

WELCOME TO THE NORTHERN GATEWAY OF THE PHILIPPINES

Tourism has become a major economic driver of Laoag City, paving the way for new commercial investments and infrastructure development. A recent surge in Chinese and Taiwanese tourists have been flocking to inside the only 5-star hotel in the northern Philippines, Fort Ilocandia Hotel and Resort. Other places of interest include a tour of heritage sites featuring Spanish colonial buildings, Philippine-baroque churches, white-sand beach resorts of Pagudpud, and Marcos-era mansions. The dramatic increase in tourist arrivals also prompted the establishment of a Chinese consulate to oversee the security of Chinese citizens living or visiting the city. A new immigration policy set to simplify entry of Chinese tourists into the country by issuing visitor visas in the airport after arrival is expected to entice more guests to come. To supplement the anticipated growth in tourist-related business activity, the government of Ilocos Norte has started construction on a multimillion dollar convention center and hotel to supply the demand and diversify services.



Bamulinawen Festival

2010



LAOAG CITY
MOVING
FORWARD.

The Sparkling Gem Of Ilocandia

Laoag City, a vibrant and dynamic growth center in the north, is a truly unique destination offering charming surprises, panoramic sand dunes, lush vegetation, scenic beaches, highland lures, historical and heritage sites. A must for tourists, it was awarded the Kalakbay Awards as Best Tourist Destination for the year 2001 and the Hall of Fame Award as the Cleanest and Greenest Component City in the Philippines for 200, 2001 and 2002. Its potentials as a major tourist destination was remarkably recognized when it was awarded as First Place in the Booth Competition during the 2004 Travel Mart held on July 30, 2004, the most significant accomplishment of the First 100 Days in office of City Mayor

Pamulinawen Festival of Laoag

The Pamulinawen Festival is held in Laoag City, every year in early February. Laoag City is the capital of the province of Ilocos Norte. Pamulinawen is the name of a woman made popular in the classic Ilocano song titled... Pamulinawen.

The Pamulinawen Festival celebrates the city's founding as well as the feast day of its patron saint, William of Maleval, who died on February 10 way back in the year 1157 AD. The festival's highlight is a parade and a street-dance competition. It takes 10 hours by bus from Manila to Laoag City.



Mission & Vision

Vision

The Vision of the city government is to attain sustainable economic growth through a multi-sectoral approach that shall involve the dynamic business sector, responsible private sector represented by non-government organizations, and an efficient local government with the primary consideration of maximizing the utilization of strengths and opportunities in reducing poverty, generating employment and uplifting standard of living while maintaining ecological balance and judiciously allocating land resources.

Mission

The Mission of the city government is to enforce policies leveling economic and political activities, deliver necessary social and infrastructure services and implement programs/projects designed to assist all sectors of the society particularly those in the lowest level by way of the development process, empowering people into full participation towards the achievement of development goals.