

TERMS OF REFERENCE

CONSULTING SERVICES FOR THE MAINTENANCE, ENHANCEMENT, AND MARKETING OF THE TRAVEL PHILIPPINES MOBILE APPLICATION AND WEBSITE

I. BACKGROUND

The TPB is mandated to market and promote the Philippines domestically and internationally as a major global tourism destination. It highlights the country's uniqueness and assists in the development of its tourism products and services, with the ultimate goal of increasing tourist arrivals and tourism investment.

Under section 50 of RA 9593 (Tourism Act of 2009), the following is stated as one of the powers and functions of the TPB:

(e) Engage in the business of tourism and perform acts in consonance therewith, such as, but not limited to, attending conventions and other events abroad in representation of the country, encouraging sales promotions and advertising, and implementing programs and projects with the objective of promoting the country and enticing tourists to visit its tourism destinations and to enjoy its tourism products;

In line with this, the TPB released the Travel Philippines progressive web application (PWA) on 30 October 2020. The initial version featured information on 14 Philippine destinations including Department of Tourism (DOT)-accredited restaurants and accommodations.

On April 13, 2025, an enhanced version of the Travel Philippines App was released in support of the DOT's 7-point agenda to enhance the overall tourist experience, maximize domestic tourism, and strengthen tourism governance through close collaboration with LGUs and stakeholders, as well as aiming for cohesive and comprehensive digitalization and connectivity.

The following features are now available in the newly released version:

- Profile management
- Geo-targeting / What's near me feature
- Travel updates
- Search tab to find destinations, activities, attractions, events, and accredited accommodations and restaurants
- Media Center with press releases and featured articles
- DOT-accredited tour guides
- Facts and Trivia
- Featured videos
- Partners and LGU Directory
- Deals and Promos
- Translations

For 2025, the Travel Philippines App must be maintained and improved to meet travel consumer needs and respond to current and emerging tourism promotion thrusts. Moreover, the app should be able to foster engagement and connection with the users to encourage travel within the Philippines.

II. OBJECTIVES

1. Maintain and enhance all existing core functionalities of the app.
2. Streamline content submissions to be added and ensure app content is active, accurate, updated, and user-friendly.
3. Provide real-time tourism information about the Philippines as well as promote and market the Philippines digitally.
4. Implement strategies to push app installs/downloads.
5. Execute features or other strategies to maintain and/or improve app retention.

III. SCOPE OF SERVICES / DELIVERABLES

1. GENERAL & TECHNICAL ENHANCEMENTS	
Technical/Back-end Enhancement	<ul style="list-style-type: none">● API integration and database synchronization needed for real-time information (i.e. TPB Members, DOT Accredited Enterprises, among others).● Ensure system integration with third parties, migrations and database optimization.● Data must be securely stored, both locally and in the cloud.● Caching to improve the performance by reducing loading times for frequently accessed resources.● Ensure that users can view pre-cached static content (e.g., text, images, previous search results) without an active internet connection.● Provide responsive performance and handle a large volume of user interactions.● Protect user data and ensure secure interactions.
Licenses and subscriptions	<ul style="list-style-type: none">● The winning bidder must settle all the necessary requirements (licensing, registration, fees, and other legal matters) and perform technical operations as needed to keep Travel Philippines App running.
Content Management System (CMS)	<ul style="list-style-type: none">● Must have an edit history feature.● Should display content updates and allow web inquiry replies from the CMS.● Provide content preview feature.● Must support app and website functionalities.● All content in the app and website must be editable within the CMS.● Allow TPB Members/Partner Establishments to log in and update their information when needed.● Entries with expiration dates (i.e. accommodations, food and beverages, partners, tour guides) have an optional field to input an end date, wherein the date would automatically be hidden on the system at the indicated end date.● Link translations to the original content, allowing easy viewing and editing of available language versions.

