

## **TERMS OF REFERENCE**

**I. PROJECT :** TOURISM DESTINATION MARKETING COMPANY FOR THE NETHERLANDS

**II. DURATION :** December 16, 2022 to February 28, 2023

### **III. BACKGROUND:**

The Philippine Department of Tourism (DOT) is implementing various activities in the Netherlands catering to travel trade and consumers, to continually promote the Philippines and keep the destination as top-of-mind in the Dutch market. These activities also provide an opportunity to update and educate the Dutch market about the Philippines' continued thrust for sustainability, new destinations and product offerings. Therefore, the DOT is looking for a Tourism Destination Marketing (TDM) Company who can assist in increasing the Philippines' presence in the market.

### **IV. ELIGIBILITY REQUIREMENTS:**

The TDM Company based in the Netherlands who will participate in the bidding process must have the following eligibility requirements:

- A. Legal Documents: Authenticated Certificate of Registration or License to engage in business or its equivalent issued by the relevant Dutch Authority endorsed by the Consulate in the Netherlands
- B. Technical Documents: Statement of the bidder of all its ongoing and completed contracts, statement of the consultant specifying its nationality and confirming their eligibility as professionals submitted together with the corresponding CV/s and company organizational structure

### **V. QUALIFICATIONS:**

The TDM Company for the Dutch market must have the following qualifications:

- A. Full service Destination Marketing and Public Relations agency operating in the Netherlands, with relevant contacts in the media and travel industry and able to facilitate the requirements and deliverables as stipulated above
- B. With extensive work experience (minimum 5 years) in the travel and tourism industry particularly in tourism and destination management and marketing.
- C. Experience in working with a diversity of travel and tourism clients (including national tourism offices/boards) from various continents. Experience in serving as Market Representative for a National Tourism Organization (NTO) is an advantage.
- D. Dedicated Account Manager and Account Director to oversee the projects and coordinate with the DOT with respect to the execution and implementation of the projects
- E. Presentation of similar projects previously undertaken. If not available, please present case studies of projects undertaken in the Netherlands.
- F. Willing to provide services on a send bill arrangement

### **VI. SCOPE OF WORK AND DELIVERABLES**

- A. Market Studies, Market Development Strategy and Action Plan for the Philippines
  - 1. Overview and analysis of the Dutch market
  - 2. Philippine Destination Analysis in relation to the Dutch market
  - 3. Development of marketing and business growth strategy

4. Development of branding and positioning strategy
5. Set goals and targets for the Philippines in the Dutch market in terms of market development and promotions
6. Preparation of marketing/ promotions and market development plan with specific activities and proposed budgetary requirements.
7. Activities to be executed in mass consumer media platforms [outputs to be exclusive properties of Philippine Department of Tourism (DOT)]
  - 7.1 Permanent Philippine press cabinet service and press clipping
    - Detailed communications and media plan
    - Monitoring of significant travel trade news and developments
    - Platform of contacts between various stakeholders of the Philippine tourism industry (including the DOT, members of the Philippine travel trade, resorts, hotels, and other key influential personalities, among others) and various stakeholders in the Dutch travel market, including Dutch travel trade, owners of hotels and other accommodation facilities, investors, media, and other key influential personalities
    - Ensure regular coverage on the Philippines as a travel destination, by generating content on a regular basis, to be distributed to and displayed in various consumer and travel trade media platforms at least once a month, and posted on social media properties
      - This includes travel and news publications, lifestyle publications, websites, blogs, online article features, Facebook, Instagram, Twitter, and other media platforms relevant to the Dutch market
    - Networking and maintaining relationships with key influencers who may be able to generate content for travel to the Philippines. This includes social media influencers (travel bloggers, fashion bloggers, food critics, travel photographers, etc.), and celebrities
    - Crisis communication management as needed
    - Prepare press kits on the Philippines for the Dutch market
  - 7.2 Syndicated press releases
    - Selection of information and preparation of press releases in Dutch language (including key tour operators featuring the Philippines)
    - Mail to targeted media addresses (national and regional newspapers, travel magazines etc.)
    - Evaluation of the results of the releases by collecting the articles published in the Dutch press
  - 7.3 Media interview assistance
    - To stimulate the interest of the journalists for Philippine destinations
    - To organize interviews with key media during trade shows, road shows, sales missions, etc.
8. Consumer promotion activities
  - 8.1 General information service
    - Request for information, brochure sending, advise for travels
    - Central based office of TDM company open to the public for information requests
    - Social media platforms, including regular content generation and updating of information
  - 8.2 Joint Promotions
    - Conduct joint promotion activities with Dutch travel trade, consumer product outlets and producers, credit card companies, airlines, and other possible partners and monitor results
  - 8.3 Advertising campaigns and Activations

- Offer opportunities for the Philippines to be present in significant global significant events which happen in the Netherlands

