

## TERMS OF REFERENCE

**I. PROJECT**                      **TOURISM DESTINATION MARKETING (TDM) COMPANY FOR SPAIN (and Portugal)**

**II. DURATION**                    **Nine (9) Months (June 15, 2021 to March 15, 2022)**

### **III. QUALIFICATIONS**

The TDM company for the above country markets 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 the Country Market where the TDM intends to bid; Existence of permanent sub-office in other prominent cities is advantage. 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 the Country Market
    - d. and must have resided in the said country for a minimum of 3 years prior to his/her hiring;
    - e. Proficient in written and spoken English and the local language(s);
    - f. Must have knowledge on the Philippines; having visited the Philippines' destinations is an advantage; and
    - g. 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 the Country Market and must have resided in it for a minimum of 3 years prior to his/her hiring;
    - d. Proficient in English and language of the Country Market; and
    - e. Must have knowledge on the Philippines
- G. Must have the capability to organize and handle virtual versions of the marketing and promotions activities given the current challenges due to COVID-19 pandemic.

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#### **IV. SCOPE OF WORK**

- A. Proposed Market Development Strategy and Action Plan for the Philippines for the duration of the contract to include, but may not be limited to:
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
    - c. Conduct market studies on tourism and development of destinations.
    - d. Make recommendations on other tourism matters including tourism investment.
  4. Measurement of Return on Investment (ROI) on all activities conducted/engaged in the said country market
    - a. Identification of system of ROI measurement for all activities
    - b. Setting of targets for the ROI measurement system identified; and
    - c. Analysis of effectiveness of activities implemented market given the current challenges due to COVID-19 pandemic.
  5. Other activities, aside from those already mentioned above that would be effective for the Country Market 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. The TDM is expected to prepare and implement an integrated market development strategy and action plan to include annual market development plan, financial plan, media plan, and possible contingency plans.
- B. Organization and implementation of Product and Market Development Activities and Trade Development Activities to include, but not limited to the following:
1. Philippine tourism seminars such as workshops on new developments and on investment opportunities, Philippine specialist programs, on-line/web-based workshops.
  2. Sales/business mission(s)/road show(s)/product presentation(s) in the country market to include destination workshops to enhance and offer in-depth knowledge of destinations as a tool for effective selling.
  3. Travel trade fair(s) participation and travel exhibitions that would provide increased exposure of the Philippines in the market including other travel trade-related events like one-on-one business meetings/travel exchange with travel stakeholders.
  4. Travel trade familiarization trip(s) that showcase new and established destinations

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that are ready and could provide the travel experience suited for cash market.

5. Sales calls/presentations to tour operators, travel agencies (and front liners), general travel trade, corporates, and other travel industry partners for the production of more tour packages to the country or to generate more sale of tour packages and/or increase market knowledge and equip sales people with in-depth know-how of the destinations.
  6. Joint-promotional activities with private sector in the form of sales campaigns, destination presentations, frontliner/sales team workshops, consumer activities, etc.
  7. Alternative/virtual versions of the abovementioned activities given the current challenges due to COVID-19 pandemic
  8. Monthly travel trade e-newsletter and special issues, when needed
  9. Update and submission of database for all travel trade and media partners; and
  10. Assistance to the trade partners in their participation to DOT events.
- C. Organization, implementation or attendance of Consumer Activation Activities to include, but not limited to the following:
1. Consumer fair(s) and other similar exhibits at participant or visitor
  2. Consumer activation activities like in-store promotions and mall promotions, cross-promo activities or joint promo activities with consumer products directly or indirectly related to travel.
  3. Innovative branding, co-branding and advertising activities/campaigns
  4. Media familiarization trip(s) for photographers/writers/bloggers/vloggers as well as special media tie-ups with consumer magazines.
  5. Integrated digital marketing campaigns/activities to include content promotion on online/social media channels, influencer campaigns, online advertising, etc.
  6. Media Plan with data on mileage and press releases distributed in the country market per month.
  7. Proposed alternative/virtual versions of the abovementioned activities given the current challenges due to COVID-19 pandemic.
  8. Management/update/maintenance of PDOT's online platforms and social media accounts
  9. Monthly consumer e-newsletter and special issues, when needed
  10. Media plan and press releases (minimum 3 per month)
  11. Translation and production of English promotional materials, training modules, digital content
  12. Production of branded merchandise and other promotional materials
  13. Maintenance of Press Office to include compilation of articles on the Philippines and media reach and values, among others
- D. Market Research and Intelligence
1. Weekly reports to include:
    - a. COVID-19 Updates
    - b. Significant and current data to include up-to-date market intelligence and trade contacts; and

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- c. Current tourism news and trends as well as economic trends that may affect the travel industry in general as well as travel patterns and decisions to travel.

2. Monthly report to include:

- a. Targets and accomplishments for activities conducted during the said period;
- b. Product and Market Development and Travel Trade Development and Support activities implemented during the period (Section on Deliverables)
- c. Consumer Activation activities implemented during the period (refer to Section on Deliverables)
- d. Data on tour operators selling the Philippines or plan to sell the Philippines
- e. Data on Philippine packages/products being sold or for release in the market
- f. Analysis of effectiveness of activities conducted/engaged during the said period;
- g. Identification of new activities aside from those already mentioned above, recommendations of market segments for the development of the Market;
- h. COVID-19 updates and market intelligence;
- i. Identified Return on Investment (ROI) measurement system for activities conducted during the contract period;
- j. Identification of new activities aside from those already mentioned above, development of new market segments that would be effective in raising awareness on the Philippines for the country market
- k. Other activities that may be prescribed by the Department

E. Administrative

1. Submission of reports and invoices as necessary
2. Submission of required quarterly and annual official accomplishment forms
3. Submission of project reports and supporting documents, original receipts/invoices and others for projects which involve purchase of materials or services (detailed list to be provided).

## VI. BUDGET ALLOCATION AND TIMEFRAME

A. Budget Allocation

Total budget allocation for nine (9) months EURO 43,200

Professional/Retainer fee EUR4,800/month x 9 months = EUR43,200, inclusive of taxes

B. Payment procedure

Charges for professional fee shall be billed directly to the Department of Tourism-London Office. Invoices to be supported by detailed monthly accomplishment report.

C. Timeframe

The contract duration is for a period of **nine (9) months** subject to mid-term review and evaluation.

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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.

**D. 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. Proof of Latest Tax Payment or equivalent document
5. CV of Marketing Director and dedicated staff
6. Latest Country Market Profile – with section on impacts of COVID-19 Pandemic and market outlook
7. Brief showing capability and plans to implement alternative / virtual versions of the marketing and promotions activities

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

Prepared by:



**GERARD O. PANGA**  
Tourism Attache  
Philippine Department of Tourism-London

Conforme:

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

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

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

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