

The Best Thing About Laguna: Tourism Best Practices

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Head- Promotion, Marketing & Creative Division

Overview

- **Natural Beauty**



Overview

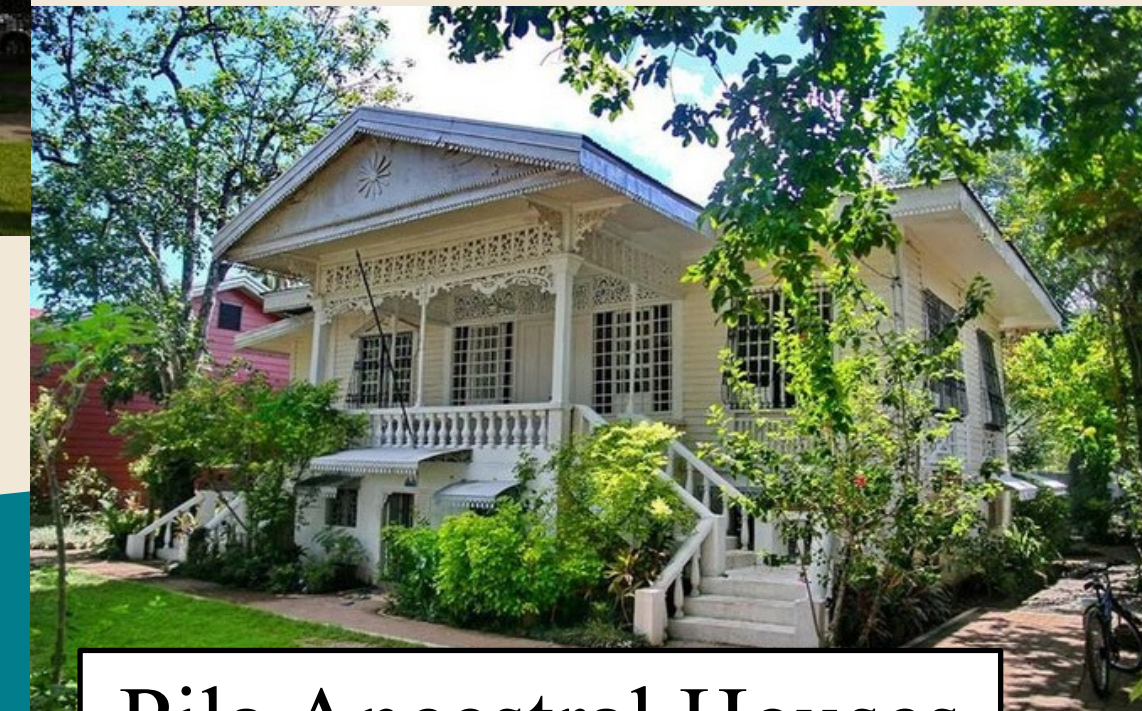
- **Rich history**



Jose Rizal Shrine



Fule Malvar Mansion



Pila Ancestral Houses

Overview

- **Vibrant culture**



Core Strengths of Laguna Tourism



- Diverse Attractions:



