



NEGROS OCCIDENTAL  
Land of Sweet Surprises





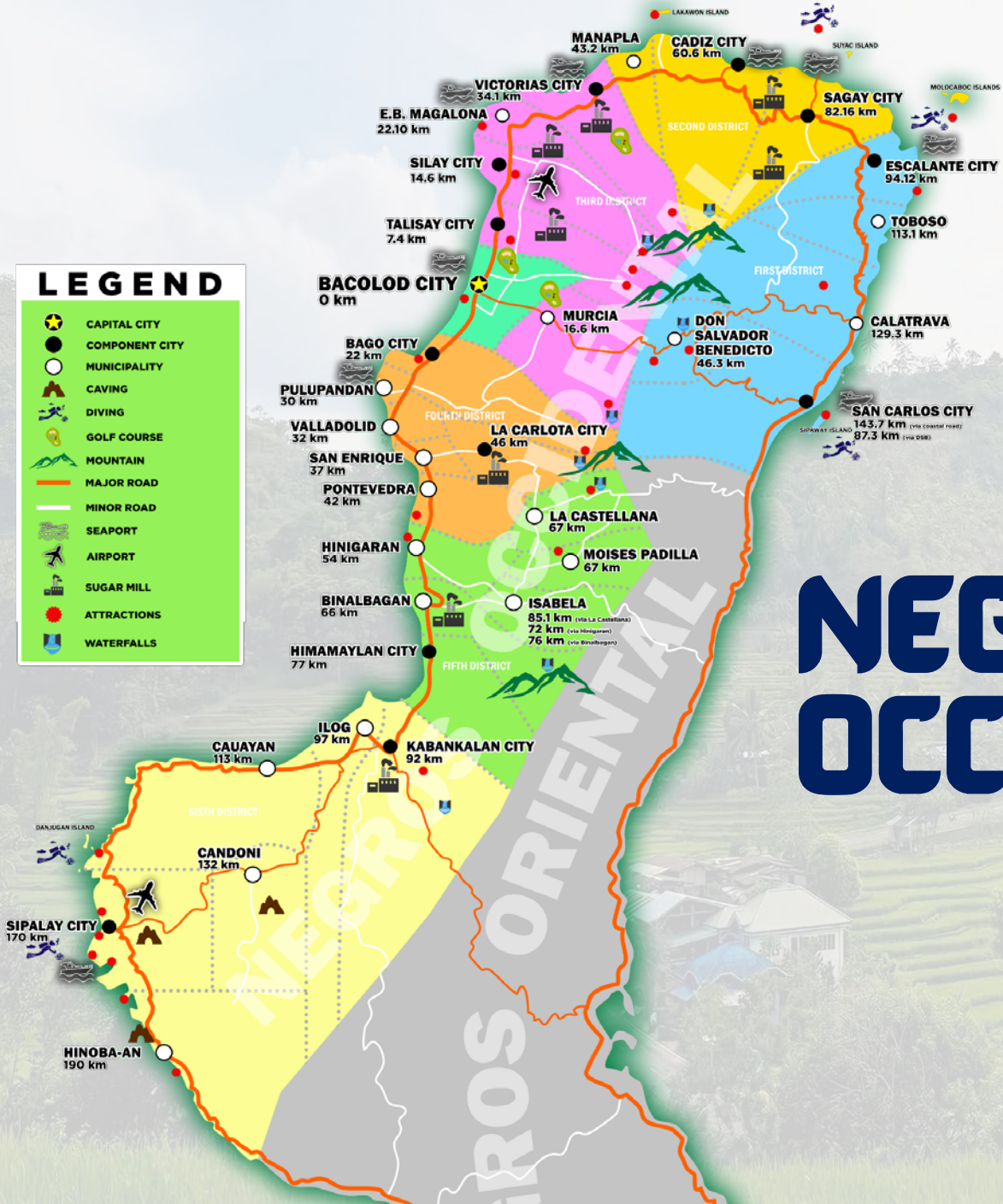
# NEGROS OCCIDENTAL

## LAND OF SWEET SURPRISES



## LEGEND

-  CAPITAL CITY
-  COMPONENT CITY
-  MUNICIPALITY
-  CAVING
-  DIVING
-  GOLF COURSE
-  MOUNTAIN
-  MAJOR ROAD
-  MINOR ROAD
-  SEAPORT
-  AIRPORT
-  SUGAR MILL
-  ATTRACTIONS
-  WATERFALLS



# NEGROS OCCIDENTAL





# NEGROS OCCIDENTAL TOURIST ARRIVALS



# 2018-2023 COMPARATIVE TOURIST ARRIVALS DATA

YEAR	SAME-DAY VISITORS	OVERNIGHT TOURIST ARRIVALS
2018	2,391,828	935,421
2019	2,241,715	858,991
2020	408,013	202,147
2021	915,415	311,577
2022	1,717,327	510,022
2023	1,749,727	694,015



