

TERMS OF REFERENCE

SERVICES OF A RESEARCH COMPANY TO CONDUCT THE STUDY ON MICE TOURISM IN THE PHILIPPINES

I. BACKGROUND

The Tourism Promotions Board (TPB), an attached agency of the Department of Tourism, is mandated to market and promote the Philippines as a major destination for Meetings, Incentives, Conventions and Exhibitions (MICE). TPB's role is crucial in positioning the country as a leading player in the global MICE sector, which is recognized as a high-impact, high-value sector that contributes significantly to the nation's tourism revenue, knowledge exchange, global networking, and foreign investments.

MICE tourism is not only a key economic driver through delegate spending, room nights, and transportation costs, but it also plays a vital role in fostering multi-sectoral development. The sector's benefits extend beyond traditional tourism, encompassing enhanced international trade relations, research collaboration, and the strengthening of the Philippines' global reputation and branding. Given its diverse benefits, the promotion of MICE tourism is an essential tool for driving growth and ensuring a positive multiplier effect that benefits various sectors of the economy.

Despite the immense potential of the MICE industry, TPB faces a significant challenge in fully capitalizing on its opportunities: the lack of reliable, comprehensive data on the state and dynamics of the MICE tourism landscape in the Philippines. The absence of qualitative and quantitative insights has constrained TPB's ability to effectively tailor its promotional efforts and strategies to attract MICE events and highlight the country's competitive advantages. Without sufficient data, TPB cannot identify key areas for intervention or improvement in the MICE sector or direct support where it is most needed.

In view of the above considerations, the Tourism Promotions Board (TPB), through its Corporate Planning and Business Development (CPBD) Department, intends to engage a research and consulting firm to conduct a comprehensive study on MICE tourism in the Philippines. The data and insights generated from this study will enable TPB to gain a deeper understanding of the full potential of the Philippine MICE sector. More importantly, the findings will serve as the foundation for developing targeted, sustainable strategies and promotional materials that effectively position the Philippines as a leading MICE destination in key international markets.

Further, insights from the study are also expected to help TPB in determining the support needed by MICE stakeholders from the agency within its mandate to strengthen the industry.

II. OBJECTIVES

The specific objectives of the MICE study are as follows:

1. To understand the current state of the Philippine MICE tourism, including its various offerings, competitive landscape, strengths, and weaknesses.
2. To obtain information about the visitor profile, spending patterns, and travel patterns of MICE travelers to the Philippines.
3. To understand the perception of the Philippines as a MICE tourism destination.
4. To benchmark the standing of the Philippines as a MICE tourism destination vis-à-vis other destinations in the ASEAN region.

5. To identify gaps and potential new opportunities in the Philippine MICE industry and support needed from TPB to meet MICE key stakeholders' needs
6. To provide recommendations, including policy proposals and strategic action plans for the Philippine government on MICE, along with collaboration opportunities for TPB, DOT, relevant agencies, the private sector, and non-government organizations to ensure effective implementation and position the Philippines as a leading MICE hub.

III. SCOPE OF WORK

Survey Methodology

The study will be conducted in the following phases:

1. Desk / In-House Research / Secondary Research

This phase will gather secondary data on key topics, such as, but not limited to:

- a. Popular MICE destinations within the Philippines over the past 12 months
- b. The number of key MICE events held, along with the attendance figures for each of these events
- c. Top MICE event destinations based on reviews and industry reports
- d. MICE tourism packages, pricing, and offerings in the Philippines compared to competing markets
- e. Source markets for MICE events and leading industry sectors (e.g. from finance, medical, manufacturing, NGOs, government, law, academe, etc.)
- f. Average size of MICE events (convention, conference, exhibition, corporate meetings, incentive travels)
- g. Average daily expenditure (excluding registration fee) of participants in: meetings/conventions, incentive travel, exhibitions
- h. Average length of stay of participants in meetings/conventions, incentive travel, exhibitions
- i. Key issues and challenges facing the MICE Industry
- j. Direct foreign investments generated by the MICE industry
- k. Economic contribution of MICE industry
- l. Impact of MICE events in raising awareness about the Philippine MICE industry (e.g. media value)
- m. Key factors and criteria in choosing a destination for MICE events

2. Trade Interview

Trade interviews will supplement the desk research by engaging key MICE industry stakeholders to gather valuable insights into the current state of the industry and the needs of various stakeholders. The interviews will involve a sample of respondents from different categories, including:

- a. Convention hotels, event venues, and unique venues
- b. Incentive travel organizers
- c. Conference and exhibition centers
- d. Tour operators/Destination Management Companies (DMCs)
- e. Professional Congress Organizers
- f. Travel Trade Media
- g. Other government agencies (e.g. Tourism Infrastructure and Enterprise Zone Authority, Philippine Economic Zone Authority, DTI - Board of Investments, and other relevant offices)

- h. MICE Suppliers (e.g. booth contractors, catering companies, freight forwarders, cargo companies, production houses, insurance companies, and other service providers that are integral to the MICE circular economy)

The specific sample size and selection will be determined by the research and consulting firm, based on their professional judgment and expertise in sampling the relevant population to ensure a comprehensive representation of the MICE industry stakeholders.