La Vista Pansol –
Calamba City

Hot Spring



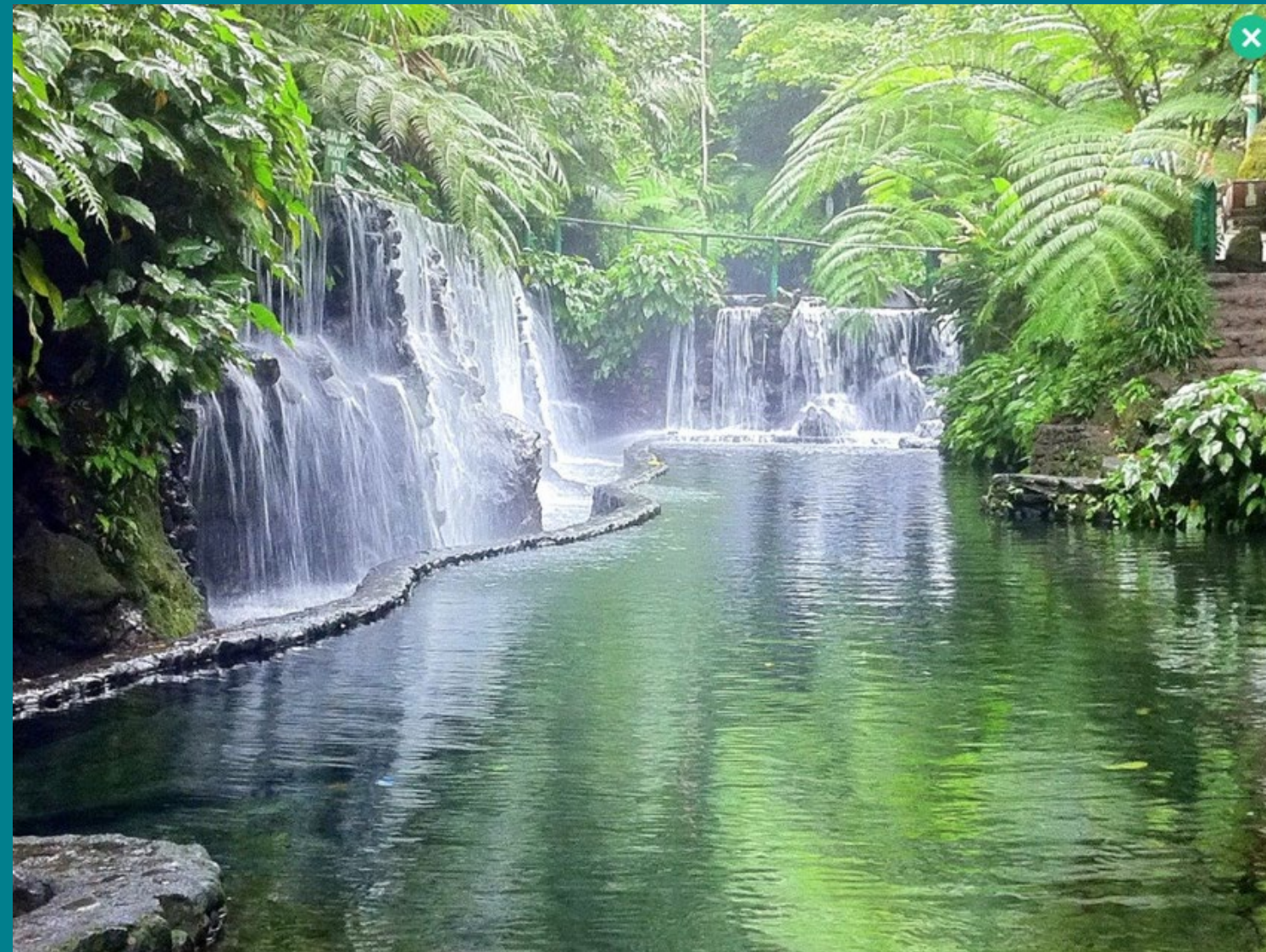
Sol Y Viento Hotels and Resorts

- Diverse Attractions:

COLD SPRING



Liliw Resort– Liliw



Bato Springs – San Pablo
City

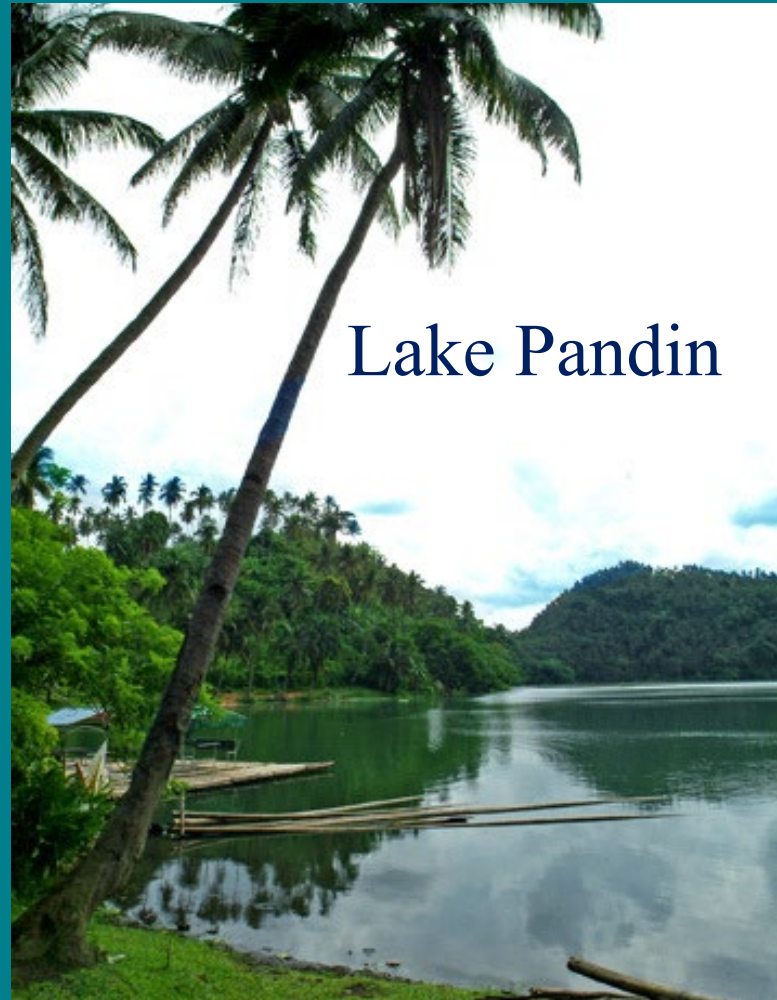
- Diverse Attractions:



