

## TECHNICAL SPECIFICATIONS

### PROCUREMENT OF THE SERVICES OF A RESEARCH/SURVEY COMPANY TO UPDATE THE DATABASE FOR MEETINGS, INCENTIVE TRAVEL, CONVENTIONS, AND EXHIBITIONS (MICE)

#### I. BACKGROUND

The Tourism Promotions Board (TPB) Philippines, an attached agency of the Department of Tourism, is mandated to market and promote the Philippines as a major global tourism destination. TPB envisions the Philippines to become the preferred destination for sustainable, uniquely diverse, and fun travel by 2028.

Further to this, and pursuant to the implementation of the MICE Roadmap 2030 jointly developed by the Department of Tourism (DOT), Department Trade and Industry – Board of Investments (BOI), the Philippine Association of Convention and Exhibition Organizers and Suppliers, Inc. (PACEOS) and the TPB, a sub-working group on MICE Marketing has been created to assist in the execution of programs/projects related to the following:

- Marketing the Philippines as a major convention destination in Asia;
- Developing and promoting the Philippines as a center for international MICE events;
- Other initiatives as may be identified by the sub-working group

One of the main references and sources of information to move forward with the aforementioned tasks is a database on Philippine MICE Stakeholders. However, the last time this was updated was more than five (5) years ago. The service of a research/survey company is therefore needed to update the database of Philippine MICE stakeholders.

#### II. OBJECTIVES

The objectives of this database are two-pronged:

- Part 1 aims to encourage associations, top corporations, NGOs, and other MICE clients to hold international meetings, conventions, and exhibitions in the Philippines, as well as promote travel in the Philippines as a corporate incentive. Furthermore, it will serve as a reference tool in the invitation of official activities and projects by the DOT/TPB; and

- Part 2 aims to have a ready and updated reference on Philippine MICE facilities, services, and support systems in the government and the travel sector for inclusion in the MICE Planners' Guide.

Part 1 is for the internal use of the TPB and DOT, and Part 2 is for publication.

### III. SCOPE OF WORK/SERVICES

A. The service provider shall perform the following:

1. Preparation of the inception report to include the number of target respondents, final methodology, and project schedule, subject to the approval of TPB.
2. Signing of a Non-Disclosure and Confidentiality Agreement by the researchers and all of their partners to ensure confidentiality of the data to be provided to them by TPB.
3. Preparation of the research instruments, subject to the approval of TPB, and adjustment of the research instruments as requested by TPB up to three (3) revisions.
4. Data gathering based on the approved project schedule. The data to be gathered includes the name of MICE establishment, contact details, address, capacity in theater and banquet set-up of the MICE venues, and at least one photo of the corresponding function area. See attached Excel file with the old data that needs to be updated.
5. Properties that no longer exist must be deleted, and new MICE venues must be included. Areas covered are: Metro Manila, Cebu, Bohol, Baguio/Banaue, Boracay, Clark/Subic, Iloilo/Bacolod, Laoag/Vigan, Bicol, Palawan, Tagaytay and Cagayan de Oro.
6. Initial presentation of the result, subject to adjustments recommended by TPB after the initial presentation, and presentation of the final output.

B. Please refer to the following definition of terms:

1. **Associations** - an organization of people with a common purpose and having a formal structure. For the purpose of this research, only associations registered with the Securities and Exchange Commissions (SEC), preferably with international counterparts are to be considered for this database.
2. **Top Corporations** – Refers to large companies or corporations which conduct events similar to associations. The Philippines' top corporations are likewise a good source of meetings, conferences and incentive travel groups, hence the contact details of the particular offices under these corporations which are in charge of organizing similar activities are of interest for this database.
3. **Professional Congress/Events Organizers** - A professional conference organizer, professional congress organizer or conference company is a company which specializes in the organization and management of congresses, conferences, seminars and similar events.

4. **MICE Facilities** – Properties such as convention centers, hotels, function halls, and other meeting spaces in the Philippines. Information needed for this database includes size of meeting space in square meters, banquet and theater capacity, availability of accommodation per category and catering facilities, as well as other MICE ancillary services, and should be sorted per region.
5. **MICE Support Systems in the Government** – this includes national government agencies, government owned and controlled corporations, and other government institutions with functions that are relevant to MICE, such as Airports, Bureau of Customs, Immigration, and Quarantine, Department of Health (with particular interest on offices in charge of border controls and emergency contacts), Department of Trade and Industry and its attached agencies, the Philippine National Police, etc.

C. List of Deliverables:

1. Inception Report
2. Questionnaires/research instruments
3. Initial presentation of the result, subject to adjustments recommended by TPB after the initial presentation
4. Presentation of the final output in both printed (3 copies) and editable non-proprietary electronic formats i.e. MS Excel file or equivalent. Please see attached sample.

**IV. PROJECT IMPLEMENTATION SCHEDULE:**

Below is the indicative schedule of activities:

Month 1	Kick-off Meeting and preparation of the Inception Report
Month 2-3	Data gathering
Month 4	Presentation and finalization of the final output

**Note:** *Proposed timeframe may be adjusted subject to the recommendation of the research/survey company and the approval of TPB.*

**V. OTHER ELIGIBILITY REQUIREMENTS:**

Qualifications of the research/survey company:

- a. The research/survey company should possess at least five (5) years of experience in conducting database formulation and management, and related researches.  
*\*The research/survey company must submit a list of similar ongoing and completed government and/or private contracts for the last five (5) years.*

- b. All key personnel (based on item f below) to be assigned in the project should have at least three (3) years of relevant work experience in conducting research/surveys.  
*\*Curriculum vitae of all key personnel must be submitted.*
- c. Has provided services to multinational clients in the past three (3) years.  
*\*Submit copy of Notice to Proceed/Contract for similar ongoing projects, or Certificate of Satisfactory Completion for similar completed projects.*
- d. Member of any internationally-recognized association of marketing research agencies  
*\*Provide proof of membership*
- e. Compliant to legal standards on data privacy and protection.
- f. Conformity to the key personnel composition:
  - Overall project manager and coordinator
  - Field manager
  - Data processing manager/encoding supervisor

**VI. APPROVED BUDGET FOR THE CONTRACT (ABC):**

The approved budget for the contract for the MICE Stakeholders Database Update is in the amount of **Eight Hundred Thousand Pesos Only (PhP800,000.00)** inclusive of all applicable taxes and fees.

**VII. TERMS OF PAYMENT:**

Amount due is payable within 30 days from project completion and receipt of the Statement of Account. Payment will be made via Landbank of the Philippines (LBP) bank deposit. Otherwise, bank charges will be shouldered by the research/survey company as applicable.

**VIII. DURATION OF CONTRACT:**

The scope of work herein stated shall be undertaken for a maximum of four (4) months from issuance of the Notice to Proceed.

**IX. PROJECT OFFICER'S CONTACT DETAILS:**

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