



06 December 2024

## REQUEST FOR QUOTATION

The Philippine Department of Tourism - London is inviting qualified Events Management Company/ Tourism Marketing Company re PDOT's participation in FITUR 2025 in Madrid, Spain on January 22-26, 2025.

Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before December 17, 2024 through [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,

*Gerard Panga*

**GERARD O PANGA**

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 or public relations company to assist in the planning, coordination and conduct of travel trade meetings, media interviews and undertaking appropriate public relations activities (in traditional and online media) in relation with DOT's participation in the Feria Internacional de Turismo (FITUR) 2025.

January 6 to 31, 2024 (pre-event coordination, actual event and post-event evaluation)

### II. BACKGROUND:

The Department of Tourism (DOT) is in need of the services of a Spain-based events management company or tourism destination marketing company or public relations 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 conduct trade meetings, media interviews and undertaking appropriate public relations activities (in traditional and online media) in relation with DOT's participation in the Feria Internacional de Turismo (FITUR) 2025.

### III. OBJECTIVES:

The following are the Department's objectives in its participation in FITUR 2025:

- Strengthen awareness and interest about Philippine destinations and tourism products among the Spanish travel trade and consumers; and
- Increase the number of PH-based tour operators/ co-exhibitors from eight to ten companies to participate in FITUR 2025 to generate more engagements and business leads for Philippine tour programs for the Ibero-America market;
- Provide the Philippine private sector partners with a global platform to conduct business-to-business meetings to pursue linkages, renew contracts, or gather new business leads with their Spanish/ Portuguese counterparts, and sell more Philippine packages to the visiting consumers;
- Contribute to the Department's overall tourism traffic with at least 20% increase from last year's production.

### IV. MINIMUM REQUIREMENTS:

- A duly registered events management or tourism destination marketing company or PR company in Spain. 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 Spain 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 Spanish and Ibero-America travel and 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;

### V. SCOPE OF WORK

#### Pre-event:

- Propose and submit to PDOT London a list and profile(s) of relevant Spanish and/or Ibero-America travel trade and media representatives, and other travel and tourism stakeholders to meet during the fair dates;

- Invite and confirm meetings for PDOT London during the fair dates (at the PH booth);
- Assist PDOT London in coordinating with FITUR organizers for the Philippine participation to the travel fair;
- Assist in the execution of a public relations or consumer activation activity in Madrid to coincide with the Philippines' participation in FITUR 2025;
- Invite and confirm Madrid or Spain-based media (print, broadcast, online) representatives (Spanish and/or Filipino media organizations) to cover the event; and

Actual / FITUR fair days:

- Provide a dedicated team to manage the meetings with Spanish and Ibero-America travel trade representatives and media organizations;
- Assist the Philippine travel trade partners by providing two (2) Spanish and English-speaking interpreters during the meetings at the Philippine booth;
- Provide inputs and recommendations during meetings between PDOT London and Spanish and Ibero-America travel trade representatives and media organizations;
- Provide photo documentation of the meetings and activations at the Philippine booth (5 days)
- Invite Spain-based print, broadcast and online media organizations / personalities to cover the Philippines' participation in FITUR and provide media mileage of the coverage

Post-event:

- Provide post-event press or photo releases regarding the Philippines' participation to
- Submit of post-event report (summary of meetings and recommended next steps, list of attendees, event photos, media mileage, and all event-related invoices and supporting documents)


**VI. APPROVED BUDGET OF THE CONTRACT**

- For the abovementioned services to be provided, DOT has allocated a budget of EU5,000.00 (Five Thousand Euros), inclusive of (Spanish) government and other related taxes.
- 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.

**VII. PAYMENT**

Must send billing statement to PDOT London after the conduct of the Listening Tour and submission of all necessary supporting documents to facilitate the payment of the services provided.

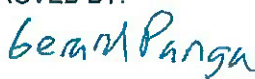
CONTACT PERSON:

Contact Person(s):   
MS. GINA MARIE LIBERTY N. ESMAÑA  
Administrative Officer  
PDOT London

Address: Philippine Department of Tourism London Office  
Philippine Embassy in London  
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APPROVED BY:

  
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