

STATEMENT OF COMPLIANCE TO THE TERMS OF REFERENCE

[Bidders must state here either “Comply” or “Not Comply” against each of the individual parameters of each Specification stating the corresponding performance parameter of the equipment offered. Statements of “Comply” or “Not Comply” must be supported by evidence in a Bidders Bid and cross-referenced to that evidence. Evidence shall be in the form of the manufacturer’s un-amended sales literature, unconditional statements of specification and compliance issued by the manufacturer, samples, independent test data, etc., as appropriate. A statement that is not supported by evidence or is subsequently found to be contradicted by the evidence presented will render the Bid under evaluation liable for rejection. A statement either in the Bidder’s statement of compliance or the supporting evidence that is found to be false either during Bid evaluation, post-qualification, or the execution of the Contract may be regarded as fraudulent and render the Bidder or supplier liable for prosecution subject to the applicable laws and issuances.]

SERVICES OF A RESEARCH COMPANY TO CREATE THE MARKET BRIEF OF THE TOP 13 SOURCE MARKETS OF THE PHILIPPINE INBOUND TOURISM PLUS DOMESTIC MARKET

ITEM NO.	SPECIFICATION	STATEMENT OF COMPLIANCE					
		“Comply” or “Not Comply”	Remarks				
1	A. Data Gathering Data Gathering Methods: Desk research on existing primary and secondary sources of travel and tourism data. Information to be included in the reports should come from reputable market research providers and news media sites.						
2	Geographical Coverage (Source Markets): 1. Philippines (Domestic) 2. Australia 3. Malaysia 4. Singapore 5. Taiwan 6. Hong Kong 7. China 8. Japan 9. South Korea 10. Canada 11. USA 12. Germany 13. United Kingdom 14. India						
3	Report Coverage (all international source markets except the Philippines): <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">SECTION</th> <th style="width: 50%;">RECOMMENDED SOURCES</th> </tr> </thead> <tbody> <tr> <td>I. Demography ➤ Total Population and % Growth</td> <td>CIA World Factbook National Statistics Office of the Source Market</td> </tr> </tbody> </table>	SECTION	RECOMMENDED SOURCES	I. Demography ➤ Total Population and % Growth	CIA World Factbook National Statistics Office of the Source Market		
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	➤ Other population data and trends			
	II. Consumer Values and Behaviors	Data to be provided by TPB		
	III. Digital Consumption Overview	We Are Social-Digital January 2023		
	IV. Outbound Travel (General) ➤ Number of Outbound Trips (2018-2022) ➤ Forecasted Outbound Trips (2023-2027) ➤ Top Outbound Destinations	Data to be provided by TPB		
	V. Outbound Travel (Trends-Psychographics) ➤ Travel intention in the next months ➤ Sources of travel inspiration and information ➤ Key travel motivators ➤ Leading factors considered in conducting travel ➤ Activities to be conducted at the destination ➤ Possible length of stay (number of nights) ➤ Possible average expenditure per day (in USD) ➤ Preferred destinations ➤ Propensity to conduct MICE, business, corporate, or bleisure travel	Travel Websites producing Market Reports (e.g. Expedia, Skyscanner, TripAdvisor, PATA, YouGov, Economist Impact, Global Association of the Exhibition Industry)		
	VI. Arrivals to ASEAN ➤ 2018-2022 arrivals (with emphasis to the ranking of the Philippines)	Data to be provided by TPB		
	VII. Arrivals to the Philippines ➤ 2018-2022 Arrivals to the Philippines ➤ Forecasted arrivals to the Philippines (2023-2027)	Data to be provided by TPB		
	VIII. KEY TAKEAWAYS			

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4	Report Coverage (the Philippines only):			
	SECTION	RECOMMENDED SOURCES		
	I. Demography ➤ Total Population and % Growth ➤ Other population data and trends	CIA World Factbook National Statistics Office of the Source Market		
	II. Consumer Values and Behaviors	Data to be provided by TPB		
	III. Digital Consumption Overview	We Are Social-Digital January 2023		
	IV. Contribution of Tourism to the Economy ➤ Tourism Direct Gross Value Added ➤ Tourism-related employment ➤ Domestic Tourism Expenditure ➤ Other insights from the Philippine Tourism Satellite Accounts (PTSA) Report	Philippine Statistics Authority		
	V. Domestic Travel (General) ➤ Number of Domestic Trips (2018-2022) ➤ Forecasted Domestic Trips (2023-2027) ➤ Top Domestic Destinations	Data to be provided by TPB		
VI. Travel Trends-Psychographics ➤ Travel intention in the next months ➤ Sources of travel inspiration and information ➤ Key travel motivators ➤ Leading factors considered in conducting travel ➤ Activities to be conducted at the destination ➤ Possible length of stay (number of nights) ➤ Possible average expenditure per day (in USD)	Travel Websites producing Market Reports (e.g. Expedia, Skyscanner, TripAdvisor, PATA, YouGov, Economist Impact, Global Association of the Exhibition Industry)			

