

TECHNICAL SPECIFICATIONS
SERVICES OF A TOUR OPERATOR FOR THE MEDIA TOUR AND COVERAGE
OF TPB'S COMMUNITY-BASED TOURISM (CBT) PROGRAM 2025 LOT 3

I. BACKGROUND

The Community-Based Tourism (CBT) Marketing Enhancement Program is a government-initiated program that aims to increase a community's participation in tourism development. The program empowers community members by teaching them relevant tourism competencies at a grassroots level.

The CBT Marketing Enhancement Program, in particular, aims to improve locals' skills in digital marketing, social media management, content creation, product branding, and sustainable packaging design. Through the program sessions, communities can adopt sustainable tourism practices and contribute to local economic development and poverty reduction.

In 2025, the Tourism Promotions Board (TPB) will head to Cordillera to conduct a CBT program in local communities. TPB will also invite key opinion leaders (KOLs) to the event and publish necessary materials to increase people's knowledge and interest in the program. Through this media coverage, TPB can promote the community as a potential tourism site that can provide tourists with unique travel experiences.

In this regard, the TPB needs the Services of a Destination Management Company/ Tour Operator who will handle the ground arrangements for the Media Tour and Coverage of the CBT Program in Cordillera.

II. OBJECTIVES

1. To generate media mileage and boost TPB's online presence through media coverage of the Community-Based Tourism (CBT) Marketing Enhancement Program
2. To promote Cordillera as safe and uniquely diverse destinations

III. SCOPE OF WORK/SERVICES/DELIVERABLES/SPECIFICATIONS

AIR TICKET REQUIREMENTS	<ul style="list-style-type: none">• Route: <i>(*Subject to change depending on flight availability and itinerary)</i> Manila-Tuguegarao-Manila• Six (6) rebookable, reroutable, and refundable roundtrip economy air tickets inclusive of twenty (20) kilos baggage allowance per way, other taxes, and applicable charges with comprehensive travel insurance• Preferably all are seated together and positioned in the front row or closer to the Entrance/Exit• Flight dates are subject to change• Must include online check-in services and other requirements as deemed necessary• Provision of airport meals (food and beverages) while waiting or in case of flight delays amounting to a maximum of Five Hundred Pesos
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	(Php500.00) per pax <ul style="list-style-type: none"> • Preferred flight carrier: legacy carriers
LAND TRANSPORTATION	<ul style="list-style-type: none"> • Van rental for the following: <ul style="list-style-type: none"> - Airport transfers and inland transportation for tours - At least one (1) van for 8 pax - Must have enough legroom - Must be fully air-conditioned, clean, comfortable, presentable, and in good running condition - Must be at least 2018 model or newer - Rate must be inclusive of vehicle rate, gasoline, toll fees, parking fees, entry passes, permits, comprehensive insurance, onboard snacks, first aid kit per vehicle, and other expenses - Must provide water and towels onboard - Must have available umbrellas in case of rain - Should the vehicle develop any mechanical fault in transit, the tour operator must have a replacement within an hour • Driver <ul style="list-style-type: none"> - Rate is inclusive of driver's fee, meals, accommodation, overtime fees, comprehensive insurance, communication expenses, and other expenses - With trip ticket - Must wear company ID and be presentable at all times - Must be equipped with a cellphone with load for easy communication with passengers and tour coordinator - Must be a licensed driver - Maximum of twelve (12) hours per day inclusive of overtime and driver's fee
ACCOMMODATION	<ul style="list-style-type: none"> • Six (6) single occupancy rooms and one (1) double occupancy room in three or four-star hotel accommodations or resort with double A category or its equivalent for five (5) days and four (4) nights, as per itinerary • Inclusive of daily breakfast
FOOD & BEVERAGE	<ul style="list-style-type: none"> • All meals and snacks identified in the itinerary during the duration of the trip • Must be good for 8 pax • Maximum budget of One Thousand Seven Hundred Pesos (Php1,700.00) per pax for lunch, snacks, and dinner • Menu to be approved by TPB
TOURS / ACTIVITIES	<ul style="list-style-type: none"> • All paid activities, entrance fees, and environmental fees identified in the itinerary during the duration of the trip • Must be good for eight (8) pax
TOUR GUIDE	<ul style="list-style-type: none"> • One (1) DOT-accredited/licensed tour guide who will join during the whole trip. • Rate must be inclusive of the Tour Guide's accommodations, transportation, meal requirements, and other expenses
PHOTOGRAPHY AND VIDEOGRAPHY	Assign a documentation team (max of 2) to go with the media team to cover and provide the following: <ul style="list-style-type: none"> • Bring all the necessary equipment and tools required for high-quality documentation

