



October 13 2023

## REQUEST FOR QUOTATION

The Philippine Department of Tourism - London is inviting qualified media companies/suppliers for the media placement in an online travel magazine in UK with target live placement on November 6, 2023 in support of Cebu and Palawan's bid for the Wanderlust's Travel Awards.

Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before October 23, 2023 to [info@pdotlondon.co.uk](mailto:info@pdotlondon.co.uk) or [jing@pdotlondon.co.uk](mailto:jing@pdotlondon.co.uk).

Thank you and we look forward to receiving your proposals.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Gerard O Panga".

**GERARD O PANGA**

Tourism Attaché

Philippine Department of Tourism - London



## **TERMS OF REFERENCE**

Project Title : Media Placement in Support of PH Bid to Wanderlust Travel Awards 22023  
Specification : Media placement in an online travel magazine  
Duration : 06 November 2023

### **I. BACKGROUND:**

As part of the PDOT London's continued efforts to intensify promotional and marketing efforts in the UK market and the rest of the European markets under its jurisdiction as a top holiday destination in Asia, we propose to undertake a media placement focusing on the world-famous tourism destinations of the country, specifically Cebu and Palawan who are nominated in the 2023 Wanderlust Travel Awards which will happen on 07 November 2023 in London.

To reinforce the country's bid to the above prestigious award, we will be undertaking a media placement in a famous online magazine in London. This project will provide a platform for the Philippines to be visible and at the same time showcase Cebu and Palawan as the Most Desirable Destinations in the World.

### **II. PURPOSE / OBJECTIVES**

The Department of Tourism (PDOT) needs the services of a media company that can provide the required media placement of PDOT London to showcase Cebu and Palawan. It aims to achieve the following:

- To sustain/intensify the Philippines' presence in the market through an online media feature that provide updates about Cebu and Palawan, thereby increasing the said destinations' chances of winning the Wanderlust Travel Awards;
- To attract more UK travelers to the country through an enticing online write-up with visuals

### **III. CAPABILITY REQUIREMENTS**

- Must be a UK-based/ registered company
- Must be capable of providing the requirements of PDOT London
- Must be willing to provide the services on a send-bill arrangement

### **IV. DELIVERABLES/ REQUIRED SERVICES**

**Online Media Placement in a UK Magazine with the following details:**

- Double Page Spread Advertorial
- Content will be created by the media company based on PDOT London's briefs/materials
- Online placement should be live by 6th November 2023

## **V. CONTRACT DURATION**

The above service contract duration is October 13-November 6, 2023 (covering preparatory period) or upon the issuance of the Notice to Proceed (NTP).

## **VI. BUDGET**

The budget allocation for the above project is Five Thousand Pounds (GBP5,000) inclusive of all applicable taxes.

Payment shall be processed after the monthly completion of the services rendered and upon the submission of the invoice and the report.

The winning quotation/ proposal will be based on the lowest proposed bid price and compliance to the required specifications of the requested product/s.

Prepared by:



**GERARD O. PANGA**

Tourism Attaché

Philippine Department of Tourism-London