

## TERMS OF REFERENCE

### I. PROJECT TITLE:

Procurement of a Tourism Destination Marketing Company (TDMC) for the Middle East / Gulf Cooperation Council members  
The Department of Tourism, Office of Product and Market Development

### II. BACKGROUND:

The Tourism Act (R.A. 9593) designates the Department of Tourism (DOT) to be the primary planning, programming, coordinating implementing and regulatory government agency in the development and promotion of tourism industry, both domestic and international market. RA 9593 further vest in the DOT the mandate to provide an integrated market development program to attract people to visit the Philippines and enhance the prestige of the country (*Section 5.e. Powers and Functions of the DOT*).

The National Tourism Development Plan identified the Middle East as one of the niche/opportunity-based markets that are emerging markets for the Philippines with high-medium to long-term growth potential that the country can attract with a diversified product portfolio. It is also exhibiting huge population bases that have been categorized as one of the opportunity markets. The Middle East, specifically Saudi Arabia and United Arab Emirates, form part of the New Markets for the Philippines as direct air links exist.

The DOT OPMD has since 2013 obtained the services of a destination marketing company (DMC) to complement existing DOT foreign service offices and to service these other markets identified in the NTDP. The hiring of the services of a marketing coordinator, DMC, warrant our continued presence in the Middle East market at cost efficient terms and addresses limitations of overseas procurement crucial to implementation of overseas projects.

### III. OBJECTIVES

The bidder for the TDMC for ME / GCC member countries must meet the following objectives as Philippine market representative

- To assist the DOT in the development of the markets in the region with the end goal to contribute to the recovery of the markets
- To conduct the projects approved by DOT for the Middle East region.
- To arrest the negative tourist arrivals (2017-2019) from the region and increase the ranking among the Opportunity Markets

### IV. DURATION:

Three (3) months to commence before the end of the CY 2023 and upon receipt of notice to proceed.

### V. QUALIFICATIONS:

The TDM Company for ME / GCC must have the following qualifications:

- A. Capable of being a market representative, of doing both marketing and PR functions, and of conducting market intelligence and competitor analysis for the ME region. Experience as a market representative for the Philippines is an advantage.
- B. With extensive work experience (minimum 5 years) in the travel and tourism industry particularly in the destination management and marketing of an NTO, of a country, or a specific destination in a country.
- C. A duly registered market representative company and/or PR company in the GCC, preferably in the United Arab Emirates (UAE). Must provide proof of business in the said country like business registration, business permit, etc. indicating the location of the office.
- D. An office in the GCC, preferably in the UAE. The existence of another office in any other city in that country or within the region, is an advantage.
- E. Company must be a member of an international/local tourism association/organization. (Attach proof or certificates/certifications)
- F. Must not be a travel agency, tour operator, and/or visa **facilitating** agency.

- G. Must provide the following manpower compliment as TDMC for the Philippines:
1. Executive Director / Marketing Director:
    - a. Master's degree.
    - b. Citizen or permanent resident of a country market in the GCC, and must have resided in the said country for a minimum of 3 years prior to his/her hiring. Must present proof of citizenship or permanent residence (e.g. citizen card, passport).
    - c. Proficient in written and spoken English (Attach a certificate, test result or similar e.g. TOEFL, IELTS, PTE Academic) and the local language(s).
    - d. Must have knowledge on the Philippines. Having visited any of the Philippine destinations is an advantage.
  2. Support Team Member for Philippines
    - a. Bachelor's degree/college graduate; master's degree is an advantage.
    - b. Citizen or permanent resident of a country market in the GCC, and must have resided in the said country for a minimum of 3 years prior to his/her hiring. Must present proof of citizenship or permanent residence e.g. citizen card, passport.
    - c. Proficient in written and spoken English (Attach a certificate, test result or similar e.g. TOEFL, IELTS, PTE Academic) and the local language(s).
    - d. Must have knowledge on the Philippines. Having visited the Philippines is an advantage.

