

26 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 Taipei Tourism Expo 2021.

Interested party may submit their proposal following the attached Terms of Reference on or before 6:00 PM, 03 May 2021 to:

Philippine Department of Tourism-Taiwan
2F., No. 55/57, Zhouzi Street, Neihu District
Taipei 114, Taiwan
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Tourism Attache



**TERMS OF REFERENCE
TAIPEI TOURISM EXPO 2021**

I. BACKGROUND:

Taipei Tourism Exposition (TTE) is regarded as the 2nd biggest travel fair in Taiwan held annually. According to the organizers, in 2019 there were 22 countries that joined the TTE with 500 overseas and local brands that constitute the 1200 exhibition booths. Such scale makes TTE the biggest tourism exhibition in the first half of the year in Taiwan. However, in 2020 due to the pandemic, TTE was a bit smaller in scale due to a lesser number of exhibitors. The event has attracted 191,938 booth visitors as compared to 0.3 million visitors (on the average) from previous years and a total of 450-475 booths. This year, the organizer hopes to have a bigger fair similar to previous years, but it will all depend on the status of the pandemic. As planned, 2021 TTE will be held on May 21-24, 2021, Taipei World Trade Center Hall 1.

The TTE is a venue for the Taiwanese to purchase promotional deals especially international travels and tours for summer holidays. According to the statistics from the Taiwan Tourism Bureau, M.O.T.C., with reference to 2019 as based data (pre-COVID), the Taiwan outbound was 17.1M, 92% were travels to Asian destinations and only 8% were medium to long haul travels. Most of the trips are for recreation and leisure purposes, business, and study. Thus, these outbound travels resulted to NTD 100 billion worth of economic output and activities, driving multi-industry development, and allowing Taiwan to be a significant source market for many Asian destinations.

Pre-COVID, Taiwan travel industry was expanding as reflected on the 2019 Taiwan Outbound. In fact, in 2019, Taiwan was the country's 5th largest tourist source market. Based on the data from the Taiwan Tourism Bureau, January to December registered a growth rate of 36.51% or equivalent to 311,151 arrivals. The growth was the second highest among the key/top destinations of the Taiwan outbound.

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 6 booth spaces in the Taipei Tourism Expo 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 TTE 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\$ 10,714.29 (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