

PHILIPPINE TOURISM AUTHORITY "MOBILE VISITOR JOURNEY" APP LAUNCHED TO PROMOTE PHILIPPINE TOURISM AND ATTRACTIONS

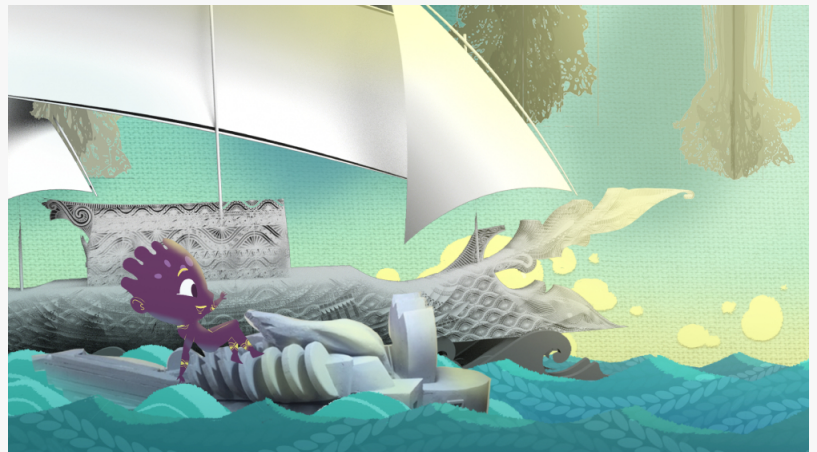
DUBAI, UNITED ARAB EMIRATES, May 4, 2021 /EINPresswire.com/ --

The Philippine Tourism Authority (PTA) has launched a new mobile application, 'Mobile Visitor Journey', to promote Philippine tourism and attractions. The app is available for download on the App Store and Google Play. The app features a virtual tour guide, Ube Boy, who provides information about various Philippine destinations and attractions. The app is designed to be user-friendly and engaging, with a focus on providing accurate and up-to-date information. The app is a key component of PTA's digital marketing strategy to attract international tourists and promote Philippine tourism.

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The 'Mobile Visitor Journey' app created by BBDO Guerrero, with Ube Boy as its virtual tour guide



The official character of Bangkóta, Magbun a.k.a. Ube Boy, as he travels the oceans by boat in a teaser video co-produced by Rocketsheep Studio and Twenty Manila

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