

TERMS OF REFERENCE

**I. PROJECT : ISRAEL PR AND STRATEGY SERVICE /
TOURISM DESTINATION MARKETING COMPANY FOR ISRAEL**

II. DURATION : 3 months (October – December 2019)

III. QUALIFICATIONS

The TDM Company for Israel must have the following qualifications:

- A. A company capable of doing both market development and PR functions including market intelligence and competitor analysis
- B. A company holding an office in Israel where the TDM intends to bid. Must be able to assign dedicated staff who can communicate in English and the language of the Country Market.
- 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 Israel 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 the Philippines' destinations is an advantage; and
 - 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 trade 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 Israel and must have resided in Israel for a minimum of 3 years prior to his/her hiring;
 - d. Proficient in English and Hebrew; and
 - e. Must have knowledge on the Philippines

IV. SCOPE OF WORK

- A. Proposed Market Development Strategy and Action Plan for the Philippines (format to be prescribe by the head office) to include:
 - 1. Trade development activities
 - 2. Consumer activation activities
 - 3. Market research and intelligence
 - a. Gather significant and current data to help in decision making; and

- b. Report tourism trends in the market as well as economic trends that may affect the travel industry
 - 4. Measurement of Return on Investment (ROI) on all activities conducted/engaged in the said country market
 - a. Setting of targets for the ROI measurement system identified; and
 - b. Analysis of effectiveness of activities implemented
 - 5. Other activities, aside from those already mentioned above that would be effective for Israel in raising awareness on the Philippines
 - 6. 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.

V. DELIVERABLES

- A. 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 the organization of the following:
 - a. Participation in the International Mediterranean Tourism Market 2020 on 11-12 February 2020 in Tel Aviv Israel including Philippine Night and Business-to-Business Meetings;
 - b. Travel trade familiarization trip on December 2019 that will showcase new and established destinations that are ready and could provide the travel experience suited for the market;
 - c. Tactical and joint-promotional activities with the private sector; and
 - d. Sales calls, destination presentations, and front-liner/sales team workshops
 - 2. Consumer Activation Activities to include undertaking the organization of the following:
 - a. Media familiarization trip on December 2019 (included with travel trade);
 - b. Monthly newsletter to the tourism organizations and travel agencies in the Israeli market;
 - c. Media Plan with data on mileage and press releases of DOT videos and promotional materials which features attractive destinations in the Philippines
 - d. Co-branding and advertising opportunities; and
 - e. Social Media Strategy and engagement of social media influencers
 - 3. Market Research and Intelligence
 - a. Report on significant and current data to include up-to-date market intelligence and trade contacts; and
 - b. Report on current tourism trends as well as economic trends that may affect the travel industry in general as well as travel patterns and decisions to travel
 - 4. Report (format to be prescribed by the Head Office) to include:
 - a. Identified Return on Investment (ROI) measurement system for activities conducted from October-December;
 - b. Targets and accomplishments for activities conducted/engaged during the said period;
 - c. Analysis of effectiveness of activities conducted/engaged during the said period;
 - d. Identification of new activities aside from those already mentioned above, recommendations of market segments for the development of the Israel Market; and
 - e. Other activities that may be prescribed by the Department

VI. BUDGET ALLOCATION

A. Budget estimate amounting to PHP 685,000.00 or USD 13,173.08

Exchange rate: 1 USD = 52 PHP

B. Payment Procedure

Charges for professional fee shall be billed directly to Philippine Department of Tourism – London

C. Timeframe

The contract duration is for a period of three (3) months