



REQUEST FOR QUOTATION

August 24, 2021

Dear Industry Partners,

The Philippines Department of Tourism — London is inviting qualified companies to send proposals for the Israel PR and Market Strategy Service for the months of September 1, 2021 to February 28, 2022, period of six (6) months. Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents (by email) on or before **August 30, 2021** to:

MR. GERARD O. PANGA

Tourism Attaché

Philippine Department of Tourism London

gerry@itsmorefuninthephilippines.co.uk

Supporting documents:

1. Proposal (Please indicate all the deliverables as stated in the Terms of Reference)
2. Company brief with required qualifications
3. Business Registration
4. Latest Tax Clearance
5. CV of Marketing Director and dedicated staff
6. Latest Israel Travel Market Profile

Should you have any questions, please do not hesitate to contact through telephone number 0207 3210668 or via e-mail addresses gerry@itsmorefuninthephilippines.co.uk, copying kat@itsmorefuninthephilippines.co.uk, jaconcel@tourism.gov.ph, and/or eutecsonjr@tourism.gov.ph.

Thank you and we look forward to receiving your proposals.

Sincerely,

GERARD O. PANGA

Tourism Attaché

Philippine Department of Tourism – London

TERMS OF REFERENCE

I. PROJECT : ISRAEL PR AND MARKET STRATEGY SERVICE

II. DURATION : September 1, 2021 – February 28, 2022

III. QUALIFICATIONS

The PR and Strategy Service company for Israel must have the following qualifications:

- A. A company capable of doing both market development and PR functions including market intelligence and competitor analysis;
- B. A company holding an office in Israel where the TDM intends to bid. Must be able to assign dedicated staff who can communicate in English and the language of the Country Market;
- C. With extensive work experience (minimum 5 years) in the travel and tourism industry particularly in destination management and marketing. Experience as a market representative for an NTO other than the Philippines is an advantage;
- D. Must be a member of an international/local tourism association/organization;
- E. Must not be a Travel Agency or similar line of business;
- F. Manpower complement/support:
 - 1. Marketing Director:
 - a. Bachelor's degree/college graduate. Master's degree is an advantage;
 - b. Must be of good character and reputation;
 - c. Citizen or permanent resident or a legal immigrant of Israel and must have resided in the said country for a minimum of 3 years prior to his/her hiring;
 - d. Proficient in written and spoken English and Hebrew;
 - e. Must have knowledge on the Philippines; having visited the Philippines' destinations is an advantage; and
 - f. Other qualifications: Must be a respectable practitioner with a good track record and a strong working relationship with other NTOs, travel trade, media, and other tourism partners. Work experience in the travel trade industry or in an NTO other than the Philippines is an advantage.
 - 2. Dedicated staff
 - a. Bachelor's degree/college graduate; master's degree is an advantage;
 - b. Must be of good character and reputation;
 - c. Citizen or permanent resident or a legal immigrant of Israel and must have resided in Israel for a minimum of 3 years prior to his/her hiring;
 - d. Proficient in English and Hebrew; and
 - e. Must have knowledge on the Philippines.

IV. SCOPE OF WORK

- A. Proposed Market Development Strategy and Action Plan for the Philippines for September 1, 2021 to February 28, 2022 to include:
1. Trade development activities;
 2. Consumer activation activities;
 3. Market research and intelligence;
 - a. Gather significant and current data on post-COVID-19 market behavior and travel trends to help in decision making; and
 - b. Report tourism trends in the market as well as economic trends that may affect the travel industry;
 4. Measurement of Return on Investment (ROI) on all activities conducted/engaged in the said country market;
 - a. Setting of targets for the ROI measurement system identified; and
 - b. Analysis of effectiveness of activities implemented;
 5. Other activities, aside from those already mentioned above that would be effective for Israel in raising awareness on the Philippines;
 6. Other activities that may be prescribed by the Department.
- B. Market Representation to include representing the Department in activities related to image enhancement and tourism development, and in other activities organized by the Philippine foreign post.

