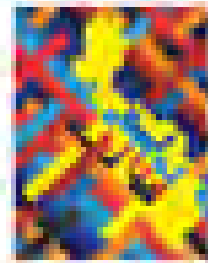


It's more fun in the
Philippines



La Trinidad Tourism Profile

Figure 1.1. Access & Travel Time to La Trinidad



From MANILA

Distance: 256 kilometers

Public Buses (Destination Terminals in Baguio City): Victory Liner (Pasay & Quezon City), Dagupan Bus (Quezon City), Phil. Rabbit (Manila), Genesis (Manila).

Travel Time:

By Land: 5 hrs to Baguio City, 15 min Baguio to La Trinidad

By Plane : 50 minutes to Baguio Airport

From LAOAG

Distance: 206 kilometers

Public Buses (to Baguio City): Philippine Rabbit, Genesis

Traveltime:

By Land: 6 hrs to Baguio City, 15 min Baguio to La Trinidad

By Plane : 1 hour to Baguio Airport

From CLARK

Distance: 193 kilometers

Public Buses (to Baguio City): Victory Liner

Traveltime:

By Land: 5 hrs to Baguio City, 15 min Baguio to La Trinidad

By Plane : 40 minutes to Baguio Airport

From TUGUEGARAO

Public Buses: Victory Liner (to Baguio City)

Traveltime:

By Land: 8 hrs to Baguio City, 15 min Baguio to La Trinidad

By Plane : 1 hour to Baguio Airport

From BONTOC, MT. PROVINCE

Public Buses: Sunrise, Dangwa Bus

Traveltime: 5 hours by Land



I. LA TRINIDAD PROFILE:

With signs of near cityhood, amid an agriculture-based economy, La Trinidad continues to expand its commerce and industry giving emphasis to tourism. It is the most developed and fastest growing economy among the municipalities of Benguet. This owes mainly to its proximity to Baguio City and its role as seat of provincial government, educational center and trading hub of the province's vegetable industry. It currently focuses on tourism development to make it worthy of its role the tourism gateway to the Cordillera.

PLACES OF INTEREST. A total of 48 tourist attractions/sites have been identified in La Trinidad during the tourism planning workshop held in 2014. However, in terms of state of product development, only 11 of these can be considered to be existing, i.e., have sufficient facilities and services that offer various activities and products and actually being visited by tourists.



STRAWBERRY FARM IN BETAG.

(Hon. Peter D. Comila)

(422-6733/09981890955)

This site, measuring about 20 hectares of strawberry farms, is what makes La Trinidad a unique tourist destination, particularly among domestic tourists. La Trinidad is the only place in the Philippines that produces strawberries on commercial scale. Current tourist activities in this site include strawberry picking, farm tour, and shopping for pasalubong.

The site is owned by the Benguet State University (BSU). The BSU is mandated under RA 8292 to generate income from the land use and its auxiliary services so as to raise revenue for augmentation of its maintenance and other operating expenditures. For this reason, BSU set aside a parcel of land—now the strawberry field in Betag—for a farm based program known as Farmer Cooperator Partnership.





ROSE GARDENS AND FLOWER FARMS IN BAHONG.

(Hon. Belmer G. Elis)
(09478214555)

These farms popularized La Trinidad as the Rose Capital of the Philippines. Farm activities for tourists include farm tours, flower harvesting, viewing and education and information on cutflower growing.



LA TRINIDAD STRAWBERRY FESTIVAL.

(Hon. Peter D. Comila)
(422-6733/09981890955)

This is a municipal-wide festival that features the OTOP of the municipality celebrated with the rich culture and tradition of La Trinidad. It is a one month celebration that includes among others, a street parade, cultural programs and a trade fair participated in by all the barangays of the municipality.



BELL CHURCH IN BALILI.

(Hon. Ramon B. Tomin)
(422-1086/09981890955)

This is a Taoism temple run by monks and volunteer workers who adhere to the Tao principles of life. Tourists can have their future read and told and enjoy a fortune cookie to eat. They can view, take pictures and relax amid the Chinese architecture and landscape of the site.

LILY OF THE VALLEY IN PUGUIS.

(Hon. Sonny D. Balanoy)
(422-5937/09089610046)

This farm is owned and operated as an ATI-accredited learning site for organic farming. Present tourist activities include training on organic farming, farm tour, homestay and tent camping

COSMIC ORGANIC FARM IN BECKEL.

(Hon. Allan Y. Maliones)
(422-6652/09292763920)

The site is another ATI-accredited learning site for organic farming. Existing tourist activities include farm tour, training on organic farming including accommodation, and dining on organic foods.



BENGUET STATE UNIVERSITY IN BALILI.

(Hon. Ramon B. Tomin)

(422-1086/09482399347)/(422-2121)

It is the foremost agricultural state university in the region where tourism activities include educational tours around the demo farms, gardens, processing center and shopping for pasalubong.

VEGETABLE LA TRINIDAD TRADING

POST IN PICO.

(422-2061/422-5618)

This is the biggest trading facility for highland vegetables in the Philippines. Tourists visit the place primarily to buy fresh vegetables at cheaper price and gain insights into the operation of the facility.



BENGUET MUSEUM AND BENGUET PROVINCIAL CAPITOL IN POBLACION.

(422-2004)

The Benguet Museum presents a collection of antiques from different municipalities and tribes of Benguet as well as contemporary arts and crafts. It is located at the provincial capitol which in itself is also a site being visited by tourists. The Benguet Provincial Capitol stands as a solid symbol of unity, industry and prosperity of the province and her people. The Capitol was inaugurated on June 19, 1973, sixth charter anniversary of Benguet.



