

TERMS OF REFERENCE

FOOD AND GASTRONOMY TOURISM PRODUCT DEVELOPMENT

AND ACTIVATION FOR THE JAPAN MARKET

In October 2025, the Michelin Guide announced its inaugural selection for Manila & Suburbs and Cebu, marking a significant milestone in the global recognition of the Philippines' culinary landscape. This development positions the Philippines as one of Asia's emerging destinations for high-quality and diverse gastronomic experiences.

Building on this momentum, the Department of Tourism (DOT) seeks to strategically develop and activate food and gastronomy tourism products tailored specifically for the Japanese market under the *Love the Philippines* campaign. Japanese travelers increasingly value premium dining, authenticity, cultural depth, and meaningful travel experiences—making gastronomy a compelling entry point for destination promotion.

In this regard, the Philippine Department of Tourism Tokyo Office intends to engage a reputable Japan-based PR company to implement the Food and Gastronomy Tourism Product Development and Activation for the Japan Market. The project will spotlight Michelin-selected restaurants, award-winning chefs, and diverse regional food traditions through curated storytelling and strong partnerships with Japanese media, influencers, and celebrities—positioning the Philippines as a must-visit culinary destination for Japanese travelers.

I. SCOPE OF WORK AND DELIVERABLES

The appointed PR company shall conceptualize, plan, and implement a comprehensive food and gastronomy tourism promotion program for the Japanese market, covering the following components:

A. Media Activation with a travel-related magazine

1. Coordinate and manage a dedicated food and gastronomy feature with a travel magazine.
2. Focus the feature on Michelin-selected restaurants in Metro Manila, including chef profiles, signature dishes, and destination storytelling.

B. Celebrity/ Influencer Activation:

1. Plan and coordinate culinary visits to selected **Michelin Bib Gourmand** and **Michelin Selected** restaurants in **Metro Manila and Cebu**.

2. Manage logistics, restaurant coordination, filming, and media arrangements related to the visits.
3. **Deliverables:**
 - Official photo assets for use on the DOT's official Instagram account and website;
 - Video content documenting the visits for publication on the DOT's official YouTube channel.

C. Chef Collaboration Dinners

1. Plan and execute collaboration dinners between Japanese and Filipino Michelin-starred or Michelin-selected chefs.
2. Implement at least one (1) collaboration dinner in Japan and one (1) in the Philippines, subject to final approval and feasibility.
3. Manage coordination with chefs, venues, media attendance, and overall event execution.

F. Documentation and Reporting

1. Submit a post-implementation report summarizing activities conducted, media coverage secured, content outputs, and overall campaign reach.
2. Provide copies or links to media features, social media posts, and digital content generated through the project.

II. PROJECT COST

The total project cost shall be JPY 11,690,000, inclusive of all expenses, professional fees, logistics, production costs, taxes, and applicable charges necessary for the full implementation of the project.

III. ELIGIBILITY

- A. The PR company must be Japan-based and duly registered with the appropriate Japanese government institutions.
- B. The PR company must have at least three (3) years of proven experience in developing and executing communication and public relations strategies, preferably in tourism, food, lifestyle, or cultural promotion projects.

IV. DEADLINE FOR SUBMISSION OF PROPOSALS

Interested parties must submit their proposals on or before February 2, 2026.