



Consulate General of the Republic of the Philippines

NEW YORK **P R E S S R E L E A S E**

PR - MTD-146

2018

29 March 2018

Philippine Tourism Promotion Blitz in New York



Philippine tourism promotion in Times Square (photos by NYPCG)

29 March 2018, New York – A wrap-around video screen in the middle of iconic Times Square in New York City will feature the Department of Tourism’s It’s More Fun in the Philippines campaign starting the last week of March and continuing for the next few months. The video campaign appears every 3 minutes in wrap-around screens in front of the Viacom Building, a major publicity spot in Times Square.

The Times Square campaign, a major tourism promotion project, accompanies the tourism blitz which started with posters appearing in all the subway lines of New York’s transit system this spring.

For more information, visit www.newyorkpcg.org and www.facebook.com/PHConsulateNY

Philippine Consul General Theresa Dizon-De Vega and Tourism Representative in New York Susan Del Mundo issued a call to all Filipinos and Filipino-Americans to take photos of the Philippine campaign and to share this on social media with the It's More Fun in the Philippines and Explore Philippines hashtags. A similar campaign was launched with the subway poster promotion.

The Department of Tourism's campaign aims to further raise awareness of the various tourism offerings of the country as well as increase the number of tourist arrivals from the US. The strategic location of the video campaign also aims to take advantage of Times Square's location as one of the most popular tourist spots in the US with visitors coming from all over the world. END



Philippine tourism posters on New York subway trains



Philippine Tourism making a splash in major tourism site, Times Square

For more information, visit www.newyorkpcg.org and www.facebook.com/PHConsulateNY