

TERMS OF REFERENCE

Maintenance, Enhancement, Marketing and Promotion of the Travel Philippines Application

I. PROJECT

The Tourism Promotions Board (TPB) Philippines seeks the services of an integrated digital agency that can develop, enhance, maintain, and secure the "Travel Philippines" application and at the same time, market and promote it.

II. BACKGROUND

The TPB is mandated to market and promote the Philippines domestically and internationally as a major global tourism destination, highlighting the uniqueness and assisting the development of its tourism products and services, with the end in view of increasing tourist arrivals and tourism investment.

Under section 50 of RA 9593 (Tourism Act of 2009), the following is stated as one of the powers and functions of the TPB:

(e) Engage in the business of tourism and perform acts in consonance therewith, such as, but not limited to, attending conventions and other events abroad in representation of the country, encouraging sales promotions and advertising, and implementing programs and projects with the objective of promoting the country and enticing tourists to visit its tourism destinations and to enjoy its tourism products;

(k) Perform all other powers and functions of a corporation.

In line with this, the TPB in partnership with HIMO Global Inc., released the Travel Philippines progressive web application (PWA) on 30 October 2020. It featured information on Philippine destinations that have reopened plus accredited restaurants and accommodations. Through the PWA, users can customize their trips and store their travel documents. Later on, the Travel Philippines PWA was developed into a native application that can be downloadable via App Store and Google Play.

For 2021, Travel Philippines needs to be maintained and secured to continue running and be available for public use. But it also has to expand in terms of features and capabilities not only to give the tourist of the Philippines an easy and smooth experience but to also help the tourism private sectors and stakeholders recover after incurring huge losses due to the COVID-19 pandemic.

According to a survey conducted by PwC Philippines¹ (PricewaterhouseCoopers) together with the Department of Tourism (DOT), 73% of businesses expect government grants and subsidies to revive or even normalize operations. So this expanded application is a contribution to aid the tourism sector and give our stakeholders or the private sectors a free platform that they can use to their advantage.

Furthermore, since the launch of Travel Philippines until June 2021, only 718 units were downloaded from Apple App Store while Google Play Store's current install is at the 1,000+ range. Efforts for the marketing and promotion, therefore, have to be doubled.

According to an article from Business.com², increasing digital marketing efforts and social media marketing are vital these days especially that consumers are mostly online due to the pandemic. At the same time, compassion and empathy have to be considered as consumers are also going through a tough time.

The marketing strategy, therefore, should focus on digital promotion with a humane touch. Customer participation / engagement must also be considered so promotion on social media platforms must be underscored.

Though the main focus would be marketing domestically, the materials produce should also cater to an international audience (TPB's target markets) to sustain the presence of the Philippine brand worldwide.

III. OBJECTIVES

1. To provide real-time tourism information about the Philippines as well as to promote and market the Philippines digitally
2. To make Travel Philippines a household name when it comes to travel applications
3. To ensure that Travel Philippines continuously functions as the official digital "one-stop" shop for tourists traveling to or in the Philippines
4. To encourage potential tourists to travel domestically or foreign tourists to consider the Philippines as a top-of-mind travel destination in the future
5. To provide support to tourism stakeholders by allowing them to offer their services digitally
6. To provide a personalized experience for users / consumers to fully enjoy the Philippine experience under the "new normal"

¹ Source: <https://www.pwc.com/ph/en/publications/tourism-pwc-philippines/tourism-covid-19.html>

² Source: <https://www.business.com/articles/marketing-plan-covid-19>

7. To reinforce the “It's More Fun in the Philippines” brand with respect to the current times

IV. TARGET USERS

1. Primary: Local tourists / tourism stakeholders (from accredited establishments to tour operators / guides)
2. Secondary: Foreign tourists (once Philippine borders open)
3. The following consumer behavior must be considered:
 - Safety is now the main priority.
 - Sustainable travel is highly sought.
 - More travelers are looking forward to longer / extended travel days.
 - Travelers are also looking at more personalized or meaningful experiences.