Seven Lakes, San Pablo City



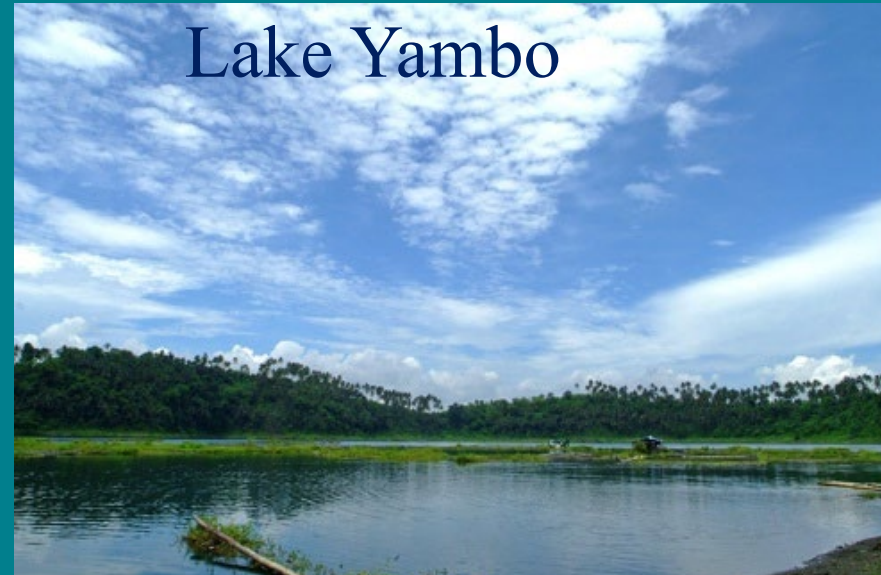
Lake Palakpakin



Lake Pandin



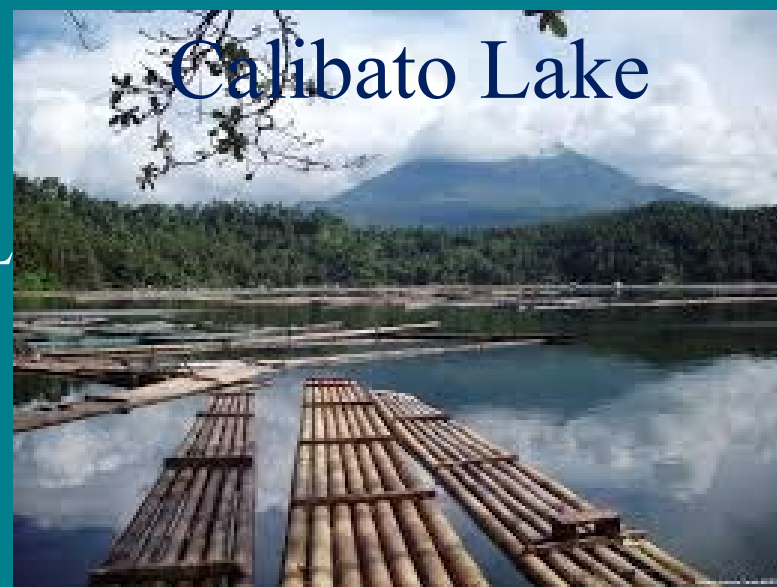
Lake Mojicap



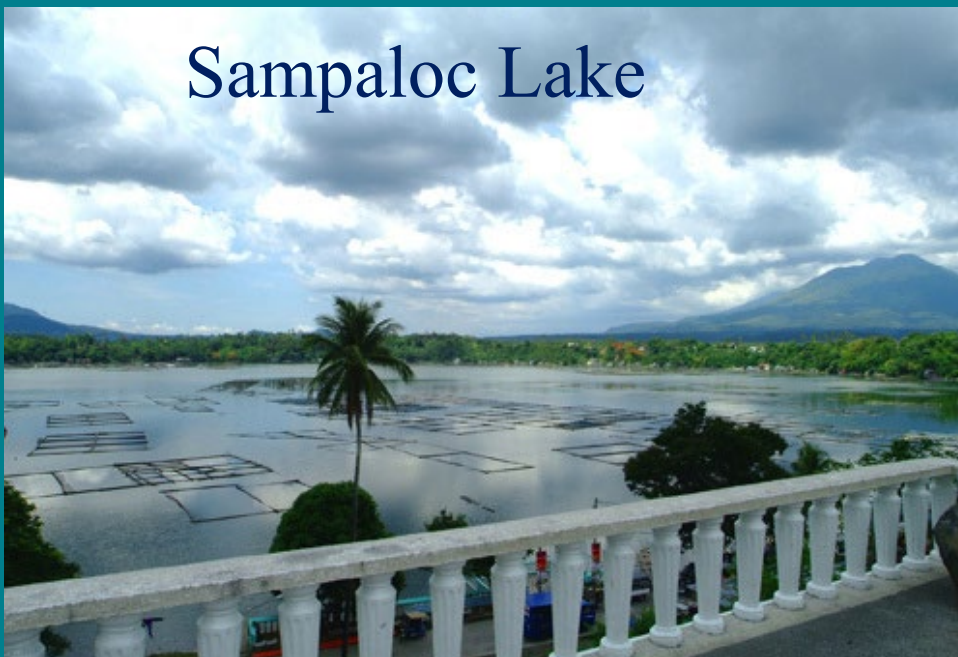
Lake Yambo



 Lake Bunot



Calibato Lake



Sampaloc Lake

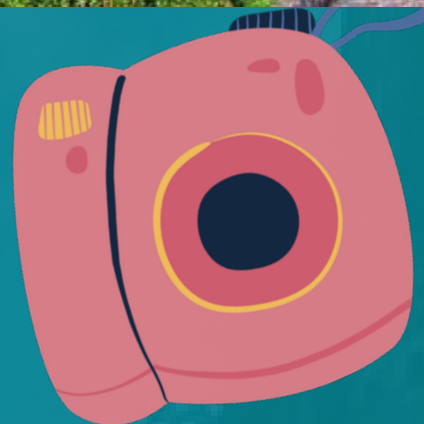


- Diverse Attractions:

