

Reference No. TPB/RFQ 2016-12-675**REQUEST FOR QUOTATION**

The Tourism Promotions Board through its Bids and Awards Committee (BAC), will undertake an Alternative Mode of Procurement through Direct Contracting for the procurement of the item stated below, in accordance with Section 50(a) of the Revised Implementing Rules and Regulations of the Republic Act No. 9184. The Approved Budget for the Contract is **Three Million Five Hundred Thirty-Two Thousand Three Hundred Ninety-Two Pesos (Php 3,532,392.00)** inclusive of all applicable taxes.

Project: Procurement of Market Studies of the Tourism Promotions Board

TECHNICAL SPECIFICATIONS**Background and Objective:**

The Tourism Promotions Board (TPB) Philippines is an attached agency of the Philippine Department of Tourism under Republic Act No. 9593 otherwise known as the Tourism Act of 2009. It is responsible for marketing and promoting the Philippines domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services, with the end in view of increasing tourist arrivals and tourism investments; marketing the Philippines as a Major Meetings, Incentives, Conventions and Exhibitions (MICE) destination; attracting, promoting, facilitating and servicing large scale events, international fairs and conventions, congresses, sports competitions, expositions and the like; ensuring the regular local and international advertisement of the country's major tourism destinations and other tourism products, including TEZs; and providing incentives to travel agencies, tour operators, wholesalers and investors abroad capable of drawing a sizeable number of tourists and tourism investments to the country.

The conduct of Market Research is essential in order for the TPB to effectively fulfil its mandate to market and promote the Philippines. The data and information gathered shall be used as a basis for assessment and formulation of TPB's marketing framework and plans. Considering the availability of studies on demographics, psychographics and insights of general outbound tourists of TPB's target markets vis-à-vis the time and cost



à-vis the time and cost of commissioning a survey company to conduct data gathering, it would be to TPB's advantage to purchase studies that are readily available.

Market intelligence database for subscription

Passport Database: Travel & Tourism; Economies and Consumers

Geography: Western Europe, North America, Asia Pacific, Australasia and Iran

Online content comprising of:

- Annual global, regional and national statistics
- Annual global briefings and global company profiles
- Monthly and weekly articles on trends and issues
- Personalized searching and downloading
- Visualization of data
- Personal updates on newly published research

Delivery schedule:

- Access to the database shall start on 31 December 2016 and end on 30 December 2017

Approved budget for the contract (ABC):

The subscription to the market intelligence database are to be purchased for the amount of Seventy-Two Thousand US Dollars (USD 72,000) or its peso equivalent inclusive of value added tax (VAT) and other applicable taxes.

Qualification of the Research/Survey Agency:

- Unlimited access to country reports across 80 countries
- Should be able to prove ownership and/or have copyright of studies to be purchased.

TPB reserves the right to issue amendment to order as may be warranted under the circumstances in order to prevent detriment in public service and to avert damage and prejudice to the reputation of the government subject to the conditions and applicable guidelines under the Revised IRR of R.A. 9184.

Please submit the requested Quotation to the Bids and Awards Committee (BAC) Secretariat at 4th Floor, Legaspi Towers 300, Roxas Boulevard, Manila.

In addition to the quotation the following legal documents (or its equivalent) in a sealed envelope:

1. Company Profile / Reference
2. Certificate of Registration
3. Business Permit or License
4. Certificate of Copyright Registration and Deposit

Thank you very much.


JANET W. CANOY
Chairperson
Bids and Awards Committee

05 December 2016