V. MINIMUM REQUIREMENT FOR BIDDERS

1. Qualification of the firm / company:
 - Must specialize in mobile app and website development, duly registered under Philippine laws, with at least five (5) years of experience in the industry
 - Must have developed at least two (2) mobile apps and websites which are continuously running for at least two (2) years
 - Must provide a comprehensive list of ongoing and completed mobile app and website development projects
 - Must have executed at least (1) online marketing campaign
2. Project Team composition:

	ROLE / DESIGNATION	MINIMUM REQUIRED YEARS OF EXPERIENCE
1	Managing Director	8
2	Account Manager	8
3	Designer (Strategist, UX and Visual designer, Navigation and content planner)	8
4	Lead Developer	5
5	Assistant Developer	3
6	Database/System Administrator	5
7	SEO and SMO specialist	5
8	Quality Assurance Specialist	5

9	Sales and Marketing specialist	5
10	Creative Director	5
11	Digital and/or Media Strategist	5
12	Copy writer	5
13	Copy Editor	5
14	Multimedia/Graphic Artist	5
15	Researcher and content writer	5

Note: may recommend additional personnel deemed fit for the team following the scope of work and deliverables

VI. GENERAL EXPECTATIONS

1. Enhance the functions and continuously develop and secure the current mobile app and web version of Travel Philippines
2. Ensure that Travel Philippines' functionalities remain responsive to current and emerging tourism promotions thrusts
3. Ensure that the system's functions and technical aspects will be maintained, updated, and secured based on the directives of TPB
4. Ensure that the infrastructure of Travel Philippines will allow future patches and updates
5. Ensure that Travel Philippines remains searchable and optimized to be discoverable in search engines, Apple App Store, and Google Play Store
6. Ensure data security / provide appropriate security measures to prevent hacking/ unauthorized intrusion
7. Ensure compliance with Data Privacy Laws
8. Ensure high-availability, high-scalability and high-accessibility cloud infrastructure
9. Ensure system integration with third parties, migrations and database optimization
10. Ensure customization on mutually agreed features and creatively come up with additional features that will further enhance or improve the system
11. Ensure that the response of support management team is within minimum SLA of 99.5% and able to extend services beyond given timeline in case of unforeseen issues including, but not limited to technical matters, functionality, and security
12. Ensure system operation and maintenance
13. Ensure that recommendations are provided based on data and research analytics monthly, quarterly and bi-sem
14. Ensure technology transfer and personnel training. Must also be able to provide advice on the development of TPB's e-resource portal
15. Must fully manage Travel Philippines but ensure that any changes and updates/fixes on the system and its content is subject to TPB's approval

16. Ensure and agree that all rights and ownership of content and features of Travel Philippines (including source codes, photos, videos, etc.) must belong to TPB
17. Ensure the provision of digital infrastructure such as cloud services and software licenses and other application systems needed for the development of the travel app
18. Ensure to have a group of testers to test the app / web version prior to launch. Each test must be documented and submitted to TPB after each test run
19. Ensure that the app / web version is marketed and promoted reaching the appropriate target markets with an end goal of attaining at least 10,000 downloads

VII. TECHNICAL FEATURES and FUNCTIONALITY ENHANCEMENT

SCOPE OF WORK	DELIVERABLES
General enhancements	<ul style="list-style-type: none"> • Incorporate cross-platform enhancements allowing users to use Travel Philippines app and web version to access and transact with the entry point or border control systems established for each of the reopened destinations. These enhancements should enable users to use the app for registering information, uploading and storing documents, and generating QR codes from the tourist destinations’ systems that would ease the process of visiting a tourist spot. • Restructure the mobile app and web version following the design concept but rebuild it to have a flexible backend / infrastructure or CMS • Ensure that no constant downtime or downtime in between updates • Expand offline mode for user to access destination information and stored documents while offline • Integrate booking platform of qualified establishments (DOT accredited hotels that are open for leisure tourism/staycation) and tour operators (qualified tour operators) into the app. This must come with a flexible search string that will lead the user to the right establishment / tour operator (e.g., based on pricing, location, etc.) (PEG: Metrodeal). • Expand the travel deals / special offers section with a flexible search string that will lead the user to the right establishment / tour operator (e.g., based on pricing, location, etc.) (PEG: Metrodeal). Inclusion of a code that tourists can use to avail of these promos/deals must also

