

TERMS OF REFERENCE
Tour Package
(As of 16 January 2020)

PROJECT TITLE: MBN's TV STATION "DONGCHIMI" PROGRAM FILMING MISSION

I. BACKGROUND:

PDOT Korea/TPB is organizing a filming mission to Cebu and suburbs with MBN's TV Station "Donchimi" in Korea scheduled on March 23-27, 2020 and March 30-April 03, 2020.

"Dongchimi" means kimchi which consist of Korean radish, napa cabbage, scallions, pickled green chilli, ginger, Korean pear and brine in Korean cuisine. "Dongchimi" is one of the most popular talk show targeting middle-aged viewers. This MBN's talk show airing 10:50 PM to 12:50 AM every Saturday is hosted by famous comedian Soo-Hong Park and former announcer Eun-Kyung Choi with assistant host comedian Joon-hyeong PARK and Jinhwa SHIM. The program invites different speakers as panels in each episode such as actor, doctor, pastor, lawyer and essayist. Every week, the program chooses different themes based on the common interest of middle-aged Korean. After its launching in 2012, the program emerged as one of the most profitable show of MBN. It achieved 1st place in the audience share among General Service Program Providers in 2016, 2017 and 2018.

Six (6) middle-age celebrity couples will go on a second honeymoon trip to the Philippines. They will experience various activities and see the best attractions, exchanging talks with each other regarding their married life, and play games to select the sites they wish to go. The show is well known in Korea and its audience comprised of housewives. Housewives are able to influence the choice of travel destinations of the family. The location shoot of MBN "Dongchimi" programs in the Philippines aims to promote Cebu as a second honeymoon and family travel destination. MBN will be airing an episode (120 minutes) showcasing Cebu in the first week of May 2020, and a replay on the fourth week of May 2020.

II. OBJECTIVES:

The program is highly loved by many middle-age Korean such as, housewives and those in business. In many cases, the show garnered 1st place in the viewership rate among programs aired by General Service Program Providers.

There is strong impact and audience penetration. Middle-age Koreans tend to be influenced by TV programs. Since 'Dongchimi' is a highly influential TV program, the timing of the advertisement can move people to take action better than other medium.

III. DETAILS OF THE EVENT:

Date	:	Pre-shooting	March 23-27,2020
		Actual Shooting	March 30-April 03, 2020
Venue	:	Cebu and Suburbs	

Expected Number of Foreign Participants	:	Pre-Shooting = 4 pax Actual Shooting =51 pax
Total No. of Participants Including TPB Officer	:	Pre-Shooting=5 pax Actual Shooting=52 pax

IV. SCOPE OF WORK/DELIVERABLES:

TPB requires the services of a tour operator that would be able to provide the following:

PRE-LOCATION SHOOTING

a. Accommodation

- Five (5) single deluxe room accommodations with breakfasts at a five-star luxury hotel in Cebu for four (4) nights on March 23-27 2020, preferably Mactan Island Area such as Shangri-La Mactan Resort, Plantation Bay Resort and Crimson Resort & Spa

b. Meals (Lunches and dinners including beverages) on March 23-27, 2020

c. Transportation (*kindly refer to itinerary*)

- One (1) Van – Grandia model not older than 2017
 - Manila on March 23 and March 27, 2020
 - Cebu on March 23-27, 2020

d. Tours and pre-location shooting

- Cebu Area and suburbs (Please see attached itinerary)

e. Korean/English Speaking Guide

- One (1) DOT accredited Korean/English speaking tour guide to accompany the pre-location shooting of the crews in Cebu;

f. Domestic Airticket (Manila-Cebu-Manila) for one (1) pax

g. Coordinator to accompany and facilitate the filming mission

h. Miscellaneous expenses but not limited to, with maximum amount of Thirty Thousand Pesos (P30,000.00)

- Inclusion of entrance fees, airport/terminal fees for the **Production Crews with a total of 4 pax**, pre-paid cards with a maximum of one thousand pesos (P1,000.00) other on-site expenses, snacks on the road, etc.
- Inclusion of miscellaneous/incidental expenses to be incurred during the pre-location shooting

