

# TRAVEL PHILIPPINES

The official travel app of the Department of Tourism and the Tourism Promotions Board

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## About

Travel Philippines is the official travel app of the Department of Tourism (DOT) and the Tourism Promotions Board (TPB) Philippines. It provides up-to-date information on Philippine travel destinations and acts as a guide to discover our 7,641 islands. The app also allows tourists to create their dream trips and save important travel documents for a seamless travel experience.

## Background

In 2020, the TPB, together with the DOT, released a Progressive Web Application (PWA) called "Travel Philippines" to support emerging tourism promotion thrusts and make the Philippines a top-of-mind destination for tourists especially that technology had to be leveraged in response to the Covid-19 crisis.

The Travel Philippines PWA initially featured Philippine destinations that reopened to tourism namely Boracay, Bohol, Baguio, Ilocos Norte, Palawan, and Metro Manila. Apart from basic information and feature articles on each destination, the application included, among others:

- Health / safety protocols per reopened destination or what tourists need to know prior to and upon entering a reopened tourist destination
- DOT accredited establishments (hotels and restaurants)
- News features
- An itinerary-builder section to aid tourists in their journey
- Photos and videos section
- An e-vault where scanned documents can be stored

Since its launch, Travel Philippines has expanded and it now has 14 destinations. The app can now be downloaded from App Store and Google Play as well.

The app is currently in its second phase of development with more features being considered as it aims to become the one-stop shop for Philippine tourism.

## **Second Phase of Development**

Travel Philippines supports the DOT's 7-point agenda to enhance the overall tourist experience, maximize domestic tourism, and strengthen tourism governance through close collaboration with LGUs and stakeholders, as well as aiming for cohesive and comprehensive digitalization and connectivity.

This support is apparent in the app's second phase of development with TPB working closely and collaborating with the Regional Directors of the DOT and allowing tourism stakeholders to offer their services digitally.

The second phase of development has also expanded Travel Philippines to include more features as it aims to become the digital "one-stop" shop for Philippine tourism.

These features are:

- Profile management
- Geo-targeting / What's near me feature
- Travel updates carousel
- Search tab to find destinations, activities, attractions, events, and accredited accommodations and restaurants
- Press Releases and featured articles
- Tour guides
- Facts and Trivia
- Featured videos
- Partners and LGU Directory
- Deals and Promos

## **Objectives of the Travel Philippines app**

- (1) To be recognized as the digital "one-stop" shop of Philippine tourism;
- (2) To encourage potential tourists to travel domestically or foreign tourists to consider the Philippines as a top-of-mind travel destination;

- (3) To provide free tourism-related information about the Philippines that will anticipate the needs of tourists and travelers alike;
- (4) To provide support to tourism stakeholders by allowing them to offer their services digitally;
- (5)** And to provide a personalized experience for users/tourists/travelers to fully enjoy the Philippine experience.