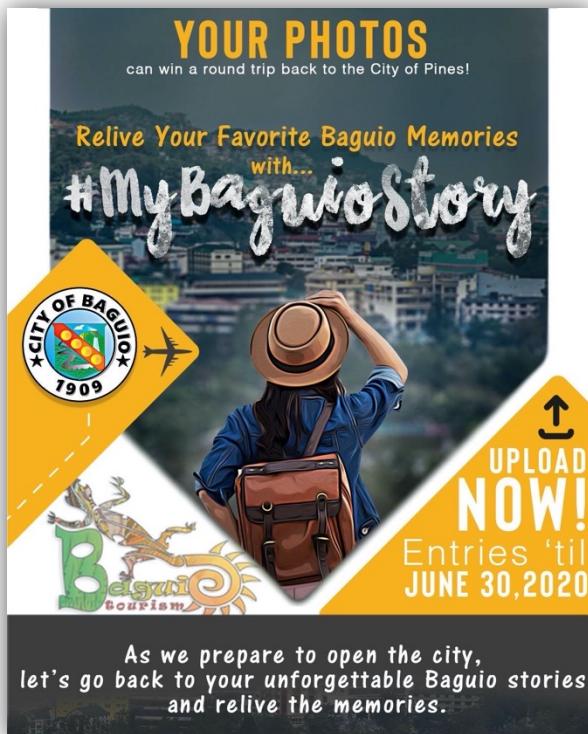
| | | Program, Projects & Activities | Point Person/ Agency | Requirements/ Resources |
|-----------------------------|----|--|-------------------------|-------------------------------|
| Effective Crisis Management | MP | 1. Defined and sustained crisis and disaster management structure and plans 2. Use of technology and IT for effective crisis management | LGU – c/o CMO, CBTF | In place |
| | TP | 1. Sustained operations of crisis management team and task force | LGU – c/o CMO, CBTF | In place |
| | RP | 2. Integrated CDRRM incorporating instituted health pandemic emergencies | CDRRMO | Budget for manual & equipment |
| | | | | |

| | | Program, Projects & Activities | Point Person/ Agency | Requirements/ Resources |
|-------------------------|----|--|-------------------------|----------------------------|
| Affective Communication | MP | 1. Communication production: <ul style="list-style-type: none">Continuous documentation of the "Baguio Experience"Start of design, layout pre-prod of promo materials: brochure, video, posters 2. Info and educational campaign (IEC) on COVID-19 and ECQ updates and health measures | CTSEO, BTC | Budget for production |
| | TP | 1. Launching of Baguio Resiliency & Recovery Slogan: " ANGAT TAYO BAGUIO " via AVP and PR 2. Info and educational campaign (IEC) on "Resilient Baguio" via AVP and PR on SocMed | CTSEO, BTC, PIO | |
| | RP | 1. Integrated IEC campaign on corporate tourism promos and discounts, and brand all promotions citywide, using the slogan " AKYAT NA BAGUIO " 2. Sustained promotions and communications campaign using the slogan: AVP, PR and Promo Materials | CTSEO | Budget for production |
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| | | Program, Projects & Activities | Point Person/ Agency | Requirements/ Resources |
|--|----|---|---|--|
| Community & Inter-agency Rebuilding Support System | MP | 1. Monitoring and expatriation of stranded tourists 2. Data gathering for affected tourism-related establishments and practitioners 3. Provisions for relief support to greatly affected tourism practitioners, including cultural and creative sector 4. Moratorium on accreditation and renewal fees for TOEs and TREs 5. IEC on institutional relief packages from DOLE, DTI and DSWD (CAMP, TUPAD & SAP) 6. Launching of online tours – parks, museums, galleries, cultural and creative works and performances. 7. Turnover & cleaning of Baguio Convention Center | DOT, CTSEO DOT, CTSEO BTC, CBCC DOT CTSEO, PII & local media CTSEO, BTC with private partners CTSEO | In place In place Mechanics, budget for relief In place Budget for content Budget for add-on furnitures & materials |
| | TP | 1. Selected establishment re-opening for locals with promos 2. Cleaning and minor rehab of public parks and selected tourist sites | LGU with Private Sector LGU, Barangays | Guidelines Budget for materials |
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| | 3. Crafting and forwarding of City Council Ordinances related to tourism sustainability and projects | CTSEO, BTC | |
| | 4. Membership and information campaign for Baguio Tourism Council | BTC | |
| | 5. Crafting of corporate promos by tourism establishments and sponsors | BTC, private sector | |
| | 6. Rolling out of financial relief and stimulus package for tourism establishments | LGU (LFC) | Budget allotment |
| RP | 1. Full-blast clean-up & rehab of tourist attractions | LGU, Barangays, other agencies | Budget for materials |

