

**TERMS OF REFERENCE
SERVICES ON MARKETING & IT SUPPORT AND SOLUTIONS FOR THE
PHILIPPINES HOP-ON HOP-OFF PHASE 2**

BACKGROUND/PROJECT DESCRIPTION

The Hop-On Hop-Off Travel by the Hubs is a dynamic tour program launched by the Department of Tourism – National Capital Region that provides tourists with flexible and convenient transportation options to explore different tourist attractions within select cities of Metro Manila. The program operates through designated hubs, where tourists have the freedom to choose their preferred destination and duration of stay. Following its launch last May 28, 2023, the success of the program relies heavily on effective marketing and communication strategies to attract and retain a significant number of tourists.

For Phase 1-A, the Hop-On Hop-Off Bus Tour Program has launched the platforms necessary for the implementation of the seamless tour booking for the Metro Manila Tourists while partnering with the Private sectors for the deployment of centralized management, preparation of tour packages, bus operation, tour sales management and with other relevant stakeholders for the covered tours per hub per station, ensuring full monitoring and implementation of promotional effort to launch the program and engage the tourists and public.

To sum up, HOHO covers six strategically curated pilot hubs and to launch the rest of the hubs by the end of the 2023 or 1st Quarter of 2024, each one distinct from the rest in terms of character and value propositions. They are respectively clustered as follows:

Pilot Hubs

- A. Business Hub - Makati
- B. Culture Hub - Manila

Following Hubs for launch

- C. Entertainment Hub - Paranaque/Pasay
- D. Lifestyle Hub - BGC, Taguig
- E. Heart Hub - EDSA (Mandaluyong), Pasig, San Juan
- F. Mind Hub - Quezon City

Nonetheless, the need to sustain the project is called for through a deeper understanding of how the market works, how Metro Manila as a tourism attraction works and how all these combined into one cohesive structure that can be positioned to increase its interest is called for.

OBJECTIVES

The objective of this project is to conduct market research and develop an integrated marketing and communications plan for the Phase 2 of the Hop-On Hop-Off Travel program. The plan should aim to increase awareness, generate interest, and ultimately boost reservations and bookings for the program.

Specifically, it aims to:

- a. Offer a seamless, contactless and hassle-free mode of exploring Metro Manila that is at par with top tourist destination in the world;
- b. Addresses the demands for deeper experiences of the “changed travelers” in the post-COVID era;
- c. Pursue the DOT’s direction under the leadership of Secretary Ma. Esperanza Christina Garcia Frasco focusing on her three-pronged thrust of connectivity, convenience and equality and the 7-point agenda particularly on 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. Reinforce the National Tourism Development Plan (NTDP) 2023-2028, 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.
- e. Abide by the UN Sustainable Development Goals through 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

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

The company will be responsible for the following tasks:

1. MARKET RESEARCH:

- a. Conduct a thorough analysis of the target market, including demographics, preferences, and travel patterns.
- b. Identify key competitors in the global market and perform a comprehensive analysis of their marketing strategies.
- c. Evaluate the current market demand and potential growth opportunities for the Hop-On Hop-Off Travel program.
- d. Conduct primary research, including surveys and focus groups, to gather insights and feedback from tourists and potential customers and propose possible tours in the Cities of Pasay, Paranaque, Taguig, San Juan, Mandaluyong and Quezon City using the following proposed hubs:

Entertainment Hub	-	Paranaque/Pasay
Lifestyle Hub	-	BGC, Taguig
Heart Hub	-	EDSA (Mandaluyong), Pasig, San Juan
Mind Hub	-	Quezon City
- e. Analyze secondary data sources such as industry reports, market studies, and customer reviews to supplement primary research findings.

2. DEVELOPMENT OF INTEGRATED MARKETING AND COMMUNICATIONS PLAN:

- a. Based on the market research findings, develop a comprehensive and strategic marketing and communications plan.
- b. Define the target audience segments and develop tailored strategies to reach them effectively.
- c. Identify the most suitable marketing channels, including online platforms, traditional media, social media, and partnerships.
- d. Create a messaging framework that aligns with the overall brand image and value proposition of Hop-On Hop-Off Travel.
- e. Develop a detailed timeline and budget for the implementation of the marketing and communications activities.
- f. Provide recommendations for key performance indicators (KPIs) to measure the effectiveness of the plan.

3. CONSUMER SALES ACTIVATION FOR CULTURAL HUB AND BUSINESS HUB

Given the successful launch of Manila and Makati, the company is envisioned to put in place the actual sales points for both Makati and Manila to ensure its continuous operations and showcase actual tour offerings, pricing and address market concerns. An actual sales hub or HOHO store in strategic locations is required particularly in partner malls such as Ayala and

Robinsons or city information centers and other possible partner retailers such as 7-11 or Uncle Johns or if possible, tour operators who can sell both online and offline through an arranged commissioned-based system.

Marketing Plan & Execution

The 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.

The marketing strategy, therefore, should focus on digital promotion with a humane touch. Customer participation / engagement must also be considered so promotion on social media platforms must be underscored. Though the main focus would be marketing domestically, the materials produced should also cater to an international audience (DOT's target markets) to sustain the presence of the Philippine brand worldwide.

