

LAUNCH OF BALIKAN, PH WEBSITE FOR BALIKBAYANS

The Philippine Department of Tourism has just launched the balikan.ph website (<https://balikan.ph>) – a one-stop site for Balikbayan-exclusive promos with as much as 50 percent discount on hotel and resort rates and worry-free, value-for-money vacation packages.

The Balikan.ph website is under the “Balikan ang Pilipinas” campaign of the DOT to encourage Overseas Filipinos (OFs) and Overseas Filipino Workers (OFWs) to come home for the holiday season and rediscover the Philippines with their loved ones. Through the balikan.ph website, the DOT can offer great travel deals from airlines and DOT-accredited hotels, resorts, and tour operators to our Balkbayans and their families. The campaign aims to make their visit to the Philippines more affordable and fun, especially after a long separation caused by the pandemic.

The balikan.ph page serves as an aggregator of information where different travel promotions and packages are posted for the consumption of returning Balikbayans. The posts will lead them to the merchant’s websites for the specifics of the deals and discounts. The offers have been curated in cooperation with the various airlines, DOT-accredited establishments, the Philippine Tour Operators Association Inc. (PHLTOA), the Philippine Hotel Owners Association Inc. (PHOA), and the Hotel Sales & Marketing Association International Inc. (HSMA).

Balikbayans are encouraged to regularly check the site for updated list and details of travel deals. The campaign will run until March 2022.