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	<ul style="list-style-type: none"> ➤ Preferred destinations ➤ Propensity to conduct MICE, business, corporate, or bleisure travel 																	
	VII. KEY TAKEAWAYS																	
5	<p>B. Data analysis and interpretation</p> <p>-Ensure that the report is insightful, and the data included are relevant to TPB’s mandate of marketing and promoting the Philippines as a preferred tourism destination.</p>																	
6	<p>C. Report writing</p> <p>Requirements:</p> <p>-Infographics, charts, and tables to present the data/figures.</p> <p>-Straightforward narrative and relatively academic in style.</p>																	
7	<p>D. Proofreading</p> <p>-Ensure that the report is free from wrong spellings and grammatical errors.</p> <p>-Ensure that the contents are easy to understand.</p>																	
8	<p>E. Design and layout of the report</p> <p>-Provide design and layout for the following:</p> <p>Front and back cover</p> <p>Disclaimer Statement (contents c/o TPB)</p> <p>Table of Contents</p> <p>Section Titles</p> <p>Contents of the report</p> <p>-Should use color combinations that not only enhance the appeal of the report, but also improve the readability of the contents.</p>																	
9	<p>F. Printing of the Market Brief</p> <p>Upon approval of the Market Brief, the report will be printed and softbound.</p>																	
10	<table border="1"> <thead> <tr> <th align="center">PARTICULARS</th> <th align="center">SPECIFICATIONS</th> </tr> </thead> <tbody> <tr> <td>Quantity</td> <td>30 pieces</td> </tr> <tr> <td>Size</td> <td>Folded: 8.25” (w) x 11.75” (h) Spread: 16.5” (w) x 11.75” (h)</td> </tr> <tr> <td>Color Requirement</td> <td>Cover: Full Color plus matt lamination x 0 Pages: Full color both sides</td> </tr> <tr> <td>Material Preference</td> <td>Mattcoated 220 lbs. (Cover) Book paper 80 lbs. solid white (inside pages)</td> </tr> <tr> <td>Printing Process</td> <td>Digital, back to back printing</td> </tr> <tr> <td>Binding</td> <td>Smyth-sewn with perfect binding</td> </tr> </tbody> </table>	PARTICULARS	SPECIFICATIONS	Quantity	30 pieces	Size	Folded: 8.25” (w) x 11.75” (h) Spread: 16.5” (w) x 11.75” (h)	Color Requirement	Cover: Full Color plus matt lamination x 0 Pages: Full color both sides	Material Preference	Mattcoated 220 lbs. (Cover) Book paper 80 lbs. solid white (inside pages)	Printing Process	Digital, back to back printing	Binding	Smyth-sewn with perfect binding			
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11	<i>The design of the Market Brief is subject to approval of the TPB prior to printing and soft binding.</i>																																
12	<p>PROJECT IMPLEMENTATION SCHEDULES:</p> <p>Below is the <u>indicative</u> schedule of activities:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Date</th> <th style="text-align: center;">Activities/ Deliverables</th> </tr> </thead> <tbody> <tr> <td>03 November 2023</td> <td>Kick-Off Meeting between the research company and TPB representatives</td> </tr> <tr> <td>07 November 2023</td> <td>Submission of Inception Report (1st draft)</td> </tr> <tr> <td>13 November 2023</td> <td>Submission of Inception Report (2nd draft)</td> </tr> <tr> <td>17 November 2023</td> <td>TPB's approval of the inception report</td> </tr> <tr> <td>17 November 2023</td> <td>TPB's sharing of travel and tourism data</td> </tr> <tr> <td>20 November 2023 – 21 January 2024</td> <td>Data gathering, analysis and interpretation, and report writing</td> </tr> <tr> <td>05 December 2023</td> <td>Submission of initial report for 1 market and proposed design and layout for front and back cover, disclaimer statement, section titles, and contents</td> </tr> <tr> <td>11 December 2023</td> <td>TPB's submission of inputs regarding the initial report and proposed design and layout</td> </tr> <tr> <td>22 January 2024</td> <td>Submission of Market Brief (1st draft)</td> </tr> <tr> <td>05 February 2024</td> <td>Submission of Market Brief (2nd draft)</td> </tr> <tr> <td>12 February 2024</td> <td>TPB's approval of the Market Brief</td> </tr> <tr> <td>20 February 2024</td> <td>Submission of 1st print proof of the Market Brief</td> </tr> <tr> <td>28 February 2024</td> <td>Submission of 2nd print proof of the Market Brief</td> </tr> <tr> <td>21 March 2024</td> <td>Submission of the printed copies of the Market Brief</td> </tr> </tbody> </table>	Date	Activities/ Deliverables	03 November 2023	Kick-Off Meeting between the research company and TPB representatives	07 November 2023	Submission of Inception Report (1 st draft)	13 November 2023	Submission of Inception Report (2 nd draft)	17 November 2023	TPB's approval of the inception report	17 November 2023	TPB's sharing of travel and tourism data	20 November 2023 – 21 January 2024	Data gathering, analysis and interpretation, and report writing	05 December 2023	Submission of initial report for 1 market and proposed design and layout for front and back cover, disclaimer statement, section titles, and contents	11 December 2023	TPB's submission of inputs regarding the initial report and proposed design and layout	22 January 2024	Submission of Market Brief (1 st draft)	05 February 2024	Submission of Market Brief (2 nd draft)	12 February 2024	TPB's approval of the Market Brief	20 February 2024	Submission of 1 st print proof of the Market Brief	28 February 2024	Submission of 2 nd print proof of the Market Brief	21 March 2024	Submission of the printed copies of the Market Brief		
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13	Note: <i>Proposed timeframe may be adjusted subject to the recommendation of the research company and the approval of TPB.</i>																																
14	QUALIFICATIONS OF THE RESEARCH COMPANY: The research company should possess at least five (5) years of experience in conducting consumer insightful surveys																																