3. Consumer Survey

The consumer survey will profile and assess the preferences of MICE travelers, benchmarking the Philippines' performance against other leading regional MICE destinations.

Criteria: Source Markets (Origin Countries) – Respondents must be from the top five MICE source markets based on desk research.

Age: 20 to 60 years old

Travel History: Must have visited at least one of the following countries — **Philippines, Malaysia, Singapore, Thailand, or Indonesia** — within the past 24 months specifically to participate in a **MICE-related event or activity** (e.g., conferences, exhibitions, corporate meetings, incentive travel).

Role in MICE Event Participation: Respondents must be either decision-makers, organizers, exhibitors, or active participants of MICE events, such as corporate executives/top management officers, event planners, industry professionals, etc.

| ASEAN Countries Visited for MICE-related Event or Activity | % Share to the Total Number of Respondents |
|--|--|
| Philippines | 20% |
| Malaysia | 20% |
| Singapore | 20% |
| Thailand | 20% |
| Indonesia | 20% |
| Total | 100% |

**Malaysia, Singapore, Thailand, and Indonesia were selected for the Consumer Survey and benchmarking as the ASEAN countries with their own Convention and Exhibition Bureau. Further, based on the International Congress and Convention Association (ICCA)'s 2023 Business Analytics (Country & City Rankings) report, the four countries were also the leading ASEAN destinations in terms of number of in-person meetings in 2023.*

The exact sample size and composition of respondents, including those from meetings, conventions, exhibitions, and incentive travel events, will be determined by the research and consulting firm. The selection will be based on their expertise in ensuring the survey population is representative of the key target markets and relevant event types.

**The above survey methodologies are acceptable to TPB but the research & consulting firm may recommend other methodologies that can better serve the purpose of this study, subject to TPB's approval.*

Minimum Required Contents for the Detailed Report

1. Introduction

- a. Study Background (Purpose of the Study, Alignment with NTDP)
- b. Consulting Approach and Methodology (Framework)

- c. List of Deliverables
 - d. Project Timeline
2. Philippine MICE Tourism Landscape
- a. Market Profile and Size
 - Overview of MICE Tourism
 - Key market segments and source markets
 - b. MICE Tourism packages, pricing, and offerings
 - Types of MICE packages (pricing, inclusions)
 - Popular MICE destinations and venues within the Philippines
 - Leading industry sectors driving demand (e.g. finance, medical, manufacturing, NGOs, government, law, academe, etc.)
 - c. MICE event metrics
 - Average size of MICE events (convention, conference, exhibition, corporate meetings, incentive travel)
 - The number of key MICE events held
 - MICE event attendance figures
 - Average daily expenditure (excluding registration fee) of participants in: meetings/conventions, incentive travel, exhibitions
 - Average length of stay of participants in meetings/conventions, incentive travel, exhibitions
 - Economic Contributions per segment (highlight the segment with the highest economic contribution)
 - Direct foreign investments generated
 - Employment and revenue impact
3. Current State of the Philippine MICE Industry
- a. The MICE Roadmap and brand
 - The MICE roadmap
 - The MICE brand
 - b. Review of relevant policies, incentives and programs
 - Review of relevant policies, incentives, and programs that support the MICE industry (e.g., tax incentives, infrastructure development, tourism promotion)
 - c. Leading Stakeholders (government players)
 - Roles and responsibilities per stakeholder
 - d. Leading Stakeholders (non-government players)
 - Roles and responsibilities per stakeholder
 - e. Strengths and opportunities
 - MICE milestones
 - competitive advantages and unique value proposition
 - Untapped source markets and event types
 - Technology integration in MICE offerings
 - Priority areas for government and private sector intervention
 - f. Weaknesses, gaps, and challenges
 - Existing gaps in institutional framework and policies
 - Challenges faced by the industry
 - Key barriers impacting the growth of MICE tourism
 - Infrastructure, talent, policy, and promotional deficiencies
 - g. Goals and Aspirations for the Philippine MICE Tourism
 - Key aspirations and goals for the future of MICE tourism in the Philippines, as articulated by government agencies, private sector players, and other stakeholders

