

**TERMS OF REFERENCE**  
**SERVICES OF A CONSULTANCY COMPANY FOR THE PHASE 1-A OF**  
**HOP ON HOP OFF TOUR PROGRAM**

**BACKGROUND/PROJECT DESCRIPTION**

The Travel By Hubs – Rediscover, Reimagine Metro Manila is a special domestic tourism recovery program of the Department of Tourism – National Capital Region addressing the need for a seamless, contactless travel system within select strategic hubs or districts of Metro Manila. This is made possible by offering the Hop On Hop Off Bus Tour Program which will run on specific routes, time and stations using the card tapping payment system. The tour offering is envisioned to be done through a Do-It-Yourself or Guided Tour by local and international tourists. The bus is envisioned to provide a world-class, airconditioned and specifically designed interiors and exterior ideal for tourist viewing. It is also equipped with advanced monitoring and tracking system to guide and inform tourists in each hub and station therefore offering a seamless tour, app-based connectivity and hassle-free waiting time. Routes have already been selected and validated and are presented herein.

The Hop On Hop Off Bus Tour Program will partner with a transport company and an automated fare collection company who will run the tour. A consultancy company will package the whole booking system, tours (DIY and guided), engagement with relevant stakeholders for the covered tours per hub per station, pricing, marketing the whole program, centralized management, monitoring and control while equipping the whole system with a location prompted virtual tour using GPS technology and a promotions effort to launch the program and engage the tourists and public.

It covers basically six identified hubs with distinct character and tour product classification, namely:

- |                      |   |
|----------------------|---|
| a. Cultural Hub      | - Intramuros/Extramuros (Manila)  |
| b. Money Hub         | - Makati (Ayala Avenue, Poblacion, Rockwell, Circuit)                   |
| c. Entertainment Hub | - Paranaque/Pasay (Resort World Manila, Okada, Solaire, City of Dreams) |
| d. Lifestyle Hub     | - BGC, Taguig   |
| e. Heart Hub         | - EDSA, Pasig, San Juan   |
| f. Mind Hub          | - QC (University belt area)   |

**Initial Phase (Cultural Hub and Money Hub)**

The Hop On Hop Off Bus Tour Program validation with time and motion study components held last May 18 and July 6, 2021 to cover the Cultural and Money Hubs for the initial phase of the Hop On Hop Off Bus Tour Program showed a great promise with the following identified routes and stations:

## CULTURAL HUB (Intramuros/Extramuros)



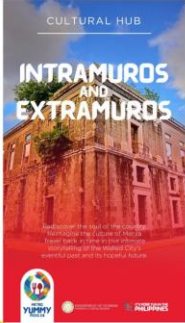
## COMPLETED VALIDATION TRIPS

### TIME AND MOTION STUDY

	1	2	3	4	5	6	7	8
ROUTE	CCP	ROXAS BLVD./ MANILA BAY/ MALATE	RIZAL PARK/ LUNETTA	NATIONAL MUSEUM	CITY HALL	JONES BRIDGE	BINONDO/ CHINATOWN	INTRAMUROS
Stations	Vicente Sotto (across Star City)	Rajah Sulayman	Kalaw Service Road	Finance Road (Infront of National Museum)	Kartilya/ Infront of Bonifacio Shrine	Escolta Infront of Savory Restaurant (just below Jones Bridge)	Infront of Binondo Church (side of park)	Infront of Manila Cathedral
	<ul style="list-style-type: none"> <li>CCP</li> <li>Star City</li> <li>PIOC</li> <li>Coconut Palace</li> <li>Harbour Square</li> <li>BSP Museum</li> <li>Folk Arts Theater</li> </ul>	<ul style="list-style-type: none"> <li>Manila Bay</li> <li>Malate Church</li> <li>Rajah Sulayman</li> <li>Malate District</li> <li>Rows of Restaurants and hotels</li> <li>Museo Pambata</li> </ul>	<ul style="list-style-type: none"> <li>Rizal Park</li> <li>The Chinese Garden</li> <li>The Gallery of Heroes</li> <li>Rizal Monument</li> <li>HCO Monument</li> <li>Rizal's Execution Site</li> <li>KM Zero</li> <li>Lapu-Lapu Monument</li> </ul>	<ul style="list-style-type: none"> <li>National Museum of Fine Arts</li> <li>National Museum of Anthropology</li> <li>National Museum of Natural History</li> </ul>	<ul style="list-style-type: none"> <li>Manila City Hall</li> <li>Kartilya ng Kalipunan</li> <li>Kapetohyo</li> <li>SM Manila</li> <li>Lagunilla Underpass</li> </ul>	<ul style="list-style-type: none"> <li>Jones Bridge</li> <li>Manila Post Office</li> <li>Street Art/Restaurants</li> <li>Sta Cruz Church</li> <li>Escolta's old buildings</li> <li>11st united Bldg.</li> <li>Regina Bldg.</li> <li>Don't know</li> </ul>	<ul style="list-style-type: none"> <li>Plaza De Roma</li> <li>Binondo Church</li> <li>Malis Plaza</li> <li>Lorenzo Ruiz</li> <li>Camrillo Fountain</li> <li>Arch of Goodwill</li> <li>Feng Shui Stores</li> <li>Food Hop</li> </ul>	<ul style="list-style-type: none"> <li>Manila Cathedral</li> <li>Fort Santiago</li> <li>Bahay Tsinoy</li> <li>Museo Filipino</li> <li>San Agustin Church</li> <li>Cross</li> <li>Manila</li> <li>Adusana</li> </ul>

