

TERMS OF REFERENCE

- I. **PROJECT** : TOURISM DESTINATION MARKETING COMPANY
FOR THE NETHERLANDS FOR 9-MONTHS (2023)
- II. **DURATION** : Nine (9) months subject to midterm review, for possible extension

III. **BACKGROUND:**

The Philippine Department of Tourism (DOT) is implementing various activities in the Netherlands this 2023, catering to travel trade and consumers. The aim is to consistently promote the Philippines and ensure it remains top-of-mind in the Dutch market across its various market segments. 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. In view of this, the DOT is looking for a Tourism Destination Marketing Company (TDMC) who can assist in implementing said activities and increase the Philippines' presence in the market.

IV. **OBJECTIVES**

1. To develop a Public Relations program and campaign for the Dutch market that are needed to generate positive publicity for the Philippines;
2. To support the DOT and the delegation in activities involving the media, travel trade, and consumers; and
3. To assist in implementing activities by the PDOT Frankfurt, including big-ticket travel trade and consumer fairs

V. **DOCUMENTARY REQUIREMENTS:**

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

- A. Legal Documents: Corporate Registration / Business Permit
- B. Technical Documents: Proposal and company brief with organizational structure
- C. Signed Terms of Reference

The winning bid shall be determined based on the proposal with the most advantageous financial packaged cost, provided that the amount of the bid does not exceed the established total budget for the project.

VI. **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 TDMC for a National Tourism Organization (NTO) is an advantage.
- D. Dedicated Account Manager to oversee the projects and coordinate with the DOT with respect to the execution and implementation of the projects
- E. Willing to provide services on an arrangement of post-project implementation payment. The invoice must be addressed to the Department of Tourism Head Office with office address: 351 Sen. Gil Puyat Ave., Makati City, Philippines

V. **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. Identification of Dutch market segments and market sub-segments that will help achieve targets set by DOT and propose joint development activities
6. Competitor check on geographical (ASEAN/Asia) and product portfolio-based competitors
7. Intelligence updates relevant to Philippine targets, market segments and products in various programs/platforms
8. Airline inventory in the Dutch region
9. Preparation of marketing/ promotions and market development plan with specific activities and proposed budgetary requirements

B. Activities to be executed in mass consumer media platforms [outputs to be exclusive properties of Philippine Department of Tourism (DOT)]

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
 - Maintain a video/picture library of the Philippines for the Dutch travel trade and the media
 - 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 at least 2 times a week (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 and celebrities.
 - Crisis communication management as needed
 - Prepare press kits on the Philippines for the Dutch market
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
3. Individual and group media trips
 - Organize group press trips, if DOT budget permits (with national news and travel consumer publications, websites, social media and online influencers, celebrities, and other key personalities relevant to the Dutch market)
 - Organize individual press trips to the Philippines for specific projects
 - Coordinate proposed itinerary with the client
 - Negotiate free/ reduced airline seats/ hotel rooms
 - Select potential influencers to invite (matching targeted consumers)
 - Prepare and mail invitations to influencers
 - Coordinate and follow-up responses, organize press trip departures and lead the group during actual trip
 - Ensure positive and efficient exposure on various mass media platforms following the trip
 - Follow up mailing and questionnaire on press trip
 - Prepare terminal reports and monitor actual results

4. 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.
5. Consumer promotion activities
 - 5.1 General information service
 - Request for information, brochure sending, advise for travels
 - Central based office of TDMC open to the public for information requests
 - Social media platforms, including regular content generation and updating of information
 - 5.2 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
 - 5.3 Advertising campaigns and Activations
 - Launch strategic and/or tactical advertising campaigns using appropriate media
 - Offer opportunities for the Philippines to be present in significant global significant events which happen in the Netherlands
 - 5.4 Consumer Shows
 - Facilitate DOT's participation in consumer shows, if any
6. Trade development activities
 - 6.1 Production assistance
 - Organize working/training 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, if DOT's budget permits
 - Provide market insights that will assist the Philippine Travel Trade in increasing business deals
 - 6.2 Participation in travel trade shows and selling missions
 - Facilitate DOT's participation in travel trade shows, conferences, similar events, if any:
 - Assist in the organization of the opening ceremony/ribbon cutting at the event
 - Organize meetings with travel trade and dive stakeholders at the booth
 - Organize media interviews for the Philippine delegation/VIPs
 - Documentation
 - Assist in the DOT's conduct of selling missions and sales calls
 - 6.3 Travel Trade Database
 - Create and constantly update a database of travel trade players in the Netherlands as well as counterparts in the Philippines
 - 6.4 Newsletters
 - Send e-newsletters to targeted key trade people and media
7. Market Development Initiatives
 - 7.1 Research and Development
 - Conduct of market research/intelligence, trends analysis, conduct of qualitative studies and surveys that would aid in decision-making and strategy formulation
 - Conduct of research and networking trips to the Philippines
 - 7.2 Trade Development and Support
 - Conduct of familiarization tours

- Conduct of roadshows, presentations and sales team/agents trainings, online/digital sales manual and sales kits (includes merchandise support)
- Attendance of/participation in consumer shows, B2B and networking events

7.3 Consumer Activation

- Facilitate DOT's participation in consumer shows and similar events
- Propose activities to be implemented in the other regions in Dutch, based on nuanced consumer insights and travel behavior
- Digital marketing activities and tools --- maintenance/development of social media platforms, SEO, emailers, banners on online booking platforms, website construction and maintenance
- Conduct of consumer promotions activities
- Conduct of media famtrips to include travel journalists, bloggers and production companies

8. In-Country Market Representation

- 8.1 Represent the Department in events and meetings in Dutch or in other areas as instructed by the Head office
- 8.2 Undertake policy and lobbying interventions to spur market growth
- 8.3 Extend support to the DOT in tourism promotions and market development activities
- 8.4 Maintain harmonious working relationship with the Philippine Embassies and Consulates in the Netherlands
- 8.5 Support activities to be extended to the DOT in Dutch or globally, as needed.
- 8.6. Make recommendations to the Secretary, through the DOT – Frankfurt Office on all matters relating to tourism development, promotions, and investment within the Netherlands
- 8.7 Full disclosure of existing clients and scope of work

VI. BUDGET ALLOCATION

Total Budget allocation for 9-months: EUR 3,600 per month or a total of EUR 32,400 inclusive of taxes

Payment scheme will be done in 3 tranches:

	To be invoiced on:	Amount:
First payment	3rd month	EUR 10,800
Second payment	6 th month	EUR 10,800
Final payment	9 th month	EUR 10,800
Total:		EUR: 32,400

Payment Procedure:

- Charges for retainer's fees shall be billed to the DOT Head 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 Head 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
 - PR and Social Media postings summary

- 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.
- Other reports as necessary

VIII. TIMEFRAME

The contract duration is for 9 months:

June 13, 2023:	Submission of bid proposals, inclusive of comprehensive program and publicity requirements according to these Terms of Reference, and mandatory legal documents
June 14, 2023:	Selection of the DOT Frankfurt Office of the winning Agency assigned to handle all events for the Philippines
June 15, 2023:	Start of contract

Reports must be submitted within 30 days from the completion of each project.

IX. CONTACT PERSON

Dakila F. Gonzales

Tourism Attaché

Jamille Francine A. Concel

Foreign Tourism Officer

DOT Frankfurt

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jamille@morefunphilippines.de

SIGNED BY PROPONENT:

Signature : _____
 Name: _____
 Company: _____
 Company Designation: _____
 Date: _____