	<ul style="list-style-type: none"> • Capture high-resolution images and videos of key events, activities, and locations throughout the tour. • Capture two hundred fifty (250) high-quality images of different destinations throughout the entire tour, based on shot list provided by TPB • Deliver edited and optimized photos suitable for various platforms, including social media, websites, and print. • Produce a highlight reel summarizing all the activities. • Provide raw footage for archival purposes and potential future use. • Photos and videos must be exclusive to TPB for perpetual usage • Expenses for the documentation team must be covered
TOKENS	<ul style="list-style-type: none"> • Provision of tokens and destination-based giveaways for eight (8) pax, preferably to be given upon arrival at the hotel (e.g. hygiene kit, handmade accessories, local products from the regions), subject to TPB's approval • Must submit photos of tokens and destination-based giveaways together upon receipt of the Notice to Proceed (NTP)
ONSITE-RELATED EXPENSES	<ul style="list-style-type: none"> • Provision of Six Thousand Five Hundred Pesos (Php6,500.00) for incidental, medical, and miscellaneous expenses • Should be supported by Official Receipt or acknowledgment receipt, as applicable
OTHERS	<ul style="list-style-type: none"> • Must be DOT Accredited. <u>Submit a valid Department of Tourism (DOT) Certificate of Accreditation or Provisional Certificate of Accreditation (TPB to consider if their DOT certification is subject to renewal), to be included in the Technical Bid.</u> • Must have handled at least three (3) projects similar to the requirements and destinations within the last three (3) years. <u>Submit a list of at least three (3) completed projects similar to the requirements and destination, within the last three (3) years. To be supported with a Certificate of Project Completion or its equivalent, and to be included in the Technical Bid.</u> • Personnel to be deployed by the winning bidder must be provided with travel insurance inclusive of medical and accidental coverage for the duration of the tour, with coverage amounting to Three Hundred Thousand Pesos (Php300,000.00) and with proof to be submitted within five calendar days from the confirmed booking of air tickets • Provision of tour kits with basic hygiene items, such as alcohol, face masks, tissue, wipes, etc. on the first day of the tour • Must respond to immediate/unforeseen changes in specifications. • Tour activities and/or schedules/dates are subject to change. • Other arrangements that may be mutually agreed upon by the TPB • Final enhanced itineraries should be approved by the TPB and must adhere to existing health and safety protocols set by the local government unit (overseeing the destination). • Provide an alternative itinerary, without cost to TPB, in case of rain, risk of a typhoon, and other unforeseen or fortuitous events.

IV. PROJECT IMPLEMENTATION SCHEDULE

Date of Event : April 8 – 12, 2025 (Indicative dates)
Destination : Cordillera
Number of Pax : 8 pax

V. ELIGIBILITY REQUIREMENTS

Must be a Filipino-owned, operated, and legally registered Tour Operator under Philippine laws with at least three (3) years of related experience.

VI. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract (ABC) is **FIVE HUNDRED THIRTY-THREE THOUSAND FIVE HUNDRED PESOS ONLY (PHP533,500.00)**, inclusive of service charges and all applicable fees.

VII. TERMS OF PAYMENT

1. Payment will be on a send-bill arrangement to be settled 30 days upon receipt of Billing or Statement/Statement of Account. Bidders should submit a budget bid proposal that reflects the cost of tours, activities, and logistical requirements.
2. Secured sponsorship or discount rates (hosted/discounted) shall be deducted from the actual billing amount. Thus, the tour operator will bill TPB based on the actual cost.
3. The supplier must have a Landbank account. Payment will be made through an LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

VIII. DURATION OF THE CONTRACT

The contract shall commence from the date of receipt of the Notice to Proceed (NTP) until the full implementation of all deliverables.

IX. PROJECT OFFICER'S CONTACT INFORMATION

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