	<p>be considered. The code will be used mainly to monitor the effectivity of putting offers in the app.</p> <ul style="list-style-type: none"> • Enable video on demand. Platform should be capable to handle it, have a high-capacity storage as well as bandwidth for seamless access.
Design enhancement	<ul style="list-style-type: none"> • Flexible content structure; content / paragraph indention and formatting, updates are visible and easily accessible • Links would open to another window (web version) • Plugins / widgets with various functions are incorporated • Destinations are organized properly and visible at least on the home / main page • Section on MICE is included
Content enhancement	<ul style="list-style-type: none"> • Handle / manage updates of all Philippine regions • Coordinate directly with DOT focal person assigned to region re updates • Ensure timely submission of content from Regional offices • Ensure accuracy of content specific to assigned Region • Assist TPB in the curation of content from regional offices • Ensure timely transmittal of content for uploading into the application • Produce SEO-rich, creative content for specified region based on research data; content should consider consumer journey and ensure that each stage of the journey is being addressed • Have a copy editor to oversee that content is reader-friendly and free from grammatical errors. • Monitor news tourism news updates to ensure that app news feed is updated. • Monitor articles (print or online) related to the app for appropriate action. • Monitor industry trends or updates to generate new or innovative ideas that will improve Travel Philippines as it evolves. • Integration and migration of the Virtual Tours produced by TPB
Chat enhancement	<ul style="list-style-type: none"> • Modify / expand chatbot by allowing it to operate only within the app and not on FB messenger. • Include an option that will allow the users to chat with local tour guides and pay these tour guides directly for their services. The idea is like having a Grab App but instead of booking cars, the app should allow the booking of tour guides – but services will be limited to chat in the

	meantime, so those living outside the Philippines can also communicate with local tour guides and pay them directly via Paypal or other payment platforms.
Geomapping	<ul style="list-style-type: none"> • Retrieving the user’s current location • Automatically providing the position of the user each time the position of the device changes, returning the updated location. • Increasing geo distance • Displaying search results on a map, Filtering features, but not limited to, resorts, hotels, restaurants, malls, food deliveries, emergency establishments (police, hospitals, etc)
Inclusion of online passes for contact tracing	Ensure that Travel Philippines app is linked to existing apps i.e. IATA Travel Pass, SafePass, S-PaSS, Visita app, etc

VIII. MARKETING AND PROMOTIONS

1. The produced materials must mainly:

- Convince audience to download the app
- Educate users on how to download and use the app
- Highlight the Philippines as a country that must be visited
- And overall, evoke a sense of "hope" that would make the audience smile and remove the “fear” that comes with traveling in the new normal

SCOPE OF WORK	DELIVERABLES
Development of campaign, strategy, messaging, big idea, tagline, key visuals, communications plan	Create a comprehensive marketing and promotions campaign that must include the following: <ul style="list-style-type: none"> • Messaging • Tagline • Key Visuals • Communication plan
	Present or submit the proposed campaign within fifteen (15) calendar days from receipt of the Notice to Proceed (NTP)
Production of digital information, education, and communication (IEC) material: at least one (1) explainer or	Length / running time should be maximum of 30 seconds and must provide derivatives of 10s and 5s

animated/motion graphics AVP with edit downs to 10s and 5s.	Execute resizing and reformatting of the materials as needed and according to social media platforms
	Prepare at least five (5) translations to other languages or dialect as needed. Soundtrack must be included.
Execution of at least one promotional campaign (include influencers, social media boosting, promo mats, etc.)	Promotion of the videos and ads must target domestic tourists from Philippine destinations with domestic airports, emphasizing on the more populated cities including Metro Manila, Baguio, Laoag, Palawan, Iloilo, Dumaguete, Bacolod City, Bohol, Cebu, Tacloban, Cagayan de Oro, Davao City, General Santos, Surigao del Norte and Zamboanga. / 50%
	Must also reach the international target audience of TPB: <ol style="list-style-type: none"> 1. South Korea 2. UK 3. US 4. Canada 5. Japan 6. Malaysia 7. Hong Kong 8. Germany 9. Taiwan 50%
	Execute resizing and reformatting of the materials as needed and according to social media platforms