# COMPLETED VALIDATION TRIPS

TIME AND MOTION STUDY



**MANILA ROUTE:**


ROUTE	SM Mall of Asia	Cultural Center of the Philippines	Rajah Sulayman Park	Rizal Park Luneta	National Museum	Manila City Hall Area	Binondo / China Town	Intramuros Manila	Cultural Center of the Philippines	TOTAL
DISTANCE / Kilometers	0	3.5	1.5	1.5	500 m	500 m	4	2	5	17.5
TRAVEL TIME/ Minutes	0	15	7	11	7	7	16	8	17	1 Hr & 28 mins

Operating Hours: 8:00 AM - 5:00PM      9 Hrs.


Round Trip per Day per Unit: 5

No. of Bus Units: 3

Dispatch Time: Every 30 mins.



National Capital Region



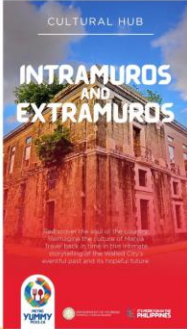
My Metro Manila

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# COMPLETED VALIDATION TRIPS


TIME AND MOTION STUDY



	TRIP 1	TRIP 2	TRIP 3	TRIP 4	TRIP 5	
Bus 1 Dispatch	8:00 am - 9:30 am	9:30 am - 11:00 am	11:00 am - 12:30 pm	12:30 pm - 2:00 pm	2:00 pm - 3:30 pm	
Bus 2 Dispatch	8:30 am - 10:00 am	10:00am - 11:30am	11:30am - 1:00pm	1:00pm - 2:30pm	2:30pm - 4:00pm	
Bus 3 Dispatch	9:00 am - 10:30 am	10:30am - 12:00nn	12:30am - 2:00pm	2:00pm - 3:30pm	3:30pm - 5:00pm	
Distance	17.5	17.5	17.5	17.5	17.5	87.5 km



National Capital Region



My Metro Manila

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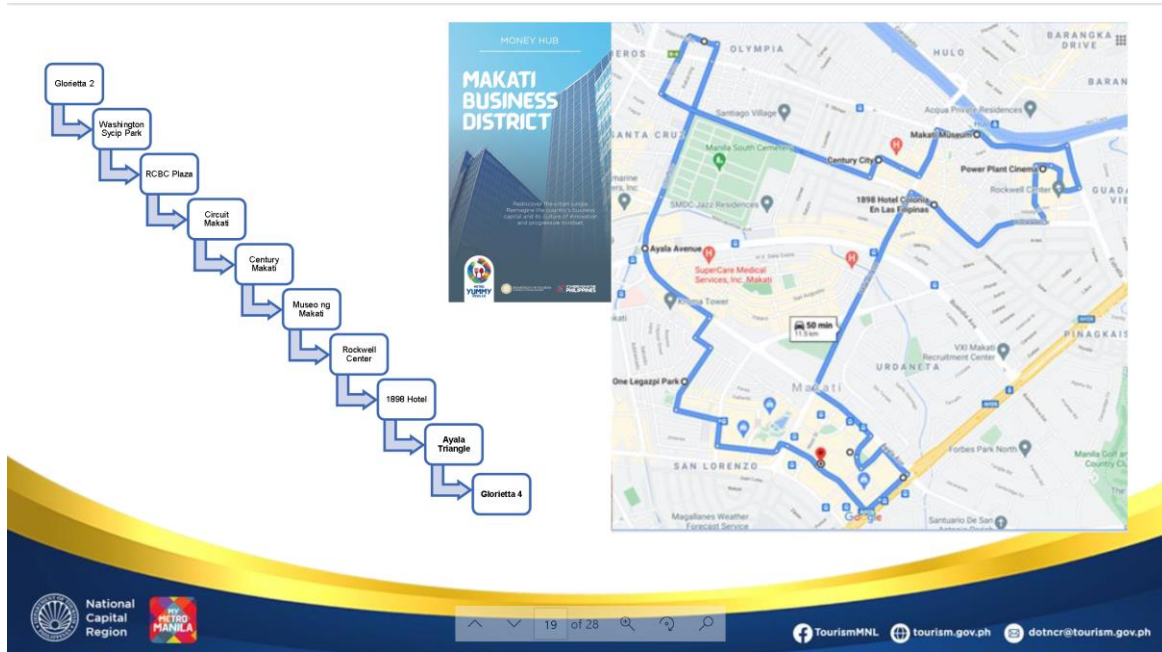
The Cultural Hub has identified eight (8) stations, namely:

- Cultural Center of the Philippines
- Rajah Sulayman Park
- Rizal Park Luneta
- National Museum
- Manila City Hall Area
- Binondo/Chinatown

## g. Intramuros

The initial planned run will require 3 buses with an estimated 5 round trips per bus per day operating between 8:30-5:00 pm. Said tour will operate for 9 hours a day and dispatch time every 30 mins.