#### 8.4 Consumer Shows

- Assist in the PDOT's participation in consumer shows

### 9. Trade development activities

#### 9.1 Production assistance

- Organize working sessions with Asia/ Philippine destination managers and sales staff in the Netherlands
- Facilitate cooperation between members of the Dutch travel trade, Philippine destination management companies and the DOT
- Conceptualize and implement incentive schemes to encourage Dutch tour operators/ travel agents to produce and sell more Philippine tour packages
- Conduct familiarization trips for Dutch tour operators/ travel agents and monitor post-trip production
- Provide market insights that will help the Philippine Travel Trade to increase business generation

#### 9.2 Participation in travel trade shows

- Facilitate PDOT's engagement with the Dutch travel trade for the ITB Berlin 2023 on March 7-9, 2023 at the ITB Berlin Convention, in Berlin, Germany:
  - Ensure the attendance of top Dutch tourism industry players for the round table meeting with the Tourism Minister on March 7, 2023
  - Organize meetings with Dutch travel trade and key industry players at the booth
  - Organize Dutch media interviews for the Philippine delegation/VIPs

#### 9.3 Travel Trade Database

- Create and constantly update a database of travel trade players in the Netherlands as well as counterparts in the Philippines

#### 9.4 Newsletters

- Send e-newsletters to targeted key trade people and media

### 10. Market Development Initiatives

#### 10.1 Research and Development

- Provide market research/intelligence, trends analysis, conduct of qualitative studies and surveys that would aid in decision-making and strategy formulation

#### 10.2 Trade Development and Support

- Attendance of/participation in consumer shows, B2B and networking events

#### 10.3 Consumer Activation

- Propose activities to be implemented in the other regions in the Netherlands, based on nuanced consumer insights and travel behavior
- Digital marketing activities and tools --- maintenance/development of social media platforms
- Conduct of consumer promotions activities

### 11. In-Country Market Representation

#### 11.1 Represent the Department in events and meetings in the Netherlands or in other areas as instructed by the Head office

#### 11.2 Undertake policy and lobbying interventions to spur market growth

#### 11.3 Extend support to the DOT in tourism promotions and market development activities

#### 11.4 Maintain harmonious working relationship with the Philippine Embassies and Consulates in the Netherlands

11.5 Support activities to be extended to the DOT in the Netherlands or globally, as needed.

11.6. Make recommendations to the Secretary, through the DOT – Frankfurt Office on all matters relating to tourism development, promotions, and investment within the Netherlands

11.7 Full disclosure of existing clients and scope of work

## **VI. BUDGET ALLOCATION**

Total Budget allocation for December 16, 2022 to February 28, 2023: EURO 3,600 per month or a total of EUR 9,000 inclusive of taxes

Particulars:

December 16 – 31, 2022:	EUR 1,800
January 1 – 31, 2023:	EUR 3,600
February 1 – 28, 2023:	EUR 3,600
Total:	EUR: 9,000

Payment Procedure:

- Charges for retainer's fees and the activities around ITB 2023 shall be billed to the DOT - Frankfurt Office.
- Any additional or supplemental activities that will entail additional cost shall require prior authorization and approval from DOT Frankfurt office, subject to the execution of a written addendum agreement.

## **VII. REPORTS AND SCHEDULE**

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

- Market development and marketing work, including market research and competitive market analysis: on the first month
- Monthly reports to the Head office, through PDOT Frankfurt, following a format prescribed by the head office to include:
  - Market intelligence, travel industry update, destination update and recommendations
  - Statistics on visitor arrivals/tour operator production
  - Event 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, famtrips, campaign, special events, etc.
- Up-to-date market database(s), to include trade contacts but not limited to members of the travel trade, congress organizers, PR and advertising agencies, incentive houses, media contacts, tourism-related organizations, airlines, etc. in the Netherlands
- Monthly tri-media and online media monitoring reports and press clippings
- Monthly telephone and website inquiry reports
- Other reports as necessary

## **VIII. TIMEFRAME**

The contract duration is from December 16, 2022 – February 28, 2023.

December 15, 2022:	Submission of bid proposals, inclusive of comprehensive program and publicity requirements according to these Terms of Reference, and mandatory legal documents
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December 16, 2022:	Selection of the DOT Frankfurt office of the winning Agency assigned to handle all events for the Philippines
January 1 to February 28, 2023:	Preparation for ITB Berlin for the advertising and press activities, setting up of meetings and connecting with stakeholders
February 28, 2023:	End

## IX. CONTACT PERSON

### **Dakila F. Gonzales**

Tourism Attaché

### **Jamille Francine A. Concel**

Foreign Tourism Officer

DOT Frankfurt

(+49)69 20893

jamille@morefunphilippines.de

SIGNED BY PROPONENT:

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

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

Company: \_\_\_\_\_

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

Date: \_\_\_\_\_