

May 28, 2021

**SUPPLEMENTAL/BID BULLETIN
ADDENDUM NO. 2021-037**

This Supplemental / Bid Bulletin No. 2021-037 is issued to amend and / or modify the details provided in the Bidding Document relative to the Request for Expression of Interest (REI) No. 2021-009 for the Services of Marketing Communication Agency as follows:

SPECIFICATION		
	FROM	TO
<p>To modify or amend the provided details under Section III – Bid Data Sheet</p>		<p>Procurement of a Marketing Services Agency Pitch Presentation Guide</p> <p>Part 1. Digital Marketing</p> <p>A. Submit a Monthly Communication Plan with the following variables:</p> <ul style="list-style-type: none"> ● Story Angle ● Timeline ● Proposed Material <p><i>*See attached calendar of events</i></p> <p>B. Social Media Promos for the months of July, September (Tourism Month) and December:</p> <ul style="list-style-type: none"> ● Campaign Details ● Mechanics ● Prizes <p>Part 2. Influencer Campaign</p> <p>C. Campaign Details</p> <ul style="list-style-type: none"> ● Background ● Content Plan and Timeline ● Proposed Itinerary (Select among existing opened destinations) <p>D. Personalities to tap: Include name, background, how can they contribute to the campaign</p> <ul style="list-style-type: none"> ● 3 Macro-influencers ● 3 Micro-influencers ● 3 Nano-influencers (locality-based personalities)
		<p>2021 TPB Calendar of Events</p> <p>*Dates may change</p> <p>*Highlighted items are major institutional events</p>

Date	Event/Program	Brief Description
xx Jul	Malaysia International Travel Mart	MITM TRAVEL FAIR is one of the most sought after travel fairs for the tour operators, national tourism organizations, travel trades and must be attended by the consumers and tourism industry players. This annual consumer tourism and travel event is a mega marketplace for different segments of tourism players to display and offer their attractive affordable packages and promotions especially targeted for consumers' travel in the 2nd half of the year.
Jul, Aug, Sept	Philippine Tourism Influencers Program	<p>July 2021:</p> <ul style="list-style-type: none"> - Mindoro - Batangas - Bukidnon <p>August 2021</p> <ul style="list-style-type: none"> - Albay and Sorsogon - Panay Island <p>September 2021</p> <ul style="list-style-type: none"> - CALABARZON
8-13 Aug	Virtuoso Travel Week	Virtuoso Travel Week is the annual meeting where Virtuoso agency owners, managers, consultants and travel specialists meet face-to-face with Preferred Suppliers and Tourism Board within the Virtuoso network to establish and develop relationships, and to learn about the Preferred Suppliers' new product and offers. The meeting was attended by over 6,000 participants in 2018.
13-15 Aug	DRT Show Beijing and Dive Philippine Presentations	The DRT Show is considered to be the largest gathering for diving enthusiasts, marine conservationists and anyone with a passion for the underwater world. The DRT Show has been met with an overwhelming response as an important regional event.
19-21 Aug	Outbound Travel Mart, India	OTM Mumbai is the largest and most international gathering of travel trade buyers and professionals in India and will provide a platform to Meet face-to-face at OTM and build long-term business relations. The Indian travel market is the second fastest growing outbound travel market in the world.
22-25 Aug	Asta Global Convention, USA	ASTA is the leading global advocate for travel advisors, the travel industry and the traveling public. Its members represent 80% of all travel sold in the United States through the travel agency distribution channel. Known as the "Essential Industry Event for Travel Agency Professionals, the annual ASTA Global Convention is where the best of the best in the travel industry coverage for three days of

			<p>inspiration, education and entertainment-guaranteed to leave attendees ready to boost their business. It is home to 1,000 travel professionals playing key roles in improving their business and the travel industry. Attendees can expect to grow relationships with suppliers from cruise lines, destinations, hotels and more.</p>
		23-25 Aug	<p>Business Leisure Travel Mart, India</p> <p>Business and Luxury Travel Mart Delhi is an exclusive travel mart focussed on Business + Leisure Travel and MICE. It will provide destination sellers and travel service providers the ultimate business platform to meet hundreds of corporate MNC buyers plus many qualified meeting planners and incentive travel planners hosted from other major Indian cities. Meet face-to-face at BLTM and build long-term business relations.</p>
		25-27 Aug	<p>Virtual Philippine MICE Sales Presentation in the Americas</p> <p>Virtual TBA</p> <p>IBTM Americas is the leading international trade show for business events across the Americas. It remains to be the venue to extend reach and discover new opportunities to meet planners from Canada, USA and Latin America for the last 10 years.</p>
		xx Aug	<p>Travel Bingo Challenge</p>
		30 Aug-Sept 1	<p>Future Leaders in Travel Retreat, USA</p> <p>The Future Leaders in Travel Retreat, powered by TravelAge West, is the only event in the industry dedicated to connecting the next generation of travel buyers and sellers. During "Future Leaders," qualified travel professionals and suppliers will get to know each other through one-to-one business appointments, collaborative content sessions, an outdoor activity, and social events full of local flavor.</p>
		5-9 Sept	<p>Mode Tour Travel Mart, South Korea</p> <p>It is a 4-day travel mart purely business meetings (B2B) between Korean travel agencies and Mode Tour participants. The three (3) remaining days were set for consumer fairs (B2C). Participation to the event is by invitation of the organizer</p>
		6-7 Sept	<p>Online Tourism Marketing Educational Seminar</p> <p>TBA</p>

