

## Request for Proposal

24 July 2020

The **TOURISM PROMOTIONS BOARD**, thru the Bids & Award Committee (BAC), invites interested bidders to submit proposal for the hereunder project;

Proposal No. TPB-PR.2020.07.216

PR No. 7.023 IPD PHITEX 2020

Requirements : SERVICES OF A RESEARCH/SURVEY COMPANY TO CONDUCT THE PHILIPPINE TRAVEL EXCHANGE (PHITEX) 2020 VIRTUAL EDITION SURVEY AND MARKET ANALYSIS

Project Title : 19th PHILIPPINE TRAVEL EXCHANGE (PHITEX) 2020

BUDGET : Nine Hundred Seventy-Five Thousand Pesos Only  
(Php 975,000.00)

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### TERMS OF REFERENCE

**19<sup>th</sup> PHILIPPINE TRAVEL EXCHANGE (PHITEX) 2020, Virtual Edition**  
**22-24 September 2020**  
**Manila**

**Services of a Research/Survey Company to**  
**Conduct the PHITEX Virtual Edition**  
**Survey and Market Analysis**

#### I. BACKGROUND

The Philippine Travel Exchange (PHITEX) is the largest government-organized travel trade event in the country. Conceived in 1996 as a cost-effective tool in promoting the Philippines and significantly growing inbound tourism, the annual travel event hosts qualified international buyers to meet with accredited Philippine tourism suppliers via one-on-one, table-top business appointment sessions. Another key component is the pre- and post-event tours wherein invited foreign participants are afforded a first-hand

experience of the country's beauty and unique warmth of its people from a choice of its popular and emerging destinations.

In addition to the event's business potential, educational seminars have been incorporated in the PHITEX program since 2006 for the private sector participants. The activity endeavors to enhance the sellers' marketing aptitudes in providing them with updates on target source markets, knowledge on promotional innovations, and awareness/information on the latest trends in the travel industry.

Amidst the global crisis wrought by the CoVid19 pandemic, studies indicate that over 68% of business events worldwide have been cancelled or postponed causing considerable challenges to the travel industry. Among the current silver linings in jump starting tourism is digitization, using technology as an effective tool in bringing the industry into the new normal. Thus, for the first time, TPB shall utilize this innovation in hosting PHITEX 2020 Virtual Edition. The new methods allow participants to experience new platforms in developing business connections and acquiring new skills while maximizing traceability in every registration, login, click, download and share.

With TPB's mandate to promote Philippine tourism and commitment to improve its services, it requires the services of a research and survey company to conduct an independent, transparent and objective survey of the PHITEX Virtual Edition participants in the formulation of an updated TPB market analysis and event organizational assessment.

#### **Objectives of the Research/Survey:**

1. To identify stakeholder requirements and expectations from TPB;
2. To understand the interests and considerations of our target markets and the general public;
3. To propose action plans during crises; and
4. To recommend plans for strategic international tourism marketing

#### **Definition of PHITEX Virtual Edition Participants:**

1. Buyers – travel wholesalers, MICE organizers and tour group handlers from key international markets invited to discuss business with Philippine suppliers of tourism products and services.
2. Sellers – DOT-accredited suppliers of Philippine tourism products and services who are joining the annual travel event.
3. Tourism students and Academe – participation in the PHITEX Virtual Edition, particularly the Webinars and Roundtable Discussions, will be opened to tourism and hospitality schools.

#### **TOURISM PROMOTIONS BOARD PHILIPPINES**

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4. Local Government Units/Regional Offices – the maiden virtual event will likewise be opened to the tourism officers of LGUs and the DOT Regional Offices.
5. Tourism Associations – Officials and members of the various TPB partner associations
6. Travel Media – travel bloggers, magazine writers, key opinion leaders, influencers and journalists interested in featuring the virtual travel event.

### **Survey Methodology**

- Due to the virtual nature of the travel event, the research and survey company should devise an online survey tool to be uploaded to the PHITEX platform.
- There should be separate questionnaires for the following respondents:
  - Sellers, local and regional tourism officers – to answer objectives #1 and #2
  - Buyers – to answer objective #2
- Based on the target participation for the PHITEX Virtual Edition, the proposed population of this survey is broken down as follows:
  - Sellers – at least 80
  - Buyers – at least 80
- The research and survey company should formulate survey polls based on the webinar and roundtable discussion contents.

## **II. SCOPE OF SERVICES**

1. Formulation of questions for the survey.
2. Formulation of polls during the webinars and roundtable discussions.
3. Data collection and analysis of survey results.
4. Preparation and submission of the final report and recommendations
5. Presentation of final report to the management.

