

## **LOVE THE PHILIPPINES REGIONAL STAKEHOLDER ROLL-OUT FOR CORDILLERA ADMINISTRATIVE REGION**

### **I. INTRODUCTION AND OBJECTIVES**

In the competitive landscape of global tourism, a coherent brand identity is a powerful tool. Beyond distinguishing a destination or a tourism product, it establishes trust and builds loyalty among visitors. The "Love the Philippines" (LTP) tourism brand has anchored itself to the Filipino identity so much so that it stands more than just a brand slogan; it encapsulates the unique cultural, natural, and historical treasures that the country has to offer.

As the Department of Tourism (DOT) usher this new era in the tourism industry, it is crucial to engage and empower all stakeholders, including tourism businesses, local communities, government agencies and key individuals across different regions; and remain united on the vision of solidifying the country's position as a global tourism leader.

The expected attendees include, but are not limited to:

- LGUs' Tourism Officers
- Hotel Marketing Teams
- Tourism related Associations
- Accredited Tourism Establishments and Service Providers
- TREs
- Academe
- Travel and Tour Agency Associations
- Regional Media
- Regional office personnel

To this end, DOT is initiating a comprehensive regional stakeholder roll-out program aimed at:

- (1) creating a platform for direct interaction, enabling stakeholders to understand the ethos behind the LTP brand and align their existing efforts with the overarching goals of tourism promotion.
- (2) capacitating the stakeholders with necessary knowledge and tools to effectively adopt and implement the LTP brand; and
- (3) fostering collaboration that encourages proactive advocacy for the overall brand success of LTP.

### **II. MINIMUM REQUIREMENT FOR THE TOUR OPERATOR**

- i. Must be DOT-Accredited
- ii. Must be accredited by the Philippine Government Electronic Procurement System (PhilGEPS);
- iii. Must show the breakdown of expenses on the submitted proposal and the final Statement of Account (SOA); and
- iv. Must be willing to provide services on a send-bill arrangement.
- v. Bidders must submit their quotation with cost breakdown to differentiate the amount of service fee and the amount to be earmarked for the payment to the third parties or other proprietors. Otherwise, tax withheld will be credited from the total contract price.

### III. SCOPE OF WORK AND DELIVERABLES

#### i. Function Room

Good for : 110 pax  
Date : July 1, 2024  
Time : 8:00 AM – 5:00 PM

Provision of the following:

- Banquet/Herringbone/Fishbone physical set-up
- Strong Internet Connection
- Outlets/extension cord for laptops
- Podium
- Provision of pads and pencils
- White board
- Sound system
- Dedicated Technician/Technical Assistant
- Free-flowing coffee, tea, hot chocolate, and water
- Table and chairs for Registration

#### ii. LED Wall & Hotel Corkage

At least a 6x8 feet LED Wall

#### iii. MEALS

Day 1	June 30, 2024	AM Snack, Lunch, PM Snack	10pax
Day 2	July 1, 2024	AM Snack, Lunch, PM Snack	110pax
Day 3	July 2, 2024	AM Snack, Lunch, PM Snack	10pax

#### iv. Two-Night Accommodation

No. of Rooms : 5 rooms (Twin Sharing)  
No of Pax : 10 pax  
Date : June 30 & July 1, 2024 (Check Out: July 2, 2024)

- Should include Breakfast.
- Should be open for cancellation of room booking once not occupied by the participants without cost, provided notice is given within 2 days before check in date; and
- Inclusion of free access to all facilities and amenities within the hotel/resort.

**v. Land Transportation**

Land transportation for Ten (10) pax from/to DOT Main Office to/from the hotel accommodation in Baguio City.

- Must provide one (1) fully air-conditioned van with 15 seating capacity.
  - Service fee must cover expenses for fuel, toll and parking, insurance, permits and meals/accommodation of the driver.
  - Must be willing to provide services on a send-bill arrangement; and
  - Should provide immediate change of vehicle in case of breakdown, without additional cost.
- NOTE: Further details to be discussed with the service provider.

**IV. SCHEDULE AND LOCATION**

June 30 - July 2, 2024  
Baguio City

**V. APPROVED BUDGET FOR THE CONTRACT**

The total budget allocation is **Two Hundred Sixty-Five Thousand Two Hundred Seventy-Seven Pesos and Thirty-Three Centavos (Php 265,277.33) ONLY**, including all applicable taxes, service fees and other related expenses, and should cover all requirements enumerated above.

The winning bidder shall be determined based on the proposal with the most advantageous package cost, provided that the amount of bid does not exceed the above total budget.

**VI. TERMS OF PAYMENT**


Government Procedures – a send-bill arrangement after each event.

\*Note: Final payment shall be based on the actual number of personnel who attended.

**VII. CONTACT PERSON**

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