



27 January 2021

## REQUEST FOR QUOTATION

The Philippine Department of Tourism- Sydney (PDOT) requires the services of an Interior Designer to design, manage the implementation of the design, provide materials, and oversee installation of the Philippine Tourist Destination Display at the Philippine Centre/ Philippine Consulate reception area.

Interested parties are invited to send their quotes by 30 January 2021 to

[norjdelosreyes@morefuninthephilippines.com.au](mailto:norjdelosreyes@morefuninthephilippines.com.au)

cc. [ely@morefuninthephilippines.com.au](mailto:ely@morefuninthephilippines.com.au)

PDOT reserves the right to accept the quote that it finds the most beneficial to the office. Request for clarifications may also be sent by email to the same addressees mentioned above.

Thank you.

Sincerely,

*Norjain G. Delos Reyes*  
**Norjain G. Delos Reyes**

Tourism Attaché

Philippine Department of Tourism- Sydney



## TERMS OF REFERENCE

### **PROCUREMENT OF SERVICES OF AN INTERIOR DESIGNER TO DESIGN, MANAGE THE IMPLEMENTATION OF THE DESIGN, PROVIDE MATERIALS, AND OVERSEE INSTALLATION OF THE PHILIPPINE TOURIST DESTINATION DISPLAY CENTRE AT THE PHILIPPINE CENTRE/ PHILIPPINE CONSULATE RECEPTION AREA**

#### **I. Introduction and Background**

This activity is a project under the Philippine Department of Tourism ANZ 's objective to support the One-Country Team approach and to encourage Filipino-Australians to travel to the Philippines as soon as the international border restrictions are lifted. Studies show that the Visiting Friends and Relatives (VFR) market will be one of the first market segments who will travel to the Philippines first. <sup>1</sup>

One of the strategies to encourage Filipino-Australians to travel to the Philippines is to promote **emotional affinity and brand humanization** through the display of photographs that will entice them to plan their visit as soon as they are allowed to.

This consumer activation focuses on **Filipino-Australians-** i.e., those born in the Philippines who have acquired Australian citizenship by conferment and those born in Australia with Filipino Ancestry.

In partnership with the Office of the Philippine Consulate General in Sydney, PDOT will install Philippine Tourist Destination Display Centre at the Philippine Centre/ Philippine Consulate General reception area. This the best location to showcase Philippine destinations as it is located at the heart of the city and has heavy daily foot traffic. This office is also frequented by Filipinos, Australians, and Filipino-Australians who have official transactions in the Consulate making it a perfect site to host this type of activation.

To increase more awareness of the country's top destinations, digital images of various Philippine destinations will be placed on the Consulate's exterior glass panels. The lobby will be designed with a tropical ambiance, including digital signage for videos, and a display area with brochures and maps of the Philippine destinations. Various images of Philippine tourist destinations will also be displayed on the walls of the Consulate office. Images for the decal will include photos taken by famous Australian social media influencers and stock photos provided by DOT branding.

#### **II. Objectives**

- To promote the Philippines as a tourist destination through a series of photographs to be displayed at the Philippine Centre/ Philippine Consulate reception area
- To stay front of mind with the Filipino VFR market in Australia providing inspiration to travel and reconnect with relatives in the Philippines
- To increase awareness of the Philippines as a holiday destination among the Filipino VFR market in Australia
- To encourage future travel to the Philippines among Filipino-Australians through emotional affinity
- To benefit from the strategic location of the Philippine Consulate in Sydney to showcase Philippine destination images

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<sup>1</sup> <https://www.agents-connect.com/news/4-future-travel-scenarios-post-covid-19/>



### III. Scope and Coverage

The Philippine Department of Tourism Sydney Office's primary objective for this initiative, is to advertise and continuously promote the Philippines as an ideal travel and holiday destination for the Filipino VFR Market in Australians. By organising an exhibit of carefully curated photographs of select Philippine destinations, Filipino-Australians who visit the Philippine Consulate to conduct business can be reminded of the beautiful experiences and sceneries that the Philippines has to offer.

### IV. Deliverables

- To create an intricately designed display centre at the Philippine Centre/ Philippine Consulate General reception area which will showcase carefully curated photographs of Philippine travel destinations
- Provide materials and oversee their installation
- Provide the manpower, resources, logistics, materials, and other supplies necessary to set up the display centre
- To provide technical support in operating the technological aspect of the display centre

### IV. Supplier Qualifications

A recognised Interior Designer in particularly experienced in setting up a promotional display centre.

### V. Terms of delivery/ schedule of payment

Upon signing of Contract and issuance of invoice	15% of total project cost as Mobilization fee
Upon submission of design, approval of design by PDOT Sydney and issuance of invoice	75% of total project
Retention fee (to be paid upon completion of the project and issuance of invoice)	10% of total project cost

### V. Project Duration

The duration of this project must not exceed 21 days from the signing of Service Contract and must adhere to the project deliverables.

### VI. Project Cost

AUD 13,000 including GST.

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