



December 10, 2025

REQUEST FOR QUOTATION


The Philippine Department of Tourism - London is inviting qualified Events Management Company/ Tourism Marketing Company re PDOT's Market Development Campaign projects in Italy from December 2025 to March 2026.

Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before December 17, 2025 to jing@pdotlondon.co.uk or info@pdotlondon.co.uk.

Thank you and we look forward to receiving your proposals.

Sincerely yours,


DAKILA F. GONZALES
OIC Tourism Attaché
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 Italy from December 2025 to March 2026.

II. BACKGROUND:

The Department of Tourism (DOT) is in need of the services of an Italy-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). 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 Italy from December 2025 to March 2026.

III. OBJECTIVES:

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

1. Generate higher interest for the Philippines tourism programs among the Italian tourists;
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 a venue to push the Philippine's dive tourism program to the Italian market through a strong presence in a major dive show in Italy;
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 2026.

MINIMUM REQUIREMENTS:

- A duly registered events management or tourism destination marketing company in Italy, 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 Italy or European Union. 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 Italian tourism industry, preferably in planning and executing tourism-related marketing events and/or activities of an ASEAN country;
- 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 Italy in the first half of 2026. The activities should include dive-related activities, cultural-related activities, and market-related engagements in Italy;
- Coordinate/facilitate the requirements for the full implementation of the programs identified
- Coordinate/ liaise with travel trade partners in Italy including suppliers, organizers for travel trade events and activities;

- Assist/coordinate the requirements of the Philippine private sector delegation during trade exhibitions especially in ensuring their meeting schedules at the booth as well as logistical requirements of the delegation

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;
- Ensure productive and timely implementation of the projects identified and approved by DOT;
- Provide assistance to the Philippine private sector delegation and DOT representatives during the projects identified and approved by DOT.

Post-Event

- Prepare and submit terminal report for all the projects implemented including leads gathered, 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 EU63,500.00 (Sixty Three Thousand Five Hundred Euros), inclusive of all applicable taxes, permits, licenses and any other applicable expenses .
- 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:


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 PDOT London Office

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