

TERMS OF REFERENCE

Air Asia Shenzhen - Cebu Flight Familiarization Tour Cebu and Bohol 10 - 14 May 2018 Tour Operator Services

I. BACKGROUND

Through the joint effort of Tourism Promotions Board (TPB) and Department of Tourism in Shanghai to continuously promote the Philippines and its route network, we are pleased to inform you the “Air Asia Shenzhen - Cebu Flight Familiarization Tour”.

Shenzhen is one of the most developed cities in China. In fact in 2017, Shenzhen ranked third in terms of its GDP, giving a total economic output worth \$338 billion. Shenzhen’s Bao’An International airport is one of the busiest airports in China. With these developments, Shenzhen is becoming the leading economic engine in China’s Greater Bay Area Initiative.

Being one of the developed cities in China, there are several direct flights to Shenzhen. Air Asia is one of the airlines with several direct flights to the Philippines: Shenzhen-Manila and chartered flights from Shanghai and Hangzhou to Kalibo. However, with the announcement of Boracay’s closure, flights to Kalibo are being redirected to Cebu. Hence, on May 10, 2018, Air Asia will be opening its direct flight to Cebu.

In order to create more information and interest in the marketing regarding the new direct flight of Cebu, Air Asia together with the Department of Tourism Shanghai office will have an online promotion. Air Asia will create a contest in their Weibo account regarding the launching of this maiden flight to Cebu. Four winners will get a chance to go to the Philippines. Aside from these winners, there will also be four KOL who will be invited to broadcast and cover the entire familiarization tour.

A. Details of the Event

Date	:	10 - 14 May 2018
Venue	:	Cebu and Bohol
Expected Number of Foreign Participants	:	14 pax

II. PURPOSE/OBJECTIVES:

Through this activity, the following objectives will be met:

- a. To quell negative impressions on the Philippines brought about the PCA ruling on the west Philippine sea;
- b. For the travel agents to act as ambassadors in promoting the Philippines to the Chinese Market;
- c. To increase sales of Philippine tour packages to Cebu and Bohol.

The Tourism Promotions Board (TPB) is inviting qualified Philippine tour operators to provide the requirements of the abovementioned event based on the following guidelines:

III. Scope of Services

1. HOTEL ACCOMMODATION REQUIREMENTS:

A) Tour operator to provide hotel accommodation in Cebu city:

- ✓ Nine (9) single/twin sharing rooms with breakfasts 10 - 12 May 2018.
- ✓ Hotel accommodation shall be coordinated with TPB officer.
Target hotels are:
 - Shangri-la Mactan
 - Jpark Hotel
 - Crimson Hotel

B) Tour operator to provide hotel accommodation in Bohol city:

- ✓ Nine (9) single/twin sharing rooms with breakfasts 12 - 14 May 2018.
- ✓ Hotel accommodation shall be coordinated with TPB officer.
Target hotels are:
 - Amorita Resort
 - Bohol Beach Club
 - South Palms

*****Total cost of accommodation should be based on actual room expenses*****

*****Secured sponsorships should be deducted from the total expenses*****

2. TOUR GUIDE REQUIREMENTS:

a. DOT Accredited Tour Guide in Cebu

- Tour guide based in Cebu who can speak fluent in Mandarin knowledgeable not only about Cebu but also with the history of the Philippines in terms of culture, lifestyle and culinary and available on 10 - 12 May 2018.

b. DOT Accredited Tour Guide in Bohol

- Tour guide based in Bohol who can speak fluent in Mandarin knowledgeable not only about Bohol but also with the history of the Philippines in terms of culture, lifestyle and culinary and available on 12 - 13 May 2018.

3. TRANSPORTATION REQUIREMENTS:

➤ Land Transportation (kindly refer to the itinerary):

- **Cebu Leg**
 - Coaster that can fit 16 people comfortably;
 - 10 - 12 May 2018
- **Bohol Leg**
 - Coaster that can fit 16 people comfortably;
 - 12 - 14 May 2018

➤ Ferry Transfers (kindly refer to the itinerary)

- **Cebu - Bohol - Cebu**
 - Round trip tickets for 15 pax
 - Business class

4. TOUR ACTIVITIES:

a. Tour Activities for the group that provides the following on 10 - 14 May 2018:

- Entrance fees for the city tour in Cebu and Bohol.
- Tour operator to provide the following on 10 - 14 May 2018:
 - Arranging Whale Shark watching, Moalboal and Kawasan Falls on 11 May 2018.
 - Boat and snorkeling equipment for island hopping at Bohol with lunch at Balicasag Island on 13 May 2018.
- Miscellaneous included (entrance fees, environmental fees, communication expenses and etc.)

5. MEALS:

- a. Tour operator to provide meals indicated in the itinerary and to coordinate with TPB officer if any suggestions required on 10 - 14 May 2018.

6. Other Requirements:

- a. Provision of the following on complimentary basis:
1. Land transportation with the following:

- ✓ Medicine kit
- ✓ Cold water and towels
- ✓ Candies or snacks
- 2. Designation of a point person/coordinator that will coordinate with TPB officer.
- b. Coordination with TPB in all other matters required for the smooth implementation of the itinerary;

IV. Eligibility Requirements

- Must be a Department of Tourism (DOT) accredited Tour Operator or Transport Operator Company.
- Must be duly registered with the Philippine Government Electronic Procurement System (PhilGeps).
- Must possess the necessary expertise in the conveyance of passengers, particularly tourists, both local and foreign.
- Must be a member of DOT recognized organizations
- Must have at least five (5) regular staff / employees duly registered with SSS and/or Department of Labor.
- Must have the capacity to provide first class tourists buses and vehicles.

V. Technical Eligibility Documents

- Company Profile
- PhilGeps Accreditation
- Registration certificate from Securities and Exchange Commission (SEC) or Department of Trade and Industry (DTI) Business name
- Valid and current Mayor's permit/municipal license

VI. BUDGET:

The allotted budget is **PHP 736,500** (inclusive of all applicable taxes).

VII. PAYMENT PROCEDURE:

Send bill to the **TOURISM PROMOTIONS BOARD - ATTN: James A. Sy**, after the completion of services

VIII. EVALUATION PROCEDURE:

The winning bid shall be selected not solely based on the amount of bid, provided that the amount of bid does not exceed the above total budget.