## VI. SCOPE OF WORK

The scope of the work of the TDMC includes the following:

- A. Propose a Market Development Strategy and Action Plan for the Philippines which will be evaluated and should include:
  1. Trade development activities – plans and activities targeted for the travel trade
  2. Consumer activation activities
  3. Return on Investment (ROI) and/or Return on Objective (ROO) on all activities conducted / engaged in the said country market, to include:
    - a. Identification of a ROI measurement/formula/system for all activities
    - b. Setting of targets and measurable objectives for activities
    - c. Analysis of effectiveness of activities implemented
  4. Market research and intelligence
    - a. Gather significant and current data including sex disaggregated data to help in decision making.
    - b. Conduct market studies on tourism and development of destinations.
    - c. Make recommendations on other tourism matters including tourism investment.
    - d. Submissions of monthly reports to include:
      - Tourism market trends and analysis as well as recommendations for the DOT
      - Include a Return on Investment (ROI) and/or Return on Objective (ROO) for travel trade and/or consumer activities conducted/engaged during the said month.
      - Information if targets and accomplishments for activities conducted / engaged during the said month were met.
      - Analysis of effectiveness of activities conducted/engaged during the said month
      - Market research and intelligence report that includes competitor analysis and benchmarking.
  4. Propose other activities, aside from those already mentioned above, that would be effective for the Middle East market in raising awareness of travelers on the Philippines and in making sure that interest in maintained.
  5. Facilitate/implement projects by securing proposals/quotations from and advancing payments to suppliers, to be claimed as reimbursement to the DOT, subject to submission of supporting documents (e.g. official receipts, invoices, price quotations from suppliers, etc.)
  6. Conduct other activities that may be prescribed by the DOT.
- B. As a TDMC and market representative of DOT, they may be asked to vett and/or join activities related to image enhancement and tourism development as well as activities organized by the Philippine foreign post in the ME / GCC.

## VII. DELIVERABLES:

Submit a **Market development strategy and action plan for one year**, to include budget / finance plan, a media plan, possible contingency plans and implementation date under the following categories:

- A. Trade Development Activities (indicate if physical, hybrid, or virtual) to include:
1. Conduct of Philippine tourism seminars such as workshops on new developments and on investment opportunities, Philippine specialist programs, on-line/web-based workshops.
  2. Conduct of 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. Participation in travel trade fair(s) 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. Organization of travel trade familiarization trip(s) that showcase new and established destinations that are ready and could provide the travel experience suited for cash market.
  5. Conduct of 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. Organization of joint-promotional activities with private sector on destination presentation, front-liner/sales team workshops, consumer activities, etc.
- B. Consumer Promotion and Activation (indicate if physical, hybrid, or virtual) to include:
1. Participation in consumer fair(s) and other similar exhibits that would reach out to consumers and travelers such as but not limited to diving and water sports fairs, aviation fairs, wellness fairs, wedding fairs, cruise and nautical fairs, language (English as a Second Language) fairs, and education fairs.
  2. Conduct of 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. Conduct of innovative consumer branding.
  4. Organization of media familiarization trip(s) for photographers/ writers/ bloggers/ vloggers as well as special media tie ups with consumer magazines like Vogue, Cosmopolitan, etc.
  5. Proposal of a Media Plan with data on mileage and press releases distributed in the country market per month.
- C. Market Research and Intelligence
1. Report on significant and current data to generate useful information to help in decision making to include up-to-date market data base and trade contacts.
  2. Report on current tourism trends as well as economic trends that may affect travel industry in general as well as travel patterns and decision to travel
  3. Gather and report market studies on tourism and development of destinations
  4. Reporting of tourism investment opportunities
- D. Identification of new or innovative activities or development of new market segments that would be effective in raising awareness on the Philippines for the ME / GCC market.

As part of this procurement activity, the bidder will be asked to submit (aside from the documents required under the section on qualifications) the above **Plan of Approach and Methodology** which should be organized based on the above format.

Note: Planning of activities and implementation of deliverables must take into consideration compliance with safety and health protocols of host countries/regions.

## VIII. PRESENTATION

A maximum of 30 minutes will be given to each bidder for their pitch presentation. A 10-minute question and answer portion with the BAC and the end-user will follow after the presentation.

## IX. BUDGET ALLOCATION

The total budget allocation for a period of three months is **PHP1,566,468.49**. This is inclusive of bank charges and foreign exchange adjustment allocation.

## X. TERMS OF PAYMENT

- Government procedure - charges for professional fee shall be billed directly to the Department of Tourism Head Office.
- Charges related to the project cost that are reimbursable shall be in compliance to approved Work Program and subject to DOT approval before execution.
- Reimbursement of all expenses to be incurred in the implementation of the activities in the approved OPMD Work and Financial Plan must be within the approved budget, and must be in compliance with existing procurement, budgetary, accounting, auditing and other pertinent rules and regulations.

