

TERMS OF REFERENCE
PROVISION OF AIR TRAVEL AND TOURISM DATA & ANALYTICS

1) **BIDDER:** Consultancy Firm Capable of Providing Air Travel and Tourism Data and Analytics

2) **OBJECTIVES**

The appointed Consultancy Firm Capable of Providing Air Travel and Tourism Data and Analytics must collaborate closely with the Philippine Department of Tourism and enhance the organization's data, research, and insights capabilities. Through these enhanced capabilities, the Department must have at its disposal a deep understanding of international air travel into and through the Philippines (and the corresponding gateways). This is imperative for the effective and dynamic strategy planning & implementation post-COVID-19 to revive air travel and tourism, a key GDP contributor for the Philippine economy.

3) **MINIMUM REQUIREMENTS**

- a. A Philippine-based OR international Consultancy Firm Capable of Providing Air Travel and Tourism Data and Analytics;
- b. Must be PhilGEPS Platinum registered;
- c. Must have at least 3 years of experience in consultancy service of similar nature;
- d. Must have provided air travel and/or tourism data and analytics to other National Tourism Organizations (NTOs) or Destination Management Company (DMC); and
- e. Must be willing to provide services on send-bill arrangement.

4) **REQUIRED PERSONNEL¹**

Required Focal Personnel	Minimum Years of Experience
1. Account Director / Project Lead	5 years
2. Research Executive / Associate	3 years
3. Data Analyst / Statistician	2 years

Focal Personnel Responsibilities

A. Account Director / Project Lead

- Manage and supervise the entire team;
- Develop research plan and provide overall direction, plan budget, set up project goals, and ensure understanding of end-user requirements;
- Serve as the key point of contact for coordination between the agency and the end-user;
- Ensure the timely delivery of data and reports;
- Oversee project set up and implementation of research plan; and
- Ensure accuracy and quality of data and reports;

B. Research Executive / Associate

- Assist the Account Director / Project Lead in data analysis and creation of reports;
- Conduct online meetings with end-user to support and understand needs Perform valid and reliable desk research; and
- Interpret data and consolidate information into presentations.

C. Data Analyst / Statistician

- Assist in the collection of data;
- Assist in the conduct of valid and reliable desk research;
- Assist in interpretation of data and consolidation of information into reports.

5) **SCOPE OF WORK AND DELIVERABLES**

¹ Bidders may recommend additional personnel deemed fit for the team.

a. **Updating of Route Information Kit**

• **International Airports**

Airport Name	Airport Code
Ninoy Aquino International Airport	MNL
Bacolod-Silay International Airport	BCD
Clark International Airport	CRK
Puerto Princesa International Airport	PPS
Mactan-Cebu International Airport	CEB
Bohol-Panglao International Airport	TAG
Subic Bay International Airport	SFS
Francisco Bangoy International Airport	DVO
General Santos International Airport	GES
Iloilo International Airport	ILO
Bicol International Airport	LGP
Kalibo International Airport	KLO
Laoag International Airport	LAO
Zamboanga International Airport	ZAM
Laguindingan International Airport	CGY

• **Domestic Airports**

Airport Name	Airport Code
Godofredo Ramos (Boracay) Airport	MPH
Sayak (Siargao) Airport	IAO
Dumaguete Airport	DGT
Busuanga-Coron Airport	USU

• **Data on the following (per airport)**

- Passenger traffic data (7 years historical)
- Catchment area, population information of serviced cities
- Domestic and international connectivity, list of airlines with route map
- Airport technical information
 - Facilities
 - Airport map
 - Aeronautical fees and charges
 - Contact information
- Information relevant to the new normal
 - Availability of COVID-19 testing facilities/laboratories
 - Major medical establishments in the vicinity
- Inclusive of design and layout of route information kit (creative liberties c/o supplier subject to the approval from the DOT)
- Ready-to-print layout
- Soft-copy, editable version

b. **Access to Online Air Travel Data & Insights Platform**

The supplier must provide the Department with an online platform for airline and airport data accessible to at least five (5) concurrent users. Access must be unlimited.

Ultimately, this platform needs to have the breadth and depth of data analytics that allows the user to have a deep understanding of air travel evolution (e.g., which source markets and types of traveler profiles are favoring and traveling into/through the Philippines) so that the Department is able to establish effective strategies in a timely manner to leverage on the travel recovery post-COVID-19.

