

## **DIGITALLY TRANSFORMATIVE VIAJE TOURISM APP LAUNCHES IN DARAGA**

DARAGA, May. 14, 2026 -- The VIAJE Tourism Web App formally launched today with its initial four (4) available service offerings - destination tickets (including Cagsawa Ruins entrance tickets), motorcycle rental, accommodation booking, and ATV ride booking.

Viaje is a Progressive Web App (PWA) set to digitalize the local tourism industry of the Municipality of Daraga. As a PWA, users do not need to download anything as it is a mobile-first, browser-based technology that integrates multiple tourism services in one platform, complete with online/cashless payments and a single check-out feature for services from multiple tour operators.

### **Public Private Partnership (PPP)**

The Municipality of Daraga entered into a Public Private Partnership with PinkBerry BPO Solutions Inc., a Daraga-based IT Company engaged in app and software development with specialization in tech localization.

Daraga Mayor Vic Perete wants to maximize development plans with minimal impact on the coffers of the Municipality. "It is about time that Daraga adopts innovative ways to optimize its resources with the current economic challenges we are facing now. A PPP does this well, we exploit the expertise of the private sector while Daraga supports the tourism app through its local influence", Perete said in a recent interview.

"There is a need for speed of implementation of projects that can help the LGU earn and make it self-sustaining, while considering the current status of Daraga's finances", adds the Head of the Committee on Tourism, Coun. Pilo De Lumen.

### **Improving Tourist Experience**

Viaje is made around two major objectives: (1) to massively improve the Daraga tourism experience and (2) to bring down costs of an accessible tourism platform for prospective tourism partners. Daraga and Albay Province as a whole, have been seen by tourists as expensive places to travel with below-par tourism service quality. Viaje wants to solve this through

technology where features such as cashless payments, QR code admissions, single check-out, and fully integrated tourism service access can revolutionize the way tourists enjoy Daraga.

“Viaje is made for Daraga to engage tourists better with a centralized approach in tourist services booking. This is a necessary and strategic move for its planned tourism growth plan”, says Ikeen James Torres, the CEO of PinkBerry BPO Solutions Inc., the Private Partner of the Viaje PPP Project.

With Viaje now launched and ready to serve tourists, Daraga and its leaders are hopeful of revitalizing the local tourism industry. With the natural beauty of Daraga, the richness of its cultural heritage, and the innate friendliness of its people, this new tourism web app is set to put Daraga on the map in tourism innovation.