

## TERMS OF REFERENCE

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

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

### III. **BACKGROUND:**

The Philippine Department of Tourism (DOT) is implementing various activities in France catering to travel trade and consumers, to continually promote the Philippines and keep the destination as top-of-mind in the French market. These activities also provide an opportunity to update and educate the French 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.

The TDM Company's scope and deliverables will focus on the following activities for the duration of 2 and a half months:

1. Provision of Market Studies, Market Development Strategy and Proposed Action Plan for 2023 for the Philippines
2. Preparatory work for travel shows including booking and confirming travel trade appointments for the Philippine Exhibitors
3. Complete support to the DOT and the delegation in activities involving the media, travel trade, and consumers
4. Assistance in implementing activities by the PDOT Frankfurt and the Philippine Embassy in Paris

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

The TDM Company based in France 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 French Authority endorsed by the Consulate in France
- B. Technical Documents: Statement of the bidder of all its ongoing and competed 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 French market must have the following qualifications:

- A. Full service Destination Marketing and Public Relations agency operating in the France, 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 France.
- F. Willing to provide services on a send bill arrangement

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

### **A. Market Studies, Market Development Strategy and Proposed Action Plan for 2023 for the Philippines**

1. Overview and analysis of the French market
2. Philippine Destination Analysis in relation to the French market
3. Recommend marketing and business growth strategy
4. Development of branding and positioning strategy
5. Set goals and targets for the Philippines in the French 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
    - 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 French travel market, including French 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 French 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 French market
  - 7.2 Syndicated press releases on request
    - Selection of information and preparation of press releases in French 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 French press

### 7.3 Media interview assistance on request

- 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 on PDOT request

### 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 French 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 France

### 8.4 Consumer Shows

- Facilitate 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 France
- Facilitate cooperation between members of the French travel trade, Philippine destination management companies and the DOT
- Conceptualize and implement incentive schemes to encourage French tour operators/ travel agents to produce and sell more Philippine tour packages
- Provide market insights that will help the Philippine Travel Trade to increase business generation

### 9.2 Participation in travel trade shows

- Facilitate PDOT's participation in travel trade shows, conferences, similar events, particularly the Salon de la Plongee 2023 on January 6-8, 2023 at the Porte de Versailles in Paris, France:
  - Assist in the organization of the opening ceremony/ ribbon cutting on January 6, 2022 at the Salon de la Plongee
  - Organize meetings with travel trade and dive stakeholders at the booth
  - Documentation
- Facilitate PDOT's engagement with the French travel trade for the ITB Berlin 2023 on March 7-9, 2023 at the ITB Berlin Convention, in Berlin, Germany:
  - Organize meetings with French travel trade and key industry players at the booth

### 9.3 Travel Trade Database

- Create and constantly update a database of travel trade players in France 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 according to opportunities

- Propose activities to be implemented in the other regions in France, 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

#### 11. In-Country Market Representation on PDOT request

11.1 Represent the Department in events and meetings in France 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 France

11.5 Support activities to be extended to the DOT in France 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 France

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 5,600.00 per month or a total of EUR 14,000 inclusive of taxes

Particulars:

December 16 – 31, 2022:	EUR 2,800
January 1 – 31, 2023:	EUR 5,600
February 1 – 28, 2023:	EUR 5,600
Total:	EUR: 14,000

Payment Procedure:

- Charges for retainer's fees and the activities around Salon de la Plongee and 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, on PDOT Frankfurt request only, following a format prescribed by the head office to include:
  - Market intelligence, travel industry update, destination update and recommendations
  - 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 France
- Monthly tri-media and online media monitoring reports and press clippings if any PR activities
- Monthly telephone and website inquiry reports
- Other reports as necessary

## VIII. TIMEFRAME

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

December 12, 2022:	Submission of bid proposals, inclusive of comprehensive program and publicity requirements according to these Terms of Reference, and mandatory legal documents
December 16, 2022:	Selection of the DOT Frankfurt office of the winning Agency assigned to handle all events for the Philippines
December 17, 2023:	Start of publicity generation and preparation for events
January 6-8, 2023:	Philippine's participation at the Salon de la Plongee
January to February 2023:	Preparation for ITB Berlin, setting up of meetings and connecting with stakeholders
February 28, 2023:	End

Reports must be submitted within 15 days from the completion of each project.

## IX. CONTACT PERSON

**Dakila F. Gonzales**

Tourism Attaché

DOT Frankfurt

**Jamille Francine A. Concel**

Foreign Tourism Officer

DOT Frankfurt

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SIGNED BY PROPONENT:



Signature :

Name: \_\_\_\_\_ Blaise Borezée \_\_\_\_\_

Company: \_\_\_\_\_ Interface Tourism \_\_\_\_\_

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

Date: \_\_\_\_\_ 16 December 2022 \_\_\_\_\_