# 2024 TOURIST ARRIVALS

*\*As of July 2024*

SAME-DAY VISITORS

894,029

OVERNIGHT TOURIST  
ARRIVALS

396,721



# OVERNIGHT TOURIST ARRIVALS

2021	2022	2023	2024 (July 2024)
311,577	510,022	694,015	396,721

# SAME-DAY VISITORS

2021	2022	2023	2024 (July 2024)
915,415	1,717,327	1,749,727	894,029



# REASONS TO VISIT NEGROS OCCIDENTAL







# CULTURE, ARTS & HERITAGE



NEGROS OCCIDENTAL TOURISM DIVISION

0909-977-0007 , (034) 432-0852





# NATURE TOURISM







# FARM, CULINARY TOURISM





# SUN & BEACH



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# DIVE & MARINE SPORTS



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# NEGROS OCCIDENTAL CULTURE HUB WALKING TOUR





# CULTURE HUB WALKING TOUR





# CULTURE HUB WALKING TOUR





# 2024 ACTIVITY HIGHLIGHTS



ACTIVITY HIGHLIGHTS ACTIVITY HIGHLIGHTS ACTIVITY HIGHLIGHTS



# TRAININGS CONDUCTED







# TOURISM PLANNING

FEBRUARY 2, 2024 | FTMON BUILDING



**The Negros Occidental Tourism Division, with the Department of Tourism VI, organized the 1st Tourism Strategic Planning Workshop.**

**DOT VI gave updates on their plans, programs and activities for the year, in alignment with the Seven Sustainable Development Goals, as well as encouraged the tourism officers to continue pushing for DOT accreditation for the tourism establishments in their respective areas.**





# TOURISM PLANNING

FEBRUARY 2, 2024 | FTMON BUILDING







# RATTO

## REGIONAL ACCREDITATION TRAINING FOR TOURISM OFFICERS

MARCH 1, 2024 | FTMON BLDG.



The Regional Accreditation Training for Tourism Officers (RATTO) brought together tourism officers and accreditation focal persons from various parts of the province.

The training's comprehensive agenda covered essential topics such as the Duties and Responsibilities of Local Government Units (LGUs), Accreditation Status per LGU with its implications and benefits, an updated progressive accreditation system, Agri-Farm Tourism Standards, Dental Tourism, Online Application for Accreditation, and insights into ASEAN Tourism Awards among others.





# RATTO

## REGIONAL ACCREDITATION TRAINING FOR TOURISM OFFICERS

MARCH 1, 2024 | FTMON BLDG.





# FESTIVAL MANAGEMENT

MARCH 15 - 16, 2024 | NEGROS RESIDENCES



**The two-day Festival Management Training Workshop conducted by the National Commission for Culture and the Arts (NCCA) in collaboration with the Negros Occidental Tourism Division concluded today with 45 trainees.**

**Resource speakers Engr. Patricio "Junjet" Primor, Victor Hao Cuenco and Vince Gerard Escario of the NCCA touched on several platforms including Staging a Dance Production, Concept Building on Philippine Festivals, Production Design and Common Mishaps in the Execution of Festival Production Concepts among others. Technical considerations, and creative conceptualization were also discussed.**



# FESTIVAL MANAGEMENT

MARCH 15 - 16, 2024 | NEGROS RESIDENCES



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# MOUNTAIN, CAVE, HIGH ALTITUDE SEARCH & RESCUE TRAINING

3 BATCHES – 113 BENEFICIARIES



**3 batches of MOSAR & CHASAR training programs equips individuals, first responders, guides, and volunteers in handling rescue emergencies in mountains and caves using both hands-on practice and theoretical lessons, showing the Provincial Government's commitment to keeping visitors safe in Negros Occidental.**





# MOSAR & CHASAR

AUGUST 27 - 31, 2024 | SILAY CITY

**MOUNTAIN, CAVE & HIGH ALTITUDE SEARCH & RESCUE TRAINING**  
36 participants from Central Negros







# MOSAR & CHASAR

SEPTEMBER 2 - 6, 2024 | VICTORIAS CITY

**MOUNTAIN, CAVE & HIGH ALTITUDE SEARCH & RESCUE TRAINING**  
39 participants from Northern Negros







# MOSAR & CHASAR

SEPTEMBER 9 - 13, 2024 | SIPALAY CITY

**MOUNTAIN, CAVE & HIGH ALTITUDE SEARCH & RESCUE TRAINING**  
38 participants from Northern Negros







# PARTNERED EVENTS





# OPEN WATER SWIM CIRCUIT

FEBRUARY 17-18, 2024 | SIPALAY CITY



The inaugural leg of the Western Visayas International Open Water Swim Circuit concluded in Sipalay City on February 17 and 18, 2024. This sports tourism initiative, organized by the Department of Tourism-Western Visayas Office headed by Regional Director Krisma Rodriguez, in collaboration with the Local Government of Sipalay, the Provincial Government of Negros Occidental, and various stakeholders, attracted 146 swimmers from across the country.



