



TERMS OF REFERENCE

Project Title : Tourism Marketing and Promotions Projects for Italy
Job Specification : PR Company
Date : October 15 to December 31, 2019

A. BACKGROUND:

To further increase destination awareness and continue to build relationships with the travel trade in Italy and to maintain the presence of the Philippines in the radar of the Italian travel market, the Philippine Department of Tourism (PDOT) is implementing various tourism marketing and promotions projects for said market.

For the remaining months of 2019, PDOT is aiming to pursue the following projects:

A. Travel Trade

- Familiarization trip for tour operators including PHITEX
- 5-Cities Roadshow
- 7-Cities Diving Roadshow
- Co-Marketing Campaigns and Activations with Tour Operators, Travel Agents Consortia and Airlines
- Online Booking Campaign

B. Consumer

- Media Fam Tour for Media
- Promotional Travel Guide for Women
- Channel Radio Capital Media Trip
- Press Releases, E-newsletter and Social Media Promo

The abovementioned projects are subject to approval and guidance of the PDOT.

B. PURPOSE / OBJECTIVES

The Philippine Department of Tourism (PDOT) needs the services of PR company based in Italy to handle the event requirements.

Objectives:

- To maintain the Philippines' presence in the Italian market;
- To generate positive "name recall" of the Philippine brand as a preferred tourist destination;

- To conduct business to business meetings and presentations in various locations to establish and renew linkages with their industry counterparts and other key travel and tourism markets of the world that would catalyze new tourism business and tourist arrivals for the Philippines;
- To reach the Italian travelling market thru relevant consumer promotions activities
- To generate marketing and promotions leads that the Department can support to further meet its goals in the market place;
- To create awareness about and position the Philippines the newest and "freshest" travel destination option for the Italian travelers; and
- Contribute to the increase in tourist arrivals to the Philippines

C. CAPABILITY REQUIREMENTS

- Must be a full-service management agency operating in Italy with relevant contacts in the country's tourism industry
- Must have extensive work experience (minimum five years) in the travel and tourism industry, particularly in tourism and destination management and marketing
- Must have experience working with a diverse set of travel and tourism clients (including national tourism organizations/boards)
- Must have experience handling sales missions / roadshows / events / consumer activations or as relevant to the abovementioned projects
- Must be willing to provide services on a send-bill arrangement

D. DOCUMENTARY REQUIREMENTS

1. Proposal
2. Company brief with required qualifications
3. Business Registration
4. Proof of Latest Tax Payment
5. CV of Marketing Director and dedicated staff
6. Latest Italian Travel Market Profile

E. SCOPE OF WORK / DELIVERABLES

1. Project planning and implementation according to the approved work program
2. Coordination with relevant event organizers, suppliers, and other project partners before, during, and after the events for all logistical and material requirements;
3. Management of the implementation of all projects
4. Preparation of Directory of Sellers and Directory/Profile of Buyers as needed;
5. Submission of latest Italian Tourism Market Profile and updates, as needed;
6. Arrange scheduled meetings between DOT delegation and top Italian travel trade and media as needed;
7. Manage PR requirements, activities, and interviews
8. Manage and document meetings with travel trade and media during the meetings, events, as appropriate;

9. Ensure presence of dedicated account manager to oversee activities and coordinate with the PDOT for the implementation of deliverables;
10. Hire the services of interpreters, if needed
11. Recommend follow-thru projects and partnerships
12. Preparation of comprehensive post-event reports - document results and media mileage, details of contacts, and event photos and videos – and follow up leads

F. TIME FRAME OF ACTIVITIES

| | | |
|--------------------|---|---|
| Until October 12 | – | Submission of Proposals |
| October 13 to 14 | – | Evaluation and Awarding of Contract |
| October 15 onwards | – | Delivery of Services |
| | | |
| December 31 | – | End of Engagement Submission of reports, contacts and other relevant documents |

G. BUDGET

PDOT has allocated Euro4,000 (inclusive of VAT) for monthly retainer fees. Actual project budget details will be shared with the winning proponent.

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

H. PAYMENT PROCEDURE

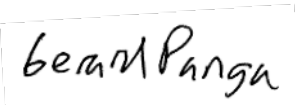
One hundred percent (100%) payment upon satisfactory delivery of services specified in Section E of this Terms of Reference and submission of required supporting documents for payment.

I. PROJECT OFFICER / CONTACT PERSON

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Prepared by:


GERARD O. PANGA

CONFORME:

 Signature

Tourism Attaché
Philippine Department of Tourism-London

Printed Name
Title
Company Name