### **Schedule of activities for the study**

Task	Time Frame
Questionnaire Formulation	1 week
Data processing	2 weeks
Preparation and submission of Report	3 weeks

## **III. ELIGIBILITY REQUIREMENTS**

1. Must be a Filipino owned, operated and legally registered research/survey company under Philippine laws;
2. Must be registered in the Philippine Government Electronic Procurement System (PHILGEPS);

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3. The research/survey company should possess at least five (5) years of experience in conducting customer satisfaction surveys and related researches, including analysis and presentation.
4. Key personnel to be assigned in the project should have a minimum of three (3) years of relevant work experience in conducting research/surveys
5. Compliant to legal standards on data privacy and protection.
6. Company profile

#### IV. ADDITIONAL REQUIREMENTS

The winning bid must attain a hurdle rate of 80% based on the following set of selection criteria with their corresponding weight assignment:

##### 1. CRITERIA FOR EVALUATION

Proposal	Weight
Technical Proposal	80%
Financial Proposal	20%

#### Rating guide for Technical Proposal

	CRITERIA	WEIGHT
I.	<b>Firm's Experience And Capability</b>	<b>35%</b>
	a. Bidder's expertise in conducting surveys using different methodologies for reaching specific customer types and capacity to implement a survey of international coverage. (15%) <ul style="list-style-type: none"> <li>• More than 5 years of experience (15%)</li> <li>• Less than 5 years (0%)</li> </ul> b. Quality and quantity of similar surveys handled. <ul style="list-style-type: none"> <li>• With 4 or more similar surveys (10%)</li> <li>• With 3 similar surveys (5%)</li> <li>• Less than 3 similar surveys (0%)</li> </ul> c. Quality/profile of previous clients in similar projects. <ul style="list-style-type: none"> <li>• With 3 or more similar surveys and 1 government client (10%)</li> <li>• With 3 or more similar surveys but no government client (5%)</li> </ul>	
II.	<b>Qualification of Personnel Assigned to the Project</b>	<b>30%</b>

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	<p>Profile and expertise of key personnel to be assigned to the project showing specialization and/or experience in the conduct of quantitative and qualitative research.</p> <ul style="list-style-type: none"> <li>• With a statistician in the team that has experience in conducting similar surveys and analyses (30%)</li> <li>• Without a statistician in the team but has experience in conducting similar surveys and analyses (20%)</li> </ul>	
III.	<b>Plan of Approach and Methodology</b>	<b>35%</b>
	<p>a. Project plan approach to achieve the expected output within the specified timeframes (20%)</p> <p>b. Manner of presenting the survey results and recommendation (15%) points)</p>	
<b>TOTAL</b>		<b>100%</b>

Approved Budget for the Contract (ABC) is **NINE HUNDRED SEVENTY FIVE THOUSAND PESOS (PHP975,000.00)** 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 31 July 2020.

## 2. TERMS OF PAYMENT

Amount	Deliverables
15% (1 <sup>st</sup> progress payment)	Upon submission and approval of the inception report and finalized survey questionnaires
70% (2 <sup>nd</sup> progress payment)	Upon submission of the 1 <sup>st</sup> draft of the Full Report
15% (3 <sup>rd</sup> progress payment)	Upon completion and satisfactory performance of services and submission of deliverables

For particulars, please contact:

**Ramon De Veyra Jr./ Joker Villar**

Telephone numbers: (02)8525-7320; 8525-9318 loc. 243 or 278

Email addresses [jojo\\_deveyra@tpb.gov.ph](mailto:jojo_deveyra@tpb.gov.ph) and [joker\\_villar@tpb.gov.ph](mailto:joker_villar@tpb.gov.ph)

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Please submit your proposal and legal documents not later than **31 July 2020** thru email at [soc\\_torres@tpb.gov.ph](mailto:soc_torres@tpb.gov.ph) or thru fax no. 02 8526-5971, subject to the Terms and Conditions attached herewith, stating the shortest time of delivery, duly signed by your representative to the Procurement and General Services Division, Administrative Department, 4th Floor, Legaspi Towers 300, Roxas Blvd., Manila.

Please address your quotation to the undersigned.

Thank you,



**ELOISA A. ROMERO**

Head, Procurement and General Services Division

Contact Person

**SOCRATES G. TORRES**

Contact No

8525-93-18 loc. 266  
soc\_torres@tpb.gov.ph

**Note: All entries must be typewritten in your company letterhead.**

Price Validity shall be for a period of thirty (30) calendar days.

Suppliers must submit the following legal documents to be eligible to participate in the bidding:

1. SEC/DTI Registration Certificate
2. Updated Mayor's Permit/License
3. BIR Registration / TIN
4. Company Profile/Reference
5. PhilGEPs Certificate
6. Notarized Omnibus Sworn Statement
7. Annual Income Tax Return

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