

**SERVICE PROVIDER FOR THE MANAGEMENT AND
MAINTENANCE OF THE REGIONAL TRAVEL FAIR (RTF) WEBSITE AND VIRTUAL PLATFORM
9th and 10th REGIONAL TRAVEL FAIR (HYBRID)**

Proposed Dates : 28 April to 01 May 2022 - #Exciting Bicol (Sorsogon)
27-30 October 2022 - #Discover CALABARZON (Sta. Rosa, Laguna)

As of 08 February 2022

Note: Dates are subject to change based on the actual site validation and coordination meetings with the concerned DOT Regional offices and LGUs, as well as on the existing IATF Rules and Regulations.

I. BACKGROUND

Following the successful implementation of last year's hybrid edition of Regional Travel Fairs (RTF) featuring Eastern Visayas Region's "Infinite Escape," and Zamboanga Peninsula's #OnceAgainZampen, the Tourism Promotions Board (TPB) will stage anew two separate hybrid Regional Travel Fairs in 2021, particularly featuring Bicol Region and CALABARZON Region to be held on April and November, respectively. This is an excellent opportunity for the host regions to showcase their respective tourism offerings in strategic partnership with LGUs and private local industry players.

The 4-day RTF will feature a half-day tourism webinar, whole-day onsite Business-to-Business (B2B), and a two-day Business-to-Consumer (B2C) online selling to the public/consumer of discounted domestic tour packages, airline tickets, accommodation, and other tourism-related products and services being offered by the regions.

The on-site Business-to-Business (B2B) session to be participated by at least fifty (50) Buyers from NCR and 50 to 60 Sellers from the featured Regions aims to renew and expand their business network and have opportunities to innovatively develop travel-related business operations aligned with the government's health and safety guidelines and protocols. A half-day webinar on the other hand will focus on best practices on tourism operation which will be opened to all tourism stakeholders.

Six (6) Provincial booths outside the B2C hall being manned by their respective tourism officers shall be opened to onsite consumers these booths will feature product demonstration of artisans, cuisines and other tourism offerings and a live selling and interviews will be held here. Post tours for the Seller and Buyers is also part of the travel fair.

II. OBJECTIVES:

The event aims to regain the consumer’s public interest to travel domestically following the new norms in travel and help the local tourism industry bounce back from the impact of the COVID-19 pandemic.

III. COMPONENTS OF REGIONAL TRAVEL FAIR (HYBRID EDITION)

A. Tourism Forum (Webinar)

The Tourism Forum is focused on educating at least 500 tourism stakeholders, which aims to update the knowledge and enhance the understanding of the participants about updates on Tourism Industry.

B. Travel Exchange (TRAVEX)/(B2B) ON-SITE

TPB will conduct a Business-to-Business meeting between participating Buyers and Sellers. The B2B is expected to generate direct sales and business leads, renew business deals, and allow them to network and meet new business partners.

C. Business-to-Consumer (B2C)

It is a 2-day online selling of discounted domestic tour packages to the consumers to be participated in by exhibitors from the host regions composed of domestic travel tour operators and travel agents, domestic hotels and resorts, destination management companies, domestic airlines, etc.

D. Pre/Post Tour Activities of the RTF Sellers and Buyers

This is an activities to educate the travel trade with new tourism destinations and to expand tour package offerings in the country.

Proposed Venue and Schedule of Activities: * subject to change

COMPONENTS	BICOL REGION	CALABARZON	TARGET NUMBERS OF PARTICIPANTS
Tourism Webinar Half-day	28 April 2022	27 October 2022	Max. of 500
Onsite Business to Business Session (B2B) Whole-day	29 April 2022	28 October 2022	50 Sellers / 50 Buyers
Hybrid Business to Consumer Session (B2C) Two-day	30 April -1 May 2022	29-30 October 2022	50 Exhibitors

Buyers Pre-Tour Activities	27-30 April 2022	27-28 October 2022	50 Buyers
Sellers Post Tour	2 May 2022	31 October 2022	50 Sellers

**TECHNICAL SPECIFICATIONS FOR
VIRTUAL EVENT PLATFORM PROVIDER**

Technical Specification	
I. RTF Website	
	<p>A. Update and maintain pages of existing website in accordance with the agreed content structure for the following:</p> <ol style="list-style-type: none"> 1. News, articles, pictures, and infomercials. 2. Schedule of activities 3. List of Registered Sellers (exhibitors) and their profile including a maximum of three (3) tour packages or offerings per sellers to be posted on the web page 4. List of Approved Buyers <p>B. Provide the on-line Registration System of the following :</p> <ol style="list-style-type: none"> 1. Tourism Webinar Participants 2. Buyer and Seller delegates 3. Business to Consumer (B2C) <p>C. Provide easy access customer feedback with QR code. Template will be provided by RTF Secretariat:</p> <ol style="list-style-type: none"> 1. Tourism Webinar Evaluation 2. Buyer Evaluation 3. Sellers Evaluation 4. Pre and Post Tour Activities <p>D. Manage automatic email reminders and send invites and registration forms one (1) week prior to the schedule of the event.</p> <p>E. Manage sending of email blasts to participants to inform the participants for an announcement of the event.</p>