The #MyBaguioStory Relive your Favorite Baguio Memories Contest:



- ✓ relive your memories
- ✓ share your story
- ✓ win a trip to Baguio!

| Program, Projects & Activities | | Point Person/ Agency | Requirements/ Resources |
|---|--|-------------------------------------|--|
| TP | 1. "Sustainable Tourism" Seminar & Workshop – learning from the crisis | DOT, BTC, private sector | Seminar content, Budget for materials |
| | 2. "Bouncing-back" seminar & workshop for tourism practitioners (online or SGD) | DOT, BTC, private sector | Seminar content, Budget for materials |
| | 3. Small community activities: • tribute to frontliners & thanksgiving ritual and program • small group local activities | LGU, BTC, Barangays, private sector | Draft program, Budget for the activities |
| | 4. E-commerce online portal for artists, craftsmen and Baguio products | LGU, CBCC, partners | Budget and resources for portal development and management |
| | 5. Online Tourism Promotion Contest | LGU, CTSEO, BCBC | Budget for implementation |
| | 6. Final planning session among stakeholders/organizing partners | BTC with govt/private partners | Budget for materials |
| RP | 1. Grand Thanksgiving "Akyat Na Baguio" welcome activity to tourists and students, with winners of Online Contest (target: September 2020, Baguio Day) | LGU, BTC with private partners | Budget for the activity |
| | 2. Launching of "Baguio Visitors Program" (target: September-November 2020) | CTSEO, BTC, PIO | Mechanics & guidelines Budget for IEC materials |
| | 3. Virtual/Blended 3 rd Baguio Creative Festival (November 2020) | LGU, CBCC, BTC | Budget and Mechanics |
| | 4. Launching of "Akyat Na" tourism campaign via "Tourism Summit" and "Christmas in Baguio" (target: November-December 2020) | CTSEO, BTC with private partners | Activity content, program and budget |
| | 5. Launching of "HOHO Tourist Transport" (January 2021) | CTSEO, BTC, PIO | Mechanics & guidelines budget for IEC materials |
| | 6. "New Panagbenga" (February 2021) | LGU, BFFFI | Activity content, program and budget |
| | 7. "Baguio Summer New Normal" (Mar-May 2021) | LGU, DOT, BTC with private partners | Activity content, program and budget |

Basic Guidelines & Considerations

- **Media Content**

- Clear, complete, current and sensitive.
- Coherent to the theme of “rising up”, providing inspiration and positive outlook amidst the crisis, something that locals and future tourists to look forward to.
- During the mitigation and transition phase, highlight resiliency of the people, as supported by proactive actions of local government.
- During the recovery phase, highlight the city's readiness and the enhancement of tourism management in the city.

- **Gradual Opening of Tourism Sectors**

| | Mitigating Phase ECQ stage (April – May) | Transition Phase modified and localized CQ (June – August) | Recovery Phase partial to full opening of borders (September onwards) |
|---|---|--|--|
| Transportation | limited – as per ECQ guidelines | partial | full – still with set guidelines |
| Service Sector (medical, banks, telecom, basic needs/supplies) | limited – as per ECQ guidelines | Partial to full – as per necessary | full – still with set guidelines |
| Food Sector | limited to partial – as per ECQ guidelines (take-out, drive-thru, delivery) | partial to full – as per set guidelines for in-dining | full opening – still with set guidelines |
| Training & Learning Sector | lockdown | limited to partial – as per guidelines set by govt | partial to full – still with set guidelines |
| Events, Culture, Creative Sector | online tours, if possible | small events following guidelines for small gathering | gradual transition to big events |
| Souvenirs, Handicrafts, Pasalubong Centers | manufacturing only, no selling | limited selling, ff guidelines | full – still with guidelines |
| Amusement, Recreation and Wellness Sector | lockdown | limited, only if permitted | gradual transition to full opening – with set guidelines |
| Tour Agencies and Tour Guides | lockdown | limited, local community tours | gradual transition to full operations – with set guidelines |
| Accommodation Sector | lockdown | limited as per set guidelines, staycation packages | gradual transition to full opening – with set guidelines |

* all above proposals will be subject to national and local government directives and order.

