

## TERMS OF REFERENCE

- I. PROJECT : TOURISM DESTINATION MARKETING COMPANY  
COUNTRY MARKET : ITALY  
DURATION : Six (6) Months (July to December 2020)

### II. QUALIFICATIONS:

The TDM Company for specific market must have the following qualifications:

- A. A company capable of doing both marketing and PR functions including market intelligence and competitor analysis
- B. A company holding an office in the **Country Market** where the TDM intends to bid; Existence of permanent sub-office in **other prominent cities** is an advantage. (Must be able to assign dedicated staff who can communicate in the English and Spanish.)
- C. With extensive work experience (minimum 5 years) in the travel and tourism industry particularly in destination management and marketing. Experience as a market representative for an NTO other than the Philippines is an advantage.
- D. Must be a member of an international/local tourism association/organization.
- E. Must not be a Travel Agency or similar line of business.
- F. Manpower complement/support
  - 1. Marketing Director:
    - a. Bachelor's degree/college graduate. Master's degree is an advantage.
    - b. Must be of good character and reputation.
    - c. Citizen or permanent resident or a legal immigrant of the country market and must have resided in the said country for a minimum of 3 years prior to his/her hiring.
    - d. Proficient in written and spoken English and the local language (s).
    - e. Must have knowledge on the Philippines; having visited Philippine destination is an advantage.
    - f. Other qualifications: Must be a respectable practitioner with a good track record and a strong working relationship with other NTOs, travel trade, media, and other tourism partners. Work experience in the travel industry or in an NTO other than the Philippines is an advantage.
  - 2. Dedicated staff
    - a. Bachelor's degree/college graduate; master's degree is an advantage.
    - b. Must be of good character and reputation.
    - c. Citizen or permanent resident or a legal immigrant of the country market and must have resided in the said country market for a minimum of 3 years prior to his/her hiring.
    - d. Proficient in English and the language of the Country Market.
    - e. Must have knowledge on the Philippines.
- G. Must have the capability to organize and handle virtual versions of the marketing and promotions activities given the current challenges due to COVID-19 pandemic

### III. SCOPE OF WORK

- A. Proposed Market Development Strategy and Action Plan for the Philippines (format to be prescribed by the head office) to include:
  - 1. Trade development activities
  - 2. Consumer promotion activities
  - 3. Market research and intelligence
    - a. Gather significant and current data to help in decision making.
    - b. Report tourism trends in the market as well as economic trends that may affect the travel industry.
    - c. Conduct market studies on tourism and development of destinations.
    - d. Make recommendations on other tourism matters including tourism investment.
  - 4. Measurement of Return on Investment (ROI) measurement system for all activities conducted/engaged in the said country market

- a. Identification of an ROI measurement system for all activities
- b. Setting of targets for the ROI measurement system identified
- c. Analysis of effectiveness of activities implemented
- 5. Proposed alternative plans to implement marketing and promotions activities in the country market given the current challenges due to COVID-19 pandemic.
- 6. Other activities, aside from those already mentioned above that would be effective for the country market in raising awareness on the Philippines
- 7. Other activities that may be prescribed by the Department
- B. Market Representation to include representing the Department in activities related to image enhancement and tourism development, and in other activities organized by the Philippine foreign post.

#### IV. DELIVERABLES

Market development strategy and action plan to include annual market development plan, financial plan, media plan, and possible contingency plans

