

# Herbert declares Araneta Center as tourism area

**By Rio N. Araja**

QUEZON City Mayor **Herbert Bautista** has declared the 35-hectare Araneta Center in Cubao a tourism district.

He approved Ordinance 2796, declaring the commercial mixed use area as the city's newest tourism district.

He cited the Araneta Center's six decades of success and breakthrough transformation as the country's pioneer in commercial center operations for the distinction.

Araneta Center has pioneered hosting of historic events and the building of shopping malls in one destination, he said.

"Cubao also introduced the central bus station concept in the country with buses that reach as far south as Davao," the ordinance read.

The measure mentioned Cubao's old and new institutions, such as the Farmers' Market, the Kia Theater (formerly the New Frontier Theatre), Novotel Manila, Sining Saysay: Philippine History in Art, Cubao X and the Smart Araneta Coliseum.

As a tourism district, Cubao is expected to undertake massive promotion and marketing campaigns of different significant events and activities such as concerts, media launches, food and book fairs, art competitions, cultural shows and sporting events, among others.

The QC Tourism District, for its part, would hold educational guided tours of Araneta Center Cubao for visitors and guests.

The management of Araneta Center Inc. is set to provide the Quezon City government a location for the visitor information center and souvenir shop, which will be equipped with information materials.