## MONEY HUB (Ayala Avenue, Poblacion, Rockwell, Circuit)



## COMPLETED VALIDATION TRIPS

### TIME AND MOTION STUDY

	1	2	3	4	5	6	7	8	9	10
ROUTE	GLORIETTA 2	WASHINGTON SYCIP PARK	RCBC PLAZA	CIRCUIT MAKATI	CENTURY CITY	MUSEO NG MAKATI	ROCKWELL CENTER	1898 HOTEL	AYALA TRIANGLE	GLORIETTA 4 PARK
Stations	Palma Drive Entrance (Holiday Inn)	Washington Sycip Entrance Rada St	Shops at the Columns Along Ayala Avenue	Riverfront Drive Entrance	Century City Mall Side Entrance (near	Museo ng Makati Parking Space	Across Estrella Drive (not ideal)	Infront of 1898 Hotel Colonia (Kalayaan)	Makati Avenue Entrance	Courtyard Drive
	<ul style="list-style-type: none"> <li>Glorietta</li> <li>Hotels</li> <li>Ayala Museum</li> </ul>	<ul style="list-style-type: none"> <li>Sycip Park</li> <li>Hotels</li> <li>Restaurants</li> <li>AIM</li> <li>Union Church of Manila</li> <li>Legaspi Sunday Market</li> <li>Greenbelt</li> </ul>	<ul style="list-style-type: none"> <li>Ayala Avenue</li> <li>Yuchengco Museum</li> <li>Commercial Buildings</li> <li>Restaurants</li> <li>Makati Medical Center</li> <li>Makati Post Office</li> </ul>	<ul style="list-style-type: none"> <li>Circuit Mall</li> <li>S &amp; R</li> <li>Circuit Theater</li> <li>Circuit Lane</li> <li>Soon: MMDA Pasig River Ferry Station</li> </ul>	<ul style="list-style-type: none"> <li>Century Mall</li> <li>Restaurants</li> <li>Shopping</li> <li>Entertainment</li> <li>Hotels</li> </ul>	<ul style="list-style-type: none"> <li>Museo ng Makati</li> <li>Poblacion (restaurants, night life)</li> <li>Bars</li> <li>Restaurants</li> <li>Offices</li> <li>Hotels</li> </ul>	<ul style="list-style-type: none"> <li>Rockwell Center</li> <li>Entertainment</li> <li>Bars</li> <li>Restaurants</li> <li>Offices</li> <li>Hotels</li> </ul>	<ul style="list-style-type: none"> <li>Posh Restaurants</li> <li>Multinational companies</li> <li>Banks</li> <li>Skyscrapers</li> <li>Former Nielson Filed</li> <li>main airport in 1950s</li> <li>Garden/Nature</li> </ul>	<ul style="list-style-type: none"> <li>Glorietta</li> <li>SM</li> <li>Landmark</li> <li>Greenbelt</li> <li>EDSA</li> <li>Hotels</li> <li>Restaurants</li> <li>Shopping</li> <li>Skyscrapers</li> </ul>	

National Capital Region

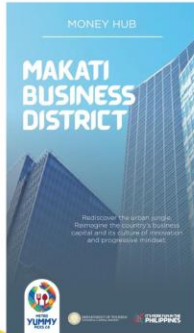
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# COMPLETED VALIDATION TRIPS

## TIME AND MOTION STUDY



### MAKATI ROUTE:

ROUTE	SM Mall of Asia	Glorietta 2	Washington Sycip Park	RCBC Plaza Tower	Circuit Makati	Century Makati	Museo ng Makati	Rockwell Center	1898 Hotel	Ayala Triangle	Glorietta 4	Glorietta 2	TOTAL
DISTANCE / Kilometers	0	7	2	1	2	2	1	1	2	2	1	1	22
TRAVEL TIME/ Minutes	0	20	12	7	10	7	4	6	9	2	7	6	1 Hr & 30 mins

Operating Hours 8:00 AM - 5:00PM 9 Hrs.  
 Round Trip per Day per Unit 5  
 No. of Bus Units 3  
 Dispatch Time Every 30 mins.

