Abstract: This study determined the economic impact of the tourism industry in Metro Ilocos Norte.

The descriptive research design was employed using a survey questionnaire to gather data. The respondents consisted of the Tourism Officers of the different LGUs that comprise Metro Ilocos Norte namely Laoag City, San Nicolas, Batac City, Paoay, Currimao, and Badoc and barangay officials, officers of people’s organizations (POs), non-governmental organizations (NGOs), owners of businesses and local residents in the vicinity of the 4A’s of tourism.

Frequency count, percentage, and weighted mean were used to analyze and interpret the data.

The findings of the study showed that hotels are the most common accommodation in Metro Ilocos Norte. There are various attractions such as beaches, mountains, lakes, sand dunes, rivers and falls, churches, museums and monuments. Several amenities are also present such as amusement and recreation centers, massage and spa saloon, videoke bars, fitness gym and other indoor entertainments. In addition, there are souvenir shops, shopping centers, convenience stores, restaurants/fastfood stores/outlets. There are also several activities conducted such as Tan-ok Festival, Pamulinawen Festival, Damili Festival, Guling-Guling Festival, Empanada Festival, Dinaklisan Festival and La Virgen Milagrosa Festival. Lastly, in terms of accessibility, the modes of transportation are by air and land.

Regarding problems along the components of tourism, it was found out that there are some accommodations that are not DOT accredited; activities are very limited and that they are not year-round; and comfortable transport facilities in going to some tourist attractions are wanting.
Generally, the tourism industry created a high economic impact among the residents that contributed to employment opportunities, improvement of the living condition of the residents and new business opportunities. The tourism industry in Metro Ilocos Norte improved the economic conditions of the residents; however, there are some aspects along the components of tourism that should be improved.