

Terms of Reference (TOR)

Joint Marketing Campaign with Travel Agent

1. Background

The Philippine Department of Tourism (PDOT) – Tokyo Office aims to strengthen its presence in the Japanese market and stimulate outbound travel from Japan to the Philippines.

As part of its ongoing “Love the Philippines” campaign, PDOT seeks to collaborate with a qualified travel agency to develop and implement a joint marketing campaign that will promote the Philippines as a premier leisure destination for Japanese travelers.

2. Objectives

The joint campaign aims to:

- Increase the number of Japanese tourists visiting the Philippines
- Promote key destinations such as Manila, Cebu, Bohol, Boracay, Palawan, and emerging destinations
- Enhance awareness of the Philippines’ unique offerings (culture, cuisine, beaches, wellness, and adventure)
- Generate bookings through targeted promotional activities

3. Scope of Work

The selected travel agent will collaborate with PDOT Tokyo Office in the development and execution of a joint campaign, which may include:

3.1 Campaign Development

- Creation of a campaign concept aligned with the “Love the Philippines” branding
- Development of travel packages (e.g., themed tours, seasonal promotions, luxury, culinary, wellness, etc.)

3.2 Marketing & Promotions

- Digital marketing (social media, website features, online ads)
- In-store promotions and brochures
- Collaboration with influencers, media, or celebrities (if applicable)

3.3 Sales Activation

- Launch of special travel packages to the Philippines
- Limited-time promotional offers
- Booking incentives or discounts

4. Duration

The campaign is expected to run for **3 to 6 months**, based on the approved campaign plan.

5. Budget

The total budget for the joint campaign is **JPY 7,000,000 (all-inclusive)**.

This amount shall cover all campaign-related expenses, including but not limited to:

- Marketing and advertising costs
- Content production
- Promotional materials
- Talent or influencer fees (if applicable)
- Administrative and operational expenses

6. Eligibility Requirements

Interested travel agents must:

- Be licensed and operating in Japan
- Have experience in outbound travel promotion
- Demonstrate strong marketing and sales capabilities
- Have an established customer base or distribution network
- Submit a comprehensive campaign proposal

7. Submission Details

Interested travel agents are requested to submit their proposals on or before **October 15, 2025** to **Philippine Department of Tourism – Tokyo Office** at dotjapan@gol.com