

Republic of the Philippines
Philippine Department of Tourism- Sydney

REQUEST FOR PROPOSAL (RFP)

Date: February 11, 2020

The Philippine Department of Tourism in Sydney (DOT Sydney), is authorized to undertake procurement activities in accordance with prescribed procurement guidelines for overseas offices.

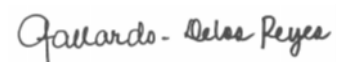
Nine (9) full pages of feature/editorial/article with destination photos showcasing various Philippine holiday destinations in General Leisure Travel Magazine for the New Zealand Consumers will be procured to create and develop travel articles about the latest holidays and tourism trends in the Philippines for the Philippine Department of Tourism-Sydney Office. The implementation of this project will assist and enhance promotional campaigns and initiatives. The details of the procurement are indicated below:

Magazine Details	Description	Approved Budget in Australian Dollars
General Leisure Travel Magazine for the New Zealand Consumers with at least total average circulation of 5,000 per month and at least 5 years in circulation	Nine (9) full pages of feature/editorial/article with destination photos showcasing various Philippine holiday destinations in a General Leisure Travel Magazine for the New Zealand Consumers	AUD 11,000.00 plus GST

Eligible companies are invited to submit their signed proposals with financial offer/quotes not later than **February 19, 2020**, subject to the Terms and Conditions provided in the attached Terms of Reference (TOR).

Proposals/costs may be submitted by email to info@morefuninthephilippines.com.au . Requests for any clarification may also be sent to this email.

DOT Sydney reserves the right to reject any/all offers, as well as accept any offer it may consider as most advantageous to the Government of the Republic of the Philippines.



Norjamin Delos Reyes
Tourism Attaché, Philippine Department of Tourism

TERMS OF REFERENCE

PROCUREMENT OF NINE (9) FULL PAGES OF FEATURE/EDITORIAL/ARTICLE WITH DESTINATION PHOTOS SHOWCASING VARIOUS PHILIPPINE HOLIDAY DESTINATIONS IN A GENERAL LEISURE TRAVEL MAGAZINE FOR THE NEW ZEALAND CONSUMERS

I. OBJECTIVES

- To advertise the Philippines as a tourist destination in a trusted medium where New Zealand consumers are engaged
- To consistently promote the Philippines throughout the year with advertisements and related content to make the Philippines a top of mind destination for the New Zealand market
- To gain positive media mileage through a high-profile print and media publication.

II. DELIVERABLES

- Nine (9) full pages of feature/editorial/article with destination photos showcasing various Philippine holiday destinations in a General Leisure Travel Magazine for the New Zealand Consumers. The months of publication must be approved by Philippine Department of Tourism in Sydney
- All information included in the article must have the accurate travel information and destination details regarding the Philippines.
- The editorial and feature stories must be approved by Philippine Department of Tourism, Sydney-Office before release.
- All information and details included in the magazine release must be appropriate for demographic readers and **MUST NOT** contain any irrelevant or controversial topics that will create a negative impression on the Philippines

III. SUPPLIER QUALIFICATIONS

General Leisure Travel Magazine for the New Zealand Consumers with at least total average circulation of 5,000 per month and at least 5 years in circulation

IV. PROJECT DURATION

The duration of this initiative is operational for calendar year 2020 and must adhere to the project deliverables.

V. PROJECT COST

AUD 11,000.00 plus GST

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