

## TERMS OF REFERENCE (TOR)

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### **PROCUREMENT OF THE SERVICES OF A RESEARCH COMPANY TO CREATE THE MARKET BRIEF OF THE TOP 13 SOURCE MARKETS OF THE PHILIPPINE INBOUND TOURISM PLUS DOMESTIC MARKET, INCLUDING MARKET UPDATE REPORTS**

#### **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 experiential travel. 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 and bi-annual market update reports, 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 of visitor arrivals (among ASEAN countries); and
- To gain insights on different market trends that directly or indirectly affect propensity to travel

**III. SCOPE OF WORK AND DELIVERABLES:**

**A. 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          |

**B. Preparation of the Annual Market Brief**

The Market Brief aims to provide an updated profile of the Top 13 Source Markets of the Philippine Inbound Tourism, plus the domestic market. It is an annual report (book-type) that contributes information and statistics about traveler sentiments and psychographics, travel outlook, and visitor arrivals.

The research company is expected to perform the following functions:

- **Data gathering and consolidation**

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.

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

SECTION	RECOMMENDED SOURCES
<b>I. Demography</b> <ul style="list-style-type: none"> <li>➤ Total Population and % Growth</li> <li>➤ Other population data and trends</li> </ul>	CIA World Factbook  National Statistics Office of the Source Market

SECTION	RECOMMENDED SOURCES
	Credible academic websites and other resources
<b>II. Consumer Values and Behaviors</b>	Credible academic websites and other resources  YouGov’s Global Travel Profiles <b>(Data to be provided by TPB)</b>
<b>III. Digital Consumption Overview</b>	We Are Social- Digital January 2024  Credible academic websites and other resources
<b>IV. Outbound Travel (Trends-Psychographics)</b> ➤ 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 ➤ Outbound Trips related to the MICE market	YouGov’s Global Travel Profiles <b>(Data to be provided by TPB)</b>  Credible academic websites and other resources
<b>V. Arrivals to ASEAN</b> ➤ 2019-2023 arrivals (with emphasis to the ranking of the Philippines)	Data to be provided by TPB
<b>VI. Arrivals to the Philippines</b> ➤ 2019-2023 Arrivals to the Philippines	Data to be provided by TPB
<b>VII. KEY TAKEAWAYS</b>	

Report Coverage (the Philippines only):

SECTION	RECOMMENDED SOURCES
<b>I. Demography</b> ➤ Total Population and % Growth ➤ Other population data and trends	CIA World Factbook  National Statistics Office of the Source Market

SECTION	RECOMMENDED SOURCES
	Credible academic websites and other resources
<b>II. Consumer Values and Behaviors</b>	Credible academic websites and other resources  YouGov’s Global Travel Profiles <b>(Data to be provided by TPB)</b>
<b>III. Digital Consumption Overview</b>	We Are Social- Digital January 2024  Credible academic websites and other resources
<b>IV. Contribution of Tourism to the Economy</b> <ul style="list-style-type: none"> <li>➤ Tourism Direct Gross Value Added</li> <li>➤ Tourism-related employment</li> <li>➤ Domestic Tourism Expenditure</li> <li>➤ Other insights from the Philippine Tourism Satellite Accounts (PTSA) Report</li> </ul>	Philippine Statistics Authority
<b>V. Travel Trends-Psychographics</b> <ul style="list-style-type: none"> <li>➤ Travel intention in the next months</li> <li>➤ Sources of travel inspiration and information</li> <li>➤ Key travel motivators</li> <li>➤ Leading factors considered in conducting travel</li> <li>➤ Activities to be conducted at the destination</li> <li>➤ Possible length of stay (number of nights)</li> <li>➤ Possible average expenditure per day (in USD)</li> <li>➤ Preferred destinations</li> <li>➤ Propensity to conduct MICE, business, corporate, or bleisure travel</li> </ul>	YouGov’s Global Travel Profiles <b>(Data to be provided by TPB)</b>  Credible academic websites and other resources
<b>VI. KEY TAKEAWAYS</b>	

- **Data analysis and interpretation**
  - Ensure that the reports are factual, accurate, precise, and the data included are relevant to TPB’s mandate of marketing and promoting the Philippines as a preferred tourism destination.
  
- **Report writing**
  - Requirements:
    - Infographics, charts, and tables to present the data/figures.

- Concise narrative and relatively academic in presentation.
- **Proofreading**
  - Ensure that the reports are free from orthographical and grammatical errors.
  - Ensure that the contents are comprehensive.
- **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 reports
  - Should use color combinations that not only enhance the aesthetic of the report, but also improve the readability of the contents.
- **Printing of the Market Brief**
  - Upon approval of the Market Brief, the report will be printed and softbound\*\*.