		07-08 Sept	2nd Travel and Tourism Technolo gy Forum Hybrid (Venue TBC)	This event aims to provide a learning platform for industry stakeholders to take advantage of recent developments and innovations in technology through a series of informative sessions and open discussions from distinguished guests and speakers.
		13-17 Sept	PBM to Southern China, Shanghai, Guangzho u, Xiamen	With the onset of the new COVID variant and the uncertainty of the vaccines, International Travel remains to be seen. The success of last year's first online business mission which recorded 1,535 appointments with 44 Philippine Seller participants and more than 100 quality buyers across China. Given the unpredictability of travel for 2021, the Philippine Business Mission to China will be held online in September 2021. The mission aims to strengthen Philippine presence in the market and update the travel agents of our new and improved Philippine products and safety and health measures we adopt.
		18-24 Sept	Philippine Travel Exchange Hybrid TBA	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 all over the world 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.
		28-30 Sept	Virtual Incentive Travel & Conventio ns, Meetings (IT&CM) Asia 2021 Virtual	T&CMA has established itself as Asia Pacific's premier M.I.C.E. show which brings together the region's top M.I.C.E. suppliers and key industry players to collectively sell Asia as an exciting and diverse M.I.C.E. destination. Exhibitors and participants at the IT&CMA have the opportunity to sell, negotiate and secure deals with more than 500 selected buyers and travel managers from regional and international M.I.C.E and corporate travel industries through pre-scheduled appointments
		1 Oct - 31 Mar 2022	Expo 2020 Dubai, UAE	Expo 2020 Dubai will be the first World Expo ever hosted in the Middle East, Africa and South Asia (MEASA) region. Expo 2020 is expected to attract 25 million visits, with 70 percent of visitors projected to come from outside the UAE – the largest proportion of international visitors in the 168-year history of World Expos. With the theme, "Connecting Minds, Creating the Future," the Expo 2020 Dubai offers a platform to foster creativity, innovation and global cooperation, which will contribute to


			the country's goal of vigorously advancing science, technology and innovation as a strategy for long-term growth, consistent with the Philippine Development Plan (PDP) 2017-2022.
xx Oct	TPB Membership Program	-Recovery Marketing for Tourism Businesses Webinar - TPB Members Familiarization Tour (TBA)	
xx Oct	Philippine Weavers Fair	TBA	
4-5 Oct	Online Tourism Marketing Educational Seminar	TBA	
4-7 Oct	Luxperience, Sydney, Australia	Launched in 2012, Luxperience is an annual event that connects luxury and high-end experiential travel specialists with elite experience providers to develop meaningful relationships that translate into business. In 2020, Luxperience's new Virtual Event built on the key features of the physical event and provided an exclusive invitation to network with the global community of luxury travel buyers through the safety of tailor-made virtual meetings, bespoke workshops, insightful webinars, and online keynote experiences.	
9-10 Oct	Travel and Adventure Show, Boston, USA	The Boston Travel & Adventure Show is THE place to get great travel story ideas, interview travel experts and show executives on travel trends, and capture amazing photos all under one roof. The Travel & Adventure Show showcases hundreds of captivating worldwide destinations from India to the Caribbean to California drive vacations.	
16-17	Travel and Adventure Show, San Diego CA, USA	The San Diego Travel & Adventure Show is THE place to get great travel story ideas, interview travel experts and show executives on travel trends, and capture amazing photos all under one roof. The only travel show in the San Diego area showcases hundreds of captivating worldwide destinations from Taiwan to Mexico to California drive vacations.	
23-24	Travel and Adventure Show, Tampa FL, USA	As the #12 ranked DMA, Tampa Bay provides an exceptional opportunity for travel marketers to meet a ready-to-buy audience of travel enthusiasts. Tampa Bay boasts a prime travel marketing opportunity. Highly educated, affluent and boasting a strong mix of baby boomers and millennials alike, you'll meet an audience of ready-to-book travelers in one of the premier markets in the country.	


