

# **TAIWANESE DIVE AGENTS AND MEDIA FAM TOUR**

*Puerto Galera and Manila*

*10-15 February 2019*

## **TERMS OF REFERENCE**

**Requirements for Services of Accommodation**

**MANILA**

**13-15 February 2019**

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### **I. BACKGROUND**

The Department of Tourism office in Taiwan, in coordination with the Tourism Promotions Board (TPB), will organize the Taiwanese Dive Agents and Media Familiarization Tour in Manila and Puerto Galera on 10-15 February 2019.

DOT-Taiwan endeavors to address the pressing challenges that hinder the growth of the Taiwan outbound to the Philippines. 2018 is one of the most challenging years as far as Taiwan outbound to the Philippines is concerned due to the declining number of tourists to the country despite the increasing number of air seats capacity. The office has already identified the contributing factors that caused the decline, and that is our country's image.

Currently, we have a total seat of 18,993 weekly to Manila. However, we cannot assume that all those seats are all for tourists, considering there are passengers who are overseas Filipino workers, passengers originating Manila traveling on holiday/business and some are connecting passengers. Per airline companies, in 2017, an average of 65% seats were sold but they were not able to qualify or quantify the percentage of Taiwanese tourists who traveled to Manila. Capitalizing on the available seats, we need to strengthen our efforts to promote Manila and the environs. Manila has been unattractive destination for the Taiwanese due to image problem (traffic, boring and unsafe), thus, travelers escape or avoid Manila and prefers to proceed to island destinations such as Cebu, Bohol, Coron, Puerto Princesa, El Nido, and the like. Now, this is an opportunity to showcase that Manila and the environs are exciting destinations to explore with all the FUN elements of travel such as food, shopping, culture, nature adventure and diving. Top Taiwanese media bloggers, mainstream media, photographers and dive shop agents are invited to this fam tour to have a first-hand experience and to create a different and exciting image of Manila and nearby destinations.

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

Through this activity, the following objectives will be met:

- Strengthen the awareness of Philippine tourism products and build enthusiasm among the Taiwanese (better understand the logistics of getting there and moving in between new destinations – Manila, Puerto Galera and Rizal)
- Reinforce networking opportunities, commitment and building relationships among the media and key travel influencers in Taiwan;
- Provide a first-hand FUN experience of Manila and the environs that will contribute to positive image of the destinations;
- Produce reliable and effective marketing message to the market through engaging and meaningful social and mainstream media releases; and eventually
- Contribute to the tourist arrivals to the country

### III. SCOPE OF WORK/DELIVERABLES:

#### MANILA

##### DETAILS OF THE EVENT

Group	:	Dive and Media Agents
Date	:	13-15 February 2019
Venue	:	Metro Manila
Expected Number of Foreign Participants	:	8
<b>Total number of Participants:</b>		<b>11*</b> <b>(including TPB and DOT Taiwan)</b>

TPB requires the services of a resort/hotel that would be able to provide the following:

1. A 4- to 5- star DOT-accredited hotel/resort located in Metro Manila, within 4-km radius from NAIA
2. A hotel/resort that can provide two (2) twin-sharing room accommodations for two (2) nights with buffet breakfast on 13-15 February 2019
3. A hotel/resort that can provide seven (7) single room accommodations for two (2) nights with buffet breakfast on 13-15 February 2019
4. A hotel/resort that can provide complimentary lunch for twelve (12) pax on 13 February 2019
5. A hotel/resort that caters to the Taiwanese market

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

\*Secured sponsorships should be deducted from the total expenses

### IV. Eligibility Requirements

1. Must be DOT accredited.
2. Must be registered with the Philippine Government Electronic Procurement System (PhilGeps).
3. Must be a member of DOT recognized organizations.

**V. Technical Eligibility Documents**

1. Company Profile
2. PhilGeps Accreditation
3. Valid DOT accreditation certificate
4. Registration certificate from Securities and Exchange Commission (SEC) or Department of Trade and Industry (DTI) Business name.
5. Valid and current Mayor's permit/municipal license

**VI. BUDGET:**

The allotted budget is **PHP 117,000.00** (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.