



## PROGRAM MECHANICS

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## Background of Project and Enumeration of Objectives

The Filipino Communities in the United Kingdom have become increasingly active, strong and influential in their respective areas of the country. These individuals and associations have in recent years become vital links in the implementation of projects, and particularly in the sales and organization of trips/tours to the Philippines. DOT London recognizes the contribution that these communities can make in generating greater numbers of British visitors to the Philippines, and thus wishes to capitalize on their strengths and connections in selling and promoting Philippine tourism to the UK market.

To do this, DOT London envisions the active support and participation not only of Filcom partners, but also of select partners in the travel trade who can provide the necessary incentives to the most productive of registered "marketers". With incentives in place, DOT London believes that Filipino "marketers" will be encouraged to cooperate with this program, by selling or even organizing trips to the Philippines.

The objectives of the Travel Philippines Campaign are as follows:

1. To encourage Filipinos and other individuals to become active marketers of the program; and
2. To increase the number of British tourists to the Philippines.

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## Registration of Filipino Community Marketers

1. Any resident of Filipino descent living legally in the United Kingdom can apply to become a "marketer" of the Travel Philippines Campaign. Said person can be of any nationality; i.e., British, Filipino, Dual, etc. and can be accepted as a "Marketer" for as long as he/she provides accurate information as required in the enclosed Application Form (attachment A).
2. Interested marketers shall be requested to fill in the Application Form with the following required information: Name, Date/Place of Birth, Address (both residence and work), Telephone Numbers (residence, work and/or mobile, if applicable) and email address. Same application form shall be submitted to the Department of Tourism London Field Office either by fax (020) 7835 1926 or email at [travel@wowphilippines.co.uk](mailto:travel@wowphilippines.co.uk) .

3. Applications of interested marketers shall be screened and approved by the Department of Tourism London Field Office (DOT London), for the assignment of the marketer's Personal Identification Number (PIN) Code. DOT London shall be allowed to share the marketer's information only with its participating travel industry partners (attachment B).
4. Marketers shall be guided by the rules and parameters adopted by DOT London in consultation with its participating partners, as contained in these Project Mechanics. All matters relating to the application, registration and identification of marketers for the Travel Philippines campaign shall fall under the purview of DOT London, which shall have the responsibility of resolving issues with finality.
5. The registration of a marketer shall be from the date of acceptance of his/her application up to 31 December 2007.
6. There shall be no fees to be charged for application as marketers under the Travel Philippines campaign.

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### The Personal Identification Number (PIN) Code

7. Each registered marketer under the program shall be issued a Personal Identification Number (PIN) Code. The code will consist of two parts: i.e., the first part contains three letters to indicate the city or general area where the marketer resides or works, and the second part contains three numbers depicting the latest number of marketers from that particular city or general area.

Example: BIR001 means the first marketer to register from the Birmingham area; LIV020 means the 20<sup>th</sup> marketer to register from the Liverpool area, and so on.

8. The PIN Code shall be an important element in the referral of clients to the participating travel industry partners. The PIN Code shall be used to identify which marketers have been referring and producing travel business to the Philippines. Most importantly, the PIN Code shall be used for the awarding and accumulation of points to the deserving marketer.

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## Responsibilities of the Marketer

9. The marketer's main responsibility shall be to sell and promote travel to the Philippines among his/her British friends, relatives and colleagues.
10. In trying to promote travel to the Philippines, the marketer shall be asked to refer all their clients to the participating travel industry partners.
11. In making said referral, the marketer shall remember to provide their PIN code to their respective invitees, for the latter to give to participating travel industry partners when making an airline or tour booking to the Philippines. If a marketer is making a booking on behalf of their invitees, then it is incumbent of said marketer to give their PIN code to the participating travel industry partner.
12. Whenever possible, the marketer shall inform DOT London of their referral activities, for the latter to take down and monitor on their behalf.

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## The Role / Responsibilities of the Participating Travel Industry Partner

13. There shall be a limited number of travel industry partners (partners) to be allowed to participate in the Travel Philippines Campaign. See attachment B for the latest listing of partners.
14. The partners shall be responsible for providing the most attractive rates/prices for air seats and travel packages to the Philippines possible.
15. The partners shall accept referrals from the marketers and also help to convince clients to buy tickets or packages to the Philippines.
16. The partners shall immediately report to DOT London any actual sales of air tickets or packages to the Philippines, resulting directly from a referral made by one of the registered marketers.
17. The partners shall agree to provide awards to marketers who successfully refer clients that actually book flights and/or buy packages to the Philippines.
18. The partners shall also take into consideration the various ways by which the marketers can be further enticed to really become active in the Travel Philippines campaign. Various schemes such as "double-your-points", etc. or the introduction of even-lower-cost fares during certain times of the year shall be encouraged as a way of lure marketers and clients alike.