- Historical Landmark

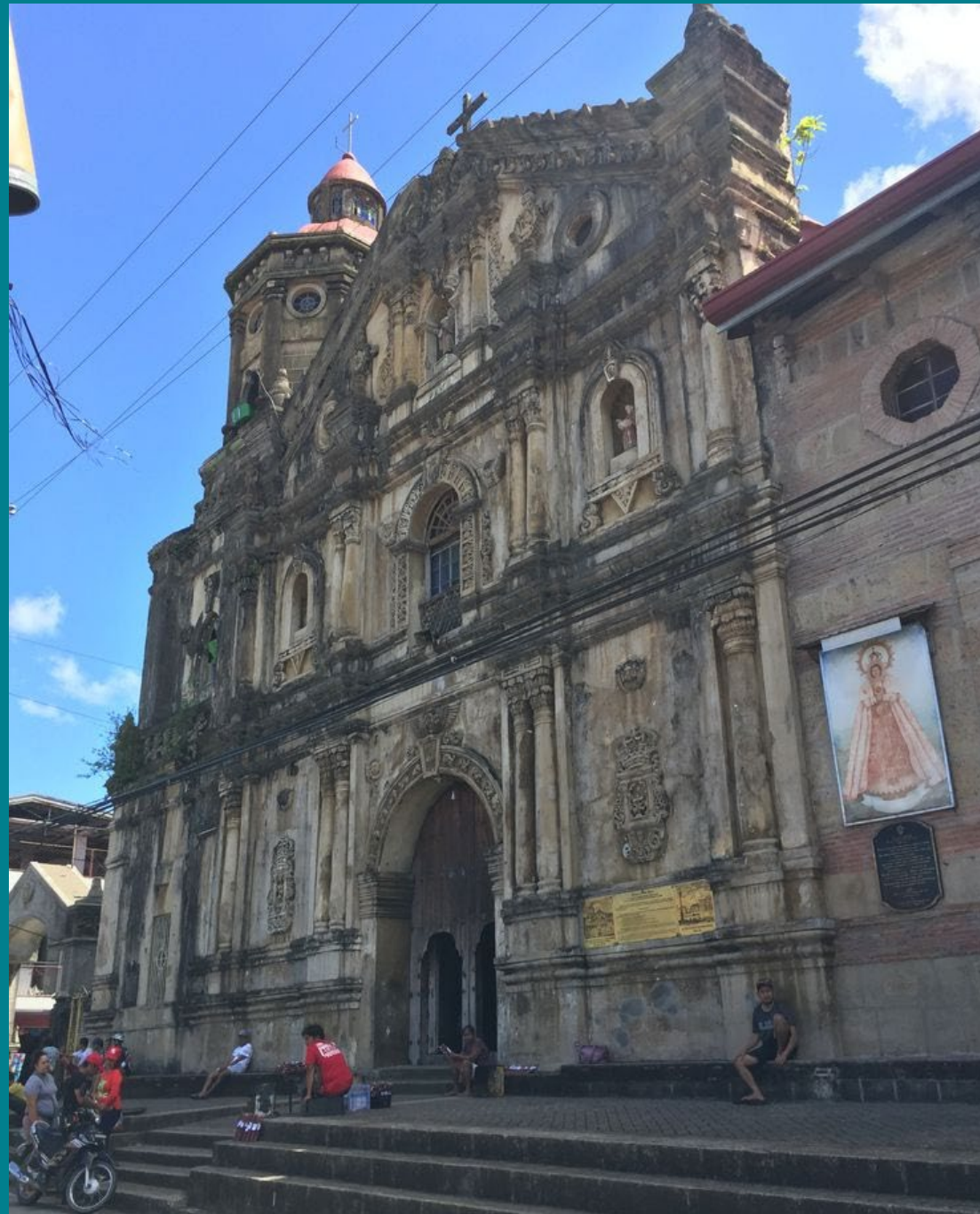


- Theme Park



• Diverse Attractions:

- Religious Site



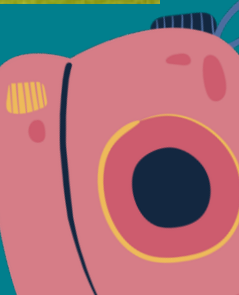
Saint Peter of Alcantara
Parish Church "Lolo Uweng"



Cathedral of Saint Paul the First
Hermit (Diocese of San Pablo)



Saint Mary Magdalene
Parish Church



- Diverse Attractions:



- Agri-Tourism Farms



Good Food Farm - Magdalena

- Diverse Attractions:

