

TERMS OF REFERENCE

ADEVENTURE DESTINATIONS MEDIA FAM TRIP CEBU AND SIARGAO 19-25 September 2019 Tour Operator Services

I. **BACKGROUND:**

The Chinese travel market has evolved from group tours to a more adventurous type of tourists composed of the younger generation, FITs and special interest package tours. A 2018 survey of Chinese outbound travelers revealed that 43.2% of these tourists are willing to take an adventure and explore the natural scenery and cultural customs.

Hence, the Tourism Promotions Board together with the Philippine Department of Tourism in Shanghai shall be implementing the third theme for the Philippine PR plan which is "Adventure Destinations." This media familiarization trip will be composed of ten (10) Key Opinion Leaders (KOLs). KOLs are incredibly influential in China since they have millions of followers, majority of which are from the younger generations, whom actively engage in the content they create. The said media familiarization trip to Siargao will be held from 25-30 September 2019 which will dovetail the 25th International Surfing Cup in Siargao island. Siargao was the chosen destination since the island can offer the most unique adventure experience for Chinese young travelers through its popular surfing activity, island hopping and nature experience.

Details of the Event

Date	:	14-20 November 2019
Venue	:	Siargao
Expected Number of Foreign Participants	:	10 pax

II. **PURPOSE/OBJECTIVES:**

Through this activity, the following objectives will be met:

1. To be able to create a positive image of the Philippines in the market with the use of KOL media;
2. To introduce Siargao as a new sustainable tourist destination to the Chinese market;

3. To include Siargao as one of the choice destinations for travel among young Chinese travelers;
4. To create interest in the market specially those from 2nd and 3rd tier cities to visit the Philippines;
5. To generate about Php 80,000,000 in terms of media publicity.

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. AIR TICKETS

- A. Domestic Ticket for TPB Representative (1pax)
MNL-IAO via DG 6841 on 14 November
CEB-MNL via PR 1861 on 20 November

II. HOTEL ACCOMMODATION REQUIREMENTS:

- A. Tour operator to provide hotel accommodation in Cebu:
 1. 10 single deluxe rooms with buffet breakfast for 10 pax at Waterfront Mactan on 14 November 2019;
 2. 11 single deluxe rooms with buffet breakfast at Movenpick Resort and Spa on 18-20 November 2019;
- B. Tour operator to provide hotel accommodation in Siargao:
 1. 11 single deluxe rooms with buffet breakfast at Siargao Blue from 14-18 November 2019;

Note:

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

I. TOUR GUIDE REQUIREMENTS:

- One (1) DOT Accredited Tour Guide for Cebu and Siargao.
- Tour guide preferably based in Cebu and/or Siargao who can speak fluently in Mandarin and English, knowledgeable not only about the destinations but also with the history of the Philippines in terms of culture, lifestyle and culinary and available on 14-20 November 2019.
- Neatly dressed and coordinates with TPB representative on the schedule of activities.
- Does NOT sell products nor ask tips from the guests.

II. TRANSPORTATION REQUIREMENTS (COASTER):

- Provision of one (1) coaster (20-30 seater) for arrival and departure transfers and tours based on the attached itinerary from 14-20 November 2019.
- Provision of one (1) luggage van based on the attached itinerary from 14-20 November 2019.
- Provision of tour vehicles with proper signage / labels and other amenities such as mineral waters and wet towels/wipes for each participants.
- Coaster model should not be older than 2017

III. TOURS and ACTIVITIES:

See attached itinerary

IV. OTHER REQUIREMENTS:

- a. Provision of a hygienic kit which contains hand sanitizer, wipes, sunscreen, mosquito repellent, alcohol for each participant and TPB representative;
- 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.
- d. Inclusion of a local guide in all included destinations.
- e. Ensure that the boat for Island hopping is duly registered, new and has life vest for all the participants and TPB representative.

V. BUDGET:

The allotted budget is **PHP 998,500.00**(inclusive of all applicable taxes).

VII. PAYMENT PROCEDURE:

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

MARIA DOLORES R. APAREJADO

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Supplier must have a Landbank account. Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

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.