

TERMS OF REFERENCE

TRAVEL BINGO CHALLENGE

(Interactive game based tourism marketing platform)

2nd Quarter 2021

Services of a Tour Operator to provide Accommodation Voucher per Region

I. BACKGROUND

Digital technology is re-shaping the entire marketing mix. In terms of game-based marketing, the product is known as “virtual experiential marketing.” Adapting to smart destination marketing, the Tourism Promotions Board (TPB) considers **Travel Bingo Challenge** as an interactive game-based tourism marketing tool. The primary motivation to play a tourism game is to gain practical information about the destination and socialize with other people. This activity will reflect a mixture of tourist needs and motivations. Players will start with basic information seeking, but they will seek more challenging and achieving elements that reflect some of the gameplay’s intrinsic motivation when they get to experience the game.

TPB provides hotel accommodation vouchers to be claimed by winners of the game relative to the interactive game-based activity.

II. TARGET

Provision of twenty-six (26) twin sharing accommodation for the Travel Bingo Challenge winners in Luzon, Visayas, and Mindanao as identified by TPB.

III. SCOPE OF SERVICES

Region	No. of Rooms	No. of Pax	Duration	Budget
Region I				
a. Ilocos Norte	2	4	2 Nights	PhP14,000.00
b. Ilocos Sur	2	4	1 Night	28,000.00
Region II (Batanes)	1	2	3D/2N	80,000.00
Region III (Bataan)	3	6	3D/2N	60,000.00
Region IV-A (Tagaytay)	4	8	3D/2N	80,000.00

Region IV-B (Puerto Princesa)	3	6	3D/2N	60,000.00
Region V (Bicol)	3	6	4D/3N	63,000.00
Region VI (Boracay)	5	10	3D/2N	100,000.00
Region VII (Bohol)	3	6	3D/2N	60,000.00
Region VIII (Leyte)	3	6	3D/2N	42,000.00
Region IX (Zamboanga)	3	6	3D/2N	42,000.00
Region X (Dahikayan)	3	6	3D/2N	42,000.00
Region XI (Pearl Farm Resort)	3	6	3D/2N	90,000.00
Region XII (South Cotabato Hotel/Resort)	3	6	3D/2N	54,000.00
Region XIII (Siargao)	5	10	3D/2N	112,500.00
Region CAR (Baguio)	3	6	3D/2N	70,000.00
TOTAL	26	98		PhP 997,500.00

Note:

1. Accommodation includes complimentary daily breakfast per person.
2. Provision of basic toiletries and bottled water inside the room
3. Twin sharing air-conditioned accommodation
4. Inclusive of all applicable taxes and fees

IV. ELIGIBILITY REQUIREMENTS

1. Certificate of Department of Tourism (DOT) Accreditation as Tourism Establishment.
2. Department of Tourism (DOT) Certificate of Authority to Operate (DOT COA), stating the establishment is compliant with the Health and Safety Guidelines Protocols set by the Local Government Unit and the Regional DOT Office.
3. Registration certificate from Securities and Exchange Commission (SEC) or Department of Trade and Industry (DTI) Business name

V. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract is **NINE HUNDRED NINETY-SEVEN THOUSAND FIVE HUNDRED PESOS ONLY (PHP 997,500.00)**, inclusive of all applicable fees and taxes. The financial proposal should be broken down per region as mentioned above. 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 a time and place specified in the request for quotation (RFQ).

VI. TERMS OF PAYMENT

Send the bill to the Tourism Promotions Board after the completion of services.

***** Nothing Follows *****