# OPEN WATER SWIM CIRCUIT


FEBRUARY 17-18, 2024 | SIPALAY CITY



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# AMBASSADOR'S VISIT

Tourism and Investment Tour for Foreign Ambassadors and Diplomatic Corps

MARCH 22 - 24, 2024



**The Department of Foreign Affairs – Office of Public Diplomacy, in partnership with the Province of Negros Occidental, conducted a Tourism and Investment Tour for Foreign Ambassadors and Diplomatic Corps, on March 22-24 2024.**

**This initiative was conceptualized to provide the envoys with a better perspective on opportunities beyond Metro Manila, including tourism, culture, trade, investment and other areas of potential cooperation.**



# AMBASSADOR'S VISIT

Tourism and Investment Tour for Foreign Ambassadors and Diplomatic Corps

MARCH 22 - 24, 2024





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# TOURISM HIGHLIGHTS





*Living the Promise*

April 15-21, 2024





# PANAAD FESTIVAL OPENING

April 15-21, 2024







# BEST OF FESTIVAL DANCE

April 15, 2024







# DRUMBEATING COMPETITION

April 16, 2024







# FOLK DANCE COMPETITION

April 17, 2024







# LIN-AY SANG NEGROS PAGEANT NIGHT

April 19, 2024







# TOURISM NIGHT

April 20, 2024







# TOURISM NIGHT

April 20, 2024







# 38<sup>TH</sup> THE NEGROS TRADE FAIR

September 17 – 22, 2024

The Negros Trade Fair is the longest running provincial trade fair held in Makati. Spearheaded by the Association of Negros Producers, Inc. (ANP). This trade fair aims to promote the Negrense culture, craft, heritage, and art - as it pulls together producers from various industries who represent the best of Negros.



# 38<sup>TH</sup> THE NEGROS TRADE FAIR





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# 38<sup>TH</sup> THE NEGROS TRADE FAIR





**WORLD  
TOURISM  
DAY 2024**

**TOURISM  
AND  
PEACE**



*"Tourism & Peace"*

# **NEGROS OCCIDENTAL 24TH PROVINCIAL TOURISM WEEK**

**SEPT. 27 - OCT. 1, 2024**  
Ayala Malls Capitol Central

NEGROS OCCIDENTAL TOURISM DIVISION

0909-977-0007 , (034) 432-0852





# OPENING CEREMONY



*"Tourism & Peace"*  
**NEGROS OCCIDENTAL**  
24TH PROVINCIAL TOURISM WEEK

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Ayala Malls Capitol Central





# TOURISM TRADE FAIR



*"Tourism & Peace"*  
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# TOURISM TRADE FAIR



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# BISTE NEGRENSE

## FASHION SHOW



"Tourism & Peace"  
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NEGROS OCCIDENTAL



# BISTE NEGRENSE

## FASHION SHOW



*"Tourism & Peace"*  
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# LGU HOURS



"Tourism & Peace"  
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# APPRECIATION NIGHT



"Tourism & Peace"  
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# NEGROS OCCIDENTAL PETSTIVAL DOG SHOW



"Tourism & Peace"  
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# CLOSING CEREMONY

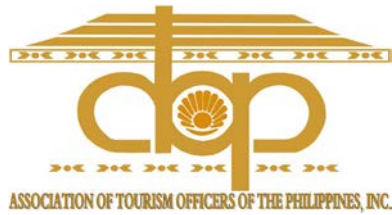


"Tourism & Peace"  
**NEGROS OCCIDENTAL**  
24TH PROVINCIAL TOURISM WEEK

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Association of Tourism Officers of the Philippines  
**25th NATIONAL CONVENTION**  
**SOUTH COTABATO**  
October 9-12, 2024





# NEGROS OCCIDENTAL FINALIST



**BEST EVENT HOSTING**  
*(LOCAL)*  
**NEGROS TRADE FAIR 2023**

**BEST EVENT HOSTING**  
*(INTERNATIONAL)*  
**SLOW FOOD TERRA MADRE 2023**





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# THANK YOU.

## Negros Occidental Tourism Division

North Capitol Road, Negros Occidental Provincial Capitol Lagoon, Bacolod City, Philippines

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