

15 December 2020

## REQUEST FOR PROPOSAL

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

The services of a Sydney-based travel trade portal will be procured to develop and produce a unique virtual event with a predominant focus on engaging travel agents in the New Zealand market. The event will be a bespoke virtual roadshow for the Philippine Department of Tourism ANZ Office. The implementation of this project will assist and enhance promotional campaigns and initiatives. The details of the procurement are indicated below:

Event Details	Description	Approved Budget in Australian Dollars
Webinar plus virtual Business to Business event for New Zealand Travel Trade will be developed and produced to ensure that the Philippines will stay front of mind. The virtual event will be providing an opportunity for up to 10 Philippines suppliers to connect with this market, sharing up to date news and resources, and create business connections	Procurement of services to: a. Create and manage a Webinar plus virtual Business to Business event for New Zealand Travel Trade  b. Deliver at least three (3) articles about the Philippines with relevant information on the latest trends and news regarding Philippine travel and tourist destinations, included in the editorial as part of the promotion to be posted on the travel trade portal	\$25,000 plus GST

Attached for your guidance is the detailed Terms of Reference.

Please submit your quotes on or before 21 December 2020 to:

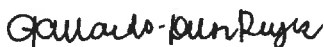
[noridelosreyes@morefuninthephilippines.com.au](mailto:noridelosreyes@morefuninthephilippines.com.au)

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. Requests for clarifications may also be sent by email to the same addresses mentioned above.

Thank you.

Sincerely,



NORJAMIN G. DELOS REYES

Tourism Attaché

Philippine Department of Tourism - Sydney

## TERMS OF REFERENCE

### PROCUREMENT OF SERVICES FOR THE DEVELOPMENT AND DELIVERY OF A WEBINAR SERIES AND BUSINESS TO BUSINESS EVENT FOR NEW ZEALAND TRAVEL AGENTS

#### I. OBJECTIVES

- To promote the Philippines as a tourist destination in a trusted medium where New Zealand travel trade are engaged
- To stay front of mind with agents in New Zealand and Australia, providing inspiration and an opportunity for Philippines suppliers to connect with this market, sharing up to date news and resources.
- To consistently promote the Philippines through promotional 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. 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 towards the New Zealand travel trade. Through the delivery of a virtual B2B event and webinar series, Philippine tourism suppliers can directly connect and communicate with New Zealand travel agents and wholesalers. In addition, tapping a recognised travel and tourism media company within Australia and New Zealand with the capability to promote the Philippines through their various media platforms will substantially enhance the popularity of the Philippines as an ideal travel destination and increase engagement with the NZ travel agents.

#### III. DELIVERABLES

- a. Create and Manage a Webinar plus virtual Business to Business event for New Zealand Travel Trade for 2 days, 2 hours per day
  - Program to be approved by the PDOT Sydney
  - Concept and theming
  - Presentation updates on major tourist destinations: Boracay, Palawan, Cebu, Bohol
  - Technical support; pre-recording of presentations when necessary
  - Post webinar content to be shared to participants
  - Registration portal (by invitation only)
- b. To deliver at least three (3) articles about the Philippines with relevant information on the latest trends and news regarding Philippine travel and tourist destinations, included in the editorial as part of the promotion
  - The editorial and feature stories must be approved by Philippine Department of Tourism, Sydney-Office before release.
  - All information and details included in the 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
  - Ownership of promotional materials to be turned over to the Philippine Tourism ANZ after the event

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#### **IV. SUPPLIER QUALIFICATIONS**

A recognised travel trade media company by the Australia and New Zealand travel industry with print and online platforms. The travel trade media company must have a website where the travel agent community can access the latest travel deals and offers, travel news and updates.

The Travel Trade Media company must have previous experience in the promotion of the Philippines as a travel destination.

#### **V. PROJECT DURATION**

The duration of this initiative is operational for calendar year 2020-2021 and must adhere to the project deliverables.

#### **VI. PROJECT COST**

AUD 25,000 plus GST

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