

## TERMS OF REFERENCE

### Japan Market Integrated Digital Platform with Product-Based Microsites

The **Philippine Department of Tourism (DOT)** is in need of the services of a **PR and Digital Marketing Agency** for the production and implementation of a **Japan Market Integrated Digital Platform with Product-Based Microsites**, intended to strengthen the Philippines' digital presence in the Japanese tourism market. The platform shall be designed to enhance the Department's digital marketing, public relations, and data-driven decision-making capabilities specific to Japan, and shall be fully aligned with the **Love the Philippines** branding campaign.

#### I. OBJECTIVES

The project aims to:

1. Enhance the Philippines' digital presence and brand positioning in the Japanese tourism market
2. Provide targeted and product-specific information across priority tourism segments
3. Improve response to tourism inquiries through AI-enabled solutions
4. Strengthen DOT's capacity for data-driven and insight-based marketing strategies

#### II. PROJECT DURATION

January to June 2026

#### III. SCOPE OF WORK

The contracted PR and Digital Marketing Agency shall undertake the following:

##### A. Digital Platform and Microsite Development

1. Rebranding of the DOT Japan Website to align content, visuals, and messaging with the Love the Philippines Branding Campaign and ensure cultural relevance and usability for Japanese audiences
2. Development of an Integrated Digital Platform with five (5) product-based microsites:
  - Diving and Marine Sports Tourism
  - Cruise Tourism
  - Cultural Tourism
  - Medical and Wellness Tourism
  - Education Tourism
3. Each microsite shall feature:
  - Japanese language localization by native or professional translators
  - Culturally adapted content and visual design

- SEO strategies tailored to Japanese search engines and keywords
- Compliance with Japanese web accessibility and data privacy standards

#### **B. Content Development and Industry Coordination**

1. Development of comprehensive editorial content for each tourism product
2. Coordination with Philippine tourism suppliers, tour operators, and relevant stakeholders
3. Establishment of a system to check and reference available package tours in the Japanese market, including appropriate external links where applicable

#### **C. AI-Powered Tourism Inquiry and Data Analytics System**

1. AI Tourism Inquiry Response System
  - Design and deployment of an AI-powered system capable of responding to tourism-related inquiries about the Philippines in Japanese
  - Integration with the DOT Japan website and microsites
  - Ability to address frequently asked questions, travel planning information, and product-specific inquiries
  - Escalation mechanism for complex or sensitive inquiries requiring human response
2. AI-Driven Data Analysis and Marketing Insights
  - Collection and analysis of user data, inquiry trends, content engagement, and conversion behavior
  - Generation of actionable insights to support strategic marketing decisions for the Japanese market
  - Regular analytics reports identifying:
    - High-performing tourism products
    - User behavior patterns

#### **D. Image and Digital Asset Production**

1. Submission of a minimum of twenty (20) photographs per destination and per priority tourism product, including Diving and Marine Sports Tourism, Cruise Tourism, Culinary Tourism, Cultural Tourism, Medical and Wellness Tourism, and Education Tourism, subject to the following:
  - Images must be free from copyright restrictions
  - Usable by third parties such as media and travel agents
  - Delivered as:
    - Raw data files
    - JPEG format (1–2 MB per image)

#### **IV. REQUIRED QUALIFICATIONS OF THE AGENCY**

The Agency must demonstrate:

1. Proven experience in Japan-market PR and digital marketing
2. Experience working with government agencies or international tourism organizations
3. Capacity to manage large-scale, multi-component projects within fixed timelines

#### **V. BUDGET**

Budget for this project is **JPY 39,300,000** (inclusive of professional fees, content development, AI tools, digital PR, SNS management, platform support, miscellaneous expenses and applicable taxes)

#### **VI. DEADLINE FOR SUBMISSION OF PROPOSALS**

Please submit proposal on or before January 23, 2026