

05 May 2023

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 2023.

Interested party may submit their proposal following the attached Terms of Reference on or before 6:00 PM, 16 May 2023 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



HAZEL HABITO-JAVIER
Tourism Attache



TERMS OF REFERENCE
KAOHSIUNG INTERNATIONAL TRAVEL FAIR 2023

I. BACKGROUND:

Kaohsiung International Travel Fair (KITF) is a yearly travel fair and the biggest in Southern Taiwan. The KITF is participated by local brand companies and selling domestic tourism. The countries or National Tourism Organizations (NTOs) that usually joined KITF are the following: Philippines, Japan, Korea, Thailand, Palau, Marianas, and Montana.

KITF which was originally scheduled last December 2 - 5 will be held from June 2 - 5, 2023 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.

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.

KITF also serves 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 2023.

The Philippine Booth will showcase the following:

1. Boracay – our partner agent, ET Tour is already selling Boracay package tours for FITs specially honeymooners. In addition, Boracay is the destination of our on-going travel trade agents and media familiarization. Thus, we are expecting more media mileage on Boracay
2. The booth will also highlight culinary in support of the DOT Central effort to promote Philippine cuisine in the international market.
3. Other destinations that offer sun and beach such as Palawan, Bohol, and Cebu

III. SCOPE OF WORK / DELIVERABLES

A. DESIGN AND BOOTH ELEMENTS

- i. Philippine booth requirements
 - Five (5) table counters maximum with storage cabinet for materials
 - Electric outlets for laptop / ipad
 - Two chairs for each table
 - Company signage for maximum of five (5) 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
 - Five 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 2023 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 NTD 200,000 (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