The Money Hub route has identified the following stations/stops:

- Glorietta 2
- Washington/Sycip Park
- RCBC Plaza
- Circuit Makati
- Century City
- Museo ng Makati
- Rockwell Center
- 1898 Hotel
- Ayala Triangle
- Glorietta 4 Park

Nonetheless, after the debriefing, 1898 Hotel and Glorietta 4 Park are deemed not feasible with the former located in a very tight highway making it difficult for the bus to park, pick up and drop off passengers. Glorietta 4 Park is walking distance from Glorietta 2 and can thus be removed from the route.

Just like Cultural Hub, Money Hub will also run on a 9-hour operation with three buses for its initial run, 5 round trips per day per unit.

The Mall of Asia is deemed as the connecting station between Money Hub and Cultural Hub.

## BUS TRANSPORT

The Hop On Hop Off Bus Tour program will initially start operations on December 2022 but will have initial soft launch on 1<sup>st</sup> Quarter of 2023 depending on readiness to fully validate Manila and Makati

routes/stations and timing. The other half of the launch is envisioned to be self-sustaining with adjustments to be made depending on demand. Ideally, the bus transport to be used must have a standing permit to operate within Metro Manila. It must be designed to have wide glass windows to ensure full view by tourists as well as must be PWD-friendly, with ready-system for luggage space and technology-ready for tourist system which will be put in place for the program.

## HOP ON HOP OFF PAYMENT SYSTEM

To ensure that there is a seamless and contactless tour program offering, the Hop On Hop Off Bus Tour Program will secure an established automated fare collection specialist company who can all make this happen. Said company must be able to provide the necessary technology and system to ensure a speedy and convenient travel while providing a back-end support in terms of tactical record analysis. This can be in the form of a co-branded card with payment tapping chips and support loading/updater and validator machines for the bus and other partner stakeholders. Said technology should also be accept and partner with other tourism stakeholders for any purchases and promotional programs just like a debit card. It can be in a pre-loaded or no-load card form.

Said cards can be branded in this manner (sample only):



The DOT-NCR is investing on the minimum order quantity of 12,500 pieces of HOHO payment card to stimulate initial tour activity for no-load card. Thus, the initial investment cost is computed as follows:

Min. Order Quantity	Price/Card (Php)	Pre-Loaded Amount (Php)	Total Price Card without load (Php)	TOTAL INVESTMENT REQUIREMENT (Php)
12,500	160	200,000	2,00,000.00	2,200,000.00

Special cards should be produced with 1-day/2-day/3-day pass to allow for tourists who may want to fully enjoy the hop-on, hop-off services and cover all the stations and covered cities while in Metro Manila.

## CONSULTANCY COMPANY

Given the massive requirement of consolidating the whole system from product development to marketing and developing the system required to ensure tour guidance, engagement of tour suppliers and stakeholders on a detailed level as well as GPS-based bus tracking system, the need to secure a consultancy company who can manage and produce the required eco-system for the Hop On Hop Off tour program is called for.

For its initial launch (Phase 1), the Consultancy will work on the development of both Manila and Makati. Phase 2 will include the other hubs such as Entertainment Hub and Lifestyle Hub. Phase 3 will include the Heart Hub and the Mind Hub. Target to consolidate all phases is in 3-5 years. DOT-NCR is envisioned to cover only the branding, promotions and product development once Phase 2 and 3 commences.

The Consultancy company is envisioned to provide the following:

**a. Tour Product Development**

This refers to producing the Hop On Hop Off ecosystem from two established points:

**1. Bus and Card Payment System**

**Market Availability/Penetration.** Setting the readiness and availability of the card in select outlets and negotiating with tour operators to carry the product for their clients is one of the top priorities before launching the Hop On Hop Off Bus Tour Program. This refers to point-of-purchase in actual retail outlets or partner stores on top of whatever existing partners the automated fare payment collection company has established.

This should also refer to the installation of appropriate validator and updator machines on select and strategic locations to offer a smooth facilitation for riding public and tourists.

**2. Tour Product Offerings Development**

**Development of Do-It-Yourself-Tour and Guided Tours.** This means tours per stop/station must be validated and established in both DIY and Guided arrangement with suggested itinerary taking into account the following:

- Assembly Point
- Departure Point
- Duration of Tour
- Features of Tour Attractions
- Optional Activities
- Meal inclusions (if possible)
- Others

**Negotiations with tourism suppliers/vendors in all identified routes/stations.** The consultancy company should prepare the route/station by negotiating with vendors such as restaurants, shopping malls, independent stores, specialized stores, souvenir shops and all other worth-including establishments depending on the applicable station/tour itinerary.

**Costing of the Package Tour.** The consultancy company is envisioned to provide a detailed run-down of the tour costs and structures with all the inclusive elements and curated spiels. This must be done on all stations and most-in-demand attractions or a combination of select

routes/stations using the bus as the major point of mobility. Costing should, in so far as practicable, be market-oriented to encourage more takers and immediately establish the tour program as a unique and easy way to explore Metro Manila. Pricing however should be developed to differentiate it from a regular public transport system given the NCR's population.