- Identification of the support required from the government, private sector, and other stakeholders to overcome current challenges and achieve long-term MICE tourism goals (e.g., policy reforms, financial support, capacity building).
4. International Benchmarking
- a. Global and regional trends in MICE tourism
 - b. MICE Tourism Market Outlook
 - c. ASEAN Countries Case Studies:
 - Indonesia
 - MICE Tourism Strategy
 - MICE Attendees Profile
 - Key Success Factors
 - Issues and Challenges
 - Malaysia
 - MICE Tourism Strategy
 - MICE Attendees Profile
 - Key Success Factors
 - Issues and Challenges
 - Singapore
 - MICE Tourism Strategy
 - MICE Attendees Profile
 - Key Success Factors
 - Issues and Challenges
 - Thailand
 - MICE Tourism Strategy
 - MICE Attendees Profile
 - Key Success Factors
 - Issues and Challenges
5. MICE Attendee Profile and Travel Patterns
- a. Participants motivation/factors influencing attendance at MICE events
 - b. MICE Demographic and Psychographic Profiles (age, profession, income, and preferences of MICE attendees)
 - c. Destination Perception of MICE travelers (include comparative analysis)
 - Indonesia
 - Malaysia
 - Philippines
 - Singapore
 - Thailand
6. Strategic Recommendations
- a. Policy Proposals
 - Legislative and regulatory measures to support MICE tourism
 - Potential incentives to encourage investment and foster partnerships in the MICE sector
 - b. Action Plans
 - Strengthen the role of the Tourism Promotions Board (TPB) and Department of Tourism (DOT) in the development and promotion of MICE tourism
 - Coordination mechanisms with government agencies, private sector, and NGOs
 - Promotion strategies to position the Philippines as a leading MICE hub (regional and global branding, digital marketing)

- Sustainability and Resiliency Framework (to address environmental, social, and economic impacts, especially in light of post-pandemic recovery trends)
- Performance Metrics and Evaluation Tools (to evaluate the success of the Philippine MICE/business events strategies and interventions over time)
- Training and Capacity-Building Recommendations
- c. Collaboration and Advocacy Opportunities
 - Public-private partnerships
 - Regional cooperation with ASEAN neighbors
 - International alliances

7. Annexes

- a. Data Tables and Charts
- b. Policy Map
- c. Stakeholder Map
- d. References

IV. DELIVERABLES

The following are the expected outputs of the research & consulting firm:

1. Inception Report

The Inception Report should serve as a foundational document outlining the research firm's understanding of the project scope, objectives, and deliverables. It must include:

- A detailed project work plan with timelines and milestones.
- Methodologies to be employed for data collection, analysis, and reporting.

2. Trade Interview Discussion Guide

A comprehensive guide outlining the structure and content of trade interviews. This should include:

- Objectives of the interviews and key information to be gathered.
- List of interview questions categorized by respondent type
- Suggested methods for conducting interviews (e.g., face-to-face, virtual).
- Instructions for interviewers to ensure consistency in data collection.
- Ethical guidelines and confidentiality measures for interview participants.

3. Questionnaire for the Consumer Surveys

A structured survey instrument designed to gather quantitative and qualitative data from MICE participants. This should include:

- Sections addressing attendee demographics, spending habits, and travel patterns.
- Questions to assess perceptions of the Philippines as a MICE destination and benchmark it against regional peers.
- Use of both closed-ended and open-ended questions to ensure robust data collection.
- Consideration for survey length and language to maximize response rates.
- Pre-testing with a small subset of respondents to ensure clarity and validity of questions.
- Incorporation of digital tools or platforms for online surveys, if applicable.

4. Draft Detailed Report on methodologies, findings, analyses, and recommendations

5. Final Detailed Report on methodologies, findings, analyses, and recommendations, including policy proposals, strategic action plans for the Philippine government on MICE, and recommendations for collaboration between TPB, DOT, relevant government agencies, and

private sector partners to ensure effective implementation and position the Philippines as a leading MICE hub. The final detailed report will also be produced in 3 hard copies once approved by TPB.

6. Presentation of the final detailed report (ppt) to TPB Management Committee, including other stakeholders as requested. A professional, visually engaging PowerPoint presentation summarizing the key insights and recommendations of the study. It should include:
 - Overview slides highlighting objectives, methodologies, and key findings.
 - Data visualizations such as graphs, charts, and infographics to illustrate trends and analyses.
 - Key recommendations organized by theme (e.g., policy, marketing, stakeholder support).
 - A Q&A section to facilitate discussions with the TPB Management and other stakeholders.
 - Flexibility for tailoring content to address specific concerns or interests of the audience.