PARTICULARS	SPECIFICATIONS
Quantity	30 Market Brief books
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
Font	Calibri

*\*\*The design of the Market Brief is subject to approval of the TPB prior to printing and softbinding.*

### **C. Preparation of Market Update Reports**

The Market Update Reports aim to provide information and insights regarding the changing market trends and travel outlook, including activities of other ASEAN countries.

**Data Gathering:** 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 sources.

**Report Coverage:**

SECTION	RECOMMENDED SOURCES
<p><b>I. Market Trends</b></p> <ul style="list-style-type: none"> <li>➤ Economic Update/Situation (e.g. economic growth, inflation, employment rate, consumer income and spending)</li> <li>➤ Digital (e.g. internet and social media users, top social media and mobile apps, top search trends, top travel influencers)</li> <li>➤ Lifestyle (e.g. leisure, recreation, and vacation habits, shopping trends, consumer values and behavior)</li> </ul>	<p>Official Government Websites</p> <p>Credible news media sources</p> <p>Credible academic websites and other resources</p>
<p><b>II. Travel Outlook<sup>1</sup> of the Source Market</b></p> <ul style="list-style-type: none"> <li>➤ Travel behavior and sentiments</li> <li>➤ Key travel motivators</li> <li>➤ Leading considerations in conducting travel</li> <li>➤ Source of travel inspiration and information</li> <li>➤ Activities to be conducted in the travel destination</li> <li>➤ Propensity to conduct MICE, business, corporate, or bleisure travel</li> </ul> <p><sup>1</sup><i>Outbound travel outlook for international source markets</i></p> <p><sup>1</sup><i>Domestic travel outlook for the Philippine market</i></p>	<p>YouGov’s Global Travel Profiles (Data to be provided by TPB)</p> <p>Credible academic websites and other resources</p>
<p><b>III. Competitors’ Information</b></p> <p>Tourism-related efforts being implemented by ASEAN countries (excluding the Philippines) to attract travelers from specific source markets/countries or to increase foreign visitor arrivals in general</p>	<p>Websites of ASEAN’s National Tourism Offices (NTOs)</p> <p>Credible news media sources</p> <p>Credible academic websites and other resources</p>

**Presentation:** The research company shall conduct an online presentation of the Market Brief and Market Update Reports (summarized version of the reports, at least 2 presentations per report). The audience of the presentation may include TPB Management Committee (MANCOM) members, personnel of the Marketing and Promotions Sector, and TPB Members.

#### IV. PROJECT IMPLEMENTATION SCHEDULES:

Below is the indicative schedule of activities:

Date	Activities/ Deliverables
20 May 2024	Kick-Off Meeting between the research company and TPB representatives
24 May 2024	Submission of Inception Report (1 <sup>st</sup> draft)
30 May 2024	Submission of Inception Report (2 <sup>nd</sup> draft)
05 June 2024	TPB's approval of the inception report
<b>Market Brief:</b>	
10 June 2024	TPB's sharing of travel and tourism data
10 June 2024 – 09 August 2024	Data gathering, analysis and interpretation, and report writing
28 June 2024	Submission of initial report for 1 market and proposed design and layout for front and back cover, disclaimer statement, section titles, and contents
04 July 2024	TPB's submission of inputs regarding the initial report and proposed design and layout
12 August 2024	Submission of Market Brief (1 <sup>st</sup> draft)
27 August 2024	Submission of Market Brief (2 <sup>nd</sup> draft)
06 September 2024	TPB's approval of the Market Brief
13 September 2024	Submission of 1 <sup>st</sup> print proof of the Market Brief
18 September 2024	Submission of 2 <sup>nd</sup> print proof of the Market Brief
07 October 2024	Submission of the printed copies of the Market Brief
<b>Market Update Reports:</b>	
10 December 2024	Submission of the 1 <sup>st</sup> set of Market Update Reports (drafts are subject to review and approval)
10 March 2025	Submission of the 2 <sup>nd</sup> set Market Update Reports (drafts are subject to review and approval)

#### 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 researches and related projects.

*The research company must submit a list of ongoing and completed government and private contracts for the last five (5) years.*

For completed government contracts, the research company must attach Certificate of Project Completion as supporting document. However, for completed private contracts, the research company may submit proof of full payment received (e.g. official receipts) or signed performance evaluation form as alternative supporting documents in case the Certificate of Project Completion is not available.

For ongoing contracts, the research company must attach Notice of Award, Notice to Proceed, or Contract Agreement, whichever is available.

- 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

- Member in any internationally-recognized association of marketing research agencies (*provide proof of membership*).

## VI. TERMS AND CONDITIONS:

- The TPB shall have full ownership, including intellectual property rights, of all the data gathered and analyzed (both in hard or softcopy files) in the project.
- 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.
- The research company is required to sign a Non-Disclosure Agreement with TPB in view of the data and figures that TPB will share from its subscription to a travel and tourism platform/database.