**Partner Tour Operators.** The consultancy company is mandated to establish a network of tour operators willing to sell and market the Hop On Hop Off tours and be partners in expanding payment card purchase points.

The company should work on maintaining control over the established tour and its itinerary as well as its uniformity and pricing. Tour guides should only be allowed if trained and accredited by the DOT. LGUs will be involved in ensuring localized tour guides will be committed and employed to help the respective community.

**b. Hop On Hop Off Marketing as part of Product Development**

1. **Website Development (with tour booking capability).** The consultancy company should be able to produce a website that will handle all information about the Hop On Hop Off Program to include a booking system, covered stations/areas, query or automated reply system with social media channel support such as Facebook, Instagram and others.

The My Metro Manila app should be reestablished to contain all information about the different attractions, tours, restaurants, what's happening around the Metro as well as culinary program through a special section on Metro Yummy Picks and anything about Metro Manila. It should first and foremost carry the Hop On Hop Off program extensively, its tours (downloadable) as well as tour partners.

2. **Marketing Plan & Execution.** The consultancy company should be able to produce a marketing plan to instill awareness, support and takers to the said tour program. It should touch base not only to the public but all targeted partners and stakeholders from the government, private sector and ultimately the riding public and tourists.

Execution of the marketing plan is also included where mainstream media and social media channels to include OOH advertising and promotional materials must be executed with the required HOHO branding. Bus wraps and all other consumer activations within Metro Manila can be included in this as well. Overseas promotions through DOT's overseas offices and participation in select events can also be part of the marketing plan.

**c. Location prompted virtual tour using GPS technology (Maintenance & Upgrading)**

The Consultancy Company must also be able to provide an appropriate technology both for the tours and the bus tracking system using GPS technology as well as real-time DIY tour application with voice and text assistance capability. This will complete the whole tour experience and make it truly world-class. Maintenance, monitoring and upgrading of the system shall form part of the current project.



## VISION OF SUSTAINABILITY

The Hop On Hop Off Bus Tour Program is envisioned to be a self-sustaining operations with initial product development funding for one year and two more years support to ensure its sustainability and operations directed towards the consultancy company or program consolidator and partner suppliers.

The initial investment however will be borne by the government as a form of domestic tourism support, branding and recovery program for a period of one year. A concession agreement will be awarded to the transport and automated fare collection company to handle the said program but under the supervision and monitoring system of the consultancy company. Overall control and policy regulation will still be handled by the DOT-NCR. The Legal Affairs Office and DOT Administration's assistance will be sought in formulating a legal framework to make this possible.

In the outset, a tripartite agreement will be initiated to secure the respective commitment that is, after the public bidding is done in terms of the card payment supplier, bus transport company and the consultancy company.

## TIMELINE & ACTIVITIES

The Hop On Hop Off Bus Tour Program is slated for initial run on December 2022/January to March 2023 to test the market. Expansion to cover other hubs will be based on the performance and readiness of other cities mentioned. It will be done in few phases.

The following are the target milestones of the project:

MILESTONES	PARTICULARS	TIMELINE
PRODUCT DEVELOPMENT and MOBILE APP	<ul style="list-style-type: none"><li>• Merchants and partners onboarded</li><li>• The product is ready for launching. All systems in place.</li><li>• Pricing has been established across all tour offerings and HOHO ecosystem</li><li>• Consultancy group has been appointed to handle the product development and vendor/suppliers penetration as well as ecosystem</li><li>• Tripartite agreement executed</li><li>• LGUs support secured</li></ul>	December 2022 to May 2023 onwards (continuous)
TRANSPORT SYSTEM/BUS INTEGRATION	<ul style="list-style-type: none"><li>• Bus transport already appointed</li><li>• Bus wraps produced</li></ul>	December 2022/January to March 2023
PAYMENT SYSTEM/CARD PRODUCTION	<ul style="list-style-type: none"><li>• Payment Card produced and ready for distribution</li><li>• Initial launch/dry run conducted</li></ul>	December 2022 to March 2023
LAUNCHING	<ul style="list-style-type: none"><li>• HOHO all ready for public use</li></ul>	December 2022/January to March 2023

	<ul style="list-style-type: none"> <li>• Complimentary Cards distributed to select stakeholders</li> <li>• Official launching done</li> </ul>	
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\*Timelines subject to change based on on-ground preparation and readiness.

Phase 1-A will cover the following:

- a. Product and Market Development
- b. NCR Mobile App
- c. Production and Integration of EMV Capable Transport Payment Branded Card

Phase 1-A focuses on product readiness and card payment system.