	<ul style="list-style-type: none"> ● Editors/admins can roll back to a previous version of the content if needed.
Chat Support System and AI Chatbot	<ul style="list-style-type: none"> ● Should be able to answer inquiries on any travel concerns, from pre-arrival to departure. ● Provide automated frequently asked questions. ● Integrate the knowledge base of the Travel Philippines App seamlessly and ensure that the chatbot is limited within the Travel Philippines data. ● Develop an AI-powered chatbot that can give contextual recommendations using user's algorithm data on travel history and preferences, pages visited on the app, and other relevant user data. ● Determine user goals, learn user interactions and emotional tone, and create personalized responses. ● Provide fast and accurate responses and handle a large volume of user interactions.
Itinerary Generation and Planning	<ul style="list-style-type: none"> ● Implement an AI-powered personalized itinerary generator. ● Create full day-to-day itineraries with accurate logistics/schedules and allow users to plan trips and customize their itinerary based on their preferences, budget, and travel dates. ● Offer information about the destinations and curated recommendations for food, activities, and other experiences. ● Include the Partner Establishments directory in the itinerary. ● Generate inspirational photos or moodboard after itinerary generation. Only photos within the Travel Philippines App should be used. ● Allow users to access their itineraries offline. ● Implement an intuitive and user-friendly planning experience.
User Experience and Interface Enhancement	<ul style="list-style-type: none"> ● Intuitive design supports the content needed. ● Links and numbers are clickable and functional. ● Enhancement of events page to be filtered either by destination or nature of events. ● Articles and other content published on the app should be shareable and have icons that allow for easy sharing to different social media platforms. ● Provide an intuitive way for users to switch between different languages on the app/web. ● Responsive design optimized for various screen sizes. ● Fast loading times for better user experience.
Support and Maintenance	<ul style="list-style-type: none"> ● Regular updates to fix bugs, add features, and keep up with OS updates. ● Provide 24/7 technical support – This will include on-the-job support and handholding (including in-person, telephone, and online support), as well as formal courses at regular intervals. ● Ensure that the response of the support management team is

	<p>within the minimum Service-Level Agreement (SLA) of 99.5% and able to extend services beyond given timeline in case of unforeseen issues including, but not limited to technical matters, functionality, and security.</p> <ul style="list-style-type: none"> ● Submit an incident report to the MIS Department within the day or the following business day in case the website or app is compromised by a third party.
Backup, Recovery, and Security	<ul style="list-style-type: none"> ● Conduct monthly maintenance of the Mobile Application, Website, and Database, including the monthly regular backups. ● Implement appropriate security measures to secure the Web host, Mobile App, and all social media properties against unauthorized intrusion. ● Ensure data security / provide appropriate security measures to prevent hacking/ unauthorized intrusion. ● Ensure compliance with Data Privacy Laws. ● Secure and pass the Vulnerability Assessment and Penetration Testing (VAPT) after every phase of implementation.
2. PERSONALIZED EXPERIENCE DELIVERY	
User Preference and Experience Algorithms	<ul style="list-style-type: none"> ● Allow the creation of user preference profiles and develop algorithms to analyze user data and identify preferences. ● Implement push notifications and personalized in-app messages. ● Develop and implement AI algorithms that suggest/recommend attractions, activities, and other content based on past behavior, user preferences, and contextual data. ● A section within the user profile where they can see and adjust their personalization settings.
AI-Driven Personalization for Enhanced User Engagement	<ul style="list-style-type: none"> ● Leverage user data and behavior to create timely, meaningful interactions designed to enhance user journey and engagement. ● Customize user experiences based on their profiles, behaviors, and preferences. ● The AI-powered functionality should feature user profile-based personalization, event recognition, and AI-driven messaging. ● Send users birthday greetings and other email campaigns with relevant content based on their profile. ● Implement AI-driven logic to deliver personalized app discounts and promos based on individual travel interests.