- Up-to-date air travel data should include the following:
 - Air Capacity Module

- Seasonality and scheduling of reports
 - Future seat capacity and historical capacity
 - Ability to reflect on adjusted airline schedules due to the COVID-19 pandemic.
- Air Travel Module
 - Ability to report on air travel ticket bookings.
 - Ability to provide a monthly/quarterly/annually comparison report by route/country/region
 - Ability to report on estimated worldwide flown traffic and fares data.
 - Ability to report on total market size
 - Identification of unserved routes
 - Additional features which are appreciated but not strictly required:
 - Ability to forecast short-mid-long term air travel performance.
 - Forward booking data
- Air Capacity Database update frequency and latency should be refreshed at least on a monthly basis.
- High quality onboarding (introduction, training) and customer support for DOT staff in the use of the online platform(s)
- Access is for a period of four (4) months upon the issuance and acknowledgement of the Notice to Proceed.

c. Monthly Reporting + Year-end Executive Brief

With monthly reporting, it is imperative that the provider is able to deliver the following set of requirements.

- (1) A succinct (set of) report(s) that informs the Department on each of the key Source Market's performance, its inbound gateways, and selected segmentation information which may include, but not limited to, length of stay, booking lead time, and class of travel.
- (2) An executive summary highlighting key insights to the readers (such as untapped/under tapped source markets and/or previously unidentified traveler profiles that are of value to the Philippines, amongst others)
- (3) Above documents must be clearly presented and should provide easy-to-lift tables and charts for the Department's staff to create their own reports.

- Key source markets to be covered:

- | | | |
|--------------|---------------|-------------------------|
| 1. Korea | 7. Taiwan | 13. Thailand |
| 2. USA | 8. UK | 14. Vietnam |
| 3. China | 9. India | 15. Middle East and GCC |
| 4. Japan | 10. Germany | 16. Singapore |
| 5. Australia | 11. France | 17. Malaysia |
| 6. Canada | 12. Indonesia | |

- Report(s) required must allow the Department to distinguish and understand air travel arrivals as well as air travel connecting traffic into/through the Philippines.
- At least a 3-month forward booking analysis OR passenger traffic estimations in three scenarios – base, pessimistic, and optimistic.
- New normal processes relevant to aviation (per Philippine gateway)
 - Immigration guidelines
 - Arrival quarantine measures
 - Travel restrictions

d. Analysis Service/Analyst Support

- Reporting of data and analysis for business case development (provision of 30 manhours per calendar month)
- Insights on customized topic impacting the air travel/tourism industry.
- Data extraction from online platform as needed

6) PROJECT DURATION AND BUDGET

- The service shall run for a period of **four months** upon issuance and acknowledgement of the Notice to Proceed.
- Total budget is Four Million Five Hundred Thousand Pesos (PHP 4,500,000.00) inclusive of all applicable taxes, service fees, bank charges, and other fees that may be incurred in the process.
- Payment to the winning bidder will be made upon completion of the following milestones:

Milestone	% of Payment
<ul style="list-style-type: none"> • Setup of Online Platform access • Completion of initial onboarding call • Training of PDOT staff 	30%
Submission of the following:	50%
1. Final Route Information Kit	
2. Third monthly report and third-month analysis service report/s	
Completion of contract and submission of all remaining deliverables	20%
Total	100%

7) CRITERIA FOR RATING

1. Stage 1 – Submission of eligibility documents
2. Stage 2 – Shortlisted bidders must submit brief company credentials and proposed technical and financial proposal.

A. Eligibility Check and Shortlisting Criteria for Rating ²

The set of criteria under Eligibility Check are the following:

- *Applicable Experience of the Consultancy Firm – 55 pts*
- *Qualification of Consultancy Firm – 25 pts*
- *Current Workload Relative to Capacity – 20 pts*

