



## **METRO MANILA DOMINATES 26TH ATOP PEARL AWARDS IN BAGUIO CITY**

### **SAN JUAN NAMED GRAND WINNER IN HIGHLY URBANIZED CITY CATEGORY FOR BEST TOURISM-ORIENTED LGU**

Baguio City — Metro Manila emerged as a big winner at the 26th Association of Tourism Officers of the Philippines (ATOP) Pearl Awards, held on October 2, 2025, in the City of Baguio. Thousands of tourism officers from across the country—representing municipalities, component cities, independent cities, highly urbanized cities, and provinces—gathered for the prestigious event celebrating the best in Philippine tourism governance and innovation.

The Association of Tourism Officers – National Capital Region (ATO-NCR) was recognized as Winner for Best Tourism Organization (Regional Level), affirming the collective strength and leadership of Metro Manila's tourism sector.

The highlight of the evening was San Juan City's historic win as Grand Winner in the Highly Urbanized City (HUC) Category for Best Tourism-Oriented LGU, considered the highest honor of the night. San Juan City Mayor Francis Zamora, together with his wife Keri and the hardworking staff of the San Juan City Tourism and Cultural Affairs Department, personally received the awards.

Mayor Zamora, who also serves as President of the Metro Manila Council (MMC), proudly posed with the Tourism Officers of NCR, showcasing the numerous trophies brought home by the region's LGUs. In his acceptance remarks, he humbly invited fellow tourism officers to visit San Juan and experience its famed hospitality and historical trail, while also congratulating all winners of the Pearl Awards.

"I am proud to see our Tourism Officers working hand in hand to promote Philippine tourism and highlight the unique beauty and strength of each LGU," Mayor Zamora said.

**METRO MANILA WINNERS (Highly Urbanized City Category)**

**CALOOCAN CITY**

- 2nd Runner Up – Best Sports Tourism



- 2nd Runner Up – Best Tourism Promotions Brochure
- 1st Runner Up – Best Tourism Month/Week Celebration

#### VALENZUELA

- 2nd Runner Up – Best Tourism Month/Week Celebration
- 1st Runner Up – Best Institutionalized Culture and Arts Program

#### LAS PIÑAS CITY

- Grand Winner – Best Tourism Promotion Video

#### MUNTINLUPA CITY

- Grand Winner – Best Institutionalized Culture and Arts Program

#### PASIG CITY

- Grand Winner – Best Practices on Sustainable Tourism

#### QUEZON CITY

- Hall of Fame – Best Event Hosting: International Event
- Grand Winner – Best Event Hosting: International Event
- Grand Winner – Best Tourism Event: Religious Festival
- 1st Runner Up – Best Practices in Community-Based Tourism
- 1st Runner Up – Best Tourism Souvenirs: Non-Food
- 2nd Runner Up – Best Event Hosting: Local Event
- 2nd Runner Up – Best Practices on Sustainable Tourism

#### SAN JUAN CITY

- 2nd Runner Up – Best Tourism Video



- 1st Runner Up – Best Practices on Sustainable Tourism
- Grand Winner – Best Tourism-Oriented LGU (HUC Category – Top Prize)

The ATOP Pearl Awards, held annually, recognize outstanding practices, innovations, and initiatives of LGUs that significantly contribute to the promotion and development of Philippine tourism. The 26th edition, hosted in Baguio City on October 2, 2025, once again showcased the resilience and creativity of the country's local tourism sector, with Metro Manila and ATO-NCR shining brightly as hubs of excellence.