3. CONTENT ENHANCEMENT REQUIREMENTS	
Content Updating and Auditing	<ul style="list-style-type: none"> ● Assist TPB in ensuring timely and accurate content submissions and in curating content from DOT regional offices. ● Produce SEO-rich and engaging content for specific entries across all categories (destinations, attractions, accommodations, food & drinks, events, and facts & trivia) ● Regularly monitor DOT-accredited list of establishments, tour operators/travel agencies, and tour guides. ● Update list of active app entries based on DOT accreditation status. ● Regularly monitor the Philippine calendar of events/festivals and ensure all festival dates are updated. ● Conduct quality assurance of all content uploaded (ensure correct mobile number format, title, etc.). ● Monitor the DOT and TPB media centers and publish tourism/travel-related press releases on the app. ● Provide monthly reports on content developed, updated and/or edited, to be submitted on the first Friday of every succeeding month from the start of engagement.
Content Editing	<ul style="list-style-type: none"> ● Provide editorial services to oversee that the content is factual, easily digestible, and free from grammatical errors. ● Ensure that content follows the tone and style of the app. ● Edit listicles and app entries for publishing as needed.
Translation	<ul style="list-style-type: none"> ● Provide reliable options for AI-generated translations, keeping in mind that app content is dynamic. ● The app shall support multilingual translation functionality that is accessible directly within the user interface. Users can manually change and select their preferred language through a clearly visible and easy-to-use settings menu. ● The app must provide geo-specific language preferences by default, detecting the user's country through geolocation and setting the initial language accordingly. Users will have the option to override this default setting at any time. ● All translation features must be available in-app and should cover all static and dynamic content. ● Translations must be accurate, culturally appropriate, and reviewed regularly, especially for critical

	<p>information and promotional materials.</p> <ul style="list-style-type: none"> • Supported languages must include, but are not limited to: Japanese, Korean, French, German, Simplified and Traditional Chinese. Additional languages may be added as agreed upon by TPB and the winning bidder. • An integrated language management system should be in place to facilitate easy content updates and revisions across all supported languages. • Engage a third-party contractor with verified credentials, such as certification from recognized translation organizations (e.g., ATA, ITI), to review and verify the accuracy, consistency, and cultural appropriateness of all translations.
4. MARKETING & PROMOTIONS	
Campaign Strategy and Management	<ul style="list-style-type: none"> • Present and implement a comprehensive campaign proposal that outlines promotion strategies for the Travel Philippines App, aligned with TPB's tourism goals. • Execute at least one campaign which includes partnering with influencers, social media boosting, and provision of promotional materials. • Propose materials that are suitable for social ads/paid ads (meta, Tiktok, etc.) and facilitate ads that may yield returns such as, but not limited to the increase in visibility, traffic, registration, and downloads of the app. • Ensure that stock videos/photos that will be used for any of the platforms, if any, must be authenticated to have been shot in the Philippines with details of location and photographer. • Secure, acquire, or produce images and videos appropriate for Travel Philippines App as needed and subject to approval of the TPB. The supplier must be able to provide proof of permit to use the asset/s, in case the winning bidder will source the asset from third-party accounts. • Develop content calendars to ensure consistent campaign messaging and timing across all platforms.

Search Engine Optimization (SEO) and App Store Optimization (ASO)	<ul style="list-style-type: none"> ● Ensure the discoverability of the Travel Philippines App across web search engines (e.g., Google, Bing) and major app platforms (Apple App Store, Google Play Store, Huawei App Gallery). ● Implement ASO strategies including keyword targeting, optimized metadata, localized content, and effective app listing management. ● Develop an SEO framework for the app's official landing page to support visibility and drive organic search performance.
Video Materials	<ul style="list-style-type: none"> ● Produce at least 4 video materials under the proposed app's campaign including: <ul style="list-style-type: none"> ○ Short-form portrait and landscape materials for Facebook, Instagram, TikTok, and LinkedIn ○ Looped promotional videos for LED containing QR code to download the app.
Visual Communication Materials	<ul style="list-style-type: none"> ● Produce and print—as needed—visually appealing posters that adhere to the branding guidelines of LTP promoting the app in the following sizes but not limited to: <ul style="list-style-type: none"> ○ A4, A3, A2 ○ Pull-up banners ● Must include QR codes and other information needed to download the app
Promotional Merchandise	<ul style="list-style-type: none"> ● Design and produce Travel Philippines App giveaways, including but not limited to: <ul style="list-style-type: none"> ○ Stickers ○ Griptok ○ Scratch-off Philippine Travel Map ● The TPB must review the design and must adhere to Love The Philippines (LTP) brand guidelines.
5. STRATEGIC APP GUIDANCE	
Digital Strategy Advisory Services	<ul style="list-style-type: none"> ● Provide expert consulting on mobile application strategies, ensuring the app remains competitive, innovative, and responsive to evolving tourism and travel technology trends. ● Offer ongoing technical guidance and mentorship throughout the project lifecycle to support decision-making and continuous improvement. ● Conduct expert evaluation of the app's user interface (UI) and user experience (UX), recommending

