

**Republic of the Philippines**  
**Philippine Department of Tourism- Sydney**

**REQUEST FOR PROPOSAL (RFP)**

Date: \_\_\_\_\_

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

**Ten (10) full pages of feature/editorial/article with destination photos showcasing various Philippine holiday destinations in a Travel News Magazine for the New Zealand Travel Trade** will be procured to create and develop travel news articles about the latest trends and news about holidays and tourism 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:

<b>Magazine Details</b>	<b>Description</b>	<b>Approved Budget in Australian Dollars</b>
Travel News Magazine for the New Zealand Travel Trade with at least total average circulation of 5,000 per month and at least 5 years in circulation	Ten (10) full pages of feature/editorial/article with destination photos showcasing various Philippine holiday destinations in a Travel News Magazine for the New Zealand Travel Trade	AUD 11,000.00 plus GST

Eligible companies are invited to submit their signed proposals with financial offer/quotes not later than January 27, 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](mailto: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 TEN (10) FULL PAGES OF FEATURE/EDITORIAL/ARTICLE WITH DESTINATION PHOTOS SHOWCASING VARIOUS PHILIPPINE HOLIDAY DESTINATIONS IN A TRAVEL NEWS MAGAZINE FOR THE NEW ZEALAND TRAVEL TRADE**

#### **I. OBJECTIVES**

- To advertise the Philippines as a tourist destination in a trusted medium where New Zealand travel trade 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**

- Ten (10) full pages of feature/editorial/article with destination photos showcasing various Philippine holiday destinations in a Travel News Magazine for the New Zealand Travel Trade. 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**

- Travel News Magazine for the New Zealand Travel Trade 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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