

Annex E: Travel Philippines Overview

TRAVEL PHILIPPINES

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

Background

In 2020, the Tourism Promotions Board (TPB), together with the Department of Tourism (DOT), partnered with HIMO Global Inc., a provider of technology solutions and platforms, to develop a Progressive Web Application (PWA) called "Travel Philippines" to support current and emerging tourism promotion thrusts and make the Philippines a top-of-mind destination for tourists especially now that technology has 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 and a link to consolidated domestic travel requirements and protocols. The app can now be downloaded from App Store and Google Play as well.

Moreover, the app is constantly updated as new information arrives. It 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.

Objectives

- (1) For the Philippines Travel App 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) 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) Enable a personalized experience for users/tourists/travelers to fully enjoy the Philippine experience under the new normal;
- (6) To reinforce the “It's More Fun in the Philippines” brand with respect to the current times.