

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION:

Procurement of a Tourism Destination Marketing Company (TDMC) in Vietnam
The Department of Tourism, Office of Product and Market Development

II. BACKGROUND:

The Tourism Act (R.A. 9593) designates the Department of Tourism (DOT) to be the primary planning, programming, coordinating implementing and regulatory government agency in the development and promotion of tourism industry, both domestic and international market. RA 9593 further vest in the DOT the mandate to provide an integrated market development program to attract people to visit the Philippines and enhance the prestige of the country (*Section 5.e. Powers and Functions of the DOT*). NTDP 2023-2028 recognizes the need for additional overseas offices and Market Representatives provide a cost efficient alternative.

The DOT OPMD has since 2009 obtained the services of a tourism destination marketing company (TDMC) as Market Representatives to complement existing DOT Foreign Offices and to service these other markets identified in the NTDP. Our continued presence in the Vietnamese market for the implementation of overseas projects, warrant the hiring of the services of a market-based coordinator/representative.

Vietnam's economy has proven resilient even during the COVID-19 pandemic and GDP is expected to rebound to 6.7% in 2023. Braced to be the hub and manufacturing base to replace China, Vietnam's economy is poised to join the developed world by 2040. Vietnam has already started selling packaged to Southeast Asia, East Asia, and Europe. We project Vietnam outbound is expected to reach the pre-COVID level by 2024 and improve by 33% in the next two years with contributions coming from the ESL niche product.

ASEAN arrivals contributes to a higher average of per capita/day spending making it equally lucrative to European arrivals and an important short haul destination. ASEAN countries have likewise recognized the value of interregional travel and distinctively prioritized these countries in their marketing strategies. Vietnam has retained a 20% growth rate year on year until 2019. It is the most promising ASEAN opportunity market with a current rank of 12th place in arrivals in 2022. The DOT seeks to engage a TDMC for continuous recovery.

III. OBJECTIVES:

The objectives of hiring the TDMC aims to:

1. Provide assistance to DOT in the development of the market with the end goal of contributing to the recovery of the market to pre-COVID status;
2. Provide assistance in the full implementation of market development projects for Vietnam and enable the evaluation and monitoring of projects within the prescribed period (12 months);
3. Provide assistance in the successful overseas procurement of all necessary services and engagements in the host country vital for the implementation of projects for Vietnam; and
4. Support the DOT mandate to attract foreign visitors seeking the "Filipino Brand" of experience with the end goal of enhancing the prestige of the Philippines in the world and increasing the production of Philippine packages from the time of engagement for the target tourist segments.

IV. DURATION:

The duration of the requirement is for a period of one (1) year.

V. ELIGIBILITY REQUIREMENTS:

1. A duly registered PR or market representative/representation company in Vietnam and must have a physical office in the said country market
2. Must have a minimum of 5 years experience in the travel and tourism industry particularly in destination marketing, PR, or marketing
3. No existing contract representing other ASEAN countries particularly an ASEAN National Tourism Organization (NTO)
4. Must be a member of an international or local tourism association or organization in Vietnam (with proof)
5. Must not be a travel agency or engaged in a similar line of business (with proof)

VI. MINIMUM REQUIREMENT FOR MARKET TEAM/SUPPORT

1. Executive Director/Marketing Director:
 - Bachelor's degree, preferably in Tourism, Business Marketing, Communications, Mathematics, or Economics
 - Citizen or permanent resident or a legal immigrant of Vietnam and must have resided in the said country for a minimum of 5 years' prior his/her hiring
 - Must be able to communicate in English and the major language of Vietnam
 - Must have knowledge on Philippine destinations, having handled projects in the Philippines (with proof) is an advantage
 - Must have work experience with the Vietnam travel trade industry
 - Must have minimum 5 years' experience in marketing tourism accounts (hotels, airlines, theme parks, tourism entertainment products, or related tourism enterprises)
2. Support Team Member:
 - Bachelor's degree/college graduate
 - Citizen or permanent resident or a legal immigrant of Vietnam and must have resided in the said country for a minimum of 3 years prior to his/her hiring
 - Must be able to communicate in English and the major language of Vietnam
 - Must have knowledge on Philippine destinations, having handled projects in the Philippines (with proof) is an advantage
 - Must have minimum 2 years' experience in marketing tourism accounts (hotels, airlines, theme parks, tourism entertainment products, or related tourism enterprises)