II. WEB HOSTING

- A. Free value-added services for one (1) year of web hosting and maintenance.
- B. The Web site and database must be hosted on a dedicated stand-alone high-capacity server with the following minimum specifications:

Specifications of Dedicated Server
<ul style="list-style-type: none">● ON A CDN (Content Delivery Network)● 2 CPU CORES @ 3.1 GHZ● 8 GB MEMORY● 5 TB STORAGE● 3 DEDICATED IPS● UNMETERED BANDWIDTH● FREE 3-YEAR SSL CERTIFICATE● APPROPRIATE DATA SECURITY● Stack for Virtual Platform● Guaranteed 99.99% uptime● 90% Pagespeed Insight result

- C. RTF website and its database must be regularly backed-up.
- D. Provide appropriate security measures to secure the web host against unauthorized intrusion and ensure minimal downtime of the web site.
- E. Provide 24/7 technical support
- F. Documentation – appropriate system documents to quickly guide users through specific tasks
- G. TPB personnel training on how to upload / update / revise content information
- H. The RTF Website and its source codes are owned by TPB. Source codes, applications, and databases must be turned over to TPB and installed in the TPB server on or before the end of the contract.
- I. Creation of Three (3) G suite accounts with a 1-year validity
- J. Coordination with the existing website provider on the transfer of the credentials and domain website and hosting.

III. REGIONAL TRAVEL FAIR VIRTUAL PLATFORM

- A. Provide a virtual platform that can host and manage the online version of an event at which goods and services for a specific industry are exhibited and demonstrated. The format can be as simple as a basic online directory or as complex as a virtual 3D world that includes the following virtual space.
 - 1. Home Plaza/ Web Landing Page link to the RTF website

2. A custom lobby with a show greeting and navigation to other show locations and enables easy navigation for attendees on the following activities:
 - a. Business to Consumer (B2C) RTF Show
 - b. Business to Business (B2B)
 - c. Tourism Forum Webinar
 - d. Virtual space to promote sponsors with banners as needed

3. Auditorium Page/Virtual Conference Hall
 - a. Attendees can view the scheduled live and on-demand presentations within the virtual show. No downloads. No pop-ups. It comes with tools to search and bookmark
 - b. To show and record the Tourism Forum (Webinar) and other activities of the event.
 - c. Easy-to-use Webinar Portal
 - d. Monitor the entire event, registration, attendees, send automated follow-up emails, distribute recordings, and easily accessible demand.
 - e. Large-capacity webinar room with at least 500 attendees, content and screen sharing, polls and surveys, live chat, and interactive Q&A.
 - f. Analytics and reports on email, registration, attendance, and engagement.
 - g. E-Certificate of Exhibitors shall be provided once they fill-out the survey questionnaire. The design will be provided by TPB.
 - h. The Tourism Webinar shall be broadcasted on any available social media platform. The recorded webinar shall be played or link via zoom.

4. Exhibit Hall/Virtual Travel Fair (Business to Consumer (B2C) - Duration: Two (2) days
 - a. Custom exhibitor booths can accommodate at least 50 to 70 Sellers exhibitors inclusive of TPB, DOT and artisans.
 - b. Custom booth or identified corner at the lobby of local artisans (weavers) for two (2) BICOL and two (2) CALABARZON.
 - c. Booths can be chosen from the template library or designed from existing sketches. Booths can offer white papers, product collateral, demos, rich media content, surveys, polls, and giveaways to visitors. Group and individual live chats are available for engaging with booth visitors.
 - d. Visit exhibitor booths, chat with representatives, download literature, watch videos, take a survey, register for a prize, etc.
 - e. Provide access and upload documents for the virtual booth design
 - f. Direct on-line selling in the Platform (c/o banking system of the Exhibitors)
 - g. Exhibitors, in this case, can receive notifications of booth visits, queries, and purchases while organizers can continue to promote the event using emails and social media in order to continue its activity.
 - h. Exhibit Hall can be shown on FB Live and other social media account.

