



03 April 2025

REQUEST FOR QUOTATION

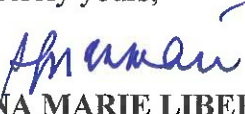
The Philippine Department of Tourism - London is inviting qualified Events Management Company/ Tourism Marketing Company re PDOT's conduct of the Joint Promotion -Product Presentation and Consumer Activation in Italy on May 4 to June 30, 2025 in Rome and Milan, Italy.

Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before April 10, 2025 through jing@pdotlondon.co.uk or info@pdotlondon.co.uk.

Thank you and we look forward to receiving your proposals.

Sincerely yours,


GINA MARIE LIBERTY ESMAÑA
Administrative Officer
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 Philippine Product Presentations and Tram Wrap Projects in Italy (Rome and Milan) to maintain if not further enhance the Philippines' presence in the market.

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 conduct of the Philippine Product Presentations and Tram Wrap Projects in Italy (Rome and Milan) in May 2025.

III. OBJECTIVES:

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

- Create wide scale travel awareness to sustain a high interest for the Philippines among the Italian outbound travelers;
- Intensify the country's presence in the market through a high impact visibility in two of the major cities and sources of outbound traffic in Italy, leading to a sustained momentum of arrivals and growth rate figures from Italy from 2024 to 2025;
- Provide updates on destinations to travel trade partners that they can include in their Philippine Program;
- Create a simultaneous buzz in the market through creative features of Philippine destinations and recall for the "Love The Philippines" campaign.

IV. 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;

V. SCOPE OF WORK

Pre-event:

- Propose and submit to PDOT the list of invitees (Tour Operators)
- Coordinate/facilitate the requirements for services needed for the said events
- Coordinate/ liaise with suppliers especially in ensuring that the services/ goods are delivered in time for the event

Actual

- Provide 1 interpreter/reception staff during each of the 2 events.
- Provide/facilitate media/ PR mileage for the 2 events
- Ensure/ oversee the overall implementation of the 2 events

Post-Event

- Prepare and submit terminal reports for the 2 events

VI. APPROVED BUDGET OF THE CONTRACT

- For the abovementioned services to be provided, DOT has allocated a budget of EU6,500 (Six Thousand Five Hundred Euros), inclusive of all travel expenses of the EMC's staff and interpreter (hotels, transpo, meals, honorarium) 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 said events and submission Terminal Reports and all necessary supporting documents to facilitate the payment of the services provided.

Prepared by:



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PDOT London

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