

TECHNICAL SPECIFICATIONS

ONE-YEAR SUBSCRIPTION TO A TOURISM MARKET RESEARCH DATABASE

I. BACKGROUND AND OBJECTIVES

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 to be the leading organization in marketing the Philippines as 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 psychographic and demographic data about its source 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.

In view of the above, the TPB, through the Corporate Planning and Business Development Department, would like to subscribe to a market research database that offers information about traveler psychographic characteristics such as interests, attitudes, preferences, and habits, as well as demographic data.

II. SPECIFICATIONS

A. CONTENTS

Minimum Geographical Coverage:

ASIA
Australia
Malaysia
Singapore
Taiwan
Hong Kong
China
Japan
South Korea
Philippines
India
United Arab Emirates
Saudi Arabia

EUROPE
Germany
United Kingdom
France

AMERICAS
Canada
United States of Americas
Mexico
Brazil
Colombia
Chile

In case that any of the above countries are not yet included in the current geographic coverage of the platform, the market research provider can conduct special surveys for the countries, covering the desire travel and tourism topics/contents, to ensure the availability of data and information, with no additional cost to the TPB.

Minimum Required Contents:

TOPIC	INFORMATION
TRAVELER PROFILES	<ul style="list-style-type: none"> ➤ Domestic and international travel demand ➤ Purpose of travel ➤ Travel obstacles and considerations ➤ Preferred methods for researching and booking ➤ Travel spending ➤ Length of stay ➤ Holiday destination choices and selection influence ➤ Travel Advertising channel preference ➤ Holiday companions ➤ Past Travel behavior (e.g. number of trips in the past 12 months) ➤ Preferred travel brands ➤ Preferred travel destinations ➤ Insights on different types of travelers
OTHER CHARACTERISTICS	<ul style="list-style-type: none"> ➤ Demographics ➤ Hobbies & Interests ➤ Consumer Values & Attitudes ➤ Media and Advertising ➤ Economic Outlook

FREQUENCY OF DATA UPDATE: at least Quarterly

B. FEATURES AND FUNCTIONALITIES

- Built-in dashboards for visualizing data with available filters for customizing views
- Capability to export data and graphs into Microsoft Excel and Powerpoint
- Can provide comparison of data per year, quarter, or month.
- Provision of access to unlimited number of users in the organization
- Dedicated account services team with a lead account manager providing advice, training, support, information updates, and latest research development
- Provision of orientation (online or face-to-face) to the users of the platform to explain its contents, features, and functionalities

III. QUALIFICATION OF THE MARKET RESEARCH PROVIDER

- Must be operating for at least 10 years in the field of consumer research and in-sighting.
Note: *Submit/Provide Company Profile with the following information:*
 - Brief profile and background of the company, which demonstrates their ability to provide the bulk of information that TPB needs in one platform
 - Briefer on the survey methodology employed by the company to gather the information contained in the database.

or

QUALIFICATION OF THE RESELLER OR DISTRIBUTOR (IF APPLICABLE)

- With at least five (5) years in the business of acquiring rights for subscription to market research database or platforms.
Note: *Submit/Provide Company Profile*
- Authorized reseller or distributor of market research database.
Note: *Submit/Provide proof of authorization*
- Provider/owner of market research database must be operating for at least 10 years in the field of consumer research and in-sighting.

Note: *Submit/Provide Company Profile of the provider/owner of market research database*

IV. ADDITIONAL REQUIREMENT

- Company Profile showing description of similar projects handled in the past 5 years
- SEC Registration
- Audited Financial Statements (AFS)

- Statement of Single Largest Completed Contract (SLCC), with Certificate of Satisfactory Completion or proof of payment of client

In the event that the bidder will have difficulty submitting supporting documents (e.g. contract agreement) due to Non-Disclosure Agreement (NDA), a redacted version of the contract will be acceptable, provided that it will be accompanied by an affidavit attesting to the authenticity of the contract and with statement indicating that the SLCC is relevant to TPB’s procurement requirement.

- Presentation of the database focusing on the scope of deliverables (contents, features, and functionalities)
 - Includes brief profile and background of the company, which demonstrates their ability to provide the bulk of information that TPB needs in one platform

Presentation Flow	Duration
Company Profile	2 minutes
Demonstration of the platform focusing on proving that the minimum required contents are available	6 minutes
Demonstration of other features and functionalities of the platform	4 minutes
Question & Answer	3 minutes
Allotted Time for Presentation	15 minutes

- Provision of trial access to experience how to use the database and conduct actual searching of contents (during Post-Qualification).

V. CONTRACT DURATION

One-year subscription after receipt of the Notice to Proceed (NTP), with the subscription start not earlier than 08 January 2025.

VI. APPROVED BUDGET FOR THE CONTRACT (ABC):

The Approved Budget for the Contract (ABC) is **SEVEN MILLION PESOS (PHP7,000,000.00)** inclusive of all applicable taxes and fees.

VII. TERMS OF PAYMENT:

Full payment to be remitted within 30 calendar days upon receipt of the certificate of subscription and Invoice.

The market research provider/local distributor is encouraged to have a Landbank account. Payment shall be made through LBP bank deposit. Otherwise, bank charges shall be shouldered by the supplier.

VIII. PROJECT OFFICER'S CONTACT INFORMATION

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Planning Officer II

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