IX. TIMEFRAME AND SCHEDULE OF WORK

December 2021 – March 2022 – Expansion and Launch Campaign

STAGES	1st Month	2nd Month	3rd Month	4th Month
Planning and design				
Back-end/Front-end Development				

1.Mobile App Development (Android & iOS) 2.Website development				
Integration of mobile app and website				
Quality Assurance (testing period)				
App Deployment				
Marketing and promotion (teasers, ads, etc.)				
Release of campaign to promote "Version 2" / full launch				
Personnel Training				
Turnover of credentials				
Submission of Terminal Report				

X. SUBMISSION OF REPORTS

Submit regular reports detailing work progress, issues / concerns, campaign statistics and recommend next steps in relation to the project as part of the deliverables. Upon completion, supplier must submit a digital and printed copy of the terminal report, covering all aspects of the project from planning to execution. It must include insights, analysis, recommendations, and evaluations of the project including conceptualization, asset creation, and execution. All the approved materials, files, data, and reports must also be submitted.

XI. TPB’s RESPONSIBILITIES

Provision of all data resource requirements such as full access to based-source code of the existing system and content of travel app.

XII. OTHER TERMS AND CONDITIONS

1. The winning bidder shall:

- Provide a dedicated staff to attend to the needs / requirements of Travel Philippines 24/7 within contract duration
- Provide hosting of the mobile app and website for a period of at least one (1) year after turnover and ensure its accessibility and availability to download in the Apple App Store and Google Play Store.
- Provide support for a period of at least one (1) year after turnover for bug fixing, performance optimizations, security patching, and resolve other issues that may arise during the contract period.
- Provide support for a period of at least one (1) year after turnover to cater for retraining TPB personnel, minor feature enhancements, content updating, and system tweaks within the contract period.

- Extend services beyond given timeline in case of unforeseen issues including, but not limited to administrative matters, information retrieval, and supply of materials
 - Settle all necessary requirements (licensing, registration, fees, and other legal matters) and perform technical operations as needed to keep Travel Philippines running once launched
 - Secure, acquire or produce images / videos appropriate for Travel Philippines as needed and subject to approval of the TPB
2. The approved marketing and promotional campaign may be modified as the need arises during the implementation of the project, upon agreement of both Parties (TPB and Media Agency/Provider) in cases of, but not limited to travel ban, travel advisory, force majeure, health hazards, outbreaks and/or other fortuitous events to achieve the objectives of the campaign and have optimal media exposure for the same.
 3. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised or modified at no cost on the part of TPB for the purpose of translating said segment(s) or phase(s) for future implementation.
 4. Design, look and feel of the Travel Philippines must conform to the It's more fun in the Philippines® branding identity and guidelines.
 5. Secure and pass the vulnerability test³ after every phase of implementation

XIII. TECHNICAL BID EVALUATION

- A. The bidder is expected to submit technical and financial proposals which shall be evaluated using the Quality Cost Based Evaluation (**QCBE**). The winning bidder must attain a **hurdle rate of 80%** based on the following weight assignments:

Technical Proposal: 80%

Financial Proposal: 20%

Total = **100%**

- B. The Technical evaluation will be based on the following criteria:

