

TECHNICAL SPECIFICATIONS

PHILIPPINE TRAVEL EXCHANGE (PHITEX) 2021 HYBRID EDITION

19-23 September 2021

Subic, Zambales

Giveaways for the Buyers, Sellers, Media, Speakers and VIPs

I. BACKGROUND

The Philippine Travel Exchange (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 the pre- and post-event tours featuring key Philippine attractions and destinations.

PHITEX has become a major annual marketing event that further strengthens the country's brand image and encourages participants to promote affordable and competitive tourism packages.

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, despite the pandemic, TPB hosted the PHITEX 2020 Hybrid Edition last 22-24 September 2020 in Panglao, Bohol. This online travel trade show allows tourism stakeholders from all over the world to explore new opportunities and markets as well as update global buyers with the latest Philippine tourism offerings in one hybrid e-conference environment.

An initial target of 100 Buyers and 100 Sellers was set for PHITEX 2020. Yet amidst the challenges, it was able to gather 121 Buyers from 35 countries, and 345 Seller Representatives from 161 companies to engage in the Travel Exchange (TRAVEX). More than half of the Buyers registered came from opportunity markets (52.07%) while the remaining 47.93% are from source markets. The highest number of participants came from Indonesia with 14 participants, followed by China, Korea,

Russia, and USA with 9 participants each. Sellers, on the other hand, were composed mostly of Hotels and Resorts (92 companies), and Tour Operators (63 companies). Most of the participating companies are based in Metro Manila. There were 3,946 total old and new contacts established or an average of 28 contacts per Seller Company. There were 1,205 leads generated onsite which was reported by 143 seller companies giving the travel exchange an 89% success rate. There were 76 actual onsite bookings, and over Php 42M in projected revenues. Data from the post-event survey revealed that 94% of the respondents were able to achieve their goals in participating at the PHITEX. The most liked components of the event were the webinars, travel exchange, and virtual tours. Overall, the Phitex.Ph platform received almost 85,000 engagements in a span of 4 days.

This year, TPB will again host the PHITEX 2021 scheduled on September 2021 in Subic, Zambales targeting 100 Buyers and 100 Sellers.

II. DETAILS OF THE EVENT

Date	:	19-23 September 2021
Venue	:	Subic, Zambales TRAVEX Web Platform – (to be announced)
Expected Number of Foreign Participants	:	100 Foreign Buyers

III. SPECIFICATIONS/DELIVERABLES

UKELELE

- 23 inches concert size;
- 18 frets, laminated mahogany wood;
- Machine head: metal with plastic pegs
- Customization of names on 100 pieces (names to follow) – for the buyers
- 200 pcs. For the sellers, media, speakers and VIPs
- Laser printing of names
- Includes packaging
- Unit price: **Php 2,500.00**

Sample photos:



BAMBOO WATCH

- Unisex size Kawayan frame
- Whitish-beige/Black Color
- All wood watch from frame to straps
- Adjustable straps to fit any desired wrist size
- Stainless steel buckle
- Premium Japanese Miyota Movement
- Splash water resistant
- Includes packaging
- Unit price: ***Php 3,000.00***

Sample photos:



IV. BUDGET

Approved Budget for the Contract (ABC) is **SEVEN HUNDRED SIXTY-EIGHT THOUSAND PESOS (PHP 768,000.00)** inclusive of service charge and 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.

V. PAYMENT PROCEDURE

Send bill to the **TOURISM PROMOTIONS BOARD** after the completion of services:

LEAH MARIE C. SY

Project Manager

Philippine Travel Exchange (PHITEX) 2021 Hybrid Edition

4/F Legaspi Towers 300, Roxas Boulevard Manila 1004

MICKA ANJELLA D. CALZADO / MICAELA B. OCHOA

Head, TRAVEX Committee

Philippine Travel Exchange (PHITEX) 2021 Hybrid Edition

4/F Legaspi Towers 300, Roxas Boulevard Manila 1004

Supplier must have a Landbank account. Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

VI. EVALUATION PROCEDURE

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 abovementioned approved budget for the contract (ABC).

VII. ELIGIBILITY REQUIREMENTS

1. Must be accredited with the Philippine Government Electronic Procurement System (PHILGEPS);
2. With existing credit line with TPB;
3. Preferably with an active account with Landbank of the Philippines

VIII. TECHNICAL/LEGAL ELIGIBILITY REQUIREMENTS

1. DTI Business Registration/SEC Certificate
2. Mayor's Permit or Permit / License to Operate
3. Income/Business Tax Return
4. BIR Registration with TIN
5. PHILGEPS Accreditation Certificate
6. Omnibus Sworn Statement
7. Company Profile

For particulars, please contact:

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