

TECHNICAL SPECIFICATIONS

PROCUREMENT OF A TOURISM MARKET RESEARCH DATABASE FOR THE TOURISM PROMOTIONS BOARD

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 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 market research database with the capacity to provide extensive information about 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 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 East Asia, South Asia and Middle East
 - Australasia/Oceania countries
 - North American countries
 - European 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
 - 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)
- Travel Forecast Model
- Data and analytical reports about the Demographic Characteristics of the population
 - 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
- 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
 - Consumer Lifestyle
 - Megatrends
 - Consumer segmentation
 - Leisure and recreational habits
 - Income and Expenditure
 - Average disposable Income by gender
 - Average gross income by age

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 receipt of the Notice to Proceed (NTP).

APPROVED BUDGET FOR THE CONTRACT (ABC):

The approved budget for the annual subscription to the database is **Php 4,000,000.00**, inclusive of value-added tax (VAT) and other applicable taxes and fees.

QUALIFICATION OF THE MARKET RESEARCH PROVIDER:

- At least 20 years of 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:

- Authorized reseller or distributor of market research database (provide proof of authorization).
- Engaged in the business of providing interactive multimedia technology and authoritative web-based reference and information services.
- 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:

Full payment to be remitted within 30 calendar days upon receipt of Invoice.

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

PROPOSAL:

The market research provider is expected to submit technical and financial proposals that 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 during bid evaluation of Lowest Calculated Bid.
- The winning bidder shall be determined in accordance with the provisions of R.A. 9184 and its Revised IRR.