VII. SCOPE OF WORK

1. Propose a Market Development Strategy and Action Plan for the Philippines for year 2024 to include: trade development activities, consumer promotion activities, and other activities deemed to improve inbound travel to the country
2. Implement marketing projects for Vietnam and provide corresponding reports for the given period
3. Provide monthly market research and intelligence report that includes competitor analysis and benchmarking
4. Provide updated list of buyers and media contacts and others as may be requested by the DOT Head Office
5. Monitor and evaluate projects implemented with a corresponding prescribed investment return metrics agreed upon with the DOT Head Office
6. Facilitate/implement projects by securing proposals/quotations from and advancing payments to suppliers, to be claimed as reimbursement to the DOT, subject to submission of supporting documents (e.g. official receipts, invoices, price quotations from suppliers, etc.)
7. Maintain and enhance the existing webpage for the market
8. Implement other activities that may be prescribed by the DOT

VIII. DELIVERABLES

1. Development of Market Development Strategy and Action covering one (1) calendar year to include annual market development plan, and financial plan
2. Implementation of travel trade development activities to include but not limited to:
 - a. Philippine tourism seminars such as workshops on new developments and other topics deemed to improve tourism traffic
 - b. Sales calls and presentations to tour operators, travel agents (wholesalers and retailers), corporate accounts and other industry partners to generate tour packages and to increase market knowledge
 - c. Business matching activities with appropriate business platforms (online or physical platforms)
 - d. Travel trade familiarization trip(s) that showcase new and established destinations suited for the Vietnam market
 - e. Joint-promotional activities with tourism entities
3. Development and implementation of specialist programs to enhance travel trade engagement
4. Implementation of consumer promotion and activation to include organizing/ managing and participating in any:
 - a. Consumer fair(s) or other similar exhibitions that would reach out to consumers and travelers
 - b. Consumer activation, online and/or offline activities, like in-store promotions and mall promotions, cross promo activities or joint promo activities with consumer products directly or indirectly related to travel
 - c. Social media activations that will make the Philippines the top of the mind destination and communicate government initiatives related to hygiene protocols for our travelers to include but not limited to Facebook and Webpage
 - d. Media familiarization trip(s) that showcase new and established destinations that could provide the travel experience suited for the Vietnam market
5. Provision of market research and intelligence data/report:
 - a. Report on significant and current data to generate useful information to help in decision making to include up-to-date market data base
 - b. Report on tourism trends including sex-disaggregated data in the market as well as economic trends that may affect travel industry
 - c. Report on competitor news (NTOs) and emerging developments in the destination
 - d. Identify technology enabled marketing tools, if any
 - e. Develop a master list of contacts in the industry
6. Submission of monthly reports.
Monthly reports (format to be prescribed by the Head Office) to include:
 - a. Targets and accomplishments for activities conducted/engaged during the said month
 - b. Analysis of effectiveness of activities conducted/engaged during the said month with report on returns of investment/returns of objectives
 - c. Updates on border protocols
 - d. Media releases
 - e. Updated contact list of buyers (travel trade, establishments, tourism associations, and others as may be requested by the Head Office)
 - f. Website performance metrics and social media engagements
7. Submission of terminal or accomplishment report for marketing projects
8. Submission of other significant reports that may be prescribed by the DOT

IX. BUDGET ALLOCATION

Budget Allocation: PHP5,410,100.00 for 12 months to cover the professional fees and monthly operational costs

X. TERMS OF PAYMENT AND REIMBURSEMENT

1. Payment of the professional fee and monthly operational cost shall be made on a monthly basis billed to the DOT Head Office subject to submission of the deliverables and end-user satisfactory performance of service rendered certification.
2. Reimbursement of all expenses related to project execution must be within the approved budget and Work and Financial Plan, subject to the approval of the Director of the Office of Product and Market Development prior to execution, and must be in compliance with existing Philippine government procurement, budgetary, accounting, auditing and other pertinent rules and regulations.