	<p>iterative enhancements based on analytics, user feedback, and design best practices.</p> <ul style="list-style-type: none"> ● Implement and optimize mobile app store listings and search engine visibility across App Store, Google Play, Huawei App Gallery, and web search engines through effective App Store Optimization (ASO) and SEO techniques. ● Propose and document enhancement plans for future features, performance optimizations, and integration opportunities that align with user behavior and market trends.
6. REPORTS	
Data Analytics	<ul style="list-style-type: none"> ● Run a deep study and review of the app's data, including, but not limited to, key metrics like: <ul style="list-style-type: none"> ○ installs ○ uninstalls ○ gadget/OS type ○ average duration of use ○ bounce rate ○ top/most engaging pages of the app ○ travel preferences/top searches of users ○ most clicked buttons ○ user demographics (age groups, location/nationality, language preference, interests) ● Provide the app and website's monthly analytics or on certain dates as needed/requested by TPB. ● Ensure that reports include comparative trends, performance benchmarking, and data visualizations to support strategic decision-making. ● Collaborate with TPB to interpret analytics and refine future enhancements, campaigns, and user engagement strategies accordingly.
Monthly Accomplishment Report and Competitor Benchmarking	<ul style="list-style-type: none"> ● Monitor and report travel industry trends and other tourism boards, specifically ASEAN, to generate new or innovative ideas that will improve the Travel Philippines App as it evolves. ● Conduct research about the content and campaigns of competing travel apps, and provide actionable recommendations for the improvement of the Travel Philippines app. ● Submit a monthly comprehensive accomplishment report summarizing: <ul style="list-style-type: none"> ○ Competitor intelligence reports ○ User engagement

	<ul style="list-style-type: none"> ○ App performance, personalization effectiveness ○ Analytics, insights, app downloads data ○ Sentiments analysis ○ Recommendations for improvement of the app ○ Campaign performance ○ Return of marketing investment ○ Milestone tracking of deliverables
Terminal Report	<ul style="list-style-type: none"> ● Upon completion of deliverables, the winning bidder must submit a digital and printed copy of a comprehensive terminal report covering all aspects of the project from planning to execution. It must include insights, analysis, recommendations, and evaluations of the project including conceptualization, asset creation, and execution. All the approved materials, files, data, and reports must also be submitted.

ADDITIONAL REQUIREMENTS:

1. Ongoing Support and App Enhancement:
 - a. The winning bidder shall ensure the continuous improvement, maintenance, and technical security of the mobile app and its web version (<https://thephilippines.online>).
 - b. All features must remain aligned with current and emerging tourism promotion strategies as determined by TPB.
 - c. The bidder shall allocate resources to respond promptly to enhancement requests or functional updates based on TPB directives.
2. Testing and Quality Assurance:
 - a. The winning bidder shall deploy an internal group of testers to evaluate the app and web version per the implementation phase.
 - b. Each testing cycle must be documented in detail, including findings, user feedback, and resolved issues, and must be submitted to TPB for validation before moving to the next phase.
3. Flexibility in Promotional Execution:
 - a. In coordination with TPB, the approved marketing and promotional campaign may be modified during implementation as needed.
 - b. Any segment(s) or phase(s) of the campaign not implemented for valid reasons shall be revised or adapted, at no additional cost to TPB, for possible future deployment.
4. Performance-Based Engagement:
 - a. The bidder shall support TPB in achieving at least a 20% increase in app downloads over the contract period.
 - b. This increase must be supported by a detailed performance report and analytics, prepared and submitted by the winning bidder.

