

Football practice. More fun in the Philippines



Boracay Island, Aklan
itsmorefuninthephilippines.com

Holidays. More fun in the Philippines

The Philippines. Thousands of stunning beaches. Extraordinary natural wonders. And the warmest, friendliest people you'll ever meet. In fact, we are, quite possibly, the best holiday destination you've never heard of.

With 7,107 islands to choose from, it won't be difficult to find a remote, unspoiled beach to yourself. Or another, such as Boracay, whose fame has made it the number one island resort in the world, according to authorities such as Condé Nast Traveller and TripAdvisor.

And although many other destinations await discovery, we are already world-famous for our hospitality. As tourism Secretary Ramon Jimenez Jr. says: "The man showing you how to dive during the day will probably join you for a beer later that night. And if you ask any local for directions, they'll most likely take you there themselves."

The Filipino phrase for "hello" translates as: "have you eaten?" And you'll hear it throughout your stay because Filipinos love to eat as much as, well, the English seem to love football. And just like the sport, it's best enjoyed in company. So don't be surprised by the amount of dinner invites you get during your stay. As well as some for breakfast, lunch, and snacks in between - there is even a special name for an afternoon meal known as "merienda."

Don't worry, there are countless activities to keep you fit - from the world's leading scuba diving destinations, such as Tubbataha Reef, to cycling, running, surfing, and kiteboarding destinations included in international circuits. And that's before you've tackled some of the volcanoes and mountains.

It all makes for an ideal destination for the adventurous British tourist. After all, as Jimenez puts it: "The U.K. market sets the

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- Ramon R. Jimenez Jr.,
Secretary of Tourism

pace for tourism around the world. They have a constant need to experience new things, and they want something they can talk about for the rest of the year."

"Come and experience the islands—and remember that you yourself are more fun in the Philippines."



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