

TECHNICAL SPECIFICATIONS
CALL FOR PROPOSALS: JOINT PROMOTIONAL CAMPAIGN IN NEW ZEALAND

I. BIDDER

A qualified travel agency, tour operator, or marketing entity with established presence in the New Zealand market, capable of conceptualizing and implementing integrated promotional campaigns, developing and selling Philippine travel packages, and leveraging retail and/or digital distribution channels to effectively promote the Philippines as a tourism destination and drive measurable bookings

II. PROJECT TITLE

Joint Promotional Campaign for the Philippines in New Zealand

III. PROJECT BACKGROUND

In support of the “Love the Philippines” branding campaign, the Philippine Department of Tourism – Sydney Office (PDOT-Sydney) intends to strengthen the country’s presence in the New Zealand market through strategic joint promotional campaigns.

New Zealand is a high-value source market with strong demand for tropical and adventure destinations. As of 30 November 2025, tourist arrivals from New Zealand recorded a 70.45% growth rate, indicating strong recovery and growth potential.

However, the Philippines continues to face limited visibility across retail travel networks and digital booking platforms in New Zealand. To address this, PDOT-Sydney seeks to engage qualified proponents to conceptualize and implement campaigns that will increase destination awareness, improve product accessibility, and drive conversions into actual travel.

IV. OBJECTIVES

The project aims to:

- Increase visibility of the Philippines in New Zealand retail and digital travel channels
- Enhance destination preference among Kiwi travelers
- Generate measurable leads and conversions into actual bookings
- Contribute to increased visitor arrivals to the Philippines in 2026

V. APPROVED BUDGET

- Total Budget: Up to PHP 3,000,000.00
- Fund Source: Office of Market Development
- Allocation: Up to PHP 1,000,000.00 per selected proponent, with a ceiling of NZD 25,000.00 per proponent

Payments in New Zealand Dollars (NZD) shall be converted based on the prevailing exchange rate at the time of payment, provided that it shall not exceed the ceiling of NZD 25,000.00.

All amounts shall be inclusive of applicable taxes, including GST.

No adjustment or escalation in contract price shall be allowed due to fluctuations in foreign exchange rates.

VI. PROJECT DURATION

- Implementation Period: Within April to June 2026

VII. SCOPE OF WORK / TECHNICAL SPECIFICATIONS

The proponent shall provide a comprehensive promotional campaign package, including but not limited to:

A. Campaign Development and Strategy

- Conceptualization of an integrated marketing campaign for the New Zealand market
- Development of campaign messaging aligned with the “Love the Philippines” brand
- Identification of target segments and travel periods

B. Product Development and Integration

- Development and promotion of curated, bookable Philippine travel packages
- Integration of Philippine products into retail and/or digital sales platforms
- Creation of dedicated landing pages or campaign microsites (if applicable)

C. Marketing and Promotion

- Execution of multi-channel promotions, which may include:
 - Retail storefront promotions
 - Website features and digital placements
 - Email marketing campaigns
 - Online and social media promotions
- Distribution of promotional materials and sales tools

D. Trade Engagement

- Engagement of travel agents, consultants, and sales channels
- Provision of product knowledge support and marketing materials
- Participation in sales activations or training (if applicable)

VIII. DELIVERABLES

The proponent shall submit and accomplish the following:

- Detailed campaign proposal and implementation plan
- Campaign creatives and co-branded materials
- Bookable Philippine travel packages
- Digital assets (landing pages, ads, email content, etc.)
- Midterm and final accomplishment reports, including:
 - Campaign reach and impressions

- Engagement metrics
- Leads generated and/or bookings (if applicable)
- Performance analysis and recommendations

IX. MINIMUM ELIGIBILITY REQUIREMENTS

Interested proponents must:

- Be a legally registered entity with operations in New Zealand or access to the New Zealand travel market
- Have experience in travel marketing, destination promotion, or tourism campaigns
- Demonstrate access to retail, digital, or distribution platforms relevant to travel sales
- Submit a company profile and portfolio of similar projects

X. TECHNICAL PROPOSAL REQUIREMENTS

Proponents must submit the following:

- Campaign concept and strategy
- Target market and distribution approach
- Proposed marketing channels and activities
- Implementation timeline (aligned with January–June 2026)
- Key performance indicators (KPIs)
- Organizational capacity and relevant experience

XI. FINANCIAL PROPOSAL REQUIREMENTS

- Detailed cost breakdown aligned with proposed activities
- Financial proposals shall be submitted in New Zealand Dollars (NZD)
- The total proposed amount must not exceed NZD 25,000.00
- Proponents shall ensure that their proposal is within the equivalent of PHP 1,000,000.00 budget ceiling
- All costs must be inclusive of applicable taxes, including GST
- Proposed payment terms

Proponents are deemed to have fully considered exchange rate risks in their financial proposals.

XII. EVALUATION CRITERIA

Proposals shall be evaluated based on:

- Relevance and quality of campaign concept
- Reach and effectiveness of distribution channels
- Experience and track record of proponent
- Feasibility and implementation plan
- Cost efficiency and value for money

XIII. NUMBER OF AWARDS

PDOT-Sydney intends to engage up to three (3) qualified proponents, subject to evaluation results and approval.

Each selected proponent may be awarded a contract with a maximum amount of PHP 1,000,000.00, payable in PHP or NZD 25,000.00, inclusive of GST.

No additional claims or adjustments shall be entertained due to currency fluctuations.

XIV. TERMS AND CONDITIONS

- All campaign materials must comply with DOT branding guidelines
- PDOT-Sydney reserves the right to approve all deliverables prior to release
- The proponent shall submit periodic reports as required
- Any revisions requested by PDOT-Sydney must be accommodated within the contract

XV. APPROVAL

This TOR shall serve as the basis for the procurement and selection of qualified proponents for the implementation of the joint promotional campaign in New Zealand.

PREPARED BY:



CASSANDRA STA. MARIA- CAMONGGOL

Officer-IN-Charge

PDOT-Sydney

cassie@tourismphilippines.com.au