



Consulate General of the Republic of the Philippines Los Angeles



Press Release
AASC - 31 - 2025

#LOVETHEPHILIPPINES BUS HITS LOS ANGELES STREETS

07 AUGUST 2025 – From August to September 2025, a #LoveThePhilippines bus advertisement campaign will be cruising through the streets of Los Angeles. Utilizing a fully wrapped double-decker Big Bus LA Tours bus, the #LoveThePhilippines transit ad showcases stunning imagery of the Philippines and highlights its unique appeal as a world-class tropical paradise.

The campaign promoting the Philippines as a premier destination for beach getaways and scuba diving adventures was launched by the Philippine Department of Tourism - Los Angeles (PDOT-LA) on 6 August 2025. As it passes through some of LA's most iconic sites, including Hollywood, The Grove, Beverly Hills, Westfield Century City, and Santa Monica Beach, the promotion hopes to attract interest from Angelenos and visitors to LA by ensuring maximum visibility across high-traffic areas.

As part of the promotional initiative, PDOT-LA is organizing a rolling tour of the Historic Filipinotown in Los Angeles, complete with an onboard business networking event for key travel trade professionals and media partners. This unique engagement aims to strengthen tourism ties and highlight the strong Filipino-American community presence in California.



Photos from Mr. Hajjie Alejandro

Spotted any of the ads in your area? Share with us your photo or selfie with hashtag #LoveThePhilippines, and tag the [Philippine Department of Tourism USA](#) and [Philippine Consulate General in Los Angeles](#). END