

# QC declares Cubao's Araneta Center a tourism district

MAYOR **Herbert Bautista** approved an ordinance declaring the Araneta Center, also known as the Cubao Growth Center, as one of the city's newest tourism districts.

Ordinance 2796-2018, introduced by Councilor and Committee on Culture and Heritage chairman **Kate Abigael Coseteng**, cited Araneta Centers' six decades of success and breakthrough transformation as the country's pioneer in commercial center operations for the distinction.

The ordinance said that Araneta Center also pioneered hosting of historic events as well as the building of shopping malls in one destination.

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

The measure also 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, among others.

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, sporting events and other activities through the use of the brochures, LED screens, signage, tarpaulins, city websites, social media and ads in television, print and radio in partnership with the **Quezon City Tourism Department (QCTD)**.