- Culinary Destinations



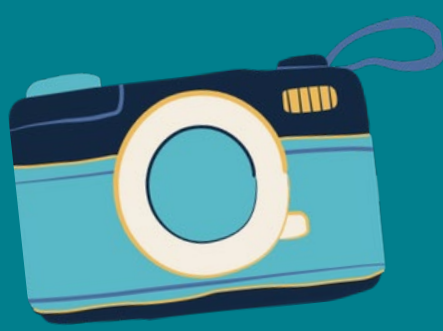
Casa San Pablo, San Pablo City



Ted's Kitchen



Core Strengths of Laguna Tourism



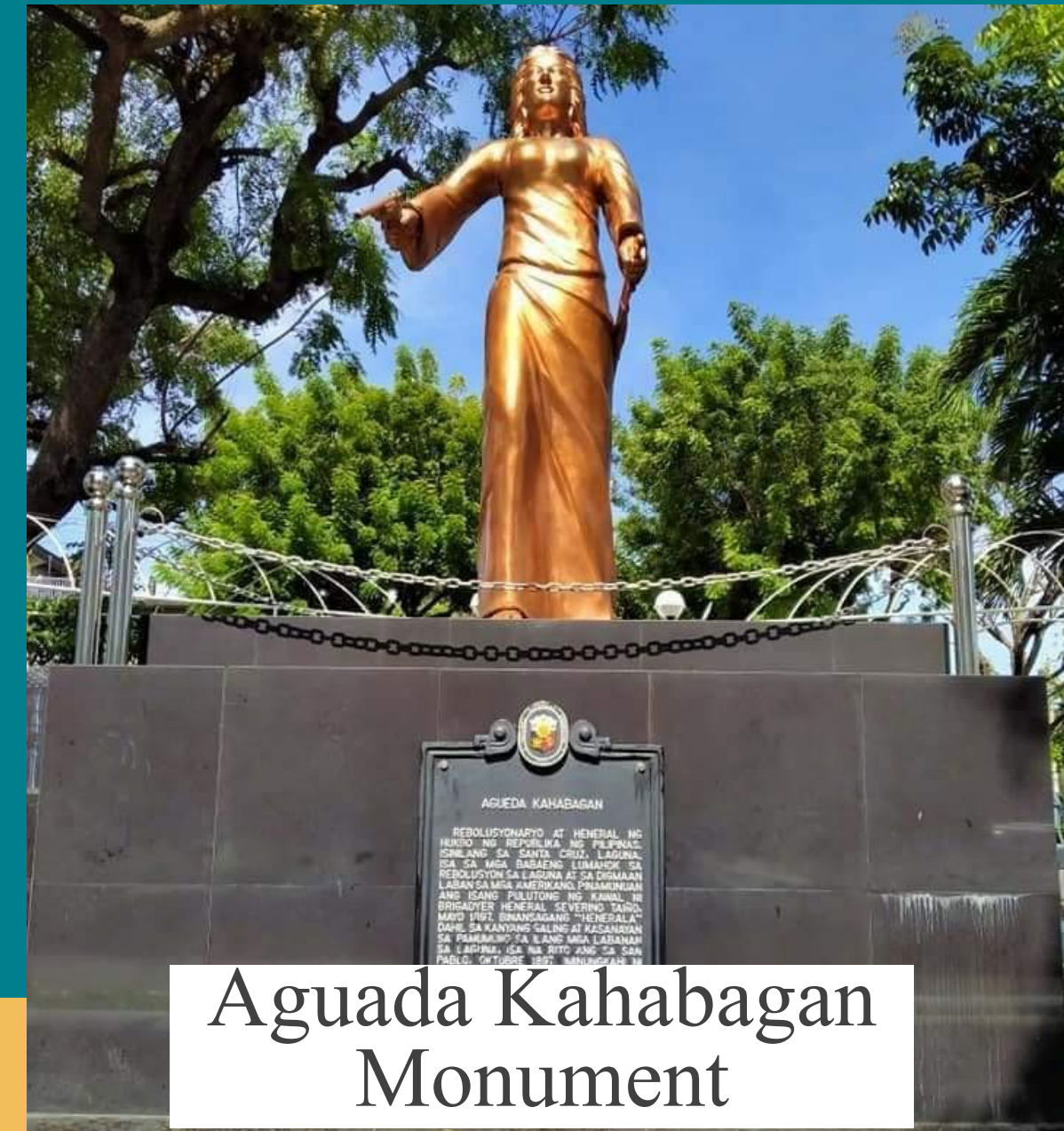
- Strategic Location
- Rich Heritage/ History



Emilio Jacinto Shrine

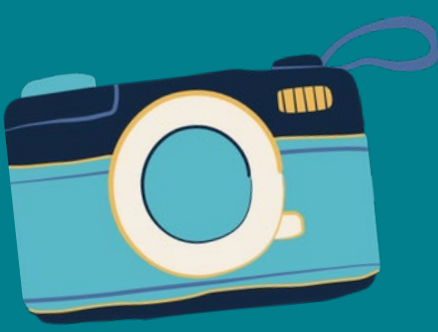


Jose Rizal Monument



Aguada Kahabagan Monument

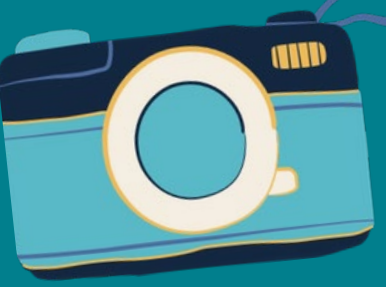
Core Strengths of Laguna Tourism



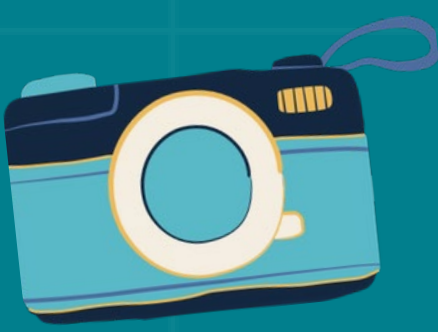
- Rich Heritage/ History
 - Festivals, coconut, anakalang, turumba and anilag festival level up