## XI. TIMEFRAME:

The contract duration is for a period of three (3) months.

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**SHORTLISTING RATING SHEET**  
**TOURISM DESTINATION MARKETING COMPANY**  
**Middle East / Gulf Cooperation Council**

<b>Eligibility Check and Shortlisting Criteria and Rating</b>		<b>%</b>	
<b>1</b>	<b>Company Background (41%)</b>		
	Tourism Destination Marketing Company and/or PR Company*	12	
	Active member of an international or local tourism organization (with proof of membership)	8	
	Former Market Rep for an NTO in any ASEAN country	7	
	Former Market Rep for the Philippines	5	
	With an office in the GCC region, preferably in the United Arab Emirates (UAE)	5	
	With another office within the ME / GCC region	4	
<b>2</b>	<b>Years in Existence (20%)</b>		
	10 years and above	20	
	6 to 9 years	10	
	5 years	5	
<b>3</b>	<b>Educational Background of Personnel (17%)</b>		
	Marketing Director has master's degree	7	
	Support team member has Bachelor's degree	5	
	English Proficiency certificate, test result or similar (e.g. TOEFL, IELTS, PTE Academic) for both Marketing Director and Support Team Member was attached	5	
<b>4</b>	<b>Experience of both personnel in the Team (Executive / Marketing Director; and Support) in the Philippine Travel Industry (17%)</b>		
	Marketing Director has implemented at least two projects (TDMC-related work) in the Philippines (e.g. fam trips, B2Bs, attendance to travel fairs and travel exhibitions)	10	
	Support team member has implemented at least one project and/or TDMC-related work in the Philippines (e.g. fam trips, B2Bs, attendance to travel fairs and travel exhibitions)	7	
<b>5</b>	<b>Current Workload Relative to Capacity (5%)</b>		
	No ongoing projects	4	
	1 - 3 projects	5	
	Above 4 projects	2	

\*not a visa-facilitating agency

Note: Passing Rate: 70%

**RATING SHEET FOR TECHNICAL PROPOSAL  
TOURISM DESTINATION MARKETING COMPANY  
Middle East / Gulf Cooperation Council**

	<b>Criteria and Rating</b>	<b>%</b>	
<b>1</b>	<b>Experience and Capability of the Consultant</b>		
	<b>a) Years of experience as tourism destination marketing company (TDMC) or market representative company (MR) (15%)</b>		
	- 10 years and above as TDMC or MR	15	
	- 6 – 9 years as TDMC or MR	10	
	- 5 years as TDMC or MR	5	
	<b>b) Type of activities organized to promote a destination and/or brand from 2018 to present (30%)</b>		
	- At least 5 trade development activities such as workshops, sales missions/ product presentations, trade fairs and travel exhibitions, trade, familiarization trips, and/or joint promotional activities	10	
	- At least 5 consumer promotion and activation activities such as consumer fairs, in-store/mall promotions, media familiarization trips, travel influencers fam trip, and/or creation of media plans / conduct of media placements	10	
	- At least 5 market research or market intelligence reports generated	10	
<b>2</b>	<b>Plan of Approach and Methodology (40%)</b>		
	An Overall Market Development Strategy and Action Plan was presented		
	- Trade Development Activities were presented.	10	
	- Consumer Promotion and Activation Activities were presented	10	
	- Market Research and Intelligence Activities were presented	10	
	- At least 1 Innovative Activity or new market segment was presented	10	
<b>3</b>	<b>Quality of Personnel to be Assigned (15%)</b>		
	- Executive / Marketing Director to be assigned has experience implementing at least two projects for a National Tourism Organization (NTO).	5	
	- Executive / Marketing Director to be assigned has experience implementing at least one project for a Philippine tourism organization.	5	
	- Support personnel to be assigned has at least one prior experience working as a PR and/or Marketing Officer for a tourism destination, hotel, airport, airline, theme park, tourism entertainment product, or related tourism products	5	

**NOTES:**

- 1) If DOT (Philippines) is indicated as NTO in Criteria number 3, first category (NTO section), it cannot be indicated in Criteria 3, second category (Philippine tourism organization). If DOT is named is indicated in both categories, points shall only be added to the score in the NTO section.
- 2) Accumulated score, points are earned if they have done any or all of the following.
- 3) Passing Rate: 70%
- 4) TDMC & MR are used interchangeably.