V. DELIVERABLES

- A. Market development strategy and action plan to include annual market development plan, financial plan, media plan, and possible contingency plans
1. Product and Market Development Activities and Trade Development Activities to include undertaking the organization of the following:
 - a. Participation in the ongoing Virtual (March to October 2021), and in the Physical International Mediterranean Tourism Market (IMTM) 2021 fair on October 26 to 27, 2021 in Tel Aviv, Israel (deliverables and tasks must cover until the next contract with the PR and market strategy service);
Event Deliverables:
 - Coordinate with ORTRA LTD., regarding IMTM 2021's plans and programs including implementation dates, Israel's current travel restrictions, event rules and regulations, etc;
 - Coordinate with ORTRA LTD., and other suppliers regarding the booth space, booth design, technical set-up, and over-all arrangement for the Philippine booth at the TLV Convention Center;
 - Provide transportation, at least 2 vans, to be used by the participants and organizers in moving from the hotel to the venue for the duration of the event;
 - Provide stand supplies for the booth including Filipino snacks like dried mangoes and cornick (sufficient for 2 days) and decoration to attract the trade visitors and consumers;
 - Provide two (2) Hebrew speaking stand assistants, knowledgeable of the Philippines, to assist in manning the Philippine Booth;
 - Provide lunch/snack meals at the Philippine booth for the duration of the fair for the participants and organizers (est. 15-20 pax);

- Translation, re-lay outing, and printing out of promotional materials provided by DOT Branding Office, including Philippine Map (est. 2,000 pcs) and regional destination brochures (est. 10,000-15,000 pcs.);
 - Facilitate the production of It's More Fun in the Philippines giveaways such as business card holders, tote bags, and USBs (est. 500-1,000 pcs). Design to be approved by PDOT London and DOT Branding;
 - Facilitate booking of accommodation for the performers (approx. 5-7 pax)
 - Invite Israeli media to visit the Philippines booth;
 - Manage PR requirements, activities, and interviews;
 - Manage and document meetings with travel trade and media as appropriate;
 - Conduct online briefing for the virtual IMTM participants and coordinate important announcements to the participants and set meetings with the DOT team and prospect partners outside the virtual IMTM platform;
 - Facilitate the launching of the Mediterranean campaign (Hebrew) in the IMTM 2021 Philippine Booth;
 - Creation of database from the virtual and physical IMTM event, as well as the submission of the IMTM 2021 terminal report and associated photo documentations within 5 days after the event. ;
 - Preparation of comprehensive post-event reports, follow up on contacts, document results and media mileage, collate contacts, and photos and videos;
 - 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
 - Invoice
 - Official Receipts / Paid Invoice
 - 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 PH Happy Hour Cocktail / Food
 - Guest List for co-exhibitor/staff meals
 - Certificate of Delivery and Acceptance for goods/services delivered
 - Terminal Report to be submitted by Israel PR and accepted/acknowledge by PDOT
 - Other documents as may be required
- b. Facilitate and conduct the Philippine Night/Business-to-Business (B2B) Meetings in connection with the IMTM 2021 event, invite 10-20 buyers/Filipino tour operators for both virtual/physical events;
- Event Deliverables:**
- Invite 10-20 buyers for both virtual/physical events;
 - Secure a location and finalize the dates for the Philippine Night/B2B Event;
 - Create the B2B matching schedule for the Philippines and Israeli trade partners
 - Facilitate the set-up of the venue including the technical aspects;
 - Provide decoration in the venue in line with the It's More Fun In The

- Philippines theme; and
 - Provision of 5-10 VIP gifts (Philippine-sourced) for the VIPS including the PH Ambassador to Israel, Israel Tourism Minister, and other high-profile officials
 - Submission of the following documents for project expenses in coordination with PDOT:
 - Abstract of Canvass from Quotations from at least three (3) companies
 - Contract/Order Confirmation signed by the service provider
 - Invoice
 - Official Receipts / Paid Invoice
 - Photo Documentation of distribution of materials and PH Happy Hour Cocktail / Food
 - Guest List for the event
 - Certificate of Delivery and Acceptance for goods/services delivered
 - Other documents as may be required
 - c. Conduct tactical and joint-promotional activities with the private sector;
 - d. Conduct sales calls, destination presentations, and front-liner/sales team workshops;
 - e. Update database for all Israeli tourism trade partners including various market segments and niche markets; and
 - f. Assist the trade partners in their participation to DOT events;
2. Consumer Activation Activities to include undertaking the organization of the following:
- a. Update, manage, and maintain the Israeli market website;
 - b. Creation and sending of monthly e-newsletters to the tourism organizations and travel agencies in the Israeli market;
 - c. Media Plan with data on mileage and three (3) press releases per month of DOT videos and promotional materials which features attractive destinations in the Philippines;
 - d. Translation of English promotional materials, media documents and digital advertisements from, but not limited to, the DOT Branding Team;
 - e. Coordination for the procurement of promotional materials for events and projects, printing brochures, and production of giveaways;
 - f. Co-branding and advertising opportunities;
 - g. Social Media Strategy and engagement of social media influencers; and
 - h. Online campaign and digital advertisements.
3. Market Research and Intelligence
- a. Weekly report on significant and current data to include up-to-date market intelligence and trade contacts; and
 - b. Weekly report on current tourism trends as well as economic trends that may affect the travel industry in general as well as travel patterns and decisions to travel.
4. Reports (format to be prescribed by the Head Office) to include:
- a. Project Reports including the complete breakdown of expenses for the trade activities;
 - b. Identified Return on Investment (ROI) measurement system for activities conducted from September 2021 to February 2022;
 - c. Targets and accomplishments for activities conducted/engaged during the

