



REPUBLIC OF THE PHILIPPINES

PHILIPPINE CONSULATE GENERAL
LOS ANGELES, CALIFORNIA



Press Release
MAG-01-2025

PHILIPPINE CONSULATE GENERAL IN LOS ANGELES LAUNCHES 2025 VERY IMPORTANT PINOY (VIP) TOUR AND VIP NEXT GEN TOUR

Los Angeles, 23 January 2025 – The Philippine Consulate General in Los Angeles launched the 2025 Very Important Pinoy (VIP) Tour on 22 January 2025 before an audience composed mainly of travel industry professionals and members of the Filipino – American community in Los Angeles.



Deputy Consul General and Acting Head of Post Maria Alnee A. Gamble encouraged members of the Filipino-American community to bring their whole families as there are now more options for different travel preferences across the generation spectrum.

This year's VIP Tour is scheduled from July 6 to 16, 2025 and will bring participants to Manila before heading off to Northern and Southwestern Philippines, particularly Ilocos Norte, Ilocos Sur, and Palawan.

Alongside the VIP Tour, the Consulate General also launched the first VIP Next Gen Tour, a parallel tour geared towards young adults and professionals. The VIP Next Gen Tour follows the same dates as that of the VIP Tour but will bring the participants to Siargao from Manila, before meeting up with the regular VIP Tour participants in Palawan.

Present during the launch to provide more details about the project were representatives from the Philippine Department of Tourism in LA, Rajah Tours, Industry's Finest, and Philippine Airlines.



More information about the VIP Tour and the VIP Next Gen Tour is available on its website: www.viptourphilippines.com.

The VIP Tour, started in 2004, is an annual collaborative program organized by the Philippine Department of Foreign Affairs and the Philippine Department of Tourism, in cooperation with Rajah Tours. This year, the Philippine Consulate General in Honolulu is the lead organizer for this U.S.-wide initiative. END.