## VII. SHORTLISTING CRITERIA AND RATING SYSTEM:

Based on section 24.5.3 of R.A. 9184, the criteria and rating system for the shortlisting of research agencies is as follows:

	PARTICULARS	PERCENTAGE	RATING
<b>I.</b>	<b>Applicable Experience of the Research Company</b>		<b>50%</b>
A.	At least 5 years of experience in conducting consumer insighting surveys and related researches.	30%	
	<i>With more than 5 years of experience (30%)</i>		
	<i>With 5 years of experience (25%)</i>		
	<i>With less than 5 years of experience (0%)</i>		
B.	Successfully implemented similar projects within the last 5 years. <b>Based on submitted Statement of Ongoing and Completed government and private contracts for the last five (5) years.</b>	15%	
	<i>At least 3 consumer insighting research-related projects, with at least 1 government client (15%)</i>		
	<i>At least 3 consumer insighting research-related projects, but no government client (10%)</i>		
	<b>At least 2 consumer insighting research-related projects, with at least 1 government client (10%)</b>		
	<i>Less than 2 consumer insighting research-related projects (0%)</i>		
C.	Member in any internationally recognized association of marketing research agencies. <i>Bidder should provide proof of membership.</i>	5%	
	<i>With membership in any internationally-recognized association of marketing research agencies (5%)</i>		
	<i>No membership in any internationally-recognized association of marketing research agencies (0%)</i>		
<b>II.</b>	<b>Qualification of personnel who may be assigned to the project</b>		<b>30%</b>
	All key personnel to be assigned in the project should meet the minimum required years of relevant work experience in conducting researches.		

	<b>PARTICULARS</b>	<b>PERCENTAGE</b>	<b>RATING</b>
	<i>Project Manager / Team Leader (5 years) – 7%</i> <i>Assistant Project Manager (5 years) – 7%</i> <i>Data Researchers and Analysts (3 years) –6%</i> <i>Report Editor (3 years) –6%</i> <i>Graphic Designer (3 years) – 4%</i>		
<b>III.</b>	<b>Current Workload Relative to Capacity</b>		<b>20%</b>
	The research company is currently handling maximum of 10 projects.		
	<i>Currently handling 5 or less projects (20%)</i>		
	<i>Currently handling 6-10 projects (15%)</i>		
	<i>Currently handling more than 10 projects (0%)</i>		
	<b>TOTAL</b>		<b>100%</b>

**Hurdle rate for Shortlisting: At least 85%**

**VIII. TECHNICAL RATING:**

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

Based on section 33.2.2. of R.A. 9184, the technical proposal and presentation of the bidders shall be evaluated based on the following criteria with corresponding numerical weights:

	<b>PARTICULARS</b>	<b>PERCENTAGE</b>	<b>RATING</b>
<b>I.</b>	<b>Quality of Personnel to be assigned to the Project</b>		<b>30%</b>
	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>		
<b>II.</b>	<b>Research Company’s Experience and Capability</b>		<b>30%</b>
	A. Quantity of similar researches handled.	10%	
	<i>With more than 3 similar researches (10%)</i>		
	<i>With 3 similar researches (7%)</i>		

	PARTICULARS	PERCENTAGE	RATING
	<i>With 2 similar researches (5%)</i>		
	<i>Less than 2 similar researches (0%)</i>		
B.	Quality / profile of previous clients in similar projects.	15%	
	<i>With at least 3 similar projects and 1 government client (15%)</i>		
	<i>With at least 3 similar projects but no government client (10%)</i>		
	<i>With at least 2 similar projects and 1 government client (10%)</i>		
	<i>Less than 2 similar projects (regardless if there is a government client or none) (0%)</i>		
C	Member in any internationally recognized association of marketing research agencies.  <i>Bidder should provide proof of membership.</i>	5%	
<b>III.</b>	<b>Plan of Approach and Methodology</b>		<b>40%</b>
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%	
C.	Manner of proposed presentation/look of the market update reports and market brief	10%	
	<b>TOTAL</b>		<b>100%</b>

**Hurdle rate for Technical Proposal: At least 85%**

The bidders are 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 85%** based on the following weight assignments:

Proposal	Weight (%)
Technical	85
Financial	15
TOTAL	100

**IX. APPROVED BUDGET FOR THE CONTRACT:**

This project will be undertaken for a total amount of **One Million Seven Hundred Fifty-Seven Thousand Five Hundred Twenty Pesos (Php 1,757,520.00)**, 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 indicative payment scheme is as follows:

<b>Output/Milestones</b>	<b>% of Payment</b>
Upon approval of the Inception Report	15%
Upon approval and printing of the Market Brief	45%
Upon approval of the Market Update Reports (1 <sup>st</sup> set)	20%
Upon approval of the Market Update Reports (2 <sup>nd</sup> set)	20%
<b>TOTAL</b>	<b>100%</b>

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.