## **FUNDING SOURCE**

- a. Given the huge funding requirement to develop and market the Hop On Hop Off, the main source of funding will be used under the Phase 1A- 2022 GAA - PMDU

## **OBJECTIVES**

In time of the pandemic and as part of the Domestic Tourism Recovery and Support Program, specifically the Department of Tourism, the Hop On Hop Off Bus Tour Program aims to make tourism as a major pillar of economic growth. Specifically, it aims to:

- a. Offer a seamless, contactless and a new concept and mode of exploring Metro Manila akin to other mega cities with world-class transport and technology
- b. Help revive tourism in the post-COVID era through a solid product which can bring back traveler's confidence and a new way of looking at Metro Manila as a tourism destination.
- c. To help the DOT's direction under the leadership of Secretary Ma. Esperanza Christina Garcia Frasco on its 7-point agenda particularly on achieving connectivity, convenience and equality, as follows: improvement of tourism infrastructure and accessibility, cohesive and comprehensive digitalization and connectivity, enhancement of overall tourist experience, equalization of tourism product development and promotion, diversification of portfolio through multidimensional tourism, maximization of domestic tourism and strengthening tourism governance through collaboration with LGUs and stakeholders
- d. Meet the National Tourism Development Plan (NTDP) which envisions to develop a globally competitive, environmentally sustainable and socially responsible tourism industry that promotes inclusive growth through employment generation and equitable distribution of income thereby contributing to building a foundation for a high-trust society. The NTDP identifies the cities of Makati, Manila and Quezon City as part of the Tourism Development Areas for Cluster Destinations for 2016-2022.
- e. Meet the UN Sustainable Development Goals thru its 17 goals among which are decent work and economic growth, reduced inequalities, sustainable cities and communities, life on land and partnerships for the goals.

## **LEGAL BASIS**

The Tourism Response and Recovery Program of the DOT in line with the National Tourism Development Plan where it adopts a framework under Theme 4: Enhanced marketing and market and product development Restoring industry's confidence where strategic program revolves on:

1. Incentives for affected tourists and travellers
2. Market and Product development support for the new normal environment
3. Marketing and Promotions for the new normal environment of the industry

Republic Act 9593 or the Tourism Act of 2009 touching on Section 2, Item C, which encourages DOT to promote a tourism industry that is sustainable, responsible, participative, culturally sensitive, economically viable, and ethically and socially equitable for local communities as well as Item D, which encourages DOT to provide full government assistance by way of competitive investment incentives, long-term development fund and other financing schemes extended to tourism-related investments.

Ambisyon Natin 2040 which aspires that by 2040, all Filipinos enjoy a strongly rooted, comfortable, and secure life – that they can take a vacation together with the country, with decent jobs that bring sustainable income including opportunities for entrepreneurship. Anchored on the words matatag, maginhawa and panatag, that Filipinos would have good connectivity through transport systems and communication.

## **PROJECT COVERAGE/SCOPE OF SERVICES**

Given the funding limitations and the need to divide the project requirements, the Hop On Hop Off project will divide Phase 1 into two – Phase 1A and Phase 1B.

This particular procurement will cover Phase 1A which entails the following requirements:

### **PHASE 1A:**

#### **I. PRODUCT AND MARKET DEVELOPMENT**

- Assessment of the market segments and conditions for tourism according to DOT Product and Market Development. Creation of different packages for various market segments satisfying the requirement of each segment of individuals.
- Product building using required resources and consultations of the expertise to create intermediate inputs (tour packages) and intermediate outputs (pricing and services). It encompasses not only development of tour packages but also support for special activities and experiences inclusive of all logistics, transportation, meals and accommodation of manpower in the conduct of validation.
  - a. Onboarding of Partners and Merchants to establish Payment System that may include but not limited to the following:
    1. Engagement, qualifying and coordination with prospective and final merchants and partners in transport and card payment provider
    2. Accreditation and facilitation of agreements with all partners and merchants
- Facilitation of all trial implementations for both bus and card payment provider and work out the best operational program, costing and partnership engagement for approval of DOT-NCR and actual implementation

#### **II. DEVELOPMENT OF HOP ON HOP OFF MOBILE APP**

- Updating with GPS-Prompted tour and hybrid transport card for HOHO payment ecosystem features
- Upgrade development for MY Metro APP with integration of EMV capable transport payment system
- Onboarding of Partners and merchants to establish payment
- Onboarding of NCR Merchants and Partners
- Maintenance and Updating for 12 months
- Development of campaign website and web dashboard inclusive of maintenance for 12 months

## **DURATION**

The Phase 1A project will run between December 2022 to May 2023 or Six Months from the issuance of Notice to Proceed to enable tour product development.