* strict guidelines per sector shall be established that will be implementable for each phase and up to two years, providing standard practice and procedures for the “new normal”.

- **Basic health considerations**
 - conformance with DOH and HSO directives.
 - service public facilities must adhere to mandated sanitation procedures.
 - service personnel must always adhere to PPE requirements.
 - monitoring and logging of visitors/guests profile must be in place.
 - monitoring of health conditions of visitors/guests must be in place.
- **Basic guidelines for small gatherings**
 - conformance with national and local government directives on social distancing.
 - limited and monitored attendance, with log of visitors/guests profile.
 - during mitigation and transition phases, employ stricter indoor guidelines with limits on attendance.
- **Guidelines checklist for establishments that will open:**
 - health and sanitation SOPs
 - provisions on social distancing
 - limited personnel, with possible shift rotation or work-from-home arrangements
 - limited entry: "who are allowed to enter and when?"
 - informational signages in place
 - limited office/store hours/schedule, except for service establishments needing 24 hours coverage
- **Proposed Financial Relief & Stimulus Packages**
 - zero to low-interest loans
 - tax rebates, relief or discounts
 - facilitated ease of doing business
 - waived occupancy tax
 - waived DOT accreditation application and renewal fees
 - free attendance to seminars, workshops and trade expos

New Normal Tourism Management

The “new normal” way of tourism and visitors management program has the objectives to:

1. monitor people entry to, and movement within, the city
2. ensure safety and security of visitors and locals
3. ensure tourism standards for products and services
4. lessen traffic congestion
5. lessen physical contact

New Normal Programs:

- mandated registration of all tourism-related establishments and individual practitioners
- mandating tourism-related establishments to adopt sustainable, responsible and environmentally friendly tourism practices
- setting-up of centralized visitors center (tourists' one-stop shop)
- mandated registration of tourists and visitors
- regulation and standards for online booking portals
- regulation and standards for public events and festivals
- establishment of HOHO tourist transport service
- new tools for tourist information needs: tourist app, QR codes for tourist attractions
- new tools for tourist feedback mechanism: online survey
- imposition of tourist fees: environmental and congestion fees

To be able to enforce strictly a new city tourism management program, the following are considered for legislation:

1. amendment of the City Tourism Code 2009, inclusion of sustainable, responsible and green tourism concepts.
2. adoption of a new Baguio Convention Center operations policies and guidelines.
3. strict registration and standards regulation for ALL tourism-oriented and tourism-related establishments and individual practitioners.
4. regulation and monitoring guidelines for tourism-oriented and tourism-related establishments and practitioners transacting and operating online, including online booking portals.
5. mandated registration of all tourists coming to the city, setting guidelines for its mechanism and the collection of environmental and congestion fees from each registered tourist.
6. mandating tour operators, and tour transportation services, from outside of the city to pay tourism equity fee and to employ the services of local tour guides.
7. mandating accommodation agents to register, setting guidelines and standards for their operations, including submission of data on accommodation establishments' profiles and tourist arrivals.
8. mandating hotels and accommodation establishments to have parking spaces and provision for shuttle transport services.
9. setting the policies and guidelines for the operation of the HOHO (hop-on, hop-off) tourist transport system.
10. "new normal" guidelines for the conduct of public events, community gatherings, festivals, and MICE, during transition, recovery and post-recovery period.
11. "new normal" guidelines for the operations of tourism-oriented and tourism-related establishments, during transition, recovery and post-recovery period.
12. other legislative support for funding of relief, amelioration, loans, and other stimulus packages.

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