



## INVITATION FOR PROPOSAL

The Philippine Department of Tourism Korea is in need of the services of a reputable company based in Korea engaged in professional online marketing that can conceptualize and execute the production for the Food and Gastronomy Tourism Product Development and Activation.

Interested parties may submit the proposals and quotation following the attached Terms of Reference on or before **24 April 2026, 5:00 PM** to:

Philippine Department of Tourism—Korea  
Suite 801, President Hotel, Euljiro 16  
Jung-gu, Seoul 04533 Korea  
Tel no: (02) 598-2290 Fax: (02) 318-0520  
Email: [pdot@philippinetourism.co.kr](mailto:pdot@philippinetourism.co.kr)

**ERWIN F. BALANE, DPA**  
Tourism Attaché  
PDOT-Korea

17 April 2026



## TERMS OF REFERENCE

<b>I. PROJECT TITLE:</b>	Food and Gastronomy Tourism Product Development and Activation
<b>DATE:</b>	May 2026
<b>LOCATION:</b>	Manila and Cebu
<b>DESCRIPTION:</b>	

This project aims to promote the Philippines as a premier gastronomy destination through digital platforms and a strategic collaboration with a top Korean food and travel influencer. The campaign will showcase the vibrant culinary scenes of Manila and Cebu, featuring Michelin-recognized restaurants, authentic Filipino cuisine, and immersive travel experiences. Through professionally produced content, digital promotions, and social media exposure, the project seeks to increase awareness, inspire Korean travelers to visit the Philippines for food tourism, and strengthen the country's image as a world-class culinary and leisure destination.

### II. BACKGROUND

The Philippines is recognized for its rich culinary heritage, diverse regional cuisines, indigenous ingredients, and vibrant food culture shaped by centuries of multicultural influences. As part of efforts to strengthen tourism recovery and destination branding, there is a need to promote the country's food and gastronomy offerings through digital platforms with high audience reach and engagement. And according to recent travel trend reports, an increasing number of travelers are choosing their next destinations primarily based on culinary experiences and local gastronomy.

To maximize visibility and market penetration, the campaign shall engage a qualified agency that will manage and execute an influencer-led online promotion program showcasing Philippine gastronomy tourism experiences, culinary destinations, food trails, heritage dishes, festivals, and local food communities.

### III. OBJECTIVES

1. To promote the vibrant culinary scene of Manila and Cebu, specifically highlighting Michelin-selected and renowned local restaurants; and
2. To collaborate with key influencers and content creators to produce and disseminate engaging digital content that showcases authentic Filipino cuisine, dining experiences, and food culture to target international audiences.

### IV. SCOPE OF WORK

1. **Influencer Recruitment & Casting:** Strategic identification, selection, and securing of the most suitable content creator.
2. **Communication Management:** Full coordination and negotiation with the influencer and their management team.
3. **On-site Tour Management:** Comprehensive logistics planning and on-ground support throughout the Manila and Cebu itinerary.
4. **Content Monitoring & Review:** Oversight of YouTube content production, including review and quality control.
5. **Digital Amplification & Rights Management:** Execution of digital advertising, leveraging owned media channels, and securing influencer consent for secondary usage of content.
6. **Performance Reporting:** Delivery of a final campaign report, including reach, engagement metrics, and PR value analysis.

## V. DELIVERABLES

1. **Video Production:** Minimum of 2 main video contents of approximately 15 minutes
  - a. Manila: at least one (1) episode
  - b. Cebu: at least one (1) episode
2. **Photo/Video Production:** Digital Ads for the *Love the Philippines* branding
3. **Partnership Credits**

## VI. TIMELINE AND REQUIREMENTS

1. Comprehensive KOL and content shooting plan
2. Quotation
3. Company Registration
4. Company Profile

### Expected Timeline:

- |                       |  |
|-----------------------|--|
| ▪ 24 April 2026       | Deadline for Submission of project plan with quotation |
| ▪ 27 April 2026       | Evaluation of Proposal; Selection and Notice of Award  |
| ▪ 28 April 2026       | Contract Signing and Notice to Proceed                 |
| ▪ 28 April ~ May 2026 | Project coordination, preparation, and implementation  |

## VII. ELIGIBILITY/QUALIFICATION

- a. Korea-based company, preferably in Seoul
- b. With at least three (3) years of experience in online marketing/advertising industry
- c. Experience in destination marketing is highly preferred
- d. Experience with National Tourism Organization/s (NTOs) or similar projects in Korea is an advantage

## VIII. APPROVED BUDGET AND TERMS OF PAYMENT

The budget allocation for the project is Sixty Seven Thousand US Dollars (**USD 67,000**) only inclusive of all taxes and other applicable fees. Payment of services will be based on agreed payment terms between PDOT-Korea and the other party. Payment is to be released after the company's submission of the invoice with the corresponding deliverables and PDOT-Korea's issuance of certification that deliverables are complete and acceptable.