

## **TERMS OF REFERENCE**

**I. PROJECT : ISRAEL PR AND MARKET STRATEGY SERVICE COMPANY FOR TRADE, MEDIA, AND BUSINESS NETWORKS**

**II. DURATION : January 15, 2021 – March 15, 2021**

**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 the local language(s);
    - 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 January 15, 2021 to March 15, 2021 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. Prepare for the participation in the Virtual International Mediterranean Tourism Market 2021 on March, 2021 in Tel Aviv, Israel including assistance for the Business-to-Business Meetings;
    - b. Conduct tactical and joint-promotional activities with the private sector;
    - c. Conduct sales calls, destination presentations, and front-liner/sales team workshops;
    - d. Update database for all Israeli tourism trade partners including various market segments and niche markets; and
    - e. Assist the trade partners in their participation to DOT events.
  - 2. Consumer Activation Activities to include undertaking the organization of the following:
    - a. Creation and maintenance of a website for the Israeli market, creation and sending of monthly e-newsletters to the tourism organizations and travel agencies in the Israeli market;
    - b. 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
    - c. Translation of English promotional materials
    - d. Coordination for the procurement of promotional materials for events and projects
    - e. Co-branding and advertising opportunities
    - f. Social Media Strategy and engagement of social media influencers; and
    - g. 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. Identified Return on Investment (ROI) measurement system for activities conducted from January to March;
    - b. Targets and accomplishments for activities conducted/engaged during the said period;

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

**VI. BUDGET ALLOCATION AND TIMEFRAME**

- A. Budget estimate amounting to PHP 876,330.00 or USD 16,380  
*Exchange rate: 1 USD = 53.50 PHP*
- 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 three (3) months

The winning proponent shall be determined by the Department of Tourism based on the most acceptable proposal and most advantageous financial package cost, provided that the bid amount does not exceed the above total budget.

**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 Panga*

**GERARD O. PANGA**

Tourism Attaché

Philippine Department of Tourism-London

Conforme:

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Company Designation \_\_\_\_\_

Name of Company: \_\_\_\_\_