THE MASTER'S GARDEN IN PUGUIS.

(Hon. Sonny D. Balanoy)

(422-5937/09089610046)

This is the first learning site for organic farming

established in La Trinidad and the whole of CAR in general. It has established its name as a training center for organic farming in the entire Philippines, supported with the needed training facilities and a walk-friendly farm that covers 3,000 square meters.

MT. KALUGONG ECOPARK IN TAWANG.

(Mr. Robert Pablo/Hon. Denver D. Gomeyac)

(09196728888/09498980328)

This features a unique rock formation on a vantage point that allows visitors a breathtaking panoramic view of the La Trinidad Valley.

Present tourism activities include training on organic farming, farm tour and dining.

III. TOURIST ACCOMMODATIONS:

A. HOTELS

1. GLADIOLA CENTER

(BSU La Trinidad, Benguet)

(422-082)



2. STRAWBERRY VALLEY HOTEL

Betag, La Trinidad, Benguet

(422-0822)



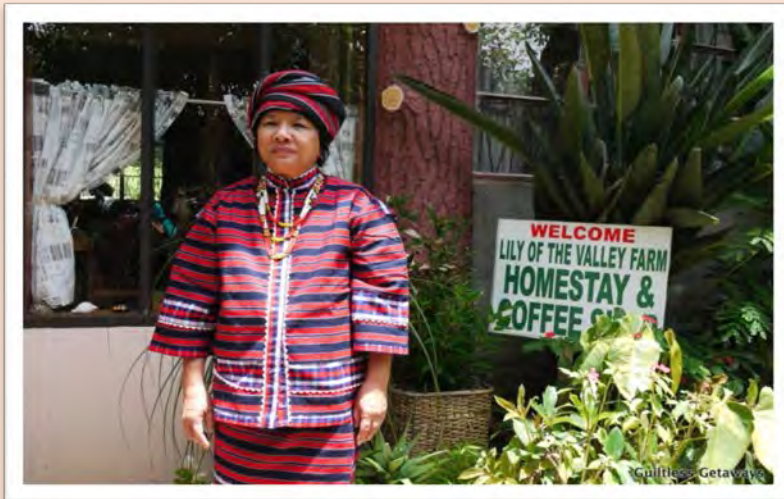
3. GUESTEL (BSU GUEST HOUSE)

Km.5, La Trinidad, Benguet
(422-2127)



4. LILY OF THE VALLEY (HOMESTAY)

Puguis, La Trinidad, Benguet
09212170430



B.WHERE TO EAT

1. Calajo

*Km.6, La Trinidad, Benguet
(422-1857)*



2. Inglay (Food Quest)

*Km.6, La Trinidad, Benguet
422-1857*



3. Jollibee Food Corporation

*Km.5, La Trinidad, Benguet
09744227405*



4. Mcdonalds Food Corporation

Km.5, La Trinidad, Benguet

0974223588



5.The Cabin

Km.4, La Trinidad, Benguet

09166030517



6. Jack's Restaurant

Km.4, La Trinidad, Benguet

422-2594



WHERE TO EAT:

NAME	ADDRESS	CONTACT NUMBER
GLADIOLA CENTER	BSU LA TRINIDAD, BENGUET	422-082
STRAWBERRY VALLEY HOTEL	BETAG, LA TRINIDAD, BENGUET	422-0822
GUESTEL (BSU GUEST HOUSE)	KM.5, LA TRINIDAD, BENGUET	422-2127
LILY OF THE VALLEY (HOMESTAY)	PUGUIS, LA TRINIDAD, BENGUET	09212170430
CALAJO	KM.6, LA TRINIDAD, BENGUET	422-1857
INGLAY (FOOD QUEST)	KM.6, LA TRINIDAD, BENGUET	422-1857
JOLLIBEE FOOD CORPORATION	KM.5, LA TRINIDAD, BENGUET	309-3000
MCDONALDS FOOD CORPORATION	<i>KM.5, LA TRINIDAD, BENGUET</i>	422-3588
THE CABIN	<i>KM.4, LA TRINIDAD, BENGUET</i>	09166030517
JACK'S RESTAURANT	<i>KM.4, LA TRINIDAD, BENGUET</i>	422-2594

IV. TOUR GUIDES:

Names	Address	Contact Number
<i>Alindayo, Janice A.</i>	<i>Buyagan, La Trinidad, Benguet</i>	<i>09484302054</i>
<i>Comom, Meryl E.</i>	<i>La Trinidad, Benguet</i>	<i>09465478840</i>
<i>Langgato, Mikee Mea Y.</i>	<i>La Trinidad, Benguet</i>	<i>09123205737</i>
<i>Laitan, Dianne B.</i>	<i>Baguio City</i>	<i>09396561270</i>
<i>Pascua, Rhoselyn O.</i>	<i>La Trinidad, Benguet</i>	<i>09093712477</i>
<i>Ustare, Sussete B.</i>	<i>La Trinidad, Benguet</i>	<i>09103575469</i>

V. TRAVEL AGENCIES:

1. GMA TRAVEL AND TOURS

Km.5, La Trinidad, Benguet
(422-0548/09182245318)



2. LEISURELINK TRAVEL AND TOURS

2ND floor Igorot Centrum, Km.4, La Trinidad Benguet
(422-318)



3. ESGALA TRAVEL AND TOURS

FA 238, Kilometer 4, La Trinidad, Benguet
Telephone: (074) 422-2329 / (074) 309-2594

