

## TERMS OF REFERENCE

### Tour Package

**I. PROJECT TITLE: Cebu Pacific Fukuoka Media Familiarization Tour  
17-20 December 2015**

**II. BACKGROUND:**

Cebu Pacific is launching the Manila-Fukuoka flight on 17 December 2015. This new route will yield an additional 540 seats for Manila and will coincide with TPB and DOT Osaka's effort to increase Japanese tourist arrivals. A familiarization tour will be conducted to promote Cebu Pacific's maiden flight to Fukuoka and showcase Manila and its Environs to Japanese tourists.

For this familiarization tour, ten (10) Japanese travel agents and media from Fukuoka, one (1) DOT Osaka representative and one (1) Cebu Pacific Osaka representative are participating.

**III. PURPOSE/OBJECTIVES:**

The said project aims to:

1. To showcase the different cultural and scenic spots and activities in Manila and its Environs to Japanese tourists
2. To increase Japanese tourist arrivals through the intensive promotion campaigns of Cebu Pacific and visit to Manila and its Environs through Fukuoka travel agents participants
3. To generate feature articles about promotion of Manila and its Environs as a remarkable travel destination in time for the new regular Cebu Pacific flights to Fukuoka through the media participants

**IV. SCOPE OF WORK/DELIVERABLES:**

TPB requires the services of a tour operator that would be able to provide the following:

- a. Means of transportation (coaster) from 17-20 December 2015
- b. Makati City, BGC day tour and Manila Heritage Tour (Intramuros and vicinity)
- c. Inclusion of lunch and dinner meals from 18-19 December 2015 for 14 pax consisting of popular Filipino dishes at renowned restaurants
- d. One (1) Japanese speaking tour guide to accompany the group during their tour in Manila and Tagaytay
- e. Inclusion of miscellaneous expenses to be incurred during the tour

The tour operator should have the following attributes:

- Attentive and addresses the needs of the client
- Has been in the industry for at least 3 years

- Must be willing to provide services on a send bill arrangement
- Accredited by the Department of Tourism

**V. TIME FRAME AND SCHEDULE OF WORK:**

A tour operator to provide the mentioned services from 17 December – 20 December 2015.  
(Please see attached itinerary)

**VI. BUDGET:**

The allotted budget for the tour package is Php 180,000.00 (inclusive of all applicable taxes).

**VII. PAYMENT PROCEDURE:**

Send bill to the ***TOURISM PROMOTIONS BOARD – ATTN: Jojo De Veyra***, after the completion of services.

**VIII. EVALUATION PROCEDURE:**

The winning bid shall be selected shall be based on the proposal with the most advantageous package cost, provided that the amount of the bid does not exceed the above total budget. That the winning bid must be willing to wait at least 90 days for the government payment facilitation.

**IX. ELIGIBILITY REQUIREMENTS:**

1. Must be accredited by the Department of Tourism (DOT)
2. Must be accredited with the Philippine Government Electronic Procurement System (PHILGEPS)