5. Extension of Services:
 - a. In case of unforeseen issues, including administrative requirements, data retrieval, or delays in material delivery, the winning bidder shall extend its support services beyond the original timeline at no additional cost to TPB.
6. Third-Party Services and Subscription Accountability:
 - a. The bidder must submit a comprehensive list of all third-party APIs, platforms, services, or tools to be integrated into the project (e.g., AI engines, chatbot platforms, SMS gateways, translation services, hosting infrastructure, content delivery networks, cloud service providers).
 - b. A complete financial breakdown must accompany this list, indicating:
 - i. Annual and/or monthly fees
 - ii. Payment terms and renewal cycles
 - iii. Licensing terms and permitted usage
 - c. All relevant third-party licenses and subscriptions must be acquired legally and under the name of the TPB or transferrable to TPB after project turnover.
 - d. Supporting documents such as official receipts, vendor invoices, or subscription confirmations must be submitted for all third-party costs to qualify for reimbursement or payment under the contract.
 - e. TPB reserves the right to audit all third-party costs to ensure financial transparency, appropriateness, and compliance with procurement policies.
7. Risk Management Plan:
 - a. Vendors are required to submit a detailed risk mitigation strategy that addresses:
 - i. Technical risks include system failures, integration issues, and scalability challenges.
 - ii. Potential project delays due to resource constraints, timeline slippage, or third-party dependencies.
 - iii. Security and privacy risks, including data breaches and non-compliance with the Data Privacy Act.
 - iv. Clearly defined risk response strategies and contingency measures to ensure continuous project progress.
8. User Acceptance Testing (UAT) Criteria:
 - a. The bidder must define and present detailed User Acceptance Testing criteria.
 - b. The acceptance benchmark shall be set at a minimum of 95% successful test scenarios across all key modules.
 - c. UAT documentation must include test plans, scripts, results logs, and remediation actions for failed scenarios.
 - d. All UAT activities must be conducted in collaboration with TPB-designated personnel.
9. Training and Knowledge Transfer:
 - a. The winning bidder shall conduct at least four (4) structured training sessions, including onboarding, user training, and post-deployment refreshers.
 - b. Training must include both theoretical instruction and hands-on sessions.
 - c. Comprehensive training materials, including manuals, quick reference guides, and recorded video tutorials, must be provided.
 - d. Target participants include the MIS team, content managers, and relevant TPB administrative personnel.

10. Documentation Standards:

- a. Vendors are required to deliver complete technical documentation as part of the project deliverables. These shall include:
 - i. System architecture -diagrams outlining key components and workflows.
 - ii. API documentation - detailing endpoints, request/response formats, authentication, and usage.
 - iii. Complete database schema - including relationships, data types, and access controls.
 - iv. Comprehensive maintenance and operations manuals.
 - v. Troubleshooting and support guides - to be used by the TPB MIS team.
- b. All documentation must be provided in an editable digital format and indexed for easy reference by TPB personnel.

11. Other Obligation:

Ensure coordination with the previous project bidder for a smooth project transition, including knowledge transfer, turnover of credentials, subscriptions, configurations, documentation, and other technical matters related to the Travel Philippines App and Website.

IV. OWNERSHIP AND LICENSING

- TPB retains full ownership rights over all project deliverables, intellectual property, and third-party software licenses.
- All components of the Travel Philippines platform—including the website, mobile application, content, digital assets, and source codes—shall be the exclusive property of the Tourism Promotions Board (TPB). This includes all designs, functionalities, modules, and administrative tools developed under this project.
- All promotional assets (raw and edited), campaign materials, multimedia content, graphics, and outputs produced in conjunction with this project shall likewise be considered TPB property, with complete and exclusive rights for future use, whether within the Philippines or internationally.
- The complete set of project deliverables must be submitted to TPB through both:
 - Upload to the TPB digital library or designated cloud storage; and
 - Physical submission via a secure and durable external hard drive.
- All plugins, APIs, and any other third-party software or assets required for the execution of this project must be properly licensed. The winning bidder shall cover the costs associated with procuring these licenses. These licenses must remain valid and functional throughout the support and maintenance period defined under **Section VII. TECHNICAL SUPPORT AND SYSTEM MAINTENANCE**. Proof of purchase and legality must be submitted to TPB as part of project documentation.