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	<p>and related researches. <i>The research company must submit a list of ongoing and completed government and private contracts for the last five (5) years.</i></p> <p><u><i>Copy/ies of the Certificate of Satisfactory Completion of Services for each of the completed projects provided under the Statement of Completed Government and Private Contracts within the last five years, whether similar or not similar in nature and complexity to the contract to be bid, should also be submitted.</i></u></p>														
15	<p>All key personnel to be assigned in the project should meet the minimum required years of relevant work experience in conducting research/surveys. <i>Curriculum vitae of all key personnel must be submitted.</i></p> <table border="1"> <thead> <tr> <th>Essential Team Members</th> <th>Minimum No. of Experience</th> </tr> </thead> <tbody> <tr> <td>Project Manager / Team Leader</td> <td>5 years</td> </tr> <tr> <td>Assistant Project Manager</td> <td>5 years</td> </tr> <tr> <td>Data Researchers and Analysts (at least 2 personnel)</td> <td>3 years</td> </tr> <tr> <td>Report Editor</td> <td>3 years</td> </tr> <tr> <td>Graphic Designer</td> <td>3 years</td> </tr> </tbody> </table>	Essential Team Members	Minimum No. of Experience	Project Manager / Team Leader	5 years	Assistant Project Manager	5 years	Data Researchers and Analysts (at least 2 personnel)	3 years	Report Editor	3 years	Graphic Designer	3 years		
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16	<p>TERMS AND CONDITIONS:</p> <p>The TPB shall have full ownership of all the data gathered and analyzed (both in hard or softcopy files) in the project.</p>														
17	<p>All records are regarded as confidential and therefore should not be divulged to any third party other than the research company, 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 company is given reasonable notice of such a request.</p>														
18	<p>APPROVED BUDGET FOR THE CONTRACT:</p> <p>This project will be undertaken for a total amount of Nine Hundred Seventy Thousand Pesos Only (PhP970,000.00), inclusive of all applicable taxes and fees.</p> <p>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.</p>														

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19	TERMS OF PAYMENT:														
	The indicative payment scheme is as follows:														
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20	The research company should have a Landbank account. Payment will be made through LBP bank deposit. Otherwise, bank charges will be shouldered by the research company.														
21	<p>PRESENTATION OF PLAN APPROACH</p> Bidders will be required to make a presentation (maximum of 15 minutes) of their Plan Approach. The winning bid must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignment.														

Name and signature of prospective bidder / Date