



More tourists expected in longest Baguio longanisa parade. BAGUIO CITY –

Thousands of foreign and domestic tourists have an easier time to come to this mountain resort city and witness the Longest Baguio Original Longanisa Parade on Saturday, September 30, 2006 due to the shortened travel time as a result of the improved North Luzon Expressway (NLEX).

The crowd-drawing activity was envisioned by the Hotel and Restaurants Association of Baguio (HRAB) in their annual three-day Hotels and Restaurants Tourism weekend on September 28-30.

Prior to the upgrading and improvement of the NLEX, motorists spent over one and a half hour to travel the 84-kilometer highway but with the operation of the Manila North Toll ways Corporation (MNTC), travel time at the NLEX has been reduced to only 46 minutes thereby shortening the travel time from Manila to the North, including Baguio City.

Anthony de Leon, HRAB president and general manager of the Baguio Country Club (BCC), said that the longnisa parade of Baguio City is not in competition with the longanisa produced by the Ilocos and Pampanga areas because each product of a certain area has its unique

characteristic.

The longanisa is expected to have a total length of 3.5 kilometers which would circle the whole length of Session Road several times.

The longanisa parade will start at the Baguio Convention Center area at around 9 am of September 30 with over 700 students, having a distance of approximately 4 meters each, carrying the longanisa towards session road, the city's premier road network.

Bunda Alabanza of the Alabanza meat store, which is sponsoring the activity, disclosed that the longanisa will be composed of 1,061 kilos of meat which will produce 8,250 dozens of the marble-type longanisa.

De Leon assured that the parade would be sanitary and descent because the tourism and hotel and restaurant management students who will handle the longanisa will be in gloves and their chef attire.

Motorists traversing the NLEX noted that the development introduced by the MNTC in the highway connecting Manila, North and Central Luzon has significantly reduced traffic congestions along the highway and has contributed in attracting tourists to visit the various tourist spots, including Baguio City, which has been the summer capital of the Philippines over a century now.