

TERMS OF REFERENCE

I. PROJECT : **TOURISM DESTINATION MARKETING COMPANY FOR FRANCE**

II. DURATION : **Three (3) months - January to March 2022**

III. ELIGIBILITY REQUIREMENTS:

The Tourism Destination Marketing (TDM) Company based in France who will participate in the bidding process must have the following eligibility requirements:

- A. Legal Documents: Certificate of Registration or License to engage in business or its equivalent issued by relevant authority in France duly authenticated/validated/noted and seen by the Philippine Foreign Service post in France.
- 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
- C. Financial Document: Financial statements including a Statement of Assets and Liabilities or equivalent

*Documents in French should be accompanied by English translations authenticated by the Philippine Foreign Service post in France

IV. QUALIFICATIONS:

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

- A. A company capable of doing both marketing and PR functions including market intelligence and competitor analysis
- B. A company holding an office in Paris, France. Existence of permanent sub-office in other regions in France is an advantage. Must be able to assign dedicated staff who can communicate in the French and English languages.
- 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. 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 France and must have resided in France for a minimum of 5 years prior to his/her hiring.
 - d. Proficient in written and spoken English and French languages.
 - e. Must have knowledge on the Philippines; having visited Philippine destination is an advantage.
 - f. Other qualifications: Must be a respectable practitioner with a good track record and a strong working relationship with other NTO's, travel trade stakeholders, media, and other tourism partners. Work experience in the travel trade industry or 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 France and must have resided in France for a minimum of 5 years prior to his/her hiring.
 - d. Proficient in written and spoken English and French languages.
 - e. Must have knowledge on the Philippines

V. SCOPE OF WORK

A. Proposed Market Development Strategy and Action Plan for the Philippines to include:

- 1. Consumer promotion activities
- 2. Trade development activities
- 3. Media campaign
- 4. Market research and intelligence
 - a. Gather significant and current data to help in decision-making.
 - 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.
 - 5. Measurement of Return on Investment (ROI) on all activities conducted/engaged in France.
 - a. Identification of an ROI measurement system for all activities.
 - b. Setting of targets for the ROI measurement system identified
 - c. Analysis of effectiveness of activities implemented
 - 6. Other activities, aside from those already mentioned above that would be effective for raising awareness on the Philippines in France.
 - 7. Other activities that may be prescribed by the DOT
- B. Market Representation to include representing the DOT in activities related to image enhancement and tourism development, and in other activities organized by the Philippine foreign post.

VI. DELIVERABLES

- A. Market development strategy and action plan to include annual market development plan, financial plan, media plan and possible contingency plans
1. Trade Development Activities to include undertaking:
 - a. Philippine Tourism seminars such as workshops on new developments and on investment opportunities, Philippine specialist programs, online/web-based workshops.
 - b. Sales/business mission(s) / roadshow(s) / product presentation(s) in France to include destination workshops to enhance and offer in-depth knowledge of destinations as a tool for effective selling.
 - c. 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.
 - d. Travel trade familiarization trips that showcase new and established destinations that are ready and could provide the travel experience suited for the market.
 - e. Sales calls / presentations to tour operators, travel agencies (including frontliners), general travel trade, corporates, and other travel industry partners for the production of more tour packages to the country or to generate more sales of tour packages and/or increase market knowledge and equip sales people with in-depth knowledge and appreciation of the destinations.
 - f. Joint promotional activities with private sector on destination presentations, frontliner / sales team workshops, consumer activities, etc.
 2. Consumer Promotion and Activation to include organizing / participating in:
 - a. Consumer Fairs and other similar exhibits that would reach out to consumers and travelers such as diving fairs, wedding fairs, language (English as a Second Language) fairs, and education fairs.
 - b. Consumer activation programs like in-store promotions and mall promotions or joint promo activities with consumer products directly or indirectly related to travel.
 - c. Innovative consumer activities like guerilla campaigns, retail branding, etc.
 - d. Media familiarization trips for traditional and online media platforms
 - e. Media plan with data on mileage and press releases distributed in France per month.
 3. Market Research and Intelligence
 - a. Report on significant and current data to generate useful information to help in decision making to include up-to-date market database and trade contacts
 - b. Report on current tourism and economic trends that may affect travel industry in general, including travel behavior and preferences
 - c. Competitive studies on development of destinations
 - d. Tourism investment opportunity activities to include participating in activities / tie-ups with other government agencies and private sector
 4. Monthly Reports
 - a. Identified Return on Investment (ROI) measurement system for activities conducted/engaged during each month of contract
 - b. Targets and accomplishments for all activities implemented
 - c. Analysis of effectiveness of all activities implemented each month
 - d. Weekly Market Bulletin containing updates on COVID-19 and accomplishments

5. Identification of new activities aside from those already mentioned above, including the development of new market segments that would be effective in raising awareness on the Philippines for the French market
6. Other activities that may be prescribed by the DOT

VII. BUDGET ALLOCATION

A. Budget Allocation

Total budget allocation for 3 months - Euro17,100 inclusive of taxes, retainers fee, overhead expenses and other applicable fees

B. Payment procedure

Compliant with the procedures of the Philippine government

Philippine Department of Tourism shall be billed monthly through their Frankfurt office provided they have submitted a comprehensive monthly report including but not limited to current market updates and trends.

VIII. TIMEFRAME

The contract duration is for a period of three (3) months from January to March 2022.

IX. DEADLINE FOR SUBMISSION OF PROPOSAL

December 28, 2022

Awarding of winning bidder will be issued upon receipt of confirmation from DOT Head Office

X. PROPOSASAL TO BE SUBMITTED TO:

MS. ANABELLE GAYE APOSTOL
Operations Officer
Philippine Department of Tourism-Frankfurt Office
E-mail: info@morefunphilippines.de
anabelle@morefunphilippines.de

Conforme:

(Authorized signature)
(Name and Title of signatory)
(Date)