

**SHORTLISTING RATING SHEET  
TOURISM DESTINATION MARKETING COMPANY IN INDONESIA**

	<b>Eligibility Check and Shortlisting Criteria and Rating</b>	<b>%</b>	
1	<b>Company Background (40% accumulated)</b>		
	Tourism Destination Marketing Company and/or PR Company*	12	
	Active member of an international or local tourism organization (with proof of membership)	9	
	With a physical office in Jakarta, Indonesia	7	
	Former Market Rep for the Philippines	7	
	Former Market Rep for an NTO in any ASEAN country (Aside from the Philippines)	5	
2	<b>Years in Existence (20%)</b>		
	8 years and above	20	
	5 to 7 years	10	
3	<b>Educational Background of Personnel (20% accumulated)</b>		
	Marketing Director has a Bachelor's degree in Tourism, Business Marketing, Communications, Mathematics, or Economics	8	
	Support team member has Bachelor's degree	7	
	English Proficiency certificate, test result or similar (e.g. TOEFL, IELTS, PTE Academic) for both Marketing Director and Support Team Member was attached	5	
4	<b>Experience of both personnel in the Team (Executive / Marketing Director; and Support) in the Philippine Travel Industry (15% accumulated)</b>		
	Marketing Director has implemented at least two projects (TDMC-related work) in the Philippines ((e.g. fam trips, B2Bs, attendance to travel fairs and travel exhibitions)	10	
	Support team member has implemented at least one project and/or TDMC-related work in the Philippines (e.g. fam trips, B2Bs, attendance to travel fairs and travel exhibitions)	5	
5	<b>Current Workload Relative to Capacity (5%)</b>		
	No ongoing projects	4	
	1 - 3 projects	5	
	Above 4 projects	2	

\*not a visa-facilitating agency

Note: Passing Rate: 70%

**RATING SHEET FOR TECHNICAL PROPOSAL  
TOURISM DESTINATION MARKETING COMPANY IN INDONESIA**

	<b>Criteria and Rating</b>	<b>%</b>	
1	<b>Experience and Capability of the Consultant</b>		
	<b>a) Years of experience as tourism destination marketing company (TDMC) or market representative company (MR) (15%)</b>		
	- 10 years and above as TDMC or MR	15	
	- 6 – 9 years as TDMC or MR	10	
	- 5 years as TDMC or MR	5	
	<b>b) Type of activities organized to promote a destination and/or brand from 2019 to present (30% accumulated)</b>		
	- At least 5 trade development activities such as workshops, sales missions/ product presentations, trade fairs and travel exhibitions, trade, familiarization trips, and/or joint promotional activities	10	
	- At least 5 consumer promotion and activation activities such as consumer fairs, in-store/mall promotions, media familiarization trips, travel influencers fam trip, and/or creation of media plans / conduct of media placements	10	
	- At least 5 market research or market intelligence reports generated	10	
2	<b>Plan of Approach and Methodology (40% accumulated)</b>		
	An Overall Market Development Strategy and Action Plan was presented		
	- Trade Development Activities were presented.	10	
	- Consumer Promotion and Activation Activities were presented	10	
	- Market Research and Intelligence Activities were presented	10	
	- At least 1 Innovative Activity or new market segment was presented	10	
3	<b>Quality of Personnel to be Assigned (15% accumulated)</b>		
	- Executive / Marketing Director to be assigned has experience implementing at least two projects for a National Tourism Organization (NTO).	5	
	- Executive / Marketing Director to be assigned has experience implementing at least one project for a Philippine tourism organization.	5	
	- Support personnel to be assigned has at least one prior experience working as a PR and/or Marketing Officer for a tourism destination, hotel, airport, airline, theme park, tourism entertainment product, or related tourism products	5	

**NOTES:**

- 1) If DOT (Philippines) is indicated as NTO in Criteria number 3, first category (NTO section), it cannot be indicated in Criteria 3, second category (Philippine tourism organization). If DOT is named is indicated in both categories, points shall only be added to the score in the NTO section.
- 2) Accumulated score, points are earned if they have done any or all of the following.
- 3) Passing Rate: 70%
- 4) TDMC & MR are used interchangeably.