## **DELIVERABLES FOR PHASE 1-A**

This engagement is expected to deliver the following outputs:

### **A. PRODUCT DEVELOPMENT**

1. Tour Expert engaged to develop specific and applicable tour packages for the Hop On Hop Off program based on validated, listed tour stations considering its adjoining area, facilities, amenities and attractions ideal for tourism activities. Said tour per station must be based on a fitting story and history of the area to include its marketability and differentiation with other stations and attraction directed to attract various market segments.
2. Developed Tour Packages on a per hop on hop off station (8 tour packages for Manila and 8 tour packages for Makati and 3 tour combination per city) basis covering the following:
  - a. Tour Title
  - b. Appropriate spiels
  - c. Historical significance
  - d. Timing
  - e. Route
  - f. Distance
  - g. Specific tourism activities/ tour features on a per station/tour and optional activities
  - h. Stakeholders engaged and onboard on a per hop on hop off station (historical attraction/souvenir shop/restaurant/food outlet/mall and all other possible tour partners, etc.)
  - i. Logistics requirement
  - j. Tour Map per Hop On Hop Off Station
  - k. Pricing on a per tour basis or any combination tour package based on proximity, distance and tour continuity (to include HOHO Beep Card)
3. List of Stakeholders engaged with payment system in place to include basic food/meal pricing, acceptance of card as payment system, accreditation status and tourism potential and attractiveness.

4. Trained tour guides covering all HOHO stations preferably local-based done in coordination with the LGU(city and barangay level)
5. Trial run and validation of all tours developed covering Manila and Makati
6. Validation of two cities covering Pasay and Paranaque in preparation for Phase 2 expansion

Items 1, 2, 3, 4, 5 and 6 cover a maximum period of 6 months from December 2022 to May 2023.

#### **B. HOHO MOBILE APP**

1. Uploading with GPS-Prompted tour and hybrid transport card for HOHO payment ecosystem features
2. Uploading development for MY Metro APP with integration of EMV capable transport payment system
3. Onboarding of Partners and merchants to establish payment
4. Onboarding of NCR Merchants and Partners
5. Maintenance and Updating for 12 months
6. Development of campaign website and web dashboard inclusive of maintenance for 12 months

#### **DOCUMENTARY QUALIFICATIONS**

1. Company Profile
2. PhilGEPS Certificate/Membership
3. List of big-ticket consultancy projects handled related to tourism for the last 4 years
4. Company Financial Statement (audited and recent)
5. SEC/DTI Certificates or its equivalent
6. Business Permit/Certification or its equivalent
7. TIN Certificate/Registration or its equivalent
8. Notarized Omnibus Sworn Statement
9. Willing to a send-bill arrangement and Memorandum of Agreement

#### **QUALIFICATIONS OF THE CONSULTANCY GROUP**

- a. Must be affiliated with an international tourism body for fostering increased knowledge and understanding of sustainable tourism practices, promoting the adoption of universal sustainable tourism principles and building demand for sustainable travel.
- b. Must have created and deployed a similar Travel App.
- c. Must be a member of an organization of tour operators with national and global affiliations and alliances that promote and enhance domestic and inbound Philippine tourism.
- d. With the capacity to develop and deploy and initiative as a private sector, via JV or Partnership

- e. In addition, the consultancy group should possess at least 3 years of experience in handling tourism consultancy projects
- f. Member of good standing in any internationally-recognized tourism association (provide proof of membership)
- g. Has provided services to multinational clients in the past three years (provide copy of Notice to Proceed, contract, official receipt for subscription payment, or whichever is applicable)
- h. Must have proprietary product or technology to be integrated to the HOHO system such as booking with Central Bank of the Philippines' regulated payment system

## TERMS AND CONDITIONS

The DOT-NCR shall have full ownership of the tour programs as well as any web application developed. All contracts and engagements generated for the project shall accrue and shall be owned by the DOT-NCR. Data gathered and presented (both in hard or softcopy files) from the project implementation should be forwarded to the proponent.

All tour records, contracts and formal engagements are regarded as confidential and therefore should not be divulged to any third party other than DOT-NCR unless legally required to do so to the appropriate authorities.

All relevant and key personnel should have the required experience and expertise. Curriculum vitae of engaged personnel should form part of the bid document.

An evaluation will be made for Phase 1-A prior to implementation of Phase 1-B in which case, failure to deliver the expected outputs may mean cancellation and/or longer preparatory and product development phase can be issued by the DOT-NCR.

## TERMS OF PAYMENT

Output/Milestones	% of Payment
Upon submission and approval of Inception Report	15%
Upon submission and approval of the 1 <sup>st</sup> Report (1 <sup>st</sup> two months)	40%
Upon submission and approval of the 2 <sup>nd</sup> Report ( 3 <sup>rd</sup> to 4 <sup>th</sup> month)	35%
Upon submission and approval of the Terminal Report (5 <sup>th</sup> to 6 <sup>th</sup> month)	10%

## SHORTLISTING CRITERIA AND RATING SYSTEM

Based on section 24.5.3 of R.A. 9184, the criteria and rating system for the shortlisting of research/survey agencies is as follows:

	PARTICULARS	PERCENTAGE RATING
<b>I.</b>	<b>APPLICABLE EXPERIENCE</b>	<b>50%</b>
<b>A.</b>	At least 3 years of consultancy services	<b>30%</b>