V. OTHER TERMS AND CONDITIONS

- The approved plan for the maintenance and enhancement of the Travel Philippines App may be revised or modified during project implementation, subject to mutual written agreement between TPB and the winning bidder. Such modifications may arise due to unforeseen or force majeure events, including, but not limited to: travel bans, government-issued advisories, health emergencies, natural disasters, or changes in

government policies that significantly impact the execution of the project.

- The agency management fee shall be fixed at ten percent (10%) of the total contract cost, exclusive of VAT. This fee is considered all-inclusive for the duration of the engagement, and the winning bidder shall not impose additional service charges for individual cost estimates, campaign revisions, or phase adjustments agreed upon during implementation.

VI. BIDDERS' ELIGIBILITY REQUIREMENTS AND THE KEY PERSONNEL

A. Firm/Company:

1. Must be a **duly registered company under Philippine laws and must be in business operations for at least five (5) years.**
 - **Bidder must provide a copy of their organizational chart**
2. List of all ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, for the last five (5) years prior to the deadline for the submission and receipt of eligibility documents.
 - **Provide Certificate of Completion and client endorsement letters for completed projects**
 - **Provide timelines of ongoing projects**
3. Must have developed at least two (2) mobile apps and/or websites, which are **currently** running for at least two (2) years. At least one of the mobile apps or websites must have an AI component.
4. List of successfully implemented mobile app and/or website development projects with contracts equal to or greater than Php 7.5M within the last five (5) years. Must provide proof of mobile app and/or website, whether still running or not.
 - a. **Feasibility of the planned execution of the overall scope of work**
5. Must have executed at least one (1) online/digital marketing campaign.
 - Provide reports and analytics of implemented campaigns

Note: Bidder must provide documentation, project briefs, completed contract, live URLs to the app/website, screenshots of app platform listings, and client references or its equivalent (for items 3 and 4).

B. Key Personnel:

Required Personnel	Minimum Years of Experience
1. Managing Director	8
2. Account/Project Manager	8
3. Lead Developer	8
4. App Development Consultant	8
5. Creative Director	5
MARKETING AND CONTENT TEAM	
6. Media Strategist	5
7. Digital Marketing Specialist	5
8. Content Editor	5

9. Content Writer	5
10. Multimedia/Graphic Artist	5
11. SEO/ASO and SMO Specialist	5
12. Researcher	3
TECHNICAL TEAM	
13. Database/System Administrator	5
14. UX/UI Creative Designer	5
15. Quality Assurance Specialist	5
16. Assistant Developer	5

***Note:** Bidders may recommend additional personnel deemed fit for the team. Personnel must have been in his/her position or a similar capacity for the required number of years based on their career. Each individual must hold one position only. Please include in the bid documents the curriculum vitae of the personnel, certifications, summary of relevant experience, and the work reference's contact details.

VII. TECHNICAL SUPPORT AND SYSTEM MAINTENANCE

The winning bidder shall provide a comprehensive technical support and system maintenance period of at least one (1) year starting from the date of project completion and formal turnover. During this period, the supplier shall render ongoing technical support, address software bugs, conduct performance optimizations, implement security patches, and accommodate minor feature enhancements as required by TPB.

1. The technical support and system maintenance shall also cover any critical issues that may affect system stability, user experience, or data integrity.
2. To ensure the fulfillment of all support, commitment, and maintenance obligations, including the proper turnover of all deliverables and submission of the final completion report, the winning bidder must provide a Technical Support Commitment and Certificate of System Maintenance.

VIII. ELIGIBILITY AND TECHNICAL RATING CRITERIA

The company is expected to submit technical and financial proposals, which shall be evaluated using the Quality Cost Based Evaluation (QCBE).

