

TECHNICAL PROPOSAL RATING SHEET
TOURISM DESTINATION MARKETING COMPANY - VIETNAM

#	Criteria and Ranking	%
1	a.) Work experience as Tourism Destination Marketing Company (TDMC) (20%)	
	Above 10 years	20
	5-10 years	15
	b.) Type of activities organized to promote a destination (25%)	
	Participation in travel fairs	5
	Familiarization Tours	5
	Seminars and workshops	5
	Advertising activities (traditional and nontraditional)	5
	Digital consumer activities	5
	c.) Number of tourism accounts handled for the period 2015-2022 (hotels, airlines, theme parks, tourism entertainment products, or related tourism enterprises) (15%)	
	11 accounts and above	15
	6-10 accounts	10
	1-5 accounts	5
2	Quality of Personnel to be Assigned (8%)	
	Executive Director/ Marketing Director has a minimum of five years experience in marketing tourism accounts	4
	Any member of the team has handled the Philippines or any other ASEAN country/city as market representatives or have done PR work for them in the past	4
3	Plan of Approach and Methodology (32%)	
	There is a framework or overall plan to promote the country	8
	There is an assessment included in the framework or overall plan	8
	There are target segments identified and included in the framework or overall plan	8
	There is a proposed market development plan and financial plan submitted	8

Note:

1. Accumulated score, points are earned if they have done any or all of the following
2. Passing Rate is 70%