

## **TERMS OF REFERENCE**

### **AIR ASIA SHENZHEN- CEBU FLIGHT KOL FAM TOUR CEBU, MANILA AND BOHOL 10-14 May 2018 Tour Operator Services**

#### **I. BACKGROUND**

Shenzhen is one of the most developed city 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 airport 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**

|  |          |                               |
|--|----------|-------------------------------|
| <b>Date</b>  | <b>:</b> | <b>10-14 May 2018</b>         |
| <b>Venue</b>                                       | <b>:</b> | <b>Cebu, Bohol and Manila</b> |
| <b>Expected Number<br/>of Foreign Participants</b> | <b>:</b> | <b>8 pax</b>                  |

## **II. PURPOSE/OBJECTIVES:**

Through this activity, the following objectives will be met:

1. To promote new additional flights of Ari Asia to Cebu;
2. To promote Cebu and Bohol as a premier tourist destination among potential travelers from China;
3. To reduce the effect of Boracay's closure in the China market.

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**

### **I. HOTEL ACCOMMODATION REQUIREMENTS:**

A. Tour operator to provide hotel accommodation in the following establishments:

1. Shangri-la Resort Mactan on 10-11 May: Two Single and Two twin sharing rooms with buffet breakfast
2. Bluewater Sumilon on 11-12 May : Two Single and Two twin sharing rooms with buffet breakfast
3. Kasai Village Resort and Spa on 12-13 May: Two Single and Two twin sharing rooms with buffet breakfast
4. Bluewater Maribago 13-14 May : Two Single and Two twin sharing rooms with buffet breakfast

B. Tour operator to provide hotel accommodation in Bohol:

1. Two Single and Two twin sharing rooms with buffet breakfast
2. Hotel accommodation shall be coordinated with the TPB officer.

Target hotels are:

- Amorita resort
- Bohol Beach Club
- South Palms

Note:

- Total cost of accommodation should be based on actual room expenses;
- Secured sponsorships should be deducted from the total expenses.

**3. TOUR GUIDE REQUIREMENTS:**

- Two (2) DOT Accredited Tour Guide for Cebu and Bohol
- Tour guide based in Cebu or Bohol who can speak fluent in Mandarin and English, knowledgeable not only about Cebu and Bohol but also with the history of the Philippines in terms of culture, lifestyle and culinary and available on 10-14 May 2018.

**4. TRANSPORTATION REQUIREMENTS (BUS OR COASTER):**

- Provision of two (2) vans one for the Cebu Leg and one for the Bohol Leg 6 pax plus luggages for arrival and departure transfers and city tours based on the attached itinerary from 10-14 May 2018.
- Provision of a tour vehicle with proper signage / labels and other amenities such as mineral waters and wet towels/wipes for each participants.

**5. TOUR ACTIVITIES:**

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

**Cebu Leg:**

- Entrance fees for the city tour and shooting activity (see attached itinerary)
- Tour operator to provide miscellaneous such as environmental fees, etc. indicated in the itinerary.

**Bohol Leg:**

- Entrance fees for the city tour and shooting activity (see attached itinerary)
- Boat and snorkeling equipment for island hopping at Bohol with lunch at Balicasag Island on 11 May 2018;
- Entrance fees and activities at Danao Adventure Park on 12 May 2018;
- Lunch at Loboc Floating Restaurant on 13 May 2018;
- Tour operator to provide miscellaneous such as environmental fees, etc. indicated in the itinerary.

**6. Other Requirements**

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

- Medicine Kit
  - coldwater and towels
  - Candies or snacks
2. Two Mandarin Speaking guides from 10-14 May 2018
- b. Coordination with TPB in all other matters required for the smooth implementation of the itinerary;
  - c. Designation of a point person who will coordinate with TPB.

**VI. BUDGET:**

The allotted budget is **PHP 679,500.00** (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.