

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 Kaohsiung 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**  
**KAOHSIUNG INTERNATIONAL TRAVEL FAIR 2021**

**I. BACKGROUND:**

Kaohsiung International Travel Fair (KITF) is a yearly travel fair and the biggest in Southern Taiwan. 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 2020 KITF has 363 booths in total with 192 companies majority local brands and selling domestic tourism. The countries or National Tourism Organizations (NTOs) that joined KITF are the following: Philippines, Japan, Korea, and Thailand. The event has attracted 107,779 booth visitors which is just one third of the data recorded from the previous years or pre-COVID19.

This year, KITF will be held from May 28 to 31, 2021 at the Kaohsiung International Exhibition Center. Per organizer, the Kaohsiung Association of Travel Agents (KATA) is expecting more than 300,000 visitors to the fair on search for summer holiday destinations should the current situation improves. That is, outbound travel will be allowed middle of the year. So far, authorities and officials from the Taiwan travel industry are still clueless as to the resumption of outbound travel due to the precariousness of COVID19.

This office actively supports the Kaohsiung ITF for the past years. Compared to DOT-Taiwan's participation to travel fairs in Taipei, our KITF is just half of it in terms of booth size, but promotional efforts are the same. Usually, our exposure in the fair constitutes four (4) booths with five (5) desks and several discussion tables. At least five (5) agents from Southern Taiwan will help us promote and sell Philippine tour packages including ESL products. Our annual participation to KITF 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.

Despite of no actual/onsite sales generated from our participation in 2020 KITF, 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 Kaohsiung 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) chairs
- 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 KITF 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