

**TOURISM PROMOTIONS BOARD PHILIPPINES**  
North Asia Division – International Promotions Department

**SERVICES OF A TOUR OPERATOR FOR THE FAMILIARIZATION TOUR OF THE KOREAN CELEBRITY  
TOURISM AMBASSADOR FOR THE PHILIPPINES**

Clark – Boracay – Manila

1<sup>st</sup> Quarter 2025 (*indicative dates, subject to change without prior notice*)

**I. BACKGROUND**

Korean celebrities wield significant influence on market buying decisions among Koreans, driven by immense popularity and cultural impact, this phenomenon encompasses popular culture (pop-culture) such as K-pop, K-dramas, and movies. This has not only bolstered Korea’s cultural economy but has also expanded the globally.

Culturally, celebrities are viewed as trendsetters as their endorsements shape public perceptions. The global popularity of Korean pop-culture, known as the “Hallyu Wave”, impacts the influence of these celebrities. According to a survey conducted by Rakuten Insight in South Korea in 2023, around 45.4 percent of respondents stated that they had purchased an item or a product because it was endorsed by an influencer. In the same survey, it states that more than half of the respondents with this experience reported that they were convinced by the promotion from the influencer.

The Tourism Ambassador is a South Korean singer and actor known for his talents in both the music and entertainment industries. He gained recognition as an actor after winning a reality show in 2009. He marked his acting debut in the and has since captivated audiences with his versatility and skill in numerous dramas.

He has a substantial fan base in Korea and the Philippines and has volunteered to be the Tourism Ambassador for the Philippines. To maximize the promotional impact of the assignment as the Tourism Ambassador, the TPB is arranging a Philippine Ambassador’s Tour slated on the 1<sup>st</sup> Quarter of 2025 in Clark, Boracay, and Manila.

**II. OBJECTIVES**

1. To communicate the “Love the Philippines” brand to target market segments; and
2. To convey a positive image of the Philippine tourism, increase destination awareness and stimulate interest among Korea travelers to book trips to the Philippines in 2024 through the influence of the Philippine Tourism Ambassador.

**III. SPECIFICATIONS / SCOPE OF WORK / DELIVERABLES**

1. The project requires the services of a tour operator who will help and assist in the implementation of the said tour based on the tentative itinerary prepared by TPB.

<b>Deliverables</b>	<b>Specification</b>
Participants	<b>Total of eight (8) persons</b> <ul style="list-style-type: none"><li>• 5 pax (Tourism Ambassador + team)</li><li>• 3 pax (TPB/DOT)</li></ul>

	<p><b>Note:</b></p> <ul style="list-style-type: none"> <li>• <i>Final number of participants to be advised at least 5 days before the project implementation</i></li> <li>• <i>For excess in the number of participants, the winning tour operator shall charge the TPB based on the rate of the tour package computed per person.</i></li> </ul>
Travel Insurance	<b>Comprehensive travel insurance</b> with COVID-19 coverage worth P1,000,000.00 per person
Transportation	<p><b>Roundtrip International Air tickets for 5 pax</b> Route:</p> <ul style="list-style-type: none"> <li>• Korea – Clark</li> <li>• Manila – Korea</li> </ul> <p><b>Note:</b></p> <ul style="list-style-type: none"> <li>• <i>Business class and/or Premium economy for 5 pax (Tourism Ambassador + team)</i></li> <li>• <i>Baggage Allowance: 30 kg per person per way or maximum 2-piece luggage (23kg each) per person per way</i></li> <li>• <i>Rebookable, reroutable, and refundable</i></li> <li>• <i>flight details TBA</i></li> </ul> <p><b>Roundtrip Domestic Air Tickets for 8 pax</b> Route:</p> <ul style="list-style-type: none"> <li>• Clark – Boracay</li> <li>• Boracay – Manila</li> </ul> <p><b>Note:</b></p> <ul style="list-style-type: none"> <li>• <i>Business class and/or Premium economy for 5 pax (Tourism Ambassador + team)</i></li> <li>• <i>Baggage Allowance: 30 kg per person per way or maximum 2-piece luggage (23kg each) per person per way</i></li> <li>• <i>Economy class for 3 pax (TPB/DOT)</i></li> <li>• <i>Rebookable, reroutable, and refundable</i></li> <li>• <i>flight details TBA</i></li> </ul> <p><b>Land transportation</b> with driver for the whole duration of the trip, inclusive of the following requirements:</p> <ul style="list-style-type: none"> <li>• Two (2) units of van with vehicle model at least 2020 or newer</li> <li>• Should the vehicle develop any mechanical fault in transit, the tour operator must find a replacement within an hour.</li> <li>• Must be equipped with air conditioning, safety belts for all seats and GPS or Waze and charge units for phones.</li> <li>• Must be DOT Accredited and/or PATTO Accredited operator (submit proof of accreditation within 5 calendar days after the receipt of NOA)</li> <li>• Necessary expenses to cover all expenses including, but not limited to driver’s fee, as well as his food, and other miscellaneous costs, all maintenance costs, gasoline, lubricant, payment for toll and parking fees, overtime charges and other consumable costs, and other related expenses to be covered by the tour operator.</li> <li>• Must have enough umbrellas in the vehicle for the passengers</li> </ul>

