

## **TERMS OF REFERENCE**

**I. PROJECT: TRADE DEVELOPMENT AND CONSUMER ACTIVATION PROJECTS FOR THE NORDICS**

**II. DURATION: May to June, 2016**

**III. DESCRIPTION:**

The Philippine Department of Tourism-London (PDOT-London) is looking for a Tourism Destination Marketing Company based in Sweden, Denmark or Norway, who is qualified to assist in the implementation of various projects and activities for the Nordic market.

**IV. OBJECTIVES:**

PDOT-London aims to sustain the interest of travel trade partners as well as consumers with the end goal of getting more tour operators in the Nordics to sell the Philippines and more tourists visit our country.

**V. DELIVERABLES AND GUIDELINES**

The Tourism Destination Company is expected to assist PDOT-London in the implementation of the following projects:

1. Comprehensive Market Research and Intelligence report and inventory of Philippine tourism products in the market
2. Development of an online training manual for travel agents including platform hosting/distribution and content development
3. Coordination for consumer events/joint promotions activities in cooperation with leading tour operator; coordination with the travel trade for sales presentations, events and workshops
4. Development/distribution of e-newsletter
5. Organization of press / travel trade famtrip; and
6. Digital marketing activities including set-up and management of a PDOT social media platforms for the Nordic market

All proposals will be subject to PDOT-London's review and implementation of projects under the office's supervision. Detailed schedules and components to be finalized upon acceptance of the proposal.

**VI. DOCUMENTARY REQUIREMENTS**

Interested proponents are required to submit the following together with their proposal:

- Business Registration Document (with English Translation)
- Latest Tax Certificate
- Company Portfolio including company background and relevant previous experience

**VII. TIMETABLE**

May 3: Submission of Proposals

May 4: Evaluation and Selection

May 5 to June 30, 2016: Implementation

## VIII. BUDGET ALLOCATION

Maximum budget allocated for the abovementioned activities / projects including project implementation costs, as applicable, and handling fees is Euro9,600.00 (or approximately PHP500,000.00 at Euro1 = Php52), inclusive of VAT. Travelling expenses, venues and cost of set up of social media accounts are not included in the cost.

The winning company, however, will be determined by PDOT-London based on the proposal with the most acceptable components and advantageous financial costs, provided that the amount does not exceed the stated budget.

## IX. PAYMENT PROCEDURE

To be negotiated with the company.

Prepared by:



**GERARD O. PANGA**

Tourism Attaché and Director for Northern and Southern Europe

**CONFORME:**

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***[Authorized Signature]***  
***[Name and Title of Signatory]***  
***[Date]***