ACTUAL SHOOTING/FILMING

i. Accommodation

- Twenty five (25) twin deluxe room accommodations with breakfast at a five-star luxury hotel for the production crews and couple celebrities in Cebu for four (4) nights on March 30-April 03, 2020, preferably Mactan Island Area such as Shangri-La Mactan Resort, Plantation Bay Resort and Crimson Resort and Spa
- Two (2) twin deluxe room accommodations with breakfasts for the PDOT Korea and TPB Project Officers in Cebu for four (4) nights in complimentary basis on March 30-April 03, 2020 where the production crews billeted

j. Meals (Lunches and dinners including beverages) on March 30-April 03, 2020

k. Transportation (*kindly refer to itinerary*)

- One (1) Van – Grandia model not older than 2017

- Manila on March 30 and April 03, 2020
- Cebu on March 30-April 03, 2020
- Three (3) Buses – model not older than 2017
 - Cebu on March 30-April 03, 2020
- l. Tours and actual shooting**
 - Cebu Area and suburbs (Please see attached itinerary)
- m. Korean/English Speaking Guide**
 - One (1) DOT accredited Korean/English speaking tour guide to accompany the actual shooting of the production crews and celebrities in Cebu on March 30-April 03, 2020 if necessary during the actual shooting;
- n. Domestic Airticket** (Manila-Cebu-Manila) for one (1) pax
- o. Coordinator to accompany and facilitate the filming mission**
- p. Miscellaneous expenses but not limited to, with a maximum amount of One Hundred Thousand Pesos (P100,000.00)**
 - Inclusion of porter fees, airport/terminal fees for the **Production Crews with a total of 51 pax from Cebu to Incheon**, pre-paid cards with a maximum amount of two thousand pesos (P2,000.00), excess baggage, communication expenses, filming permits fees, optional activities, snacks on the road and other on-site expenses, etc
 - Inclusion of miscellaneous/incidental expenses to be incurred during the actual shooting
- q. Other Requirements**
 - Provision of clean, comfortable and tourist friendly transport service for the participants inclusive of the following:
 - Uniformed, presentable and trained drivers
 - Gasoline, toll and parking fees
 - Provision of first aid kit onboard
 - Provision of proper, approved, clean signage for the vehicles
 - Coordination with TPB in all other matters required for the smooth implementation of the tour
 - Designation of a point person who will coordinate with TPB
 - Tour operator to provide a detailed breakdown of the bid proposal as basis of the actual billing in the event that sponsorships shall be granted
 - Tour operator to provide security or marshals during the actual shooting if necessary
 - Provision of mineral bottled water during the pre-location and actual shooting in the van and buses.

The tour operator should have the following attributes:

- Attentive and addresses the needs of the client
- Has been in the industry for at least 3 years
- Must be willing to provide services on a send bill arrangement
- Accredited by the Department of Tourism

*****The total cost of tour package should be based on actual tour expenses.***

V. TIME FRAME AND SCHEDULE OF WORK:

A tour operator to provide the mentioned services from **March 23-27, 2020 and March 30-April 03, 2020**. (Please see attached itinerary)

VI. BUDGET:

The allotted budget for the tour operator is **PhP 2,065,000.00** (inclusive of all applicable taxes).

Total Bid Price Ceiling is **PhP2,065,000.00** inclusive of service charge and all applicable taxes. Cost of items in bid should be broken down. The winning bid shall be determined **based on the quality of the proposal with the most advantageous financial package cost**, provided that the amount of bid does not exceed the abovementioned approved budget.

VII. PAYMENT PROCEDURE:

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

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VIII. EVALUATION PROCEDURE:

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

IX. ELIGIBILITY REQUIREMENTS:

1. Must be a Department of Tourism (DOT) accredited Tour Operator or Transport Operator Company.
2. Must be duly registered with the Philippine Government Electronic Procurement System (PhilGeps).
3. Must possess the necessary expertise in the conveyance of passengers, particularly tourists, both local and foreign.
4. Must be a member of DOT recognized organizations
5. Must have a professional track record in handling international groups in the last five years.
6. Must have handled at least three (3) government projects / events
7. Must have at least five (5) regular staff / employees duly registered with SSS and/or Department of Labor.
8. Must have the capacity to provide first class tourists buses and vehicles.

X. TECHNICAL ELIGIBILITY DOCUMENTS

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