

TERMS OF REFERENCE

TRAVEL BINGO CHALLENGE

(Interactive game based tourism marketing platform)

2nd Quarter 2021

Services of a Tour Operator (Domestic Travel Vouchers)

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.

Relative to the interactive game-based activity, TPB provides domestic travel vouchers for the winners of the game, specifically for Episodes 1 & 17 (first and last episodes). Thus, needing the services of a tour operator to manage the logistical requirements of each tour package.

II. TARGET

Provision of two (2) domestic packages inclusive of accommodation, land transportation, meals, comprehensive health insurance, local tours, provision of health and safety tour kit travel necessities.

III. SCOPE OF SERVICES

Travel Package	Particulars	Budget
1. Baguio-Banaue Travel Package for Episode 1 winners	a. Accommodation (6 rooms; 4D/3N) b. Land transportation (3 vans) 1) Inclusive of pick-up & drop-off at airport (based on the point of	PhP 319,500.00

	<p>origin of the winning player)</p> <p>2) Maximum use of 5 days</p> <p>c. Meals</p> <p>1) Incentivized daily lunch, dinner, AM and PM snacks within the duration of the Tour (4days)</p> <p>d. Comprehensive health insurance</p> <p>e. Farm/Culinary/Museum local tour Provision of health & safety tour kit travel necessities</p> <p>Note:</p> <p>Service provider will be paid once they release the Tour voucher approved by Tourism Promotions Board.</p> <p>Tour is valid within 2021.</p>	
<p>2. Baguio-Banaue Travel Package for Episode 17 winners</p>	<p>a. Accommodation (6 rooms; 4D/3N)</p> <p>b. Land transportation (3 vans)</p> <p>3) Inclusive of pick-up & drop-off at airport (based on the origin of destination of the winning player)</p> <p>4) Maximum use of 5 days</p> <p>2) Incentivized Meals Daily lunch, dinner, AM and PM snacks</p> <p>c. Comprehensive health insurance</p> <p>d. Farm/Culinary/Museum local tour</p> <p>e. Provision of health & safety tour kit travel necessities</p> <p>Note:</p> <p>Service provider will be paid once they release the Tour voucher approved by Tourism Promotions Board.</p> <p>Tour is valid within 2021.</p>	<p>329,500.00</p>

On-site related expenses	Environmental and Entrance Fees/ Additional food sampling/ giveaways	50,000.00
TOTAL		PhP 699,000.00

Note:

- a. Health and Safety Kit Travel necessities will include alcohol/sanitizer, face mask (N95), wet wipes, facial tissue, face shield, bottled water, and light snacks such as candies, crackers, nuts, etc.
- b. Tourist establishments must comply with the Health and Safety Guidelines Protocols set by the Local Government Unit and the Regional DOT Office.
- c. The date of implementation is valid within 2021.

IV. ELIGIBILITY REQUIREMENTS

1. Must be a Department of Tourism (DOT) accredited tour operator.
2. Must be a TPB Member.
3. Must be duly registered with the Philippine Government Electronic Procurement System (PhilGEPS).
4. Must have at least five (5 years) experience in handling logistical requirements of travellers.

V. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract is **SIX HUNDRED NINETY-NINE THOUSAND PESOS ONLY (PHP 699,000.00)**, inclusive of all applicable fees and 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 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.