	<ul style="list-style-type: none"> <li>Licensed driver should have strong navigation skills, uniformed, presentable, and experienced in interacting with guests.</li> </ul>
Accommodation	<p><b>Total of seven (7)</b> deluxe rooms or equivalent category with the following room breakdown:</p> <ul style="list-style-type: none"> <li>Five (5) single occupancy rooms for 7 nights; and</li> <li>Two (2) twin sharing rooms.</li> </ul> <p><b>Note:</b></p> <ul style="list-style-type: none"> <li>Must be a DOT Accredited establishment</li> <li>Deluxe/4 to 5-star category</li> <li>Accessible to shopping, recreation, and attraction areas (please refer to the attached itinerary)</li> <li>Provision of late check-out</li> <li>Waived room deposit charges</li> </ul>
Meals and Beverages	<p><b>Provision of meals</b> throughout the duration of the trip with one round of drinks for at least ten (10) pax for the whole duration of the trip.</p> <ul style="list-style-type: none"> <li>Lunch at P1,200 x 10 pax x 8 days</li> <li>Dinner at P1,300 x 10 pax x 8 days</li> <li>Snacks at P500 x 10 pax x 8 days</li> </ul> <p><b>Note:</b></p> <ul style="list-style-type: none"> <li>With one round of beverages per meal</li> <li>The budget per meal should be reflected in the bidder's proposal.</li> <li>If a plated meal, there should be at least 3 viands.</li> <li>Ensure provision of dietary requirements.</li> <li>Should DOT/TPB be able to secure meal hosting, the supplier will deduct this from the final bill (to be conferred with TPB)</li> </ul>
Tours and Activities	<p><b>Provision of interactive/operational tours and activities</b> for eight (8) pax</p> <p><b>Note:</b></p> <ul style="list-style-type: none"> <li>Tours, activities, and dates are subject to change based on recommendations of TPB, DOT Foreign Offices, and Regional Office involved.</li> <li>Provide an alternative itinerary or activity in case of rain, risk of typhoon, and other unforeseen or fortuitous event subject to the approval of the TPB.</li> <li>The final itinerary should be approved by the TPB and must adhere to existing health and safety protocols.</li> <li>Inclusive of entrance fees to all establishments, and any other fees and charges required based on the final itinerary.</li> </ul>
Tour Kits	<p><b>Provision of incentivized sustainable tour kits</b> placed in a reusable bag or in a sustainable packaging for a maximum of 10 pax to include the following:</p> <ul style="list-style-type: none"> <li>500 ml reusable and sustainable water tumbler</li> <li>Water (sustainable packaging, single-use plastic is not allowed)</li> <li>One pack of facial tissue</li> <li>One pack of wet wipes</li> <li>50 ml of 70% isopropyl alcohol in a spray bottle</li> <li>Mints</li> <li>Mosquito repellent in spray</li> <li>Sunblock (reef-safe)</li> </ul>

