

29 April 2021

## INVITATION TO BID

The Philippine Department of Tourism-Taiwan (PDOT-Taiwan) is in need of services of a well-experienced construction company for the booth construction requirement of the Philippine Department of Tourism Taiwan relative to its participation in the Taichung International Travel Fair 2021.

Interested party may submit their proposal following the attached Terms of Reference on or before 6:00 PM, 10 May 2021 to:

Philippine Department of Tourism-Taiwan  
2F., No. 55/57, Zhouzi Street, Neihu District  
Taipei 114, Taiwan  
Fax : +886 2 2658-2836  
Email: [philtour@ms57.hinet.net](mailto:philtour@ms57.hinet.net)



**HAZEL HABITO-JAVIER**  
Tourism Attache



**TERMS OF REFERENCE  
TAICHUNG INTERNATIONAL TRAVEL FAIR 2021**

**I. BACKGROUND:**

The ATTA Taichung International Travel Fair (ATTA TITF) is annual travel fair and the biggest in Central Taiwan. This year, the travel fair will be held on June 4-7, 2021 at Greater Taichung International Expo Center. Approximately and based on experience, there will be more than 300,000 visitors on search for summer holiday destinations. The event organizer is the Association of the Taichung Travel Agents (ATTA) and supported by various National Tourism Organizations such as DOT-Taiwan. Members of the ATTA is supportive to PH Tourism, some of the members are key partners of DOT Taiwan and have mounted or supported several charter flights to Boracay and Cebu in the past.

This office actively supports the ATTA TITF for the past years. Compared to DOT-Taiwan's participation to travel fairs in Taipei, our Taichung ITF is just half of it in terms of booth size, but marketing efforts are the same. Last year exhibition's performance was not that good as compared to previous years due to current pandemic impacting the tourism and travel industry negatively. The travel fair has attracted 78,130 visitors only which is merely one third of the previous exhibitions pre-COVID19. Majority of the exhibitors are local brands and local government organizations promoting domestic tourism.

For this year, our plan is to do a modest representation in the travel fair to show support to the organizer the Association of the Taichung Travel Agents and to ensure that the Philippines is represented in the major tourism event in Central Taiwan. Our exposure for this year will constitute four (4) booths with five (5) desks and several discussion tables. At least five (5) agents from Central Taiwan will help us promote and sell Philippine tour packages including ESL products. Our annual participation to Taichung ITF is not purely generating onsite sales and business leads, it is also a great venue to strengthen the awareness of our It's More Fun in the Philippines campaign/brand among the travelers in Southern Taiwan. Taichung is a key city and source of our group bookings/ travelers to Cebu and Boracay.

Despite of no actual/onsite sales generated from our participation in 2020 TTE, the event served as a venue for our consumer activation, platform for our market research/survey, venue to connect with consumers, and a place where we secured a number of business leads through our key agents who helped us promote PH tourism products.

**II. BOOTH DESIGN CONCEPT AND DIRECTION**

The Philippines will have 4 booth spaces in the Taichung International Travel Fair 2021.

The Philippine Booth will showcase the following:

1. Davao as the new destination for the Taiwan market, this is in conjunction with the on going out of the house (OOH) and digital advertising and print media releases.
2. The booth will also highlight culinary in support of the DOT Central effort to promote Philippine cuisine in the international market.
3. Destinations that offer sun and beach such as Boracay, Palawan, Bohol, Cebu, and Pagudpud

**III. SCOPE OF WORK / DELIVERABLES**

**A. DESIGN AND BOOTH ELEMENTS**

- i. Philippine booth requirements
  - Four (4) table counters maximum with storage cabinet for materials
  - Electric outlets for laptop / ipad
  - Two chairs for each table
  - Company signage for maximum of four (4) Philippine company sellers

ii. Functional Space

1. Main Reception Area (1)
  - One (1) Reception Counter
  - Three (3) High-chairs / bar chairs for the reception counters
  - Electrical outlet
  - Prominent signage
  - Wide LED screen to play Philippine tourism videos and presentation (60 inch minimum screen display)
  - Electrical outlets for equipment
2. Chatting Space
  - Four Coffee Tables with three (3) chair
3. Storage areas for materials and brochures
4. Strong wifi connectivity up to ten (10) gadgets
5. Carpeted area which will hide electrical wirings
6. Others
  - Provision of disinfectants (e.g. alcohol and wipes, spray)
  - Provision of janitorial services of the booth (cleaning of the area, provision of waste basket and disposal of waste)

**B. DESIGN, DISMANTLING AND DISPOSAL OF BOOTH**

- Proposal must include one design proposal based on the elements and design directions mentioned in the Terms of Reference and allow at least (one) revisions on the design lay out to the satisfaction of the Department of Tourism / Tourism Promotions Board
- Dismantling of the booth on the date designated by the event organizer and proper disposal of the materials used in the booth

**C. EVENT PERMITS**

Securing necessary permits, electrical connections and health and safety requirements as may be required by the event organizer

**D. MANPOWER**

- A dedicated technician to operate the AV requirements of the booth

**E. OTHERS**

- Coffee and water dispenser at the Philippine booth

**IV. TECHNICAL ELIGIBILITY**

- Must have experience rendering services at an international exhibition
- Must have a dedicated team who will focus on design and construction of the Philippine booth and oversee the running of activities at the Philippine booth
- Must have the capability to invest, coordinate shipment to the ATTA -TITF 2021 site, and put up AV equipment and furniture and accent pieces for the Philippine booth.

**VI. BUDGET:**

The budget allocation is in NT\$ equivalent to US\$ 7,142.86 (tax inclusive) (depending on foreign exchange rate)

**VIII. SELECTION CRITERIA**

The most responsive proposal and price effective bid will be selected.

**IX. PAYMENT PROCEDURE**

Full payment upon delivery and successful completion of the project to the satisfaction of DOT Taiwan