



January 28, 2026

## REQUEST FOR QUOTATION

(3rd Posting with addendum- revised date of implementation)

The Philippine Department of Tourism - London is inviting qualified Digital campaign, website Development company re Integrated Tourism Portal and Digital Marketing Project of PDOT London from January to June 2026.

Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before February 9, 2026 to [jing@pdotlondon.co.uk](mailto:jing@pdotlondon.co.uk) or [info@pdotlondon.co.uk](mailto:info@pdotlondon.co.uk).

Thank you and we look forward to receiving your proposals.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Gina Marie Liberty Esmaña".

**GINA MARIE LIBERTY ESMAÑA**  
OIC Tourism Attachè  
Philippine Department of Tourism - London



## TERMS OF REFERENCE - ADDENDUM

Project Title	:	Integrated Tourism Portal with Digital Marketing
Job Specification	:	Digital company that will provide the requirements of PDOT London for an Integrated Tourism Portal with Digital Marketing
Duration	:	January 2026-June 2026

### I. BACKGROUND:

The Philippine Department of Tourism, specifically PDOT London has been sustaining the country's presence through various digital platforms, namely, website, social media, (Facebook, Instagram, Twitter, YouTube), Visit Philippines App and e-newsletter through the services of a contractor under the Integrated Digital Marketing Project from 2021-2022. However, the said contract has already ended on November 22, 2022, and no new contract for similar services was undertaken until 2025. To regain active digital presence in the market, maximize the opportunities in the digital space, and establish an updated, relevant, and effective avenue to reach the market, we propose to undertake the Integrated Tourism Portal with Digital Marketing Project, an expanded website development, portal hosting and digital marketing integrated into one comprehensive platform, a one-stop-shop for a maximized digital presence.

### II. PROJECT COMPONENTS

- A. Tailored Content Strategy through Updated Tourism Portal/Website
- B. Digital Marketing and Engagements
- C. Optimization and Refinement Through Data Analytics

### III. PURPOSE / OBJECTIVES

The Department of Tourism (PDOT) needs the services of a reputable digital company that can provide an integrated tourism portal with digital marketing components for the UK market. The said project is expected to be completed by June 2026.

- To sustain if not reinforce the Philippines' presence in the digital platform through continued features/ e-newsletters; PPC and e-newsletter, social media platforms
- To update, maintain, and monitor the PDOT London website and social media accounts (Facebook, Instagram); and
- To provide timely and reliable updates to the market.

### IV. CAPABILITY REQUIREMENTS

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

## V. DELIVERABLES

### 1. WEBSITE

#### A. PDOT London website update, upgrades, and maintenance

- URL subscription from "It's More Fun In The Philippines" to "Love The Philippines"
  - Change of subscription from IMFTP to LTP and long-term URL registration/ subscription to ensure website continuity
- Maintenance and management
  - Management, support, and maintenance of website operations (front and back end), handling of PDOT London social media accounts (Facebook, Instagram, YouTube), Philippine travel apps, digital promotions of PDOT London's offline consumer and travel trade activities and website troubleshooting
- Upgrade and development
  - Regular improvements and new features to enhance functionality, and user experience, and increased visibility
- Subscriptions and hostings,
  - Covers application subscription fees with hosting services
- Plug-ins and integration
  - Manage website plug-ins and competition platforms for enhanced engagements
- GDPR compliance
  - Continuous monitoring and management to ensure data protection and privacy compliance

#### B. SEO and SEM Strategy

- Keyword Research
  - Focus on identifying relevant keywords, including brand name and terms related to tourism in the Philippines
  - Create and regularly publish high-quality content that answers common tourist questions and supports key search terms.
  - Expand content depth by adding detailed pages around high-priority topics.
- Technical and Website Improvements
  - Conduct a website audit to identify and resolve technical issues (speed, mobile optimisation, navigation, etc.)
  - Optimise the website's structure for better SEO, including internal linking and meta tags.
  - Improve site depth with additional pages and resources to increase engagement.
- Backlink and Competitor Strategy
  - Build high-quality, relevant backlinks to enhance domain authority.
  - Analyse competitors' SEO strategies to identify opportunities for ranking higher with broader, high-volume search terms.
- User Experience and Conversion Optimization
  - Improve website usability and design for a better user experience (navigation, visual

appeal, CTAs).

- Continuously monitor website performance and optimize conversion strategies, adjusting content and design as needed based on analytics.

C. Multi-language translations

Provide translations of the English website content into Arabic, Bahasa Indonesia, Thai, Vietnamese, Italian, Spanish.

**2. DIGITAL MARKETING/CONTENT MARKETING**

- Content research, writing and management across all social media platforms, website app, PPC and e-newsletters.
- Translation into multi languages (Arabic, Bahasa Indonesia, Thai, Vietnamese) content
- Integration of content across all digital platforms
- Account management across key platforms
- Amplification Reach of posts
- Meta and Google Paid ads
- Upkeeping and management of all PDOT London social media platforms, website app. and other tools, graphic design and third-party services if required

**3. ACCESS TO TOURISM INDUSTRY DATA AND RELIABLE RESEARCH ANALYTICS**

- Availability of regular data through subscription to a data analytics and consulting company that can provide reliable and accurate industry data i.e. research reports, forecasts and projections, news, market analysis, bespoke industry analysis and other information related to local, regional and global tourism industry.

**VI. CONTRACT DURATION**

The above service contract duration is from January to June 2026 or upon the issuance of the Notice to Proceed (NTP).

**VII. BUDGET**

The budget allocation for the above project is One Hundred Eighty Thousand Euros (EUR 180,000.00) inclusive of all applicable taxes. Payment shall be processed after the completion of the project upon the submission of the invoice, turnover of the project and the terminal 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:

CONFORME:



**GINA MARIE LIBERTY ESMAÑA**  
OIC Tourism Attaché  
Philippine Department of Tourism-London

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Signature  
Printed Name  
Title  
Company Name