1. Trade Development Activities to include undertaking:
  - a. Philippine tourism seminars such as workshops on new developments and on investment opportunities, Philippine specialist programs, on-line/web-based workshops.
  - b. Sales/business mission(s)/road show(s)/product presentation(s) in the country market to include destination workshops to enhance and offer in-depth knowledge of destinations as a tool for effective selling.
  - c. Travel trade fair(s) participation and travel exhibitions that would provide increased exposure of the Philippines in the market including other travel trade-related events like one-on-one business meetings/travel exchange with travel stakeholders.
  - d. Travel trade familiarization trip(s) that showcase new and established destinations that are ready and could provide the travel experience suited for cash market.
  - e. Sales calls/presentations to tour operators, travel agencies (and front liners), general travel trade, corporates, and other travel industry partners for the production of more tour packages to the country or to generate more sale of tour packages and/or increase market knowledge and equip sales people with in-depth know-how of the destinations.
  - f. Joint-promotional activities with private sector on destination presentations, frontliner/sales team workshops, consumer activities, etc.
  - g. Proposed alternative/virtual versions of the abovementioned activities given the current challenges due to COVID-19 pandemic
2. Consumer Promotion and Activation to include organizing/participating in:
  - a. Consumer fair(s) and other similar exhibits that would reach out to consumers and travelers such as wedding fairs, language (English as a Second language) fairs, and education fairs.
  - b. Consumer activation activities like in-store promotions and mall promotions, cross-promo activities or joint promo activities with consumer products directly or indirectly related to travel.
  - c. Innovative consumer branding activities like in-cinema promotions and branding, movie-premieres promo and branding, beauty contest/talent search events, and tie-ups with consumer products manufacturers/stores like apparel stores, energy drinks, etc.
  - d. Media familiarization trip(s) for photographers/writers/bloggers/vloggers as well as special media tie-ups with consumer magazines like Vogue, Cosmopolitan, etc.
  - e. Media Plan with data on mileage and press releases distributed in the country market per month.
  - h. Proposed alternative/virtual versions of the abovementioned activities given the current challenges due to COVID-19 pandemic
3. Market Research and Intelligence
  - a. Report on significant and current data to generate useful information to help in decision making to include up-to-date market data base and trade contacts

- b. Report on current tourism trends as well as economic trends that may affect travel industry in general as well as travel patterns and decision to travel
- c. Market studies on tourism and development of destinations
- d. Tourism investment opportunity activities to include participating in activities/tie-ups with other government agencies and private sector
- 4. Monthly reports (format to be prescribed by the Head Office) to include:
  - a. Identified Return on Investment (ROI) measurement system for activities conducted/engaged during the said month
  - b. Targets and accomplishments for activities conducted/engaged during the said month
  - c. Analysis of effectiveness of activities conducted/engaged during the said month
- 5. Identification of new activities aside from those already mentioned above, development of new market segments that would be effective in raising awareness on the Philippines for the **country market**
- 6. Preparation of country presentation materials in the language of the country market.
- 7. Preparation and submission of lists and contact details of relevant industry partners
- 8. Other activities that may be prescribed by the Department

**V. BUDGET ALLOCATION**

- A. Budget Allocation
  - Total budget allocation for six (6) months **EURO 24,000**
  - Professional/Retainers fee EUR4,000/month x 6 months = EUR24,000, inclusive of taxes
- B. Payment procedure
  - Charges for professional fee shall be billed directly to the Department of Tourism-London Office. Invoices to be supported by detailed monthly accomplishment reports.

The winning proponent shall be determined by the Department of Tourism based on the most acceptable proposal and most advantageous financial package cost, provided that the bid amount does not exceed the above total budget.

**VI. DOCUMENTARY REQUIREMENTS**

- 1. Proposal
- 2. Company Brief with required qualifications
- 3. Business Registration
- 4. Proof of Latest Tax Payment or equivalent document
- 5. CV of Marketing Director and dedicated staff
- 6. Latest Country Market Profile – with section on impacts of COVID-19 Pandemic and market outlook
- 7. Brief showing capability and plans to implement alternative / virtual versions of the marketing and promotions activities

All documents should be in English or have English translations/equivalent.

**VII. TIMEFRAME**

The contract duration is for a period of six (6) months subject to midterm review and evaluation.

Prepared by:

*Gerard Panga*

**GERARD O. PANGA**  
 Tourism Attaché  
 Philippine Department of Tourism-London

Conforme:

Signature: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Company Designation \_\_\_\_\_  
 Name of Company: \_\_\_\_\_