

TECHNICAL SPECIFICATIONS

ONE-YEAR SUBSCRIPTION TO A TOURISM MARKET RESEARCH DATABASE

I. BACKGROUND AND OBJECTIVES

The Tourism Promotions Board (TPB), an attached agency of the Department of Tourism, is mandated to market and promote the Philippines domestically and internationally as a world-class tourist destination. It envisions the Philippines to become the preferred destination for sustainable, uniquely diverse, and fun travel by 2028. With this goal, the TPB has continuously implemented programs, projects and activities that aim to position the Philippines as a top-of-mind destination, improve the perception on the country as a unique and safe destination, and ensure steady promotion of major tourist destinations in various media.

To prepare effective marketing strategies and provide direction to its promotional efforts, the TPB is keen to gather psychographic and demographic data about its source markets. Traditionally, demographic information, which includes age, ethnicity, religious beliefs, occupation, and educational level, used to be the primary data being gathered by many organizations to improve their products and services. However, in recent years, psychographics became a mainstream and changed the way data are collected, analyzed, and applied. Through psychographic data, organizations gain deeper insights on their target markets' psychological and emotional motivations and concerns, providing them with an idea on how their markets' think and behave. By using a good combination of demographic and psychographic data, marketing efforts become more relevant, logical, and directed towards the right audience.

On the other hand, the recent pandemic has caused significant changes on the perceptions, interests, and habits of individuals, particularly when it comes to discretionary activities like travel and leisure. Although the pandemic has largely subsided and everything seems back to normal, travel behavior is still susceptible to potential changes, especially since new variants of the COVID-19 are still being discovered.

In view of the above, the TPB, through the Corporate Planning and Business Development Department, would like to subscribe to a market research database that offers information about traveler psychographic characteristics such as interests, attitudes, preferences, and habits, as well as demographic data.

II. SPECIFICATIONS

A. CONTENTS

Minimum Geographical Coverage

| ASIA | EUROPE | AMERICAS |
|----------------------|----------------|---------------------------|
| Australia | Germany | Canada |
| Malaysia | United Kingdom | United States of Americas |
| Singapore | | Mexico |
| Taiwan | | Brazil |
| Hong Kong | | Colombia |
| China | | Chile |
| Japan | | |
| South Korea | | |
| Philippines | | |
| India | | |
| United Arab Emirates | | |
| Saudi Arabia | | |

In case that any of the above countries are not yet included in the current geographic coverage of the platform, the market research provider can conduct special surveys for the countries, covering the desire travel and tourism topics/contents, to ensure the availability of data and information, with no additional cost to the TPB.

Profile of Travelers from the Source Markets of Philippine Inbound Tourism:

| TOPIC | INFORMATION |
|--|--|
| TRAVELER SENTIMENTS, PREFERENCES, AND HABITS | <ul style="list-style-type: none">➤ Domestic and international travel demand➤ Planned and preferred trips➤ Travel obstacles and considerations➤ Trip, accommodation, and transportation preferences➤ Booking insights and travel booking intentions by month➤ Preferred methods for researching and booking➤ Travel spending➤ Amount of short break taken➤ Month of travel➤ Preferred Travel Brands |

| TOPIC | INFORMATION |
|-------------------|---|
| | <ul style="list-style-type: none"> ➤ Holiday destination choices and selection influence ➤ Travel Advertising channel preference ➤ Motivations and sources of information ➤ Generational insights ➤ Holiday companions ➤ Past Travel behavior (e.g. number of trips in the past 12 months) ➤ Sustainability in travel |
| DESTINATION INDEX | <ul style="list-style-type: none"> ➤ Aided Awareness (<i>Which of the following destinations have you ever heard of?</i>) ➤ Ad Awareness (<i>Which of the following destinations have you seen an advertisement for in the past two weeks?</i>) ➤ Buzz (<i>Over the past two weeks, which of the following destinations have you heard something positive/negative about, whether in the news, through advertising, or talking to friends and family?</i>) ➤ Past Visits (<i>Have you ever visited any of the following destinations?</i>) ➤ Impression (<i>Overall, of which of the following destinations do you have a positive/negative impression?</i>) ➤ Quality (<i>Which of the following destinations do you think represents good/poor quality?</i>) ➤ Value (<i>Which of the following destinations do you think represents good/poor value for money? By that we don't mean cheap, but that the destinations offer a visitor a lot in return for the price paid.</i>) ➤ Satisfaction (<i>Of which of the following destinations would you say that you are a satisfied/dissatisfied visitor?</i>) ➤ Recommendation (<i>Which of the following destinations would you recommend/avoid to a friend or colleague?</i>) ➤ Intent (<i>Of the destinations considered, which are you most likely to visit?</i>) |