Quality of Personnel to be assigned to the Project = 20%

Firm Experience and Capability = 30%

Plan of Approach and Methodology = 50%

³ The Vulnerability Test is a Security Health Check-Up for Mobile Apps

	PARTICULARS	%	RATING
I.	Qualification of Personnel to be assigned to the Project	20%	
	<p>Profile and expertise of key personnel assigned to the project showing specialization and/or experience in respective fields with the specified years of experience:</p> <ol style="list-style-type: none"> 1. Managing Director (8 years) 2. Account Manager (8 years) 3. Designer (8 years) 4. Lead Developer (5 years) Assistant Developer (3 years) 5. Database Administrator (5 years) SEO and SMO specialist (5 years) 6. Quality Assurance Specialist (5 years) 7. Sales & Marketing specialist (5 years) 8. Creative Director (5 years) 9. Digital and/or Media strategist (5 years) 10. Copy writer (5 years) 11. Copy editor (5 years) 12. Multimedia / Graphic Artist (5 years) 13. Researcher and content writer (5 years) <p><i>Note: Covering the suitability of the key staff to perform the duties of the assignments with general qualifications and competence including education, training, and similar projects handled by personnel (based on submitted CVs)</i></p>		
	Required Minimum number of Personnel met with minimum number of years' experience in the same position (20%)		
	Required number of personnel met but with one personnel who has less than the minimum number of years' experience in the same position (10%)		
	Required number of personnel met but with two or more personnel has less than the minimum number of years' experience in the same position (5%)		
II.	Firm Experience and Capability	30%	
	Bidder has presented evidence of at least 5 years of experience in the industry specializing in mobile app and website development		
	1. Experience of the firm in handling similar nature of work	10%	
	<ul style="list-style-type: none"> ● More than 5 years (10%). 		
	<ul style="list-style-type: none"> ● 5 years (5%) 		
	<ul style="list-style-type: none"> ● Less than 5 years (0%) 		

	2.	Implemented minimum of two (2) mobile apps and/or websites continuously running for at least two (2) years	10%	
		<ul style="list-style-type: none"> More than two (2)-mobile apps and/or websites continuously running for at least two (2) years. (10%) 		
		<ul style="list-style-type: none"> Implemented two (2) mobile apps and/or websites continuously running for at least two (2) years. (5%) 		
		<ul style="list-style-type: none"> No implementation of mobile app and/or website (0%) 		
	3.	Execution of an online marketing campaign	5%	
		<ul style="list-style-type: none"> Executed at least 2 or more online marketing campaigns (5%) 		
		<ul style="list-style-type: none"> Executed only one (1) online marketing campaign (3%) 		
		<ul style="list-style-type: none"> No executed campaign (0%) 		
	4.	Current Workload of the Agency (COMPANY) relative to Capacity	5%	
		<ul style="list-style-type: none"> Currently handling 5 or less projects (5%) 		
		<ul style="list-style-type: none"> Currently handling 6-10 projects (3%) 		
		<ul style="list-style-type: none"> Currently handling more than 10 projects (0%) 		
III.	Plan of Approach and Methodology		50%	
	a.	Adherence of the proposal to all the required components of as mentioned in this bid	35%	
	b.	Feasibility of the planned execution of the overall scope of work	15%	
	TOTAL		100%	

Qualified bidder/s will be required to make a 20-minute presentation of their Plan Approach and Methodology. The allotted time excludes the question-and-answer portion of the activity.

XIV. BUDGET COST

Total Approved Budget for the Contract (ABC) for this project is TWENTY MILLION PESOS (PHP 20,000,000.00), inclusive of all applicable fees and taxes.

XV. TERMS OF PAYMENT

%	Milestone
15%	Upon submission of the following: <ol style="list-style-type: none"> TPB-approved Timeline and Gantt Chart TPB-approved design concept for the mobile app TPB-approved Marketing and promotions campaign plan

35%	After the first quality assurance (testing period) with results and release of promotional teasers
35%	Upon presentation of the final dry-run / tech check and user acceptance test and approval, release of the expanded application and release of the promotional campaign
15%	Upon full completion of the deliverables and submission of the Terminal Report to TPB
100%	Total

Note: All payments shall be subject to the verification and validation of TPB

TPB does fund transfers through Landbank. If the Supplier do not have a Landbank account, fund transfers may still be done but bank charges to be borne by the Supplier.

Approved Budget for the Contract (ABC) is **PHP 20,000,000.00** inclusive of service charge and all applicable taxes. Cost of items in 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 ABC.

For particulars please contact:

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