



23 September 2022

## 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 International Travel Fair 2022.

Interested party may submit their proposal following the attached Terms of Reference on or before 6:00 PM, 03 October 2022 to:

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**TERMS OF REFERENCE**  
**TAIPEI INTERNATIONAL TRAVEL FAIR 2022**

**I. BACKGROUND:**

Taipei International Travel Fair (TITF) is one of the most popular travel fairs in the Asia-Pacific region and the biggest combined exhibition and sales event in Taiwan. This event aims to build a good platform for exchange and assists the domestic travel industry in linking up with its international counterparts.

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.

Though no actual/onsite sales generated from our participation in travel fairs last 2021, these events became a venue for our consumer activation, a platform for our market research/survey, venue to connect with consumers.

With today's (September 22) pronouncement from the Taiwan government re opening of Taiwan for inbound and outbound travels, our participation in TITF will surely produce concrete bookings/reservations and sales, as Taiwanese nationals are eager to travel abroad after more than two (2) years of staying at home.

**II. BOOTH DESIGN CONCEPT AND DIRECTION**

The Philippines will have 4 booth spaces in the Taipei International Travel Fair (TITF) at the Nangang Exhibition Center on November 4 – 7, 2022

The Philippine Booth will showcase the different destinations that offer sun and beach such as Boracay, Palawan, Bohol, Cebu, Pagudpud, and Manila, festivals, tourism activities, and culinary.

We are also expecting at least four (4) partner travel and ESL agents to join the Philippine booth.

**III. SCOPE OF WORK / DELIVERABLES**

**A. BACK DROP**

Size	:	Shell Scheme (4 booths) 6 meters on both sides 6 meters on the back side
Design	:	Featuring the different destinations and tourism products
Materials	:	PVC Materials

**B. TOP BANNER**

Size	:	6 meters wide
Design	:	"Philippines"

**C. 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) Highchairs / 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 Wi-Fi 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)

**D. 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

**E. EVENT PERMITS**

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

**F. MANPOWER**

- A dedicated technician to operate the AV requirements of the 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 TITF 2022 site, and put-up AV equipment and furniture and accent pieces for the Philippine booth.

**VI. BUDGET:**

The budget allocation is in NT\$185,000.00 (tax inclusive)

**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