

TPB CIRCULAR NO. 2021 -003

TO : ALL INDUSTRY PARTNERS

DATE : 29 JANUARY 2021

SUBJECT : INVITATION TO PROMOTE TRAVEL DEALS ON TRAVEL PHILIPPINES APP

We are excited to announce that we will be expanding Travel Philippines, the official progressive web application (PWA) of the Department of Tourism (DOT) and the Tourism Promotions Board Philippines. And as TPB Members, your involvement and participation are crucial and important as we aim to make Travel Philippines the inclusive travel app for our tourists as they navigate their way in the new normal.

Launched last 30 October 2020, the Travel Philippines PWA is envisioned to be a digital application that tourists can use to check travel information and safety / health protocols, store digital documents, and create exciting itineraries around our reopened Philippine destinations.

With the end-goal of making it the go-to app for Philippine tourism, the Travel Philippines PWA is expanding its features this year to include a section on travel deals. This section gives you, as a Member of TPB, the opportunity to promote your company's exclusive travel-related deals, promos, discounts, and special packages via the application *for free*.

On our first run, we will only cover deals that serve reopened destinations such as Boracay, Baguio City, Ilocos Sur, Ilocos Norte, El Nido Palawan, Coron and Busuanga in Palawan, Lapu-Lapu City, Cebu City, Anilao Batangas, and Siargao. Metro Manila will likewise be included but only deals for staycation hotels. This scope, however, will expand once more destinations reopen.

Following this, we invite you to take advantage of the Travel Philippines PWA to boost your promotional activities and be able to maximize your reach. Enclosed is the document stating the terms and conditions and information on how to participate.

You may send your application to travelphilippines@tpb.gov.ph. Should you have questions or clarifications about this TPB initiative, you may also email Ms. Patricia Yulo at patricia_yulo@tpb.gov.ph. Ms. Yulo may also be reached through Viber using this mobile number: 0956-037-0538.

Thank you and do know that TPB is always here to help.

Very truly yours,



MARIA ANTHONETTE C. VELASCO-ALLONES
Chief Operating Officer