Core Strengths of Laguna Tourism



Core Strengths of Laguna Tourism



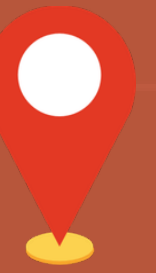
- Warm Hospitality



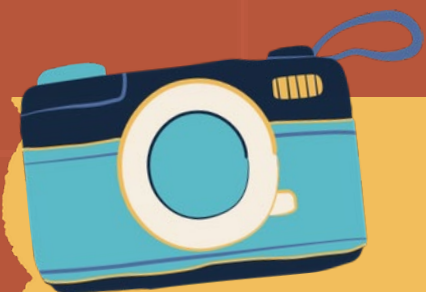
Bench marking of Ilocos and Romblon in the Province of Laguna.

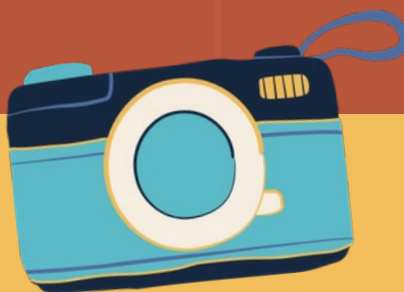


Key Tourism Best Practices

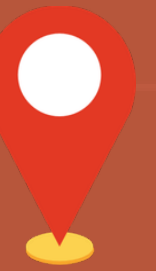


1. Sustainable & Inclusive Development
2. Diversified Tourism Products





Key Tourism Best Practices



3. Strong Partnership & Governance



Laguna Tourism Council (LTC)

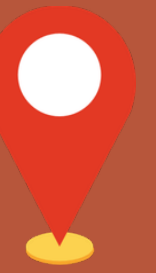


Tourism Officers League of Laguna (TOLL)

