



## **I. PROJECT**

FITUR 2019, Post-FITUR Roadshow to Malaga and Philippine Tourism Weekend in El Corte Ingles – Project Handling

## **II. BACKGROUND**

In efforts to maximize the potentials of the Spanish tourist market, the Philippine Department of Tourism (PDOT) is mounting projects directed to both travel trade and consumers. We are expected to have a big presence once again at FITUR 2019 from January 23 to 27 and will follow this thru with a roadshow to Malaga and Barcelona for back-to-back B2B events on January 28 to 30. On January 26 to 28, the Philippines will be showcased in Spain's El Corte Ingles for a weekend of culture, music and food.

In this regard, PDOT thru its London office, is in need of a qualified PR company that will handle the implementation of these projects.

## **III. EVENT DATE AND LOCATION**

FITUR 2019: IFEMA, January 23 to 27, 2019

Post-FITUR Roadshow: Malaga and Barcelona, January 28 to 30, 2019

Philippine Tourism Weekend: El Corte Ingles Callao, January 26 to 27, 2019

## **IV. PURPOSE/OBJECTIVES:**

- To ensure maximum exposure for the key campaign messages for the "It's More Fun in the Philippines" before, during and after the event
- To highlight new products and services including accommodation and local operator suppliers to the travel industry
- To foster new business arrangements and partnerships at the highest level of tourism echelons and bring new investments to the country
- To highlight new tourism updates and developments and strategic directions
- To maximise the opportunity to showcase the Philippines directly to Spanish consumers

## **V. SCOPE/DELIVERABLES**

- Coordination with PDOT, suppliers and project partners before, during and after the events for all logistical and materials requirements
- Manage PR requirements, activities and interviews
- Manage and document meetings with travel trade and media during the events, as appropriate
- Prepare and submit comprehensive post-event reports, follow-up on contacts, document results and realised media mileage, collate contacts and photos/videos.

**VI. MINIMUM QUALIFICATIONS/REQUIREMENTS FOR SUPPLIERS**

Full service PR agency operating in the Madrid, Spain, with key industry contacts and able to facilitate requirements and deliverables

**VII. TIMEFRAME OF ACTIVITIES**

Until January 22 : Pre-event preparation

January 23-30: Event days

January 31 to February 28: Post-event work, preparation of reports, follow-ups, preparation of recommended activities for the rest of 2019

**VIII. PROJECT OFFICER/CONTACT PERSON**

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**IX. BUDGET AND PAYMENT PROCEDURE**

PDOT is allocating Euro 4,800 (inclusive of VAT) for the project. Proposals will be evaluated based on the best offer and compliance with the requirements stated herein.

Government Procedure

Required supporting documents for payment

CONFORME:

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Name, Designation and Signature