

## **TERMS OF REFERENCE**

**PROJECT TITLE:** Hana Tour International Travel Show (HITS)  
07-10 June 2018 | KINTEX, Seoul, South Korea

**REQUIREMENTS:** Cultural Entertainers for the Hana Tour International Travel Show (HITS)

### **BACKGROUND:**

Hana Tour is Korea's largest tour wholesaler with 1,200 HanaTour exclusive sales offices and selling 14,000 tourism products through its 7,000 partners nationwide. It established 7 regional divisions – Korea, Japan, China, Southeast Asia, Americas, South Pacific, and Europe & Africa with 3 theme divisions – Hana Free, Honeymoon, and Golf & Leisure for travel show.

Hanatour International Travel Show Show (HITS) is the biggest event among travel shows and fairs in Korea in terms of number of visitors and sales volume. It is a 4-day travel show held annually in KINTEX. HITS provides an opportunity for Hanatour's partners and NTOs from other countries to introduce their destinations and tour products and for buyers to purchase various tour packages with more information.

In 2017, the show registered 100,000 visitors with 1,017 exhibitors. It generated a total of KRW 26, 800,000,000 (approximately USD 24,801,515.97) revenue. 24,378 on-site bookings was also generated during the show.

The Philippine participation in HITS 2017 attracted twenty-nine (29) companies with sixty-three (63) delegates. Based on the report of HanaTour, the Philippine participation in the show the previous year was successful. The actual revenue generated by the Philippine participation in 2017 amounted to KRW 489,300,000 (approximately USD 452, 627.827). It was covered by nine (9) media channels which generated a total PR value of KRW 36,000,000 (approximately USD32,000).

This year, PDOT Korea reserved six (6) booth spaces for the said event to help retail agencies to aggressively sell and promote Philippine tour products and provide general information about the country. Also, development of special tour packages with Hanatour in cooperation with the participating airlines and Philippine sellers for sale and distribution to the visitors at the Philippine Pavilion. Further, to maximize exposure and increase awareness of the Philippines, DOT Korea will conduct daily raffle draws and showcase performances of the Philippine entertainment group who will also perform during the Opening Ceremonies and at the main stage of KINTEX.

## **A. SPECIFICATIONS:**

### **Philippine Business Mission to Seoul Performances**

Requirement	:	Provision of bamboo musical performance featuring an array of classical, contemporary and cultural (island and folk) music including the Production Director/Choreographer
Date/Venue	:	7-10 June 2018 / Venue: KINTEX Exhibition Hall, Ilsanseo-gu, Goyang-si, Gyeonggi-do, Korea
Performances	:	Philippine Pavilion and main stage of KINTEX during the Opening Ceremonies
Length of show	:	15-30 minutes

## **B. GUIDELINES:**

1. A bamboo orchestra based in Manila, Philippines comprised of a unique ensemble of young, talented performers utilizing musical instruments fashioned out of bamboo and other indigenous materials.
2. The music genre should be fit for an international audience to include Korean music.
3. A list of the performers' repertoire should be submitted to the Project Officer/s at least a week prior to departure for Korea.
4. Recommend the best artists and performers preferably internationally acclaimed, as well as new, fresh regional talents who will perform during the event, for the approval of TPB.
- 5.

## **C. ENTERTAINMENT PACKAGE INCLUSIONS:**

The financial proposal of the production supplier should cover the following:

1. Professional fees of the performing artists
2. Pre-production preparation
3. Overall musical direction
4. Production management and on-site supervision and technical support
5. Rehearsals, production meeting costs
6. Costumes and musical instruments
7. Valid passports
8. Administrative costs and other miscellaneous expenses

#### **D. TPB DELIVERABLES:**

1. Allowance of USD 75/day for 5 days (6-10 June 2018) to be paid in Korea
2. Round trip economy airticket (Manila-Incheon-Manila)
3. Travel Insurance
4. Land transportation to and from airports and the official exhibition venue in Seoul
5. Accommodation in Seoul near the venue on sharing basis for the duration of the event
6. Technical requirements for every performances at each venue.

#### **E. TECHNICAL ELIGIBILITY REQUIREMENTS**

1. Must be a Filipino owned, operated legally registered Production Company under the Philippine laws or a government agency mandated to promote Philippine arts and culture;
2. Must be accredited with the Philippine Government Electronic Procurement System (PHILGEPS);
3. The Production company must have minimum of 3 years' experience in packaging entertainment programs for large-scale events and world class entertainment productions featuring Filipino artists and talents;
4. Must demonstrably have a good reputation in the field of corporate launches and events; and ;
5. Must have a wide network of talent contacts with repertoire to include ethnic, pop, classical, etc. as well as traditional and alternative cultural singers, and should be able to negotiate preferential rates and terms.

#### **F. TECHNICAL ELIGIBILITY DOCUMENTS**

1. PhilGeps Registration Certificate/number
2. Valid and current Mayor's permit/municipal license
3. Business/Income Tax Return
4. List of large-scale local and international events organized in the past and
5. Notarized Ominibus Sworn Statement (Annex A)

#### **G. Budget for the Contract**

The allotted budget is **Php 200,000.00** (inclusive of all applicable taxes)

#### **H. PROJECT OFFICER**

**MS. MICKA ANJELLA D. CALZADO**

Project Officer/Market Specialist II

North Asia Division

International Promotions Department

Email address: [anjella\\_calzado@tpb.gov.ph](mailto:anjella_calzado@tpb.gov.ph)  
Tel. No: 525- 7320 / 525-9318 loc. 269

**I. PAYMENT PROCEDURE**

Send bill to the TOURISM PROMOTIONS BOARD after the completion of services.

**MARIA DOLORES R. APAREJADO**

Officer-in-Charge, North Asia Division  
International Promotions Department  
4/F Legaspi Towers 300 Roxas Boulevard Manila

**J. EVALUATION PROCEDURE**

The winning bid shall be selected not solely based on the amount of bid and shall also consider the overall quality of goods and services offered based on bidding documents, provided that the amount of bid does not exceed the above total budget.