19th PHILIPPINE TRAVEL EXCHANGE (PHITEX) 2020, Virtual Edition
22-26 September 2020
Manila

Services of a Virtual Tours Provider

I.   BACKGROUND

PHITEX is the biggest government-organized travel trade event in the country first held in 1996. Patterned after the ASEAN Tourism Forum, this event hosts qualified international buyer delegates worldwide to participate in table-top business appointments with accredited Philippine tourism suppliers. Invited foreign participants are also given a chance to experience what the country can offer as a tourism destination during pre and post tours featuring key Philippine attractions and destinations.

Research reveals that 68% of business events have been cancelled or postponed due to the very recent COVID-19 pandemic. This has caused significant challenges for the tourism industry; digitization is one of the most effective ways to bridge us into the new normal.

For the first time, TPB shall host the PHITEX Virtual Edition. This online exhibition will provide an opportunity to experience innovative ways of developing new business connections and update global buyers with the latest Philippine tourism offerings. In addition, it can maximize trackability where every registration, login, click, download and share, and other event tracking functionality has become easier than ever.

Hence, the TPB requires, the services of an experienced **Virtual Tours Provider** to create and develop a creative, user - engaging and interactive virtual tours of select Philippine destinations using the best available audio and 360° visual technology to replicate the atmosphere and help audience imagine actual tourism attractions

II.   SCOPE OF SERVICES

PROVISION OF TWO (2) VIRTUAL TOUR MODULES TO IMMERSE AND ENGAGE TARGET AUDIENCE DURING THE TRAVEL EXCHANGE

A. GENERAL REQUIREMENTS

1. Produce two (2) virtual tours modules that are designed and created with high definition audio and 360° visual technology
2. Includes all production works (visual shoots, audio, music, presenters, voiceovers, props, specialist equipment, translation and visual effects)
3. Tours must be highly engaging, enjoyable and provides real-time interaction

4. Have selectable hotspots embedded within the visuals that take you from one viewpoint to another
5. With Information pop-ups and links related to content
6. With maps and interactive menus for navigation ease
7. Compatible with any web browser and mobile devices
8. Creator must provide 24/7 technical support
9. Option to download content for offline use
10. Provide appropriate system documents to quickly guide users through specific tasks
11. Transfer of knowledge for the TPB on how to upload / update / revise content information

B. VIRTUAL TOUR COMPONENTS

1. Aerial Map of the Destinations
2. Twenty (20) - 360° Panoramic Ground Hotspots (Photo/Video)
3. Five (5) - 360° Panoramic Aerial Hotspots (Photo/Video)
4. Aerial Photos and Videos
5. Photos and Videos of Key locations of the destinations
6. Audio of the sounds of destinations
7. Writeup of key locations of destinations Website Links and Information of popular establishments of the destinations
8. Guided Virtual Tour Application with Host/Talent
9. Voice Over (VO) for Virtual Tour Application
10. Five (5) - Produced videos for key activities/or locations to play for key locations, activities, and intro to the virtual tour.
11. Photo and Video Gallery

C. KEY TASKS:

1. Develop application flow and concept for the target destinations
2. Record and edit 360° panoramic photos and 4K videos
3. Record and edit photos and 4K videos
4. Record and edit Aerial 360° panoramic photos and videos
5. Record and edit Aerial photos and 4K videos
6. Script development for Virtual Tour Application
7. Recording of VO
8. Audio recording of sounds of the destinations for background audio of Virtual Tour
9. Procurement of appropriate royalty free music for Virtual Tour background
10. Designing of Custom Virtual Tour interface

11. Programming and mapping of Virtual Tour application
12. Placement of text information, URL links, videos, and photos on to the Virtual Tour Application
13. Upload of Virtual Tour Application online for easy viewing and shareability, and native capabilities to all browser for mobile adaptability.
14. Turnover of raw photo and videos to client for uploading on to social media
15. Tracking of analytics of the Virtual Tour Application
16. Cloud hosting of Virtual Tour Application
17. Directing of host/talent of virtual tour
18. Provide 24/7 technical support and training for TPB Staff

III. TOUR MODULES
DESTINATION: METRO MANILA

1. **MODULE A:** **OLD MANILA**
   a. Tour Spots: Intramuros, Binondo, Rizal Park, National Museum, Museum of Natural History and similar spots
   b. Description: Module will highlight the rich history of the Philippines through Manila's historical sights.

