



January 30, 2026

REQUEST FOR QUOTATION

The Philippine Department of Tourism - London is inviting qualified Event Management Company in Israel re PDOT's Market Development Campaign projects in Israel from February 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 17, 2026 to jing@pdotlondon.co.uk or info@pdotlondon.co.uk.

Thank you and we look forward to receiving your proposals.

Sincerely yours,


GINA MARIE LIBERTY ESMANA
OIC Tourism Attachè
Philippine Department of Tourism - London



TERMS OF REFERENCE

I. PROJECT TITLE:

Procurement of the services of an Events Management Company or tourism marketing company to assist in the planning, coordination and execution of the DOT's market development campaign projects for Israel from February to June 2026.

II. BACKGROUND:

The Department of Tourism (DOT) is in need of the services of an Israel-based management company or tourism destination marketing company engaged in the business of providing services for the management of private and public events, tourism-related marketing events and/or activities for national tourism organizations (NTO) in Israel. The winning bidder will be tasked with assisting the Philippines Department of Tourism in the planning, coordination, and actual implementation of market development projects for Israel from February to June 2026.

III. OBJECTIVES:

The following are the Department's objectives for the above project:

1. Generate higher interest for the Philippines tourism programs in the Israel market ;
2. Provide a venue for the DOT to strengthen linkages with travel industry partners, meet new tourism stakeholders, and generate new leads that will translate to more tourism traffic to the Philippines;
3. Provide opportunity for Israel tour operators/ travel agents, and travel trade media to explore the Philippines and include PH tour programs in their portfolio
4. Contribute to the current tourism traffic to the Philippines and achieve a minimum 15% growth in tourism traffic to the Philippines by the end of the first quarter of 2026.

MINIMUM REQUIREMENTS:

- A duly registered events management or tourism destination marketing company in Israel, preferably those that has worked with a national tourism office (NTO) in the past. Must provide proof of business in the said country like business registration, business permit, etc. indicating the location of the office.
- A company capable of planning and executing events and/or activities related to tourism marketing or public relations events and activities in Israel. Experience as a market representative for a tourism destination or national tourism organization (NTO) is an advantage.
- With work experience (minimum 3 years) in the Israel tourism industry, preferably in planning and executing tourism-related marketing events and/or activities;
- Must not be a travel agency, tour operator, and/or visa facilitating agency.
- Must be willing to provide services on send-bill arrangement;

IV. SCOPE OF WORK

Pre-event:

- Propose and submit to PDOT the proposed market development plans and programs for Israel (2 projects) from February to June 2026.
- Coordinate/facilitate the requirements for the full implementation of the programs identified
- Coordinate/ liaise with travel trade partners in Israel including suppliers, organizers for travel trade events and activities;

Actual

- Facilitate full implementation of the activities/ programs identified and approved by DOT and closely coordinate with DOT during preparation, actual implementation and post event activities;
- Assign project managers and staff complement per project as identified and approved by DOT;
- Ennsure productive and timely implementation of the projects identified and approved by DOT;

Post-Event

- Prepare and submit terminal report for all the projects implemenetd including leads gatehre, projected Return Of Investments, and projected conversion into actual travel to the Philippines
- Submit all calling/ business cards gathered and provide recommended partners for follow-ups.

V. APPROVED BUDGET OF THE CONTRACT

- For the abovementioned services to be provided, DOT has allocated a budget of USD40,000.00 or its G EURO equivalent inclusive of all applicable taxes, permits, licenses and any other applicable expnses .
- The winning bid however shall be determined based on the proposal with the most advantageous financial and design package cost, provided that the bid amount does not exceed the above total budget.

VI. PAYMENT

Must send billing statement to PDOT London after the conduct of the said events and submission of Terminal Reports and all necessary supporting documents to facilitate the payment of the services provided.

Prepared by:



MS. GINA MARIE LIBERTY ESMAÑA
OIC Tourism Attachè
PDOT London Office

Address: Philippine Department of Tourism London Office
Philippine Embassy in London
10 Suffolk Street, SW1Y 4HG, London, United Kingdom

Contact Number: +44 7944947737

Email Address: info@pdotlondon.co.uk