



Rediscovering why it's more fun in the Philippines

The Philippines further strengthens its position as a destination of choice with the re-launch of the refreshed and vibrant signature Philippine tourism campaign – *It's More Fun in the Philippines*.

The new campaign is 100 percent crowd-sourced, using only authentic images, footage and reviews from both local and foreign tourists who have experienced first-hand why it's more fun in the Philippines. Complementing the materials is a new logo design inspired by local woven textiles, and a custom-made typefont called "Barabara", a font style similar to what is used on jeepneys and *sari-sari* stores across the country.

Tourism Secretary Bernadette Romulo-Puyat encouraged everyone to be part of the fun by posting photos and videos of their experiences in the country and by using the hashtag #ItsMoreFunInThePhilippines, which has been used 4.3M times in different social media platforms.

The campaign is also grounded on sustainability and responsible tourism while promoting the fun and unique qualities of the country.

By using 100 percent crowd-sourced material, *It's More Fun in the Philippines* campaign becomes the country's most sustainable tourism campaign to date. It serves as a collage of testimonials from people with real experiences of the best of what the country has to offer.

For more information on the new campaign and details about the Philippines, please visit <https://www.tourism.gov.ph> and <https://www.tpb.gov.ph>.