



Marketing and Promotional Support for Tourism Establishments

ABOUT THE SERVICE

To ensure the visibility of tourism enterprises and local products, and to retain the Naga's position as a preferred destination in Bicol, this office shall provide marketing and promotional support to DOT accredited tourism enterprises as well as microenterprises supported by the City Government.

Department / Office:		ARTS, CULTURE, AND TOURISM OFFICE					
Classification:		Highly Technical					
Type of Transaction:		G2C - Government to Businesses					
Who may avail		Tourism Establishments					
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE					
<u>REFERRAL TO SUPPLIERS / SERVICE PROVIDERS, RETAILERS / DISTRIBUTORS / WHOLESALERS</u>							
<ul style="list-style-type: none"> • Duly accomplished job order form • Valid DOT Accreditation 					<ul style="list-style-type: none"> • City Mayor's Office (CMO) 		
<u>MARKETING AND PROMOTIONAL SUPPORT TO MICROENTERPRISES</u>							
<ul style="list-style-type: none"> • Endorsement from Metro PESO • Duly-accomplished job order form 		<ul style="list-style-type: none"> • City Mayor's Office (CMO) 					
<u>PHOTO AND VIDEO PROMOTIONS FOR DOT ACCREDITED ESTABLISHMENTS</u>							
<ul style="list-style-type: none"> • Request letter • Valid DOT Accreditation • Duly-accomplished job order form 		<ul style="list-style-type: none"> • City Mayor's Office (CMO) 					
CLIENT STEPS	AGENCY ACTION	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE			
1. Submission of basic requirements.	2. Receive request and conduct initial interview.	P	15 – 30 minutes	JOSEPH JEDEL T. ROMERO Tourism Opt. Assistant (COS)			
	3. Assessment and evaluation of submitted requirements, initial planning and conceptualization. <ul style="list-style-type: none"> – Marketing Direction – Creative Concept – Logistical Preparation 		Within 3 days of submission Within 5 days of submission Within 10 days of submission	JOSEPH JEDEL T. ROMERO Tourism Opt. Assistant (COS) RUSTOM R. PUJADO Administrative Aide VI (Casual) JASPER JAY CARDENTE Choreographer (COS)			
	4. Production of marketing and promotional materials.			RUSTOM R. PUJADO Administrative Aide VI (Casual)			



	– Video Production		Within 15 days of submission	JOSEPH JEDEL T. ROMERO Tourism Opt. Assistant (COS)
	– Photoshoot		Within 15 days of submission	
	– Collateral Design		Within 20 days of submission	
TOTAL		P	1 month and 30 minutes	

ARTS, CULTURE AND TOURISM OFFICE

Room 113 – Multi-Purpose Bldg., Naga City Hall Complex, Juan Q. Miranda Ave., Concepcion Pequeña, Naga City

For more information, please contact:

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