19. The partners shall always be in touch with the DOT London office, and vice versa, to update one another on various developments relating to the program in general. This shall also be a means to track and monitor the progress of the individual marketers in referring clients back to the partners.

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## The Accumulation of Program Points and the Awarding of Prizes

20. The Travel Philippines Campaign awards program points rather than individual partner points. This means that marketers accumulate points regardless of the partner they refer their clients to. Marketers continue to accumulate points even if referrals are made to any of the partners participating in the program.

21. The schedule of program points shall be as follows:

- |   |   |           |
|---|---|-----------|
| a. Round trip economy class ticket            | – | 10 points |
| b. Round trip business class ticket           | – | 20 points |
| c. Philippine Package worth less than £800.00 | – | 30 points |
| d. Package worth £800 to £1,000.00            | – | 40 points |
| e. Package worth more than £1,000.00          | – | 50 points |

22. Marketers shall have the opportunity to accumulate points depending on the type of referral made to the partners, and the kind of travel product bought by the client referred. Above schedule shall be the basis for the awarding of points, and will be computed on a per-person basis; e.g., economy class ticket for 3 persons = 30 points, or package worth £899.00 for 5 persons = 200 points, and so on.

23. A marketer shall win an all-expense-paid round trip economy ticket to the Philippines (subject to embargo periods and availability of seats) when he/she reaches a total of 500 points. A marketer shall win the same prize for every 500 points thereafter.

24. A marketer who reaches 300 points shall earn for himself/herself a separate raffle coupon that shall be included in a raffle draw for five (5) additional economy class tickets by the end of the year 2007 (for use in 2008). Every 300 points thereafter shall earn a marketer a raffle coupon for said year-end draw.

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## The Role of DOT London as the Travel Philippines Secretariat

25. DOT London shall act as the Secretariat of the Travel Philippines Program. It shall thus maintain a record of all matters pertaining to the Travel Philippines Campaign.
26. It shall communicate regularly with both partners and marketers to ensure the smooth implementation of the program. Specifically, DOT London will liaise regularly with marketers and receive reports on the number of referrals made with the participating partners. DOT London will likewise coordinate closely with partners and secure information on the actual number of purchases made by clients as referred to them by the marketers. This information will be submitted to DOT London freely and accurately by both marketers and partners.
27. DOT London shall also use its allocated resources to promote the Travel Philippines program to as many people as possible. It shall utilize press and publicity options with the mainstream media, advertising in TV (The Filipino Channel) and in Philippine newspapers/publications, and endeavor to produce promotional materials for distribution to both the Filipino and British communities. It shall maintain a website dedicated to the campaign, and endeavor to encourage all others to actively support and publicize the campaign to various publics.
28. Both marketers and partners shall benefit from the above promotional efforts in support of the Travel Philippines campaign. Special leaflets may be produced to promote the packages and rates offered by the partners through the marketers.
29. DOT London shall act as the overall arbiter of the campaign, and will seek to ensure its success in collaboration with all parties concerned.

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## APPLICATION FORM FOR MARKETERS

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Date of Birth (DD/MM/YY): \_\_\_\_/\_\_\_\_/\_\_\_\_ Place of Birth: \_\_\_\_\_  
 (if born outside the Philippines, you may be requested to show proof of Filipino descent)

Address (Please fill up completely)

	Residence	Office
Building Name (if applicable)		
Street Number / Name		
Address 1		
Address 2		
City / County		
Post Code		
Telephone Number		
Other (Mobile) Number		
Email Address		

Please check the appropriate lines below:

I submit my application to become a Marketer of the Travel Philippines Campaign. I allow the Department of Tourism London Field Office to share the above information only with the participating travel industry partners. In so allowing, I become eligible to receive the incentives and awards as may be appropriate based on my contributions to the objectives of the program.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date of Application

Personal Identification Number Assigned to Marketer: \_\_\_\_\_



## LIST OF PARTICIPATING TRAVEL INDUSTRY PARTNERS

### AUDLEY TRAVEL

New Mill, New Mill Lane, Witney, Oxfordshire OX29 9SX  
Tel (01993) 838 155; Fax (01993) 838 010  
@ [Natalie.Lewis@audleytravel.com](mailto:Natalie.Lewis@audleytravel.com)

### CRYSTAL TRAVEL

9 Rathbone Place, London W1P 1DE  
Tel (020) 7612 0550; Fax (020) 7830 0601  
@ [Philippines@crystaltravel.co.uk](mailto:Philippines@crystaltravel.co.uk)

### GIFTO TRAVELS, LTD.

331 Euston Road, London NW1 3AD  
Tel (020) 7380 0558; Fax (020) 7388 3155  
@ [Philippines@giftotravels.com](mailto:Philippines@giftotravels.com)