XI. TIMEFRAME

The contract timeframe is for a period of twelve (12) months from receipt of the Notice to Proceed (NTP).


XII. CONTACT PERSON

Project Officer : Micah Maria Anne P. Sales
Office of Product and Market Development
Address : 5/F, The New DOT Building
351 Sen. Gil Puyat Avenue, Makati City
Brgy. Bel Air, 1200 Makati City
Contact Number : +63 02 8459 5200 local 524 / Viber (+639)17 703 5565
Email Address : jcprovido@tourism.gov.ph

Submitted by:


MICAH MARIA ANNE P. SALES
Tourism Operations Officer I
Office of Product and Market Development

Noted by:


PAULO BENITO S. TUGBANG, M.D.
Director
Office of Product and Market Development

SHORTLISTING RATING SHEET
TOURISM DESTINATION MARKETING COMPANY - VIETNAM

| # | Eligibility Check and Shortlisting Criteria | % |
|---|------------------------------------------------------------------------------------------------------------------------------------------|----|
| 1 | Company background (40%) | |
| | PR and Marketing Company | 15 |
| | Member of an international or local tourism organization | 10 |
| | Former Market Rep for an NTO or government tourism organization | 10 |
| | Former market representative for a Philippine organization | 5 |
| 2 | Years of existence as a PR or Market Representative/Representation Company (20%) | |
| | 8 years and above | 20 |
| | 5 to 7 years | 15 |
| 3 | Educational background (20%) | |
| | Executive Director/ Marketing Director has a bachelor's degree in Tourism, Business Marketing, Communications, Mathematics, or Economics | 15 |
| | Executive Director/ Marketing Director has a bachelor's degree in other courses | 10 |
| | Support Team Member has a bachelor's degree | 5 |
| 4 | Experience in handling a Philippine account (15%) | |
| | Marketing Director has handled projects in the Philippines and shown proof | 10 |
| | Support team member has handled projects in the Philippines and shown proof | 5 |
| 5 | Current work load related to capacity (5%) | |
| | No ongoing projects | 4 |
| | 1-3 projects | 5 |
| | 4 projects and above | 2 |

Note:

1. Accumulated score, points are earned if they have done any or all of the following
2. Passing Rate is 70%

TECHNICAL PROPOSAL RATING SHEET
TOURISM DESTINATION MARKETING COMPANY - VIETNAM

| # | Criteria and Ranking | % |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 1 | a.) Work experience as Tourism Destination Marketing Company (TDMC) (20%) | |
| | Above 10 years | 20 |
| | 5-10 years | 15 |
| | | |
| | b.) Type of activities organized to promote a destination (25%) | |
| | Participation in travel fairs | 5 |
| | Familiarization Tours | 5 |
| | Seminars and workshops | 5 |
| | Advertising activities (traditional and nontraditional) | 5 |
| | Digital consumer activities | 5 |
| | | |
| | c.) Number of tourism accounts handled for the period 2015-2022 (hotels, airlines, theme parks, tourism entertainment products, or related tourism enterprises) (15%) | |
| | 11 accounts and above | 15 |
| | 6-10 accounts | 10 |
| | 1-5 accounts | 5 |
| | | |
| 2 | Quality of Personnel to be Assigned (8%) | |
| | Executive Director/ Marketing Director has a minimum of five years experience in marketing tourism accounts | 4 |
| | Any member of the team has handled the Philippines or any other ASEAN country/city as market representatives or have done PR work for them in the past | 4 |
| | | |
| 3 | Plan of Approach and Methodology (32%) | |
| | There is a framework or overall plan to promote the country | 8 |
| | There is an assessment included in the framework or overall plan | 8 |
| | There are target segments identified and included in the framework or overall plan | 8 |
| | There is a proposed market development plan and financial plan submitted | 8 |

Note:

1. Accumulated score, points are earned if they have done any or all of the following
2. Passing Rate is 70%