	<ul style="list-style-type: none"> i. Provide “Virtual Booth Designers” to assist, design and upload the booth of TPB, DOT, RTF Sellers and artisans 5. Resource Center - central repository of all show content –presentations, demos, documents, and presentations with search and bookmark tools 6. Provide a networking/ Communications Center to find best matches for attendees, message board forums, message center to send/receive messages, and individual or group chat area. 7. To enhance and manage 2-3 interactive games for the engagement of consumers and attendees. 8. To submit of proof license or ownership for the virtual platform to be used.
IV. ONSITE : BUSINESS TO BUSINESS (B2B) NETWORKING FEATURES	
	<ul style="list-style-type: none"> 1. Provide the pre-scheduled appointments wherein the Buyers and Sellers Meet for the B2B component 2. Provide a minimum of 15 Business Appointments from 9:00 a.m. to 6:00 p.m.
V. SOCIAL MEDIA PROMOTIONS OF TOURISM WEBINAR AND BUSINESS TO CONSUMER (B2C)	
	<ul style="list-style-type: none"> 1. Campaign a social media campaign for three (3) platforms (Facebook, Twitter and Instagram) to participate/attend, log-in online and visit virtually the RTF events. <ul style="list-style-type: none"> • Tourism Webinar attendees thru virtual platform • 2-day Business to Consumer (B2C)
VI. MONITORING AND REPORTING	
	<ul style="list-style-type: none"> 1. Generate performance reports for all components; 2. Prepare analysis performance reports for all components; 3. Generate report on final reach, values, and mileage earned for all components for the duration of the engagement.
VII. OTHER REQUIREMENTS	
	<ul style="list-style-type: none"> 1. Provide website user guidelines and documentation; 2. Provide content and source codes of the website to the project officer upon project completion 3. Bidder must undertake a technical dry-run at least 10 calendar days prior to the implementation of the Event. 4. Bidder shall coordinate with the RTF Virtual Technical Team Committee. 5. The bidder shall shoulder all necessary travel expenses, required health protocol and other logistic requirements needed for the said event. 6. All assigned personnel shall follow the health protocol provided by IATF and respective LGUs rules and regulations. The winning bidder shall bear their RT PCR expense for assigned personnel in each leg.

	<p>7. Assign key personnel with relevant experience to the position. CV to be submitted.</p> <ul style="list-style-type: none"> ● Project Manager (1) at least 3 years ● Content Manager (1) at least 1 year ● Graphic Designer (1) at least 1 year ● Platform Developer (2) at least 1 year ● Technical Support Team (2) at least 1 year
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XIV. QUALIFICATION OF BIDDER

1. The supplier must have been in business operation and experience services in ICT and Web Developer at least three (3) years or more and Virtual Platform Service Provider which for at least two (2) years.

XV. The approved Budget for the Contract is in the amount of **Two Million Seven Hundred Thousand Pesos (Php2,700,000.00)** inclusive of all applicable taxes.

XVI. Terms of Payment

<ol style="list-style-type: none"> 1. Approved Timeline and Gantt Chart (approved by TPB) 2. Approved Mock-up (based on the approved theme) for <ol style="list-style-type: none"> a. Virtual Event Platform b. Website 3. Approved proposed virtual event platform and website 	15% of the total contract price
<ol style="list-style-type: none"> 4. Full completion of deliverables for with corresponding terminal reports with analytics and Project Completion of Bicol Region Leg 	35% of the total contract price
<ol style="list-style-type: none"> 5. Approved proposed virtual event platform and website for CALABARZON Region Leg 	40% of the total contract price
<ol style="list-style-type: none"> 6. Full completion of deliverables for with corresponding terminal reports with analytics and Project Completion CALABARZON Region Leg 	10% of the total contract price

XVII. SCHEDULE OF REQUIREMENTS:

COMPONENTS	BICOL REGION	CALABARZON
Tourism Webinar Half-day	28 April 2022	27 October 2022

Onsite Business to Business Session (B2B) Whole-day	29 April 2022	28 October 2022
Hybrid Business to Consumer Session (B2C) Two-day	30 April -1 May 2022	29-30 October 2022
Sellers Post Tour	2 May 2022	31 October 2022

REQUIREMENTS PER EVENT	DURATION
A. RTF Website: 1. The website layout and pages are in accordance with the agreed content structure. 2. Online Registration System of participants 3. Send Email Blast	7 days before the event
B. Seamless Virtual Platform Log-in on the following activities 1. Tourism Webinar 2. Business to Business Session (B2B) 3. Business to Consumer (B2C)	7 days before the event
C. Technical rehearsal and walkthrough	7 days before the event
D. Business Appointment Matching Buyers and Sellers	7 days before the event
E. Website Traffic and Lead Generation Report	During and after the Event
F. Terminal Report of 4-day Activities	Within 5 days after the event