



INVITATION FOR PROPOSAL

The Philippine Department of Tourism–Korea Office 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 **Love the Philippines Digital Advertising: Relaunching the Philippines as a destination for Korean Travelers.**

Interested parties may submit the proposals and quotation following the attached Terms of Reference on or before **28 August 2026, 5:00 PM** to:

Philippine Department of Tourism–Korea
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A handwritten signature in black ink, appearing to read "Erwin", is positioned above the printed name and title.

ERWIN F. BALANE, DPA
Tourism Attaché
PDOT-Korea

18 August 2026



TERMS OF REFERENCE

I. PROJECT TITLE:	Love the Philippines Digital Advertising: Relaunching the Philippines as a destination for Korean Travelers INFLUENCER FAMILIARIZATION TOURS
DATE:	September ~ December 2026
LOCATION:	Manila, Boracay and Bohol
DESCRIPTION:	This project aims to promote the Philippines as a versatile travel destination for families, couples, and friends through digital platforms and strategic collaborations with three influencer partners . The campaign will highlight the unique appeal of each destination: Bohol as an ideal family destination, showcasing its beautiful natural scenery and diverse water activities; Boracay as a romantic destination for couples, featuring stunning sunsets and memorable experiences; and Clark as a destination for friends, particularly women in their 30s and 40s who enjoy golf, wellness, and spa experiences. Through professionally produced content, digital promotions, and social media exposure, the project seeks to increase awareness of the Philippines and inspire more Korean travelers to consider the country for their next trip.

II. BACKGROUND

The Philippines offers a diverse range of tourism experiences, from beautiful natural landscapes and water activities to romantic getaways, golf, wellness, and spa experiences. With Korean travelers increasingly seeking travel experiences tailored to their interests and travel companions, there is an opportunity to strengthen the Philippines' positioning as a versatile destination for families, couples, and friends.

To enhance destination awareness and inspire travel demand in the Korean market, the campaign will utilize digital platforms and strategic partnerships with travel partners to showcase the unique attractions and experiences **of Bohol, Boracay, and Clark**. Through professionally produced content, digital promotions, and social media exposure, the campaign will highlight the distinct appeal of each destination and demonstrate that the Philippines can offer memorable and diverse experiences for different types of Korean travelers.

III. OBJECTIVES

1. To promote Bohol, Boracay, and Clark as diverse travel destinations for families, couples, and friends by highlighting their unique attractions, activities, and travel experiences; and
2. To collaborate with key travel influencers and content creators to produce and disseminate engaging digital content that showcases the distinct appeal of each destination and inspires Korean travelers to consider the Philippines as their next travel destination.

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/Ground handling:** 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. Influencer Video Content

A minimum of two (2) main YouTube video contents per influencer/familiarization tour, with each video having an approximate running time of fifteen (15) minutes, featuring the approved itinerary, tourism attractions, experiences, and other relevant Philippine tourism products.

2. Photo and Video Assets / Digital Advertising Materials

Production and submission of high-quality photo and video assets generated during the familiarization tour for use in digital promotional activities. Where applicable, digital advertising materials shall be developed in accordance with the approved campaign requirements and *Love the Philippines* branding.

3. Partnership and Campaign Credits

Proper acknowledgment and attribution of the Philippine Department of Tourism / PDOT–Korea as the tourism promotion partner, including appropriate partnership credits in the influencer's published content and other agreed promotional materials, subject to the approved branding and communication guidelines.

4. Content Usage Rights

Securing and submission of the necessary consent, authorization, and usage rights from the influencer and/or management team covering the agreed secondary use, reproduction, reposting, boosting, and digital promotion of the content produced under the engagement.

5. Terminal Report

Submission of a comprehensive Terminal Report covering the implementation and results of the influencer familiarization tour, not limited to: Summary of the influencer profile and audience; details of the familiarization tour and activities undertaken; links and screenshots of all published content; content performance, including views, reach, impressions, engagement, and other relevant metrics; audience demographics and insights, where available; digital amplification and advertising results, if applicable; documentation of the produced photo/video assets; Media and/or public relations value generated, if applicable; assessment of campaign effectiveness; and recommendations for succeeding influencer and digital tourism marketing campaigns.

VI. TIMELINE AND REQUIREMENTS

1. Comprehensive Implementation Plan and Cost Proposal
2. Proposed Media Plan
3. Company Profile and Registration Documents

Expected Timeline:

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|------------------------|--|
| ▪ 28 August 2026 | Deadline for submission of bids |
| ▪ 31 August 2026 | Evaluation of Proposals |
| ▪ 01 September 2026 | Issuance of Notice of Award |
| ▪ 02~03 September 2026 | Contract Signing and Issuance of Notice to Proceed |
| ▪ 03 September 2026 ~ | Planning, Coordination, and Implementation |

VII. ELIGIBILITY / QUALIFICATIONS

1. Korea-based company, preferably with an established office or operations in Seoul;
2. The service provider must have at least three (3) years of demonstrated experience in advertising, digital marketing, media planning, or related services;
3. Experience in destination marketing, tourism promotion, or travel-related advertising campaigns shall be considered an advantage;
4. Previous experience in providing advertising, digital marketing, destination promotion, or related services to a National Tourism Organization (NTO), government tourism agency, or similar public-sector tourism organization in Korea shall be considered an advantage; and
5. The service provider must have the technical, creative, financial, and operational capability to effectively plan, implement, monitor, and report on digital advertising campaigns targeting the Korean market.

VIII. APPROVED BUDGET AND TERMS OF PAYMENT

The budget allocation for the project is Nine Million Pesos (**PHP9,000,000.00**) 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.

The payment or contract price shall be denominated in United States Dollars (USD) and shall be equivalent to the winning bid price in Philippine Pesos (PHP), converted using the applicable exchange rate determined by the Central Office.