I.	Applicable experience of the consultancy firm	
A.	Relevance of the company portfolio to the project	30 pts
1.	Consultancy firm has 30 or more active National Tourism Organizations (NTOs), Destination Management Company (DMC), or other travel and tourism agency clients/projects	30 pts
	Consultancy firm has 10 to 29 active National Tourism Organizations (NTOs), Destination Management Company (DMC), or other travel and tourism agency clients/projects	20 pts
	Consultancy firm has 1 to 9 active National Tourism Organizations (NTOs), Destination Management Company (DMC), or other travel and tourism agency clients/projects	10 pts
	Consultancy firm has no experience working with/on National Tourism Organizations (NTOs), Destination Management Company (DMC), or other travel and tourism agency clients/projects	0 pts
B.	Years of experience	25 pts
1.	Consultancy firm has five (5) years and above experience conducting research or consulting projects relevant to Air Travel and Tourism Data and Analytics	25 pts
	Consultancy firm has three (3) to four (4) years of experience conducting research or consulting projects relevant to Air Travel and Tourism Data and Analytics	15 pts
	Consultancy firm has less than three (3) years of experience conducting research or consulting projects relevant to Air Travel and Tourism Data and Analytics	0 pts

² Bidders must provide proof of current and previous clients so the BAC can evaluate their standing based on the shortlist criteria.

II.	Qualification of Consultancy Firm	25 pts
1.	Consultancy firm has completed ten (10) or more air travel / tourism projects with National Tourism Organizations (NTOs) or Destination Management Company (DMC) with a contract cost for each project equal or greater than PHP 4,000,000.00 for the past three (3) years.	25 pts
	Consultancy firm has completed five (5) to nine (9) air travel / tourism projects with National Tourism Organizations (NTOs) or Destination Management Company (DMC) with a contract cost for each project equal or greater than PHP 4,000,000.00 for the past three (3) years.	10 pts
	Consultancy firm has completed one (1) to four (4) air travel / tourism projects with National Tourism Organizations (NTOs) or Destination Management Company (DMC) with a contract cost for each project equal or greater than PHP 4,000,000.00 for the past three (3) years.	5 pts
	Consultancy firm has no experience in air travel / tourism projects with National Tourism Organizations (NTOs) or Destination Management Company (DMC) with a contract cost for each project equal or greater than PHP 4,000,000.00 for the past three (3) years.	0 pts
III.	Current workload relative to capacity	20 pts
1.	Consultancy firm is supporting less than three (3) contracts with value equal to or greater than PHP 4,000,000.00	20 pts
	Consultancy firm is supporting three (3) or more contracts with value equal to or greater than PHP 4,000,000.00	10 pts
	Total	100 pts
	Passing Score	70 pts

B. Technical Bid Criteria for Rating

The Technical Bid criteria are the following:

- *Qualification of personnel to be assigned – 40 pts*
- *Experience and capability of the consultants/firm – 30 pts*
- *Relevance of the company portfolio to the project – 30 pts*

I.	Qualification of personnel to be assigned ³	
A.	Educational background	
1.	The Project Lead has a Master's degree relevant to the project (i.e., Business Administration or Management, Business, Data Science, Economics, Statistics, Marketing, Tourism Management, or Psychology.)	20 pts
	The Project Lead has a Master's degree.	10 pts
	The Project Lead has a Bachelor's degree.	5 pts
2.	All assigned personnel (aside from Project Lead) have Bachelor's degrees relevant to the project (i.e., Business Administration or Management, Business, Communications, Data Science, Economics, Statistics, Math, Marketing, or Psychology.)	20 pts
	All assigned personnel (aside from Project Lead) have Bachelor's degrees.	10 pts
II.	Experience and Capability of the Assigned Personnel ⁴	

³ Bidders must submit curriculum vitae of assigned personnel and other documents proving educational background such as university diplomas

⁴ Kindly provide details in their respective curriculum vitae i.e diploma/s and company certification on projects handled (not necessarily issued by the bidding company)

1.	All assigned personnel have been involved in the implementation of at least two (2) research / studies / or surveys.	30 pts
	Two (2) of assigned personnel have been involved in the implementation of at least two (2) research / studies / or surveys.	20 pts
	One (1) assigned personnel has been involved in the implementation of at least two (2) research / studies / or surveys.	10 pts
	None of the assigned personnel has any experience implementing research / studies / or surveys.	0 pts
III.	Plan of Approach and Methodology	
A.	Data Update Frequency	
	Bidder's proposed dataset to monitor Air Travel arrivals/transfers has a weekly update frequency .	30 pts
	Bidder's proposed dataset to monitor Air Travel arrivals/transfers has a monthly update frequency .	15 pts
	Total	100 pts
	Passing Score	70 pts

8) CONTACT DETAILS

Inquiries may be coursed through:



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