	<ul style="list-style-type: none"> <li>• Disposable hooded emergency raincoat</li> <li>• One cap/hat</li> <li>• Customized luggage tags (3 pcs per pax)</li> </ul>
Tour Signage / Banner	<p><b>Provision of a tour banner</b> (sublimation print on cloth) for the group picture only (size: 2ft x 3ft, full color print)</p> <p><b>Note:</b></p> <ul style="list-style-type: none"> <li>• <i>Placing of the tour operator / supplier's logo is not allowed</i></li> </ul>
Licensed DOT Accredited Korean Speaking Tour Guide OR Tour Guide with Interpreter	<p><b>One (1) Licensed DOT Accredited Korean Tour Guide OR one (1) Licensed DOT Accredited English speaking Tour Guide with one (1) Korean Interpreter</b></p> <ul style="list-style-type: none"> <li>• Must be familiar with the destination and must be fluent and conversant in Korean OR English.</li> <li>• Must have handled at least one (1) foreign tour group</li> <li>• Korean interpreter must be familiar with tourism-related terminologies</li> </ul> <p><b>Note:</b></p> <ul style="list-style-type: none"> <li>• <i>Proof of destination knowledge through submission of list of handled groups with photos conducted in the destinations included in the itinerary, to be submitted 5 calendar days from receipt of the NOA</i></li> </ul>
Photographer / Videographer & Tour Coordinator	<ul style="list-style-type: none"> <li>• Provision of one (1) photographer / videographer to cover the tour and to provide a consolidated output of raw photos and videos to be submitted to the TPB representative together with the SOA</li> <li>• Submission of a 3-minute SDE video containing the highlights of the tour to be submitted to the TPB representative at the end of the tour.</li> <li>• Submission of a daily 60-90 second reel ready for posting every end of day, during the tour.</li> <li>• Provision of one (1) tour coordinator with at least three (3) years of experience to coordinate with the TPB Project Officer on all matters required for the smooth implementation of the tour</li> </ul> <p><b>Note:</b></p> <ul style="list-style-type: none"> <li>• <i>All files requested must be stored in a USB / drive / Google Drive to be submitted to the TPB representative.</i></li> <li>• <i>The tour coordinator and tour guide shall work in close coordination with the TPB Project Officer on all other matters required for the smooth implementation of the tour.</i></li> <li>• <i>CV of tour coordinator should be submitted five (5) days upon receipt of the NOA</i></li> </ul>
Curated Sustainable Destination – Based Tokens	<p><b>Provision of curated sustainable destination-based tokens</b> for 8 pax</p> <p><b>Note:</b></p> <ul style="list-style-type: none"> <li>• <i>Placing the tour operator / supplier's logo is not allowed.</i></li> <li>• <i>Submit sample photos/pegs of proposed destination-based tokens and designs upon receipt of the Notice to Proceed (NTP). TPB to approve final sampling before mass production.</i></li> </ul>
Incidental & Other Miscellaneous Expenses	<ul style="list-style-type: none"> <li>• Provision of budget to cover expenses for the sampling of local delicacies, permits, entrance fees, environmental fees, terminal fees,</li> </ul>

	<p>porter fees, communication expenses, water expenses, and other on-site related expenses.</p> <ul style="list-style-type: none"> <li>• Provision of one first aid kit for the group, to include at least 6 pieces of the following medicines: antacid for upset stomach; paracetamol for headache and fever; antihistamine for allergies; loperamide for diarrhea; meclizine hydrochloride for motion sickness; and ibuprofen for pain relief.</li> <li>• Provision of two (2) pocket Wi-Fi units with unlimited internet data for the participants, for the duration of the trip.</li> </ul>
Other Requirements	<ul style="list-style-type: none"> <li>• Assistance in preparing/securing entry documents, as may be necessary.</li> <li>• Willingness to respond to immediate/unforeseen changes in specifications.</li> <li>• Neither party shall be held liable to the other party for any failure to perform any obligation due to a fortuitous event or force majeure which is beyond the control of any party including but not limited to government pronouncements, natural, or man-made eventuality.</li> </ul>

#### IV. PROJECT IMPLEMENTATION SCHEDULE / SCHEDULE OF REQUIREMENTS

Destination	Dates	No. of Pax
Clark – Boracay – Manila	1 <sup>st</sup> Quarter of 2025 (final dates to be advised)	Eight (8) pax

*\*Tour activities and/or schedules/dates may still be changed based on recommendations of the DOT Regional Offices.*

#### V. QUALIFICATION OF THE BIDDER

1. Must be a Filipino-owned, operated, and legally registered tour services company under Philippine laws.
2. Must be accredited with the Department of Tourism (DOT). TPB to consider if their DOT certification has an ongoing application for renewal. Certificate to be submitted together with the Technical Documents.
3. Must be engaged in the business as a travel and tour operator for at least three (3) years with experience and expertise in inbound (domestic) travel, providing logistical requirements, tour operator services for tours, events, and the likes with foreign participants.

#### VI. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract (ABC) is **ONE MILLION THREE HUNDRED SEVENTY-SIX THOUSAND SEVEN HUNDRED SEVENTY-SIX PESOS AND 76/100 ONLY (PHP1,376,776.76)** inclusive of all applicable fees and taxes.

#### VII. TERMS OF PAYMENT

- Willing to provide services on a send bill arrangement based on the actual number of participants and entire actual cost.

- The TPB-initiated requested sponsorship (hosted/discounted) will be deducted from the bid amount. Thus, the tour operator will bill TPB based on the actual cost per pax.
- Payment shall be made within 30 working days and shall be initiated upon certification by the end-user of satisfactory completion of services and issuance of billing statements accompanied by complete supporting documents by the supplier
- The supplier is encouraged to have a Landbank account. Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.
- Statement of Account / Billing Statement with detailed costs for all services rendered to include management fee addressed to:

**SHEENA ANJELI M. BOTIWEY**

Chief – North Asia Division

International Promotions Department

6/F, Five E-Com Center, Harbor Drive, Mall of Asia Complex, Pasay City, 1300

**VIII. CONTRACT DURATION**

The contract shall commence from the date of receipt of the Notice to Proceed (NTP) until the full satisfactory implementation of all deliverables.

**IX. PROJECT COMMITTEE'S CONTACT DETAILS**

For particulars, please contact:

**MARK NICOLE M. EVANGELISTA**

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