| TOPIC | INFORMATION |
|--|--|
| INSIGHTS ON DIFFERENT TYPES OF TRAVELERS | <ul style="list-style-type: none"> ➤ Luxury ➤ Budget/Value ➤ Responsible ➤ Adventurous ➤ All-inclusive/package ➤ Weekend ➤ Business |
| INSIGHTS ON TRAVELERS BASED ON DEMOGRAPHIC VARIABLES | <ul style="list-style-type: none"> ➤ Gender ➤ Age groups ➤ Generations ➤ Income (lower/middle/higher) ➤ Family Income ➤ Marital status ➤ Number of children |

Other Data/Information:

| TOPIC | INFORMATION |
|---|---|
| POST-PANDEMIC INSIGHTS/ATTITUDINAL STATEMENTS | <ul style="list-style-type: none"> ➤ Consumer lifestyle and confidence ➤ Spending (e.g. changes in physical and online spending) ➤ Economic Outlook (e.g. household situation, changes to employment status, impacts of recession if any) ➤ Social media consumption ➤ Sports followed |

FREQUENCY OF DATA UPDATE: Bi-Weekly to Monthly

SAMPLE SIZE: Should be representative of the population of the country/market

B. FEATURES AND FUNCTIONALITIES

- Built-in dashboards for visualizing data with available filters for customizing views
- Customized search option to access specific data and information
- Capability to export data and analysis into Microsoft Excel and Powerpoint
- Can sort the categories of graphs automatically based on value
- Provision of access to unlimited number of users in the organization
- Dedicated account services team with a lead account manager providing advice, training, support, information updates, and latest research developments

- Provision of orientation (online or face-to-face) to the users of the platform to explain its contents, features, and functionalities

III. CONTRACT DURATION

One-year subscription upon receipt of the Notice to Proceed (NTP)

IV. OTHER REQUIREMENTS

QUALIFICATION OF THE MARKET RESEARCH PROVIDER:

- Operating for at least 20 years in the field of consumer research and insighting.
- Member in any internationally-recognized association of market research agencies *(provide proof of membership)*.
- Has provided services to multinational clients in the past five years *(provide copy of Notice to Proceed, contract, official receipt for subscription payment, or whichever is applicable)*

QUALIFICATION OF THE RESELLER OR DISTRIBUTOR (IF APPLICABLE):

- At least five (5) years in the business of acquiring rights for subscription to market research database or platforms.
- Authorized reseller or distributor of market research database *(provide proof of authorization)*.
- A market research and management company that provides evidence-based strategies through research and data analytics conducted.

SUBMISSION OF PROPOSAL:

The market research provider and the reseller or distributor (if applicable) are expected to submit technical and financial proposals which should include the following:

- Brief profile and background (including credentials) of the company, which demonstrates their ability to provide the bulk of information that TPB needs in one platform.
- Briefer on the survey methodology employed by the company to gather the information contained in the database.
- Provision of trial access to experience how to use the database and conduct actual searching of contents to prove the comprehensiveness of contained information (during Post-Qualification).

V. APPROVED BUDGET FOR THE CONTRACT (ABC):

The approved budget for the annual subscription is **Php 6,500,000.00**, inclusive of value-added tax (VAT) and other applicable taxes and fees.

VII. TERMS OF PAYMENT:

Full payment to be remitted within 30 calendar days upon receipt of the certificate of subscription and Invoice.

The market research provider/local distributor should have a Landbank account. Payment will be made through LBP bank deposit. Otherwise, bank charges will be shouldered by the supplier.

VIII. PROJECT OFFICERS' CONTACT INFORMATION

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