



# Executive Summary

The **RevBloom Baguio! Urban Redevelopment Tourism Campaign**, launched by **DOT-CAR** in 2015, aimed to promote **sustainable tourism and environmental responsibility** in the Cordillera region. The campaign encouraged responsible travel, revitalized cultural appreciation, and expanded tourism beyond Baguio to nearby municipalities. Key initiatives, including **Project Puraw, social media marketing, influencer partnerships, and sustainable tourism programs**, successfully increased public engagement, media reach, and voluntourism. The campaign demonstrated the potential for balancing tourism growth with ecological conservation by fostering multi-sectoral collaboration.

## Objectives

- Increase awareness and public engagement with the **RevBloom** movement through social media and on-ground activities.
- Promote tourism in **La Trinidad, Itogon, Sablan, Tuba, and Tublay** to decongest Baguio City.
- Encourage **voluntourism** and community participation in sustainable tourism projects.
- Establish **multi-sectoral partnerships** to support the campaign's long-term sustainability.

## Methodology

The campaign employed an integrated approach that combined **traditional and digital media, grassroots mobilization, and corporate partnerships**, including:

- **Social Media Marketing:** Created Facebook and Instagram pages, used the hashtag **#RevBloom**, and engaged social media influencers to expand reach.
- **Influencer Engagement:** Partnered with **Team Kramer**, a well-known influencer family, to promote tourism spots and local culture.
- **Project Puraw:** A climate-responsive urban beautification initiative in **Quirino Hill, Baguio**, involving painting rooftops white to mitigate heat absorption.
- **Strategic Partnerships:** Collaborated with **The Giving Café (TGC)** and **Clark-Bagabag Flight Activation** to promote sustainable local industries and improve accessibility to tourist destinations.
- **Media and Public Relations Efforts:** Conducted press releases, interactive booths, and AVP launches to reach wider audiences.

# Executive Summary



## Key Findings

### Increased Awareness and Engagement

- RevBloom’s Facebook page gained **47,478 followers** within seven months.
- Team Kramer’s tourism video received **1.4 million views** and **40,000 likes**, boosting visibility.
- The campaign generated a **PR value of PHP 15.1 million**, highlighting strong media coverage.

### Expansion of Tourism Beyond Baguio

- Clark-Bagabag flight activation shortened travel time from Pampanga to Nueva Vizcaya from **six to eight hours by land to just 45 minutes by air**, making the **Banaue Rice Terraces more accessible**.
- Tourist interest increased in **La Trinidad, Itogon, Sablan, Tuba, and Tublay**, reducing congestion in Baguio.

### Community Participation and Sustainability Initiatives

- Project Puraw mobilized volunteers to **paint over 2,000 rooftops**, reducing urban heat and enhancing community aesthetics.
- The Giving Café (TGC) collaboration supported **local coffee farmers in La Trinidad**, integrating tourism with livelihood sustainability.

### Challenges Identified

- Sustaining engagement beyond the campaign period requires **long-term partnerships and funding**.
- Local communities need **continued support** for voluntourism and eco-tourism programs to remain impactful.
- Stronger **policy integration** with local government initiatives can enhance campaign sustainability.



# Executive Summary

## Recommendations

### Strengthening Digital and Media Outreach

- Expand social media strategies to include **user-generated content and interactive tourism challenges**.
- Develop **localized tourism content** for different target audiences, including international travelers.

### Sustaining Eco-Tourism and Voluntourism Efforts

- Institutionalize **voluntourism programs** with schools, businesses, and civic groups.
- Implement **year-round sustainability activities**, such as tree-planting and heritage conservation projects.

### Enhancing Partnerships and Policy Support

- Collaborate with **LGUs and private businesses** to sustain **Project Puraw** and similar environmental initiatives.
- Encourage **investment in sustainable infrastructure**, such as eco-friendly accommodations and green transport solutions.

## Conclusion

The RevBloom Baguio! Urban Redevelopment Tourism Campaign **increased awareness, engaged communities, and promoted sustainable tourism practices** in the Cordillera region. While it achieved strong digital and media impact, long-term sustainability depends on **continued partnerships, policy support, and community-driven initiatives**. Strengthening **eco-tourism, voluntourism, and green infrastructure investments** will ensure that **Cordillera tourism remains vibrant, responsible, and inclusive**.