

TERMS OF REFERENCE (TOR)

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

I. BACKGROUND

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 demographic and psychographic data about its key 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.

II. OBJECTIVES

In view of the above, the TPB, through the Corporate Planning and Business Development Department, would like to commission the services of a research company to conduct an annual market brief, with the following objectives:

- To be up-to-date with the changing psychographic profile of travelers and tourism trends, with additional information related to demography;
- To understand the changes in the motivations, concerns, and preferences of travelers;
- To determine the current standing of the Philippines in terms visitor arrivals and

- To gain insights on different market trends (e.g. demographic, digital, consumer lifestyle) that directly or indirectly affect propensity to travel

III. SCOPE OF WORK AND DELIVERABLES:

The research company is expected to perform the following functions:

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.

Geographical Coverage (Source Markets):

- | | |
|---------------------------|--------------------|
| 1. Philippines (Domestic) | 8. Japan |
| 2. Australia | 9. South Korea |
| 3. Malaysia | 10. Canada |
| 4. Singapore | 11. USA |
| 5. Taiwan | 12. Germany |
| 6. Hong Kong | 13. United Kingdom |
| 7. China | 14. India |

Report Coverage (all international source markets except the Philippines):

SECTION	RECOMMENDED SOURCES
I. Demography <ul style="list-style-type: none"> ➤ 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. Outbound Travel (General) <ul style="list-style-type: none"> ➤ 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) <ul style="list-style-type: none"> ➤ Travel intention in the next months ➤ Sources of travel inspiration and information 	Travel Websites producing Market Reports (e.g. Expedia, Skyscanner, TripAdvisor, PATA,

SECTION	RECOMMENDED SOURCES
<ul style="list-style-type: none"> ➤ 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 	YouGov, Economist Impact, Global Association of the Exhibition Industry)
VI. Arrivals to ASEAN <ul style="list-style-type: none"> ➤ 2018-2022 arrivals (with emphasis to the ranking of the Philippines) 	Data to be provided by TPB
VII. Arrivals to the Philippines <ul style="list-style-type: none"> ➤ 2018-2022 Arrivals to the Philippines ➤ Forecasted arrivals to the Philippines (2023-2027) 	Data to be provided by TPB
VIII. KEY TAKEAWAYS	

Report Coverage (the Philippines only):

SECTION	RECOMMENDED SOURCES
I. Demography <ul style="list-style-type: none"> ➤ 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 <ul style="list-style-type: none"> ➤ 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) <ul style="list-style-type: none"> ➤ Number of Domestic Trips (2018-2022) ➤ Forecasted Domestic Trips (2023-2027) ➤ Top Domestic Destinations 	Data to be provided by TPB
VI. Travel Trends-Psychographics <ul style="list-style-type: none"> ➤ Travel intention in the next months ➤ Sources of travel inspiration and information 	Travel Websites producing Market Reports (e.g. Expedia, Skyscanner, TripAdvisor, PATA,

SECTION	RECOMMENDED SOURCES
<ul style="list-style-type: none"> ➤ 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 	YouGov, Economist Impact, Global Association of the Exhibition Industry)
VII. KEY TAKEAWAYS	

B. Data analysis and interpretation

- 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.

C. Report writing

Requirements:

- Infographics, charts, and tables to present the data/figures.
- Straightforward narrative and relatively academic in style.

D. Proofreading

- Ensure that the report is free from wrong spellings and grammatical errors.
- Ensure that the contents are easy to understand.

E. Design and layout of the report

- Provide design and layout for the following:
 - Front and back cover
 - Disclaimer Statement (contents c/o TPB)
 - Table of Contents
 - Section Titles
 - Contents of the report
- Should use color combinations that not only enhance the appeal of the report, but also improve the readability of the contents.

F. Printing of the Market Brief

Upon approval of the Market Brief, the report will be printed and softbound.

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

The design of the Market Brief is subject to approval of the TPB prior to printing and soft binding.

IV. PROJECT IMPLEMENTATION SCHEDULES:

Below is the indicative schedule of activities:

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

Note: *Proposed timeframe may be adjusted subject to the recommendation of the research company and the approval of TPB.*

V. ADDITIONAL TECHNICAL REQUIREMENTS

QUALIFICATIONS OF THE RESEARCH COMPANY:

1. The research company should possess at least five (5) years of experience in conducting consumer insighting surveys and related researches. *The research company must submit a list of ongoing and completed government and private contracts for the last five (5) years.*

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.

2. All key personnel to be assigned in the project should meet the minimum required years of relevant work experience in conducting research/surveys. *Curriculum vitae of all key personnel must be submitted.*

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

VI. TERMS AND CONDITIONS:

1. The TPB shall have full ownership of all the data gathered and analyzed (both in hard or softcopy files) in the project.
2. 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.

VII. APPROVED BUDGET FOR THE CONTRACT:

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.

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.

VIII. TERMS OF PAYMENT:

The indicative payment scheme is as follows:

Output/Milestones	% of Payment
Upon approval of the Inception Report	10%
Upon submission and acceptance of the Market Brief (1 st draft)	35%
Upon submission and acceptance of the Market Brief (2 nd draft)	25%
Upon approval of the finalized Market Brief	30%
TOTAL	100%

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.

IX. PRESENTATION OF PLAN APPROACH

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:

	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, showing specialization in conducting insightful research and analysis		
	<i>With more than two (2) Data Researchers and Analysts in the team (30%)</i>		
	<i>With two (2) Data Researchers and Analysts in the team (25%)</i>		
	<i>With less than two (2) Data Researchers and Analysts in the team (0%)</i>		
II.	Research Company’s Experience and Capability		20%
	A. Quantity of similar researches handled.	10%	
	<i>With more than 3 similar researches (10%)</i>		
	<i>With 3 similar researches (5%)</i>		
	<i>Less than 3 similar researches (0%)</i>		

	PARTICULARS	PERCENTAGE	RATING
B.	Quality / profile of previous clients in similar projects.	10%	
	<i>With at least 3 similar projects and 1 government client (10%)</i>		
	<i>With at least 3 similar projects but no government client (5%)</i>		
	<i>Less than 3 similar projects (regardless if there is a government client or none) (0%)</i>		
III.	Plan of Approach and Methodology		50%
A.	Consistency of the proposed workplan with the Scope of Work indicated in the TOR	20%	
B.	Plan approach to achieve the deliverables/ expected outputs within the specified project duration	15%	
C.	Manner of proposed presentation/look of the market brief	15%	
	TOTAL		100%

Hurdle rate: At least 85%