		With more than 3 years experience (30%)	
		With 3 years experience (25%)	
		With less than 3 years experience (0%)	
	<b>B.</b>	Member in any internationally-recognized tourism association (provide proof of membership)	<b>20%</b>
		With membership in internationally-recognized tourism association (20%)	
		No membership in internationally-recognized tourism association (0%)	
<b>II.</b>		<b>QUALIFICATIONS OF PERSONNEL WHO WILL BE ASSIGNED TO THE PROJECT</b>	<b>30%</b>
	<b>A.</b>	All key personnel must have at least 3 years of work experience and consultancy services	
		All key personnel have more than 3 years of relevant work experience (30%)	
		All key personnel have 3 years of relevant work experience (25%)	
		Some or all key personnel have less than 3 years' relevant work experience (0%)	
<b>III.</b>		<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	<b>20%</b>
		The consultancy company is currently handling maximum 10 projects	
		Currently handling 5 or less projects (20%)	
		Currently handling 6-10 projects (15%)	
		Currently handling more than 10 projects (0%)	

**Hurdle rate for shortlisting: at least 85%**

## **PRESENTATION OF PLAN APPROACH**

Bidders are required to present their plan of approach for the project (maximum of 15 minutes).

Based on section 33.2.2. of R.A. 9184, the technical proposal and presentation of the bidders shall be evaluated based on the following criteria with corresponding numerical weights:

	<b>PARTICULARS</b>		<b>WEIGHT</b>	<b>RATING</b>
<b>I</b>	<b>QUALITY OF THE PERSONNEL TO BE ASSIGNED TO THE PROJECT</b>			
	<b>A.</b>	<b>CONFORMITY WITH THE REQUIRED KEY PERSONNEL COMPOSITION</b>	<b>30%</b>	
		The proposed project team composition includes the key personnel indicated in the TOR (30%)		
		Some of the key personnel indicated in the TOR are not included in the proposed project team (0%)		
	<b>B.</b>	<b>CONSULTANCY COMPANY'S EXPERIENCE AND CAPABILITY</b>		

	<b>A.</b>	<b>AT LEAST 5 YEARS' EXPERIENCE IN TOURISM CONSULTANCY PROJECTS</b>		15%
		With more than 5 years of experience (15%)	15%	
		With 5 years of experience (10%)	10%	
		With less than 5 years of experience (0%)	0%	
		<b>QUALITY / PROFILE OF PREVIOUS CLIENTS IN SIMILAR PROJECTS 15%</b>		
		With at least 3 similar projects and 1 government client (15%)		
		With at least 3 similar projects but no government client (10%)		
		Less than 3 similar projects (regardless if there is a government client or none) (0%)		
		<b>PLAN OF APPROACH AND METHODOLOGY</b>		<b>40%</b>
	<b>A</b>	Consistency of the proposed workplan with the Scope of Work indicated in the TOR	15%	
	<b>B.</b>	Plan of approach to achieve the deliverables/ expected outputs within the specified project period	15%	
	<b>C.</b>	Manner of presenting the monthly trend spotting results and regional comparative analysis	10%	

## APPROVED BUDGET FOR THE CONTRACT

This engagement will be undertaken for the total amount of SEVEN MILLION SEVEN HUNDRED THOUSAND PESOS (Php 7,700,000.00), inclusive of all applicable taxes and fees. DOT-NCR reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered, or failed to meet deadline/s set.

ITEMS - PHASE 1-A(2021 WFP CONTINUING FUND)		REMARKS ( – Php)
PRODUCT AND MARKET DEVELOPMENT		
Assessment of the market segments and conditions for tourism according to DOT Product and Market Development. Creation of different packages for various market segments satisfying the requirement of each segment of individuals.		3, 000,000.00
Product building using required resources and consultations of the expertise to create intermediate inputs (tour packages) and intermediate outputs (pricing and services). It encompasses not only development of tour packages but also support for special activities and experiences inclusive of all logistics, transportation, meals and accommodation of manpower in the conduct of validation.		
a. Onboarding of Partners and Merchants to establish Payment System that may include but not limited to the following: 1. Engagement, qualifying and coordination with prospective and final merchants and partners in transport and card payment provider 2. Accreditation and facilitation of agreements with all partners and merchants		

Facilitation of all trial implementations for both bus and card payment provider	
<b>PHASE 1 – DEVELOPMENT OF HOHO MOBILE APP</b>	<b>2,500,000.00</b>
Updating with GPS-Prompted tour and hybrid transport card for HOHO payment ecosystem features	
Upgrade development for MY Metro APP with integration of EMV capable transport payment system	
Onboarding of Partners and merchants to establish payment	
Onboarding of NCR Merchants and Partners	
Maintenance and Updating for 12 months	
Development of campaign website and web dashboard inclusive of maintenance for 12 months	
<b>PRODUCTION AND INTEGRATION OF EMV CAPABLE TRANSPORT PAYMENT CARD WITH BRANDING (12,500 PCS)</b>	<b>2,200,000.00</b>
<b>TOTAL</b>	<b>7,700,000.00</b>

## CONTACT

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