

TERMS OF REFERENCE (TOR)

I. PROJECT: THANK YOU DINNER

II. REQUIREMENT: DOCUMENTATION / VIDEOGRAPHER

III. BACKGROUND:

The Department of Tourism Tokyo Office will host a dinner to thank Japanese industry partners for their continuous support in promoting the Philippine tourism in Japan. The dinner is to personally thank industry partners as well as to update them of the recent travel advisories particularly on the aspect of safety and well-being of the international visitors and the new tourism products to cater to the new activities and consumer demands.

IV. PURPOSE:

The thank you dinner with industry partners, these are the travel partners and media that helps promote the image of the Philippines as a business and tourist destination.

The thank you dinner is a customary business practice in Japan, which they call Bōnenkai (Year-end party) and Shinenkai (Welcoming the New Year) gathering. The DOT Tokyo will invite 60 Japanese guests from travel agency, media and airlines to personally thank you them for their continuous support and to initiate discussion on our recovery plans and programs to support and sustain the promotion of the Philippine tourism in Japan.

V. OBJECTIVES:

1. To communicate the preparations and efforts of the Philippine tourism industry relative to the WTTC health safety and security standards.
2. To gather market intelligence from leaders of the Japanese travel industry.
3. To network with travel agents and initiate talks on immediate tourism recovery partnerships and collaborations.

VI. SCOPE OF WORK DELIVERABLES:

1. Full coverage of the event.
2. Setting up the sound/video equipment.
3. Provide shot list based on the program prior to the event, for approval of the DOT Tokyo.
4. Submit the final art work of the photos and video:
 - a. In USB format
 - b. High resolution video should be two minutes or less to be used for tourism and marketing promotions.
 - c. Provide the raw material of the photos and videos in high resolution.

5. The final edited video and photos will be delivered to DOT Tokyo, for uploading to DOT Tokyo's website or DOT Tokyo's social media accounts on Facebook and Instagram.

VII. TECHNICAL AND ELIGIBILITY REQUIREMENT:

VIII. BUDGET:

Estimated budget is Japanese Yen One Hundred Seventy-Five Thousand (JPY175,000), inclusive of tax.

IX. DEADLINE FOR SUBMISSION:

Proposals to be submitted no later than December 2, 2021.

DEPARTMENT OF TOURISM-TOKYO

Prepared By:

Approved By:

JEROME DIAZ
Administrative Officer

NIEL P. BALLESTEROS
Tourism Attaché