



REPUBLIC OF THE PHILIPPINES
OFFICE OF THE CITY MAYOR
CITY OF DAVAO

EXECUTIVE ORDER NO. 28
Series of 2024

AN ORDER CREATING AND ESTABLISHING THE AIR SERVICE DEVELOPMENT COMMITTEE IN THE CITY OF DAVAO

WHEREAS, tourism serves as a vehicle to create jobs and improve the lives of the people of the Davao Region;

WHEREAS, the Davao Region is being positioned as a tourism and investment destination, and this will require reliable and adequate air access;

WHEREAS, the Davao International Airport, also known as the Francisco Bangoy International Airport, can be enhanced and leveraged as an economic hub and center of transportation in the Davao Region;

WHEREAS, the Davao International Airport is recognized as a priority gateway to the various tourism attractions in the Davao Region and a gateway to the Brunei Darussalam–Indonesia–Malaysia–Philippines East ASEAN Growth Area (BIMP-EAGA);

WHEREAS, the coronavirus disease (COVID-19) pandemic caused restrictions in cross-border air, sea, and land movements and a decline in tourist arrivals and tourism receipts in the Philippines and the Davao region;

WHEREAS, there is a need to restore pre-COVID-19 international and domestic routes and frequencies, and retain and recruit additional service to new markets in the Philippines and overseas to accelerate recovery and growth of tourism and trade;

WHEREAS, air service development is a community and regional effort by the public and private sectors to demonstrate to air carriers that international and domestic air services to Davao would provide a strong market opportunity.

NOW, THEREFORE, I, SEBASTIAN Z. DUTERTE, Mayor of the City of Davao, by virtue of the powers vested in me by law, do hereby order the following:

SECTION 1. CREATION AND ESTABLISHMENT. The Davao City Air Service Development Committee is hereby created to take the lead in the creation and implementation of the Davao City Air Connectivity Development Program.

SECTION 2. PURPOSE. The Committee shall be created in order to attract and retain new air carriers and services to meet the identified needs of the Davao community, and sustain long-term connectivity by serving as the focal point for air carriers in introducing, expanding, and sustaining air services to and from the Davao International Airport.

SECTION 3. COMPOSITION. The Air Service Development Committee shall be composed of the following persons and/or heads of offices, and hereinafter shall be collectively referred to as the "Committee":

Chairperson: City Mayor
Co-Chairperson: Regional Director of the Department of Tourism XI
Vice-Chairperson: Davao City Chamber of Commerce and Industry, Inc. (DCCCCI)

Members:

- City Tourism Operations Office (CTOO)
- Davao City Investment Promotion Center (DCIPC)
- Sangguniang Panlungsod Committee on Trade, Commerce and Industry
- Sangguniang Panlungsod Committee on Tourism and Beautification
- Sangguniang Panlungsod Committee on Finance, Ways and Means, and Appropriations
- Davao International Airport Authority (DIAA)
- Civil Aeronautics Board (CAB)
- Civil Aviation Authority of the Philippines (CAAP) XI
- Bureau of Customs - Port of Davao
- Bureau of Immigration Regional Office XI
- Mindanao Development Authority (MinDA)
- Department of Trade and Industry XI (DTI XI)
- Department of Agriculture Regional Field Office XI (DA XI)
- Davao Tourism Association (DATA)

Members must identify their permanent alternate representatives who shall be authorized to attend meetings on their behalf.

SECTION 4. SECRETARIAT. The Department of Tourism Regional Office XI shall serve as the secretariat of the Committee and shall carry out the substantive administrative work of the Committee.

SECTION 5. FUNCTIONS. The Davao City Air Service Development Committee shall undertake the following functions and responsibilities:

- a. Prepare an Air Service Connectivity Development Program that shall prioritize the air service needs of the communities for tourism, trade, and other economic activities in the short, medium, and long term.
- b. Assist air carriers in evaluating proposed routes and frequencies and prepare business cases that will establish the market information and developments, including but not limited to: demographics and travel propensity of local residents, tourism products, and air cargo, in order to support traffic generation, provide information about the Davao International Airport, and indicate the forecasts for the identified air services and the assistance to the targeted air carriers.
- c. Engage in direct communication and consultation with targeted air carriers through direct representation to their management in order to understand their specific needs, objectives, and challenges.

- d. Develop, recommend, and implement strategies and tools including but not limited to: airport-related incentives and marketing support, such as sponsorships, hosting of familiarization trips, conduct of press conferences for media and air carrier executives, joint marketing and promotional materials, public relations, and advertising campaigns to relevant public and private partners.
- e. Leverage financial resources of both the government and the private sector in order to support critical, new, or existing air services vital to the goal of the communities.
- f. Promote awareness of and support for the air services restored and developed among the communities and stakeholders in tourism and trade.
- g. Collaborate closely with the airport operator, the Davao International Airport Authority, and relevant stakeholders in promptly assessing and resolving issues affecting visitor and air passenger experience and air carrier operations in the Davao International Airport and prioritizing funding for improvements of airport facilities, equipment, and services.
- h. Serve as the focal entity for air carriers in their air service development program.

SECTION 6. SCHEDULE OF MEETINGS. The Committee will meet regularly every two months during the first year of operation.

SECTION 7. FUNDING. All costs pertaining to the operations of the Committee shall be charged to available funds of the City Government subject to the usual accounting and auditing rules and regulations.

SECTION 8. SEPARABILITY CLAUSE. If any provision of this Executive Order is declared invalid or unconstitutional, the other provisions not affected thereby shall remain valid and subsisting.

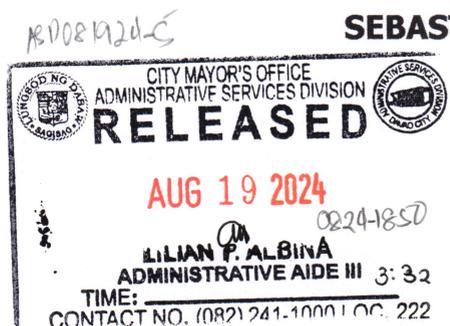
SECTION 9. REPEALING CLAUSE. All other Orders or parts thereof which are inconsistent with the provisions of this Executive Order are hereby repealed or modified accordingly.

SECTION 10. EFFECTIVITY. This Executive Order shall take effect immediately.

Done this AUG 19 2024 Davao City, Philippines.

Attested by:

ATTY. FRANCIS MARK H. LAYOG
City Administrator



SEBASTIAN Z. DUTERTE
City Mayor



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