		26-28 October *may be resch edule d	World Travel & Tourism Council (WTTC) Hybrid (Venue TBC)	The Philippines was selected to host the World Travel & Tourism Council (WTTC) Global Summit in October this year, which is seen to boost the country's MICE (meetings, incentives, conferences & exhibitions) sector. The Philippines' hosting of the WTTC Global Summit is expected to create an avenue for the private sector and local tourism industry stakeholders to consider bigger markets and present an immense opportunity to network and link up with international partners.
		27-29 Oct	ITB Asia, Singapore	ITB Asia is an annually-held three-day B2B trade show and convention for the travel industry; it is designed to become the primary event for the Asia Pacific travel industry, much like its parent event – ITB Berlin. Now in its 14th year in Singapore, ITB Asia will be held in a hybrid format – physical event complemented with a virtual component on ITB Community, In Asia. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau.
		xxx Oct	PBM to Japan	The Philippine Business Mission (PBM) is one of the institutional projects of the DOT and the TPB which has been instrumental in the expansion and strengthening of Philippine-Japan relations in the area of travel and tourism for many years. The PBM is an annual travel trade event that provides a platform for suppliers of Philippine tourism products to conduct B2B meetings with Japanese counterparts.
		1-3 Nov	World Travel Market, London	The leading global event for the travel industry players to meet industry professionals and conduct business deals attended by over 50,000 international travel industry professionals, and more than 9,000 qualified buyers.
		4-7 Nov	Regional Travel Fair Iloilo	The Tourism Promotions Board (TPB) will host a Hybrid Edition of the Regional Travel Fair featuring the Eastern Visayas and the Zamboanga Peninsula. This online event aims to sell on-line discounted domestic tour packages to the consumer/public. This also aims to provide opportunities and innovative ways of developing new business connections and update local industry partners with the latest Philippine tourism offerings.
		5-7 Nov	Internatio nal Tourism and Travel Show, Montreal, Canada	The ITTS is an annual travel show with more than 100 participating countries represented by its tourism offices, tour operators and agents. Exhibitors, partners, industry members and the general public shared their passion for travel as they explored thousands of destinations featured at the show.

		5-8 Nov	Taipei Internatio nal Travel Fair	The Taipei International Travel Fair (TITF) is one of the most popular travel fairs in the Asia-Pacific region and the biggest combined exhibition and sales event in Taiwan. This event aims to build a good platform for exchange and assists the domestic travel industry in linking up with its international counterparts. Not only are exhibitors strictly vetted before the event, quality is also followed-up after the event.
		6-7 Nov	Travel and Adventur e Shows, Denver CO, USA	Denver Travel & Adventure Show provides the attendees with the opportunity to explore various vacation options, discover destinations from around the globe, plan their trip face-to-face with travel experts, meet travel celebrities, and much more.
		09-11 Nov	MICECON nect Lite Hybrid (Venue TBC)	MICECONnect Lite, a smaller-scale, all-local version of MICECONnect, the business-to-business (B2B) component of MICECON. It will be staged virtually and will serve as a platform for business connections between Philippine MICE Suppliers to an expanded network of Philippine MICE Buyers.
		16-19 Nov	DEMA Show Diving Equipmen t and Marketin g Associatio n, Las Vegas NV, USA	The annual DEMA Show is the largest trade-only event in the world for companies doing business in the scuba diving, ocean water sports and adventure/dive travel industries. It attracts hundreds of exhibitors and thousands of dive and travel industry professionals from around the world each year.
		24-26 Nov	ITB China	ITB China is the largest B2B-Exclusive trade show focused on the Chinese Travel Market. At ITB China in Shanghai, we bring together top and hand selected buyers from Greater China with industry professionals from all over the world. We provide various networking events and a unique state of the art matchmaking system in order to enhance networking and to maximize business opportunities at our travel expo. Coinciding with our travel fair, the ITB China tourism conference will take place enabling unprecedented knowledge transfer throughout the tourism exhibition.
		25-28 Nov	Tourism Expo Japan	TEJ is the biggest travel fair in Japan organized jointly by the Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA) and Japan National Tourism Organization (JNTO).
		7-11 Dec	USTOA Annual Conferen	The United States Tour Operators Association (USTOA) is the biggest consortium of tour operators in the USA with

		ce and Marketpl ace, San Diego CA, USA	members representing the top names in travel and accounting for a big portion of the US travel market.
	xx Dec	DRT Expo, Hong Kong	The DRT Show is considered to be the largest gathering of diving enthusiasts, marine conservationists and anyone with a passion for the underwater world. In 2018, the event has met an overwhelming response as an important regional event. Supported by top-level exhibitors, tourism boards, training systems, leading dive equipment manufacturers, water sport equipment manufacturers, dive resorts, marine conservation associations, and diving organizations, DRT Show greatly promotes trading and export business and is the only event solely dedicated to scuba diving in Hong Kong.
	<p>Sending our additional clarification on the submission of bids, since we are doing both electronic and manual submission on June 4 we'd like to confirm if we are required to submit a pitch deck as part of the technical envelope bid submission? If yes, how many set of hard copies? And will TPB also require submission of USB containing the pitch deck</p> <p>Answer:</p> <p>Yes, a copy of pitch presentation should be submitted as well to the BAC Secretariat – 3 copies</p>		
	TPF 6. Format of Curriculum Vitae (CV) – to submit a notarized CV		

For guidance and information of all concerned.



Atty. Venancio C. Manuel III
Chairperson 
Bid and Awards Committee

Received by the Bidder: _____
Signature / Date