2. **MODULE B:** **MODERN MANILA**
   a. Tour Spots: Makati, BGC, Mandaluyong, Quezon City , San Juan, Manila Bay Area and similar spots
   b. Description: Module will highlight the bustling and cosmopolitan side of Metro Manila with focus on shopping, fashion and gastronomy.

IV. QUALIFICATION OF BIDDER

1. Bidder must be a professional media company and have at least three (3) years experience in conceptualizing, producing and executing a production for Virtual Tours.
2. Bidder must submit a list of project accomplished within the last three (3) years.
3. Key personnel involved in the project must have a minimum of three (3) years of relevant experience supported by CVs:
   - *Project Manager*
   - *CAAP Licensed Drone Pilot*
   - *Reality Capture Specialist*
   - *Graphic Designer*
   - *Videographer/Photographer*
   - *Copywriter*

- Virtual Tour Programmer

4. Must be Filipino owned, operated and legally registered under Philippine laws.
5. Must be registered in the Philippine Government Electronic Procurement System (PHILGEPS)
6. Company profile
7. CAAP Registered and Certified Drone Pilot with business to operate

V. BUDGET COST :

Total budget allocation for this project is **NINE HUNDRED NINETY THOUSAND PESOS** *(PHP 990,000.00)*, inclusive of all applicable fees and taxes.

VII. TERMS OF PAYMENT

1. Timeline and Gantt Chart (approved by TPB) 2. Design conceptualization for Virtual Destinations Tour	25% of the total contract price
3. Presentation of three (3) proposed concepts / designs 4. Acceptance and approval of design template	30% of the total contract price
5. Upon presentation of final dry run / tech check	30% of the total contract price
6. Complete implementation of all approved deliverables 7. Full completion of deliverables to TPB	15% of the total contract price

VIII. ADDITIONAL REQUIREMENTS

Bidders will be required to make a presentation (maximum of 15 minutes) of their Plan Approach. The winning bid must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignment:

IX. CRITERIA FOR EVALUATION

Proposal	Weight
Technical Proposal	80%
Financial Proposal	20%

X. RATING GUIDE FOR TECHNICAL PROPOSAL

CRITERIA	RATING	
I. Qualification of Personnel who may be Assigned to the Project		**25%**

Required qualifications and experience of the following key personnel in producing and executing a virtual tours production:
 	
• 3 years or more (25%)
• less than 3 years (15%)
 	
    - Project Manager (1)
    - CAAP Licensed Drone Pilot (1)
    - Reality Capture Specialist (1)
    - Graphic Designer (1)
    - Videographer/Photographer(1)
    - Copywriter (1)
    - Virtual Tour Programmer (1)
 	
Covering the suitability of the key staff to perform the duties of the particular assignments and general qualifications and competence including education and training of the key staff and similar projects handled by personnel (based on submitted CVs)		

II. Firm Experience and Capability		**25%**
Experience of the firm in handling similar projects **(25%)** • 3 years or more (25%) • less than 3 years (15%) *Company has presented previous virtual tour productions incorporating majority of the required components of this project with at least 1 contract that is => ABC*		
III. Plan Approach and Methodology		**50%**
1. Proposed content of the virtual tour which is composed of story angle/story board, script, visual appeal, music/sound design and others **(35%)** a. Originality of the Concept (20%) b. Resonance of the concept to the target audience (15%)		
2. Usability and user engagement **(15%)** a. Accesibility/Usability (adaptable to all screens and mobile devices, SEO, ease of navigation, speed/load time) (5%) b. Proposed user engagement and analytics to be incorporated in the virtual tours (5%) c. Help and Support (TPB staff training, 24/7 support, support quality) (5%)		
TOTAL		

Approved Budget for the Contract is inclusive of all applicable taxes. The cost of items in the 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 above mentioned approved budget. The deadline for submission of bids should be at the close of office hours on _____.

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