



PR-ASCC-41/2025

PHILIPPINE TOURISM SPOTLIGHTED AT HOLLYWOOD NETWORKING EVENT

LOS ANGELES, CA – In line with the *Love the Philippines* campaign, the Philippine Department of Tourism - Los Angeles (PDOT-LA), with the support of the Philippine Consulate General in Los Angeles, successfully organized a tourism networking event on 29 August 2025 at Dave & Buster's in Hollywood, California.

The event brought together key stakeholders in the tourism industry, including trade partners, travel agencies, Filipino-American media, content creators, and tastemakers, to promote travel to the Philippines from the United States — one of the country's top source markets.

A highlight of the event was a photo opportunity with the *Love the Philippines* bus — a double-decker vehicle from Big Bus LA Tours wrapped with images of Philippine beaches and diving destinations. The bus is traversing major tourist routes across Los Angeles from August to September 2025, serving as a mobile billboard showcasing the Philippines as a premier destination for beach getaways and scuba diving adventures.



Event attendees taking photos with the *Love the Philippines* bus



Consul General Cruz delivering his remarks

In his remarks, Consul General Adelio Angelito S. Cruz reaffirmed the Consulate General's strong commitment to advancing Philippine tourism promotion efforts in the U.S., and shared updates on the preparations for the upcoming 2026 Very Important Pinoy (VIP) Tour, which is planned to feature Cebu, Dumaguete, Bohol, and Siquijor.

Meanwhile, PDOT-LA Tourism Representative Gerard O. Panga emphasized the strategic importance of the United States as one of the Philippines' most significant tourism markets and the top source of overseas Filipino remittances. He further highlighted that each visitor to the country directly supports job creation and economic development. Mr. Panga also

For more updates on upcoming tourism promotions and the 2026 VIP Tour, follow the Philippine Consulate General in Los Angeles on Facebook, Instagram and X (formerly Twitter). END



Trade Representative Panga addressing event attendees