- said period;
- d. Analysis of effectiveness of activities conducted/engaged during the said period;
- e. Identification of new activities aside from those already mentioned above, recommendations of market segments for the development of the Israel Market;
- f. COVID-19 updates and market intelligence; and
- g. Other activities that may be prescribed by the Department.

Note: Deliverables are subject to change but should not exceed budget allocations

VI. BUDGET ALLOCATION AND TIMEFRAME

A. Budget estimate amounting to **PHP 2,823,477 or EUR 45,539.95**

Exchange rate: 1 EUR = 62 PHP as of August 24, 2021

B. Payment Procedure

Charges for professional fee shall be billed directly to Philippine Department of Tourism – London

C. Timeframe

The contract duration is for a period of six (6) months

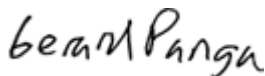
The winning proponent shall be determined by the Department of Tourism based on the compliance with and responsiveness to the Terms of Reference and most advantageous Financial Package Cost provided that the bid amount does not exceed the approved budget for the contract (ABC).

VII. DOCUMENTARY REQUIREMENTS

1. Proposal (Please indicate all the deliverables as stated in the Terms of Reference)
2. Company brief with required qualifications
3. Business Registration
4. Latest Tax Clearance
5. CV of Marketing Director and dedicated staff
6. Latest Israel Travel Market Profile

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

Prepared by:



GERARD O. PANGA

Tourism Attaché

Philippine Department of Tourism-London

Conforme:

Signature: _____

Name: _____

Company Designation _____

Name of Company: _____

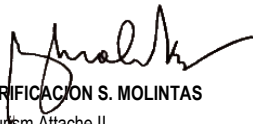
International Mediterranean Tourism Market (IMTM) 2021 (Israel PR and Market Strategy Service)				
Physical Fair rescheduled to October 26 to 27, 2021				
PARTICULARS	AMOUNT IN USD	AMOUNT IN EUR	AMOUNT IN PHP	REMARKS
Event Handling				
Booth				
Hebrew-speaking stand assistants	556.80	449.03	27,840.00	Based on 2020 IMTM Liquidation Report NIS 1,920 * 0.29 = USD 556.80
Stand supplies (for decorations)		85.65	5,310.00	PHP 885 * 6 units
Meals at the booth	796.05	641.98	39,802.50	Based on 2020 IMTM Liquidation Report NIS 2,745 * 0.29 = USD 796.05
Printing of brochures	1,640.00	1,322.58	82,000.00	Based on Quotation from Yossifon PR
Booth Giveaways (Business Card Holders, Filipino Snacks, and VIP Gifts)		4,629.03	287,000.00	Based on Quotation from Nicatto Events and Marketing Dynamics
Philippine Reception				
Dinner meeting package including technical equipment	8,453.95	6,817.70	422,697.50	Based on 2020 IMTM Liquidation Report GBP 6,503.04 * 1.30 = USD 8,453.95
Transportation hire	4,676.25	3,771.17	233,812.50	Based on 2020 IMTM Liquidation Report NIS 16,125 * 0.29 = USD 4,676.25
Entertainers				
Accommodation	1,740.29	1,403.46	87,014.50	Based on 2020 IMTM Liquidation Report NIS 6,001 * 0.29 = USD 1,740.29
Israel PR and Market Strategy Service				
Professional Fee				
PHP 819,000/quarter * 2 quarters		26,419.35	1,638,000.00	
TOTAL PHP			2,823,477.00	
TOTAL EUR			45,539.95	

Note: Subject to changes but shall exceed the total budget.

Prepared by:



JAMILLE FRANCINE A. CONCEL
Tourism Operations Officer II
Office of Product and Market Development



PURIFICACION S. MOLINTAS
Tourism Attache II
Office of Product and Market Development

NOTES

* 1 NIS = 0.29 USD

* 1 GBP = 1.30 USD

* 1 USD = 50 PHP

* 1 USD = 0.84 EUR

* 1 EUR = 62 PHP as of August 18, 2021