



15 July 2025

REQUEST FOR QUOTATION


The Philippine Department of Tourism - London is inviting qualified Tourism Marketing Company for the Spanish and the Iberoamericana markets for August 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 July 30, 2025 through jing@pdotlondon.co.uk or info@pdotlondon.co.uk.

Thank you and we look forward to receiving your proposals.

Sincerely yours,


DAKLAX F. GONZALES
OIC Tourism Attaché
Philippine Department of Tourism - London

TERMS OF REFERENCE

- I. **PROJECT** : **TOURISM DESTINATION MARKETING COMPANY (TDMC) FOR SPAIN FOR EIGHT (8) MONTHS (2025-2026)**
- II. **DURATION** : **Eight (8) months (from the signing of the contract)**

III. **BACKGROUND:**

Spain is among the country's twelve opportunity markets as provided under the National Tourism Development Plan. Spain is one of the top nine (9) source markets which have fully recovered post COVID-19 pandemic. It has been performing significantly as a source market for tourist arrivals from the European region to the Philippines posing a huge potential to become a major source market for the country given the right and substantive marketing and promotion support.

In terms of growth rate, tourist arrivals from Spain to the Philippines in 2024 is 56,636, a 31.15% growth rate against 2023 with 42,423 arrivals. In May 2025, Spain is up for a good start with 19.38% increase in arrivals against the same year in 2024.

The Philippine Department of Tourism (DOT) will be implementing various activities in Spain to continually promote the Philippines in the Spanish and the Iberoamericana markets, keep the Philippines as a top-of-mind destination for Spanish travelers, and maintain if not increase the overall tourism traffic to the Philippines from the Spanish market.

IV. **OBJECTIVES**

The PDOT needs the services of a TDMC based in Spain specializing in handling tourism-related programs to ensure the smooth implementation of the tourism marketing and promotions activities for the Spanish market.

The objectives guiding the engagement of a TDMC in Spain are as follows:

1. To maintain presence in key media platforms, provide consumers with reasons to keep dreaming about a trip to the Philippines;
2. To foster good working relationship with Spanish travel trade partners
3. To train travel agents as key sales frontliners; increase their knowledge and appreciation of the Philippines' destinations and product offerings
4. To create and implement a multi-media PR program that allows for the Philippine presence in various relevant media platform
5. To create opportunities for PDOT and Philippine private sector partners to conduct business to business meetings, to establish and renew linkages with their industry counterparts, that would catalyze new tourism business and increase tourist arrivals for the Philippines
6. To build business relations with travel trade partners and professionals in Spain.
7. To generate marketing and promotions leads that the department can support to further meet its goals in the marketplace; and
8. To create awareness about the Philippines and position the country as the preferred travel destination option for the Spanish travelers.

V. **DOCUMENTARY REQUIREMENTS**

The TDMC based in Spain who will participate in the bidding process must have the following eligibility requirements:

- A. Company Brief with Required Qualifications
- B. Business Registration in Spain (or similar document)
- C. Latest Tax Clearance

- D. Curriculum Vitae of marketing director and support staff
- E. Signed Terms of Reference (per page)

All documents should be in English or have English translations/equivalent.

VI. QUALIFICATIONS

The TDMC for the Spanish market must have the following qualifications:

- A. Must be a full-service TDMC operating and holding an office in Spain with relevant contacts in the region's tourism industry
- B. Must have extensive work experience in the travel and tourism industry, particularly in tourism and destination management and marketing
- C. Must have experience in working with a diverse set of travel and tourism clients (including national tourism organizations/boards)
- D. Must have experience in handling tourism marketing and promotions projects/activities
- E. Must have a dedicated account manager and support staff to oversee the projects and coordinate with the DOT with respect to the execution and implementation of the projects
- F. Must have an experience in working with a diverse travel and tourism clients (including national tourism offices/boards) from various continents. Experience in serving as TDMC for a National Tourism Organization (NTO), especially with the Philippines or previously having worked with any ASEAN country is an advantage
- G. Must not be a travel agency or similar line of business
- H. Must be willing to provide services on a send-bill arrangement of post-project implementation payment.

VII. SCOPE OF WORK AND DELIVERABLES

1. Project planning and implementation of tourism marketing and promotions projects in Spain, including, but not limited to the following projects/activities:

- a. Participation in FITUR 2026 and other major institutional trade and consumer shows in Spain;
- b. Participation in/organization of travel fairs and B2B and/or B2C events
- c. Familiarization trip for tour operators, media representative, travel influencers
- d. Consumer campaign/events
- e. Joint promotions with travel trade partners
- f. Market research for the development of products and programs
- g. Online travel training, presentations, webinars
- h. Digital marketing activities (website, social media platforms and content/influencer marketing activities)
- i. Monthly e-newsletter for travel trade and consumers
- j. Press releases
- k. Other projects/activities as may be approved by PDOT

The TDMC is expected to handle all phases of the project implementation to include, but not limited to the following:

- Project planning and preparation of campaign/activity schedules
- Coordination with suppliers, and other project partners before, during, and after the events/projects for all logistical and material requirements
- Booking of venues, transportation service, accommodation facilities, and other needs of the PDOT
- Preparation of country presentation material and delivery, as necessary