The winning bidder must attain a hurdle rate of 80% based on the following set of evaluation criteria with their corresponding weight assignments:

Proposal	Weight
Technical Proposal	80%
Financial Proposal	20%
Total	100%

A. Eligibility Checking and Shortlisting Rating and Criteria (80% passing score)

	CRITERIA	RATING (%)
I	APPLICABLE EXPERIENCE OF THE AGENCY/COMPANY	50%
A	Appropriateness of the Agency/Company for the assignment <i>(Provide Certificates of Completion and client endorsement)</i>	20%
	Both a mobile app and website development Agency / Company offering online marketing services (20%)	
	Either a mobile app development or a website development Agency / Company offering online marketing services (15%)	
	Neither a mobile app nor website development Agency / Company (0%)	
B	Firm experience Bidder has presented evidence of at least 5 years of experience in the industry specializing in mobile app and website development, with at least one (1) completed contract equal to or more than Php 7.5M <i>(Provide Certificates of Completion and client endorsement letters)</i>	15%
	Five (5) years of industry experience, with a completed mobile app and/or website development contract greater than Php 7.5M (15%)	
	Five (5) years of industry experience, with a completed mobile app and/or website development contract less than Php 7.5M (10%)	
	Less than five (5) years of industry experience (0%)	
C	Implemented minimum of two (2) mobile apps and/or websites continuously running for at least two (2) years <i>(Provide completed contract, live URLs to the app/website, screenshots of app platform listings, client references, etc.)</i>	15%
	More than two (2) mobile apps and/or websites continuously running for at least two (2) years. (15%)	
	Implemented two (2) mobile apps and/or websites continuously running for at least two (2) years. (10%)	
	No implementation of mobile app and/or website (0%)	
II	QUALIFICATION OF THE PERSONNEL WHO MAY BE ASSIGNED TO THE JOB <i>(Provide CVs, certifications, summary of relevant experience, and organizational chart)</i>	30%

	<p>Required Minimum number of Personnel met with minimum number of years' experience in the same position:</p> <ol style="list-style-type: none"> 1. Managing Director 2. Account Manager 3. Creative Director 4. Lead Developer 5. App Development Consultant 6. Media Strategist 7. Digital Marketing Specialist 8. Researcher 9. Content Editor 10. Content Writer 11. Multimedia/Graphic Artist 12. SEO/ASO and SMO Specialist 13. Database/System Administrator 14. UX/UI Designer 15. Quality Assurance Specialist 16. Assistant Developer <p>Note: Covering the suitability of the key staff to perform the duties of the assignments with general qualifications and competence including education, training, and similar projects handled by personnel (based on submitted CVs)</p>	
	Required Minimum number of Personnel met with minimum number of years' experience in the same position (30%)	
	Required number of personnel met but have personnel who did not meet the minimum number of years' experience in the same position (0%)	
III	CURRENT WORKLOAD RELATIVE TO CAPACITY <i>(Provide list of all ongoing projects and timelines)</i>	20%
	Currently handling 2 or less projects (20%)	
	Currently handling 3-5 projects (10%)	
	Currently handling more than 6 projects (0%)	
	TOTAL	100%