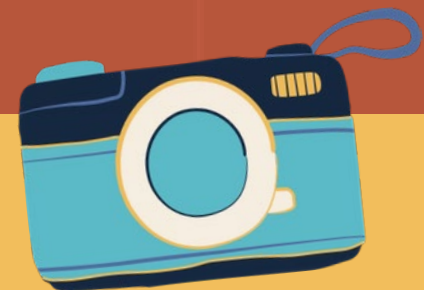




Key Tourism Best Practices



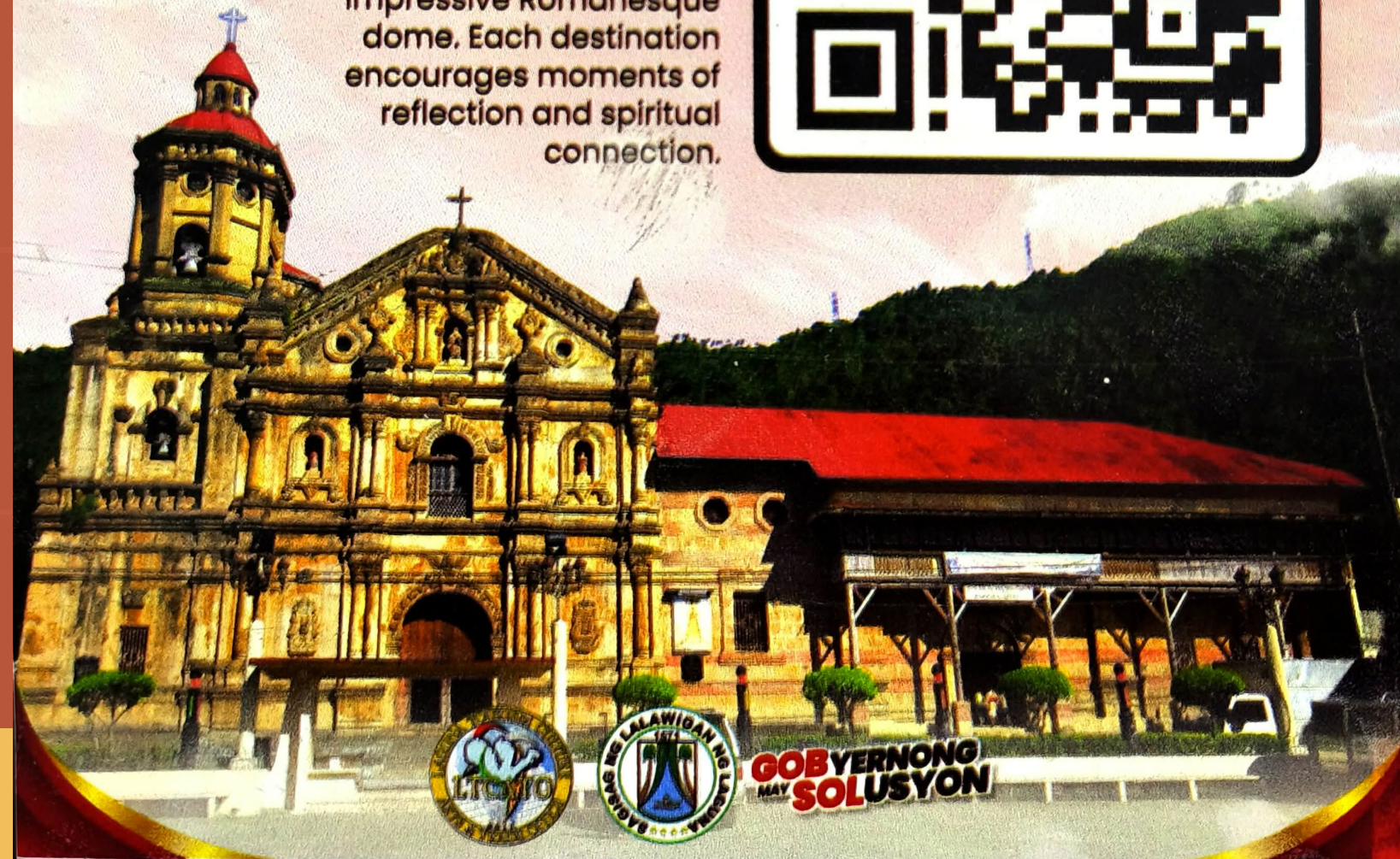
4. Digital Innovation & Modernization



Laguna

PILGRIMAGE

Nestled amidst tranquil lakes and gently rolling hills, Laguna presents a pilgrimage experience that harmoniously intertwines profound faith, vibrant history, and stunning landscapes. Visitors can explore centuries-old stone churches, such as the **Minor Basilica and Parish of Saint Gregory the Great in Majayjay**—one of the province's oldest—as well as the **San Pablo Cathedral**, renowned for its impressive Romanesque dome. Each destination encourages moments of reflection and spiritual connection.



Impact & Achievements

- Increased tourist arrivals and longer stays
- Boosted local economy and created more jobs
- Improved visitor satisfaction and positive global image
- Positioned Laguna as a model destination for modern and sustainable tourism

Impact & Achievements

