

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION:

Procurement of a Tourism Destination Marketing Company (TDMC) for Thailand
Department of Tourism, Office of Market Development (OMD)

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*). Product and Market portfolio identified in NTDP 2023-2028 recognizes Southeast Asia, specifically identified as Vietnam, Thailand, Malaysia, Singapore and Indonesia as source markets for development.

The DOT OMD has since 2009 obtained the services of a tourism destination marketing company (TDMC) as Market Representatives to complement existing DOT Foreign Offices and to service these other markets identified in the NTDP. Thailand currently ranks at 20th place in inbound tourism as of April 1, 2025, and 7th place among MDD Opportunity Markets. Our continued presence in the Thai market for the implementation of overseas projects warrant the hiring of the services of a market-based coordinator/representative.

ASEAN arrivals contributes to a higher average of per capita/day spending making it equally lucrative to European arrivals and an important short haul destination. ASEAN countries have likewise recognized the value of interregional travel and distinctively prioritized these countries in their marketing strategies. The DOT seeks to engage the services of a TDMC for seven (7) months for the recovery of arrivals from this region.

III. OBJECTIVES:

The objectives of hiring the TDMC aims to:

1. Provide assistance to DOT in the development of the market with the end goal of contributing to the recovery of the market to pre-COVID status;
2. Provide assistance in the successful implementation of market development projects for Thailand and enable the evaluation and monitoring of projects within the prescribed period (7 months);
3. Support the DOT mandate to attract foreign visitors seeking the “Filipino Brand” of experience with the end goal of enhancing the prestige of the Philippines in the world and increasing the production of Philippine packages from the time of engagement for the target tourist segments.

IV. DURATION:

The duration of the requirement is for a period of seven (7) months.

V. ELIGIBILITY REQUIREMENTS:

1. A duly registered PR or market representative/representation company in Thailand and must have a physical office in the said country market
2. Must have a minimum of 5 years' experience in the travel and tourism industry particularly in destination marketing, PR, or marketing
3. No existing contract representing other ASEAN countries particularly an ASEAN National Tourism Organization (NTO)
4. Must be a member of an international or local tourism association or organization in Thailand (with proof)
5. Must not be a travel agency, tour operator, or a visa facility agency

VI. MINIMUM REQUIREMENT FOR MARKET TEAM/SUPPORT

1. Executive Director/Marketing Director:
 - Bachelor's degree, preferably in Tourism, Business Marketing, Communications, Mathematics, or Economics
 - Citizen or permanent resident or a legal immigrant of Thailand and must have resided in the said country for a minimum of 5 years' prior his/her hiring
 - Proficient in the spoken English language (attach a certificate test result from TOEFL, IELTS, PTE, or similar exam/test)
 - Must have knowledge on Philippine destinations, having handled projects in the Philippines (with proof) is an advantage
 - Must have work experience with the Thai travel trade industry
 - Must have minimum 5 years' experience in marketing tourism accounts (hotels, airlines, theme parks, tourism entertainment products, or related tourism enterprises)
2. Support Team Member:
 - Bachelor's degree/college graduate
 - Citizen or permanent resident or a legal immigrant of Thailand and must have resided in the said country for a minimum of 3 years prior to his/her hiring
 - Must be able to communicate in English and the major language of Thailand
 - Must have knowledge on Philippine destinations, having handled projects in the Philippines (with proof) is an advantage
 - Must have minimum 2 years' experience in marketing tourism accounts (hotels, airlines, theme parks, tourism entertainment products, or related tourism enterprises)

VII. SCOPE OF WORK

1. Propose a seven (7) month Market Development Strategy and Action Plan for the Philippines within the contract duration period and a full year (12 months) Market Development Strategy and Action Plan for Year 2026 to include: trade development activities, consumer promotion activities, and other activities deemed to improve inbound travel to the country
2. Implement marketing projects for Thailand and provide corresponding reports for the given period
3. Provide monthly market research and intelligence report that includes competitor analysis and benchmarking
4. Prepare press releases and disseminate to relevant media contacts
5. Provide updated list of buyers and media contacts and others as may be requested by the DOT Head Office

6. Operate an office to entertain physical and virtual queries regarding travel to the Philippines, including queries of agents
7. Conduct sales calls on travel agencies, wholesalers, and corporate accounts in media on behalf of the DOT Head Office and report possible partnerships or leads
8. Monitor and evaluate projects implemented with a corresponding prescribed investment return metrics agreed upon with the DOT Head Office
9. Implement other activities that may be prescribed by the DOT Head Office

VIII. DELIVERABLES

1. Development of a seven (7) month Market Development Strategy and Action Plan covering the contract duration period to include a market development plan and financial plan
2. Implementation of travel trade development activities to include but not limited to:
 - a. Sales calls and presentations to tour operators, travel agents (wholesalers and retailers), corporate accounts and other industry partners to generate tour packages and to increase market knowledge
 - b. Business matching activities with appropriate business platforms (online or physical platforms)
 - c. Travel trade familiarization trip(s) that showcase new and established destinations suited for the Thai market
 - d. Seminars deemed to improve tourist arrivals
 - e. Joint-promotional activities with tourism entities
3. Implementation of consumer promotion and activation to include organizing/ managing and participating in any:
 - a. Social media activations and participation of tour wholesalers and agents
 - b. Media familiarization trip(s) that showcase new and established destinations that could provide the travel experience suited for the Thai market
4. Provision of market research and intelligence data/report:
 - a. Report on significant and current data to generate useful information to help in decision making to include up-to-date market database
 - b. Report on tourism trends including sex-disaggregated data in the market and economic trends that may affect the travel industry
 - c. Report on the market's outbound travel data, including top travel destinations, travel preferences, expenditure, demographics and psychographics
 - d. Report on competitor news (such as but not limited to tourism promotion efforts and budget of ASEAN countries) and emerging inbound and outbound tourism developments
 - e. Identify technology enabled marketing tools, if any
 - f. Develop and continuously update a master list of contacts in the industry
5. Submission of monthly reports (format to be prescribed by the DOT Head Office) to include:
 - a. Market intelligence report
 - b. Analysis of effectiveness of activities conducted or engaged in during the said month with report on returns of investment/returns of objectives
 - c. Monitored media releases
 - d. Updated contact list of buyers (travel trade, establishments, tourism associations, and others as may be requested by the DOT Head Office)
 - e. Physical report of office operations and number of queries (walk-ins, telephone, online messaging applications, etc.)
6. Submission of terminal or accomplishment report for marketing projects
7. Submission of other significant reports that may be prescribed by the DOT Head Office
8. Development of a full year Market Development Strategy and Action Plan for Year 2026 to be submitted by October 1, 2026

IX. BUDGET ALLOCATION

Budget Allocation: PHP3,468,850.00 to cover the professional fees and monthly operational costs (inclusive of applicable taxes and bank charges) to be charged against the 2025 Office of Market Development GAA.

X. TERMS OF PAYMENT AND REIMBURSEMENT

1. Payment of the professional fee and monthly operational cost shall be made on a monthly basis billed to the DOT Head Office subject to submission of the deliverables and end-user satisfactory performance of service rendered certification.
2. Reimbursement of all expenses related to project execution must be within the approved budget and Work and Financial Plan, subject to the approval of the Director of the Office of Market Development prior to execution, and must be in compliance with existing Philippine budgetary, accounting, auditing and other pertinent rules and regulations.

XI. TIMEFRAME

The contract timeframe is for a period of seven (7) months from receipt of the Notice to Proceed (NTP).

XII. CONTACT PERSON

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