TECHNICAL SPECIFICATIONS

PROCUREMENT OF A TOURISM MARKETING INTELLIGENCE DATABASE FOR THE TOURISM PROMOTIONS BOARD (TPB)

BACKGROUND AND OBJECTIVES:

The Tourism Promotions Board (TPB), an attached agency of the Department of Tourism, is mandated to market and promote the Philippines domestically and internationally as a world-class tourist destination. It envisions the Philippines to become one of the most preferred destinations in Asia-Pacific by 2022. With this goal, TPB has continuously implemented programs, projects and activities that aim to increase the Philippines' share of outbound travellers from its target markets, improve the perception on the country as a unique and safe destination, and ensure steady promotion of major tourist destinations in various media.

To keep up with the changing global travel trends and consumer preferences, particularly in the Top Source Markets of Philippine Inbound Tourism, TPB needs to boost its collection of data to prepare effective marketing strategies and redirect its promotional efforts into more relevant travel groups. Moreover, additional statistics related to the demographic, economic and consumption qualities of residents from its target markets are also essential to create an overall picture of the characteristics and behavior of potential foreign visitors.

With the bulk of information that TPB needs to gather, purchasing individual studies might not be the most feasible and economical choice to make, given the quantity and quality of the contents that the agency wants to obtain. As such, TPB would like to source, via public bidding, an online tourism marketing intelligence database with the capacity to provide extensive information on the global travel and tourism industry. The online database is expected to operate as one of TPB's primary market data source.

PRODUCT FEATURES, CONTENTS, AND FUNCTIONALITIES:

The online database should be able to provide information and statistics that catches the dynamic changes in the travel and tourism industry. Supplemental data about TPB's target markets, focusing on their demographic, economic, and consumption characteristics, are also necessary.

Specifically, the online database must contain the following features, contents, and functionalities:

Features:
- User-friendly interface for easy navigation and searching of information

- Availability of country reports with statistics, trends, and insights (updated at least once a year)
- Ten-year historical data and five-year forecasted data on different travel categories
- Provision of industry reports or briefings on the latest trends
- Provision of access to unlimited number of users in the organization
- Customer support and training videos on how to use the database proficiently
- Subscription period good for one year

Contents:
- Minimum Geographical Coverage
    - Asia-Pacific countries, including nations in East Asia and South Asia
    - Australasia/Oceania countries
    - North American countries
    - Western Europe countries
    - Eastern Europe countries
    - Middle East countries
- Data and analytical reports about the Travel and Tourism Industry, particularly in the following categories:
    - Travel Flows
        - Inbound arrivals by purpose of travel and source markets
        - Inbound receipts by type of expenses
        - Number of annual leaves and public/paid holidays
        - Outbound trips by purpose of travel and top destinations
        - Outbound receipts by type of expenses
        - Domestic trips by purpose of travel and top local destinations
        - Domestic receipts by type of expenses
        - Travel flows by mode of transportation (e.g. air, land, rail and water)
    - Aviation Landscape
        - Airline sales by carrier type and booking option
        - Online airline sales
        - Number of airline passengers transported by carrier type
        - Leading airline brands by total number of passengers carried
    - Travel Intermediaries
        - Sales of intermediaries by travel purpose and booking options
        - Leading travel intermediaries (traditional and online travel agents)
    - Online Sales to Residents
        - Online sales by type of service
        - Mobile sales by type of service

- ➢ Leading companies by online sales market share
- Travel Forecast Model
- Data and analytical reports about the Demographic Characteristics of the population
  - o Population Trends
    - ➢ Proportion of men and women
    - ➢ Median age of the population
    - ➢ Ageing
    - ➢ Urbanization
    - ➢ Migration and natural population change
    - ➢ Births and fertility
    - ➢ Life expectancy and deaths
  - o Type of Households
    - ➢ Number and average size of households
    - ➢ Household trends
    - ➢ Gender, education and employment of family heads
- Data and analytical reports about the Consumption Lifestyle of residents
  - o Consumer Trends
    - ➢ Megatrends
    - ➢ Consumer segmentation
    - ➢ Leisure and recreational habits
  - o Income and Expenditure
    - ➢ Average disposable Income by gender
    - ➢ Average gross income by age
    - ➢ Household income distribution and median disposable income per household
  - o Consumer Finance
    - ➢ Consumer spending and purchase capacity
    - ➢ Preferred payment methods
  - o Consumer Food Service
  - o Digital Consumption
    - ➢ Number of internet users and frequency of internet access
    - ➢ Percentage of households with access to the internet
    - ➢ Use of internet by digital device
    - ➢ Leading social media sites and social messaging apps
    - ➢ Digital purchases by industry

- Data and analytical reports about the Economic Performance of the country
  - Economic landscape and prospects
  - Gross Domestic Product (GDP) growth
  - Inflation
  - Political structure and stability
  - Business environment
  - Global competitiveness ranking

Functionalities:
- Customized search option to access specific data
- Quick access links for reading related contents
- Save, export, print and charting functions
- Proprietary ownership of an algorithm that would allow forecasting of outbound and inbound travel of identified geographical coverage.

SUBSCRIPTION PERIOD:

One-year subscription upon **acceptance** of the Notice to Proceed (NTP), with the starting date not earlier than 15 June 2020.

APPROVED BUDGET FOR THE CONTRACT (ABC):

The approved budget for the annual subscription to the database is **Php 6,000,000.00,** inclusive of value-added tax (VAT) and other applicable taxes.

QUALIFICATION OF THE MARKET RESEARCH PROVIDER:

- At least 20 years of proven expertise in consumer research and market analysis.
- Proven ownership and/or copyrights of studies and statistical reports included in the database
- Compliance to legal standards on data privacy and protection
- Member of good standing in any internationally-recognized association of research agencies (provide proof of membership)
- Has provided services to multinational clients in the past five years (provide copy of Notice to Proceed, contract, official receipt for subscription payment, or whichever is applicable)

QUALIFICATION OF THE RESELLER OR DISTRIBUTOR (IF APPLICABLE):

- Authorized reseller or distributor of market intelligence database of the Research Provider (provide proof of authorization).
- At least three years in the business of acquiring rights for subscriptions.
- Statement of completed and on-going contracts (at least three years), including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid.

TERMS OF PAYMENT:

The market research provider should have a Landbank account. Payment will be made through LBP bank deposit. Otherwise, bank charges will be shouldered by the market research provider.

PROPOSAL:

The market research provider is expected to submit technical and financial proposals which should include the following:
- Brief profile and background (including credentials) of the company, which demonstrates their ability to provide the bulk of information that TPB needs in one platform.
- Briefer on the survey methodologies employed by the company to gather the data contained in the database.
- Briefer on the data quality processing and control undertaken for the collected statistics before uploading them in the database.
- Provision of trial access to experience how to use the database and actual searching of contents to prove the comprehensiveness of contained information
- The winning bidder shall be determined in accordance with the provisions of R.A. 9184 and its Revised IRR.