Note: TPB is entitled to request revisions of the reports and presentations until the deliverables are satisfactorily completed.

V. INDICATIVE SCHEDULE OF IMPLEMENTATION

Below is the indicative schedule of activities (*subject to change based on the mutual agreement of the TPB and winning bidder*):

| Date | Activities/ Deliverables |
|---|---|
| 11 June 2025 | Kick-Off Meeting between the research & consulting firm and TPB representatives |
| 17 June 2025 | Submission of the Inception Report |
| 18 – 30 June 2025 | Review, revision, and finalization of the Inception Report |
| Desk / In-house research / Secondary research: | |
| 01 – 31 July 2025 | Conduct of Desk / In-house research / Secondary research |
| Trade Interview: | |
| 04 July 2025 | Submission of the Trade Interview Discussion Guide |
| 07 – 18 July 2025 | Review, revision, and finalization of the Trade Interview Discussion Guide |
| 21 July – 31 August 2025 | Conduct of Trade Interviews |
| Consumer Survey: | |
| 04 July 2025 | Submission of the Questionnaire for the Consumer Survey |
| 07 – 25 July 2025 | Review, revision, and finalization of the Questionnaire |
| 28 July – 05 September 2025 | Conduct of Consumer Survey |
| Report Writing | |
| 08 – 30 September 2025 | Data cleaning, consolidation, and preparation of detailed report |
| 01 October 2025 | Submission of the 1 st draft of the report |
| 14 October 2025 | Submission of the 2 nd draft of the report |

| Date | Activities/ Deliverables |
|------------------|--|
| 24 October 2025 | Submission of the 3 rd draft of the report |
| 05 November 2025 | Submission of the final detailed report (3 hard copies as well as digital format) and the detailed data tabulation of survey results in excel format |
| 10 November 2025 | Presentation of the Final Detailed Report (in ppt) to the TPB Management Committee |

Note: Proposed timeframe may be adjusted subject to the recommendation of the research & consulting firm and the approval of TPB.

VI. QUALIFICATION OF THE RESEARCH & CONSULTING FIRM:

1. The bidder should have at least **eight (8) years' experience** in conducting tourism survey studies, including MICE-related studies, through various methodologies – face to face interviews, online surveys, and secondary research. **The research company must submit a list of ongoing and completed government and private contracts for the last eight (8) years.**
2. The bidder should have provided services to multinational clients in the past eight (8) years (*provide copy of Notice to Proceed, Contract, Certificate of Project Completion, or whichever is applicable*).
3. The project team should be composed of, but not limited to, the following key personnel:

| Essential Team Members | Minimum No. of Experience |
|--|---------------------------|
| Project Manager / Team Leader | At least 5 years |
| Assistant Project Manager | At least 5 years |
| Statistician | At least 5 years |
| Quality Control Manager | At least 5 years |
| Industry Expert/Economist | At least 5 years |
| Data Researchers and Analysts (at least 2 personnel) | At least 3 years |
| Report Editor | At least 3 years |

VII. SHORTLISTING CRITERIA (HURDLE RATE: AT LEAST 85%)

| PARTICULARS | PERCENTAGE | RATING |
|---|------------|------------|
| I. Applicable Experience of the Research Company | | 50% |
| A. At least 8 years of experience in conducting tourism survey studies, including MICE-related studies <ul style="list-style-type: none"> - With more than 8 years of experience (30%) - With less than 8 years of experience (0%) | 30% | |
| B. Successfully implemented similar projects within the last 8 years (minimum of 3 tourism survey studies, with at least 1 government client). <i>*Based on submitted Certificates of Project Completion showing satisfactory delivery of service.</i> <ul style="list-style-type: none"> - At least 3 tourism survey studies, with at least 1 government client (20%) - At least 3 tourism survey studies, but no government client (15%) - Less than 3 tourism survey studies (0%) | 20% | |

| PARTICULARS | PERCENTAGE | RATING |
|---|------------|-------------|
| II. Qualification of personnel who may be assigned to the project | | 30% |
| All key personnel to be assigned to the project should meet the minimum required years of relevant work experience in conducting research studies. <ul style="list-style-type: none"> - All key personnel have met the required number of years in relevant work experience (30%) - Some or all key personnel have not met the required number of years in relevant work experience (0%) | | |
| III. Current Workload relative to Capacity | | 20% |
| The research company is currently handling maximum of 10 projects. <ul style="list-style-type: none"> - Currently handling 5 or less projects (20%) - Currently handling 6 – 10 projects (15%) - Currently handling more than 10 projects (0%) | | |
| TOTAL | | 100% |