B. Technical Rating Criteria (80% passing score)

	CRITERIA	RATING (%)
I	QUALITY OF PERSONNEL ASSIGNED TO THE PROJECT <i>(Provide CVs, certifications, and summary of relevant experience)</i>	30%
	Has both mobile app and web dev experience with certification from a reputable and recognized external body (30%)	
	Has either mobile app or web dev experience with certification from a reputable and recognized external body (20%)	
	Has either mobile app or web dev experience with no certification (0%)	
II	EXPERIENCE AND CAPABILITIES OF THE AGENCY / COMPANY	40%
A	Implemented minimum of two (2) mobile apps and/or websites currently running for at least two (2) years <i>(Provide project briefs, live URLs, and client endorsement letters or its equivalent)</i>	15%
	Has implemented more than two (2) mobile apps and/or websites currently running for at least two (2) years for either government or private entities (15%)	
	Has implemented two (2) mobile apps and/or websites currently running for at least two (2) years for either government or private entities (10%)	
	Has implemented less than two (2) mobile apps and/or websites for either government or private entities (0%)	
B	Implemented a mobile app and/or website with AI component <i>(Provide project briefs, live URLs, and client endorsement letters or its equivalent)</i>	15%
	Has implemented two (2) or more mobile apps/websites with AI component (15%)	
	Has implemented one (1) mobile app/website with AI component (7%)	
	Has not implemented a mobile app or website with AI component (0%)	
C	Execution of an Online/Digital Marketing Campaign <i>(Provide reports and analytics of implemented campaigns)</i>	10%
	Executed two (2) or more online/digital marketing campaigns (10%)	
	Executed one (1) online/digital marketing campaign (7%)	
	No executed online/digital marketing campaign. (0%)	
III	PLAN OF APPROACH AND METHODOLOGY	30%
A.	Adherence of the proposal to all the required components as mentioned in this bid <i>(Provide technical proposal and implementation framework)</i>	15%
	The proposal is comprehensive, realistic, feasible, and aligned with the objectives and scope of the Travel Philippines App (15%)	

	The proposal presents a clear understanding of the deliverables required in developing the Travel Philippines App (8%)	
	The proposal is not aligned with the requirements of the Travel Philippines App (0%)	
B.	Feasibility of the planned execution of the overall scope of work <i>(Provide timeline, work plan, and Gantt chart)</i>	10%
	Demonstrates concrete and in-depth plans on how to improve the technical aspects and content of the Travel Philippines App (10%)	
	Cites a plan on how to improve the technical aspects or content of the Travel Philippines App (7%)	
	Does not have a concrete plan on how to improve the Travel Philippines App (0%)	
C.	Enhancements and Support Commitments <i>(Provide additional Proposal Materials, Technology Concepts, Certificate of System Maintenance, and Technical Support Commitment)</i>	5%
	The proposal includes well-defined and innovative enhancements across technical functionalities, content quality, and multilingual translation features, along with a commitment to provide at least one (1) year of comprehensive system maintenance and technical support. (5%)	
	The proposal offers partial or basic enhancements in any of the required areas (technical, content, translation, or support). (3%)	
	No additional enhancements or support services are proposed (0%)	
	TOTAL	100%

Eligible bidder/s will be required to make a 30-minute presentation of their Plan Approach and Methodology. The allotted time excludes the question-and-answer portion of the activity.

IX. CONTRACT DURATION

- The contract shall be completed within 12 months and shall commence from the issuance of the Notice to Proceed (NTP).

X. APPROVED BUDGET FOR THE CONTRACT

- The Approved Budget of Contract (ABC) for the project is **TWENTY-FOUR MILLION PESOS ONLY (PhP24,000,000.00)** inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.

XI. TERMS OF PAYMENT

TRANCHE	DELIVERABLES	PERCENTAGE OF PAYMENT
1st	Upon submission of the following: <ul style="list-style-type: none">● TPB-approved technical and content development plan● TPB-approved project phases, including timeline and Gantt chart● TPB-approved marketing and promotions campaign proposals	15%
2nd	Progressive billing to be applied per approved milestone based on the TPB-approved work plan and schedule of deliverables. TPB acceptance certificates must support each milestone.	70%
3rd	Upon full completion of the deliverables, presentation of app findings and recommendations, and submission of the Terminal Report to TPB.	15%
	TOTAL	100%

Notes:

- *All payments shall be subject to the verification and validation of TPB.*
- *The winning bidder must have a Landbank account. Payment will be made through LBP bank deposit. In case the winning bidder does not have a Landbank account, bank charges will be shouldered by the winning bidder.*
- *Submit complete, detailed, and transparent third-party media invoices on each cost item, for each Third-Party Supplier contract, indicating negotiated cost, fees, and any additional discount. All documents must be certified as a true copy.*
- *Submitted terminal and monthly accomplishment **reports must be in digital and printed formats**. The supplier must also provide a digital copy of the terminal report in a thumb drive.*

XII. PROJECT OFFICERS' CONTACT INFORMATION

REYANNE LOUISSE AMPONG

Information Officer II

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