



Tourism gets a boost in the North. The “Rediscover the North” tourism promotions program recently received a boost with the first assembly of the board of trustees and advisers of the North Philippines Visitors Bureau (NPVB), the umbrella organization of Convention and Visitors Bureaus (CVBs) north of Manila, composed of tourism operators and owners of resorts, hotels, and other tourism sites and facilities. The first CVB to be formally accredited with the NPVB, during the assembly, was the Greater Subic Bay Tourism Bureau (GSTB). Joining the assembly at the Manila Pavilion Hotel on U.N. Avenue, as a signal of support to the program is Manila North Tollways Corporation (MNTC) president and CEO Jose de Jesus (right). Also in photo are (r-l) Presidential Assistant for Northern Luzon Rene Diaz, Butch Garcia, director for Marketing and Events Management, Phil. International Convention Center (PICC), Rodolfo Navarro, chairman of La Union Resort Owners Association, NPVB Director Jinggoy Malay, and Grace Ayento, MNTC senior marketing manager.