VIII. TECHNICAL RATING: (HURDLE RATE: AT LEAST 85%)

Bidders are required to present their plan of approach for the project (maximum of 15 minutes).

| PARTICULARS | PERCENTAGE | RATING |
|---|------------|------------|
| I. Quality of Personnel to be assigned to the Project | | 30% |
| Profile and expertise of key personnel who will be assigned to the project, demonstrating specialization in conducting insightful research and analysis. <ul style="list-style-type: none"> - With more than two (2) Data Researchers and Analysts in the team (30%) - With two (2) Data Researchers and Analysts in the team (25%) - With less than two (2) Data Researchers and Analysts in the team (0%) | | |
| II. Research Company's Experience and Capability | | 30% |
| A. At least 8 years of experience in conducting tourism survey studies, including MICE-related studies. <ul style="list-style-type: none"> - With at least 8 years of experience (15%) - With less than 8 years of experience (0%) | 15% | |
| B. Quantity/ profile of previous clients in similar projects. <ul style="list-style-type: none"> - With at least 3 similar projects and 1 government client (15%) - With at least 3 similar projects but no government client (10%) - Less than 3 similar projects (regardless if there is a government client or none) (0%) | 15% | |
| III. Plan of Approach and Methodology | | 40% |
| A. Consistency of the proposed workplan with the Scope of Work indicated in the TOR | 15% | |
| B. Plan approach to achieve the deliverables/ expected outputs within the specified project duration | 15% | |

| PARTICULARS | PERCENTAGE | RATING |
|---|------------|-------------|
| C. Manner of presenting the survey results, analyses, and recommendations | 10% | |
| TOTAL | | 100% |

The bidders are expected to submit both technical and financial proposals which shall be evaluated using the Quality Cost Based Evaluation (QCBE). The winning bidder must attain a **hurdle rate of 85%** based on the following weight assignments:

| Proposal | Weight (%) |
|--------------|------------|
| Technical | 85 |
| Financial | 15 |
| TOTAL | 100 |

IX. APPROVED BUDGET FOR THE CONTRACT

The Approved Budget for the Contract is **TWELVE MILLION PESOS ONLY (PHP12,000,000.00)**, inclusive of all applicable taxes and fees. TPB reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered, or failed to meet deadline/s set.

X. TERMS OF PAYMENT

The payment scheme is as follows:

| Output/Milestones | % of Payment |
|--|--------------|
| Upon approval of the Inception Report, Trade Interview Discussion Guide, and Questionnaire for the Consumer Survey | 15% |
| Upon submission and acceptance of the 1 st draft of the MICE tourism report | 35% |
| Upon approval of the Final Detailed Report on MICE tourism | 40% |
| Upon presentation of the final detailed report (ppt) to TPB Management Committee | 10% |
| TOTAL | 100% |

The research company is encouraged to have a Landbank account. Payment shall be made through LBP bank deposit. Otherwise, bank charges shall be shouldered by the research company.

XI. CONTRACT DURATION

The contract shall be for six (6) months and shall commence from the date of execution.

XII. TERMS AND CONDITIONS

1. The TPB shall have full ownership of all the data gathered and presented (both in hard or softcopy files) from the study.

2. All records are regarded as confidential and should not be divulged to any third party, other than the research & consulting firm unless legally required to do so to the appropriate authorities. The TPB has the right to request sight of, and copies of any and all records kept, on the proviso that the research & consulting firm is given reasonable notice of such a request.
3. A Non-Disclosure Agreement between TPB and the research & consulting firm will be made to ensure compliance with the requirement on confidentiality.
4. Neither party shall be liable to the other for any failure to perform obligations under this agreement due to events beyond the control of such party including but not limited to any acts of God, terrorism, war, political insurgence, insurrection, riot, civil unrest, acts of civil or military authority, uprising, earthquake, flood or any other natural or man-made eventuality outside of control, which causes the delay of the delivery of the expected outputs, provided that notice is sent to the other party.

XIII. PROJECT OFFICER'S CONTRACT INFORMATION

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| MS. CRINEZZA VEIL L. MENDOZA Manager, CPBD Department Email address: nezza_mendoza@tpb.gov.ph | MS. MARIEL ANGELICA A. DIMAANO Planning Officer II Email address: mariel_dimaano@tpb.gov.ph |
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