LAGUNA TOURISTS/VISITORS ARRIVAL

DOMESTIC AND FOREIGN TOURISTS/VISITORS ARRIVAL

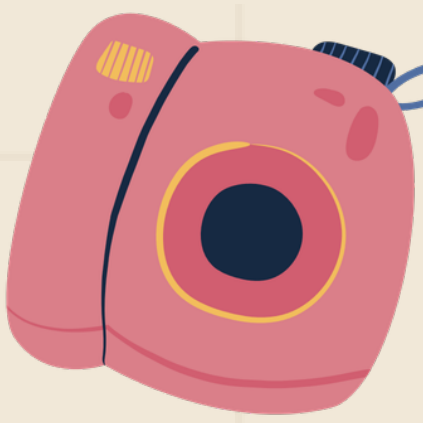
YEAR	DOMESTIC	FOREIGN	TOTAL
2021	3,006,053	24,974	3,031,027
2022	7,877,765	77,246	7,955,011
2023	15,326,446	203,305	15,529,751
2024	19,312,354	222,393	19,534,747
2025	24,195,319	262,405	24,457,724

Impact & Achievements

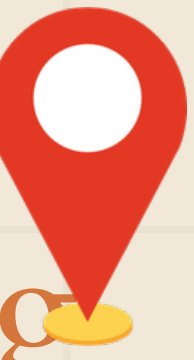
SAME-DAY VISITORS & OVERNIGHT TOURISTS

YEAR	SAME-DAY VISITORS	OVERNIGHT TOURISTS	TOTAL
2021	2,947,034	83,993	3,031,027
2022	7,569,599	385,412	7,955,011
2023	15,108,520	421,231	15,529,751
2024	19,073,049	461,698	19,534,747
2025	23,818,988	638,736	24,457,724

Way forward



- Continue enhancing facilities and services
- Preserve Laguna's unique identity, culture and natural assets
- Sustain innovation to adapt to changing traveler needs
- Strengthen branding as a premier destination that combines tradition and progress





Thank
you



**GOBYERNONG
MAY
SOLUSYON**