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Proponent's Signature

- Provision of airport and shipment facilitation as needed
- Invitation of attendees to famtrips, shows, events, keep record of their contacts and follow thru potential leads after the activities
- Accompany famtrip groups and ensure coordination of all requirements, trip documentation and collection of original copies of air tickets and boarding passes and copies of passports with arrival/departure stamps at the Philippines
- Preparation of directory of sellers and directory/profile of buyers, as needed
- Conduct of tourism market briefing for PDOT and travel trade partners
- Scheduling and handling of meetings between DOT and top travel trade and media partners in Spain
- Management of PR requirements, activities, and interviews
- Management and documentation of meetings with travel trade and media during meetings, events, as appropriate
- Ensure presence of dedicated account manager to oversee activities and coordinate with the PDOT for the implementation of deliverables
- Professional photo and video documentation of the projects/events, as needed
- Recommend follow-thru projects and partnerships
- Preparation of comprehensive post-event/project reports – document results, engagement, media mileage, details of contacts, and event photos and videos – and follow up leads
- Preparation of comprehensive post-event/project reports – document results, engagement, media mileage, details of contacts, and event photos and videos – and follow up leads
- Coordination with concerned Philippine embassies/consulates as may be necessary
- Other tasks as the project/activities may require
- Submission of the following documents for project expenses in coordination with PDOT:
 - *Abstract of quotations from at least three (3) eligible companies*
 - *Contract/order confirmation signed by the service provider*
 - *Invoices for contracted suppliers*
 - *Official receipts/paid invoice/original expense receipts, boarding passes, tickets, etc.*
 - *Samples of materials produced (2 pieces each)*
 - *Passenger list and trip ticket for hired transportation service*
 - *Distribution list for promotional materials*
 - *Photo documentation of distribution of materials and meal hosting*
 - *Guest list for co-exhibitor/staff meals*
 - *Certificate of delivery and acceptance for goods/services delivered*
 - *Project terminal report to be accepted/acknowledge by PDOT*
 - *Other documents as may be required*

2. Public Relations and management of website and social media platforms

- Issue regular press releases on various Philippine topics, conduct story pitches, find and follow-up on opportunities to continued and sustained mass media exposure for the Philippines in Spain
- Suggest creative ways to maximize the Philippines' partnerships with the media partners (e.g. print, online, social media, etc.), as a way of increasing consumer interest for the brand
- Creation and maintenance of Philippine mailing list
- Curated social media post and integration (Facebook and Instagram); and
- Identify additional potential partnerships and campaign opportunities, subject to approval, including budget and media values to be gained

3. Generation and submission of regular reports:

- Monthly report on status and accomplishments of each project

- Comprehensive post-event/project report detailing total accomplishments per project and returns on investments made
- PDOT-required matrix on international tourism updates
- Monthly news clippings about the Philippines as well as summary list showing media reach and media values
- Other reports as may be required

4. Others

Advance payment of the suppliers in their respective areas of jurisdiction related to the implementation of the project/s especially those that need urgent payment such as, but not limited to booking/reservation fees, service-related fees, goods, and other expense crucial to the successful implementation of the projects. All payments that were advanced shall be subject to reimbursement by the PDOT pending submission of all required supporting documents. Total payments that can be advanced by the Marketing Representative company shall not exceed the total amount of One Million Pesos (Php1,000,000) or its foreign currency equivalent.

VIII. REPORTS AND SCHEDULE

Charges for retainer's fees shall be billed to DOT Head Office and shall be supported by the following:

- Monthly reports to the Head office, through PDOT London, following a format prescribed by the head office to include:
 - Market development and marketing work, including market research and competitive market analysis
 - Latest Spanish market profile, travel industry update, destination update and recommendations
 - PR and social media posting summary (include links to the posts)
 - Events reports, photo documentation, screen grab of ads, actual copies of magazines/features and other supporting documents
- Post-event comprehensive report (for travel and consumer shows, roadshow, fam trips, campaign, special events, etc.
- Conduct monthly meetings via online platforms together with the DOT Head Office and PDOT London office
- Other reports as necessary

IX. BUDGET ALLOCATION

Total Budget allocation for eight (8) months: EUR 46,800 inclusive of taxes or its Philippine Peso equivalent

Charges for monthly fees shall be paid upon submission of monthly report with complete supporting documents project funds release/payment for projects will be based on the terms agreed according to normal business practice in Spain accompanied supporting documents

The winning quotation shall be determined by PDOT based on the compliance with and responsiveness to the Terms of Reference and most advantageous financial package cost, provided that the bid amount does not exceed the approved budget for the contract (ABC).

X. TIMEFRAME

The contract timeframe is for a period of eight (8) months from receipt of the Notice of Award and Notice to Proceed (NTP)

Reports must be submitted within 30 days from the completion of each project.

XI. CRITERIA FOR EVALUATION

The Department shall determine the Highest Rated and Responsive Proposal based on the following criteria:

- Compliance with TOR deliverables/completeness of the proposal
- Experience and capability of the consultant
 - a. Years of experience as Tourism Destination Marketing Company (TDMC) or Market Representative Company (MR)
 - b. Type of activities organized to promote a destination and/or brand from 2022 to present
- Plan of Approach and Methodology:
 - Market Development Strategy and Action Plan proposal
- Quality personnel to be assigned
 - Account manager work experience
 - Support staff to be assigned

*Submit all documents to support staff experience and certification on the company's experience as TDMC


XII. CONTACT PERSON

Foreign Tourism Officer : Gina Marie Liberty Esmana
 Address : Department of Tourism London Office
 Contact Number : +44 7944947737
 Email Address : jing@pdotlondon.co.uk; info@pdotlondon.co.uk

Submitted by:

Noted by:


GINA MARIE L. ESMAÑA
 Administrative Officer
 PDOT London


DAKILA F. GONZALES
 Tourism Attaché, PDOT-Frankfurt and
 OIC-Tourism Attaché, PDOT-London

SIGNED BY PROPONENT:

Signature : _____
 Name : _____
 Company : _____
 Designation : _____