Execution of the marketing plan is also included where mainstream media and social media channels to include Out of Home (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.

4. MAINTENANCE, ENHANCEMENT, AND UPGRADING OF LOCATION-PROMPTED VIRTUAL TOUR USING GPS TECHNOLOGY

As a matter of continuity, the company must also be able to provide an end-to-end Information and Communications Technology solutions 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. For phase 2, maintenance, enhancement, and upgrading of existing systems should complete the whole tour experience and make it truly world-class.

Further, to make HOHO app a household name when it comes to travel applications, as well as to ensure that the app continuously functions as the official digital "one-stop" shop for tourists traveling to or in the Philippines. It is also geared to encourage potential tourists to travel domestically or foreign tourists to consider the Philippines as a top-of-mind travel destination in the future. Likewise provide support to tourism stakeholders by allowing them to offer their services digitally, as well as to provide a personalized experience for users / consumers to fully enjoy the Philippine experience under the "new normal."

5. MAINTENANCE, ENHANCEMENT, AND UPGRADING OF WEBSITE

The 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.

Provide functions and continuously develop and secure the current mobile app and web version of HOHO. Ensure that HOHO app's functionalities remain responsive to current and emerging tourism promotions thrusts, while the system's functions and technical aspects will be maintained, updated, and secured based on the directives of the end-user. The company should also make sure that the HOHO web infrastructure will allow future patches and updates. In line with making the HOHO app a household name, it should remain searchable and optimized to be discoverable in search engines, App Store, and Google Play. Data security / provide appropriate security measures to prevent hacking/ unauthorized intrusion, while complying with the Data Privacy Laws. Furthermore, the website should also be made high-availability, high-scalability and high-accessibility cloud infrastructure, ensuring system integration with third parties, migrations and database optimization.

In addition, the website should be flexible for customization on mutually agreed features and creatively come up with additional features that will further enhance or improve the system. Back-end support should ensure that the response of the support management team is within minimum SLA of 99.5% and able to extend services beyond given timeline in case of unforeseen issues including, but not limited to technical matters, functionality, and security. Recommendations are provided based on data and research analytics monthly, quarterly and bi-semester. There should also be technology transfer and personnel training. Must also be able to provide advice on the development of DOT-NCR's e-resource portal. Must fully manage the HOHO website but ensure that any changes and updates/fixes on the system and its content is subject to DOT-NCR's approval. Ensure and agree that all rights and ownership of content and features of HOHO website (including source codes, photos, videos, etc.) must belong to DOT-NCR. Ensure the provision of digital infrastructure such as cloud services and software licenses and other application systems needed for the development of the travel app. Finally, organize a group of testers to test the app / web version prior to launch, with each test documented and submitted to DOT-NCR after each test run. Also, ensure that the app / web version is marketed and promoted reaching the appropriate target markets with an end goal of attaining at least 10,000 downloads.

6. PRESENTATION AND REPORTING:

- a. Present the market research findings and integrated marketing and communications plan to the project stakeholders.
- b. Incorporate feedback and revise the plan as necessary based on stakeholder input.
- c. Deliver a final report that includes a summary of the research, the detailed marketing and communications plan, and recommendations for implementation and monitoring.

DELIVERABLES:

The company shall deliver the following:

1. MARKET RESEARCH REPORT:

- a. Detailed analysis of the target market, including demographics, preferences, and travel patterns.
- b. Comprehensive competitor analysis, including an assessment of their marketing strategies.
- c. Findings from primary and secondary research, including survey and focus group results.

2. INTEGRATED MARKETING AND COMMUNICATIONS PLAN:

- a. Strategic marketing and communications plan tailored to the target audience segments.
- b. Summary of selected marketing channels and messaging framework.
- c. Detailed timeline and budget for the implementation of the activities.
- d. Recommendations for KPIs to measure the effectiveness of the plan.

Production of a marketing plan that would include mainstream media, with focus on digital promotion with a humane touch and to include OOH advertising, which aims to instill awareness, support and takers that would 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. Though the main focus would be marketing domestically, the materials produce should also cater to an international audience (DOT's target markets) to sustain the presence of the Philippine brand worldwide.

As a matter of continuity, under phase 2 includes introducing a new tourism circuit destinations in the market and rebuild the trust and confidence of tourists to travel around Metro Manila; to develop communication campaigns, and marketing strategies to generate more awareness of the Entertainment Hub, and its distinct tourism products, while accompanying and sustaining communication campaigns and marketing strategies through the launch of Entertainment Hub, production of AVPs, promotional materials and multimedia content for establishing stronger presence in various communication platforms by implementing engagement initiatives both on-ground and digital, and by partnering with local content creators for extensive audience reach.

3. FINAL PRESENTATION AND REPORT:

- a. Presentation of the market research findings and integrated marketing and communications plan to project stakeholders.
- b. Final report summarizing the research, the detailed plan, and recommendations for implementation and monitoring.

TIMELINE:

Initially, the Hop-On Hop-Off Tours Program had an initial run last May 2023 for the Makati Financial Hub, and 06 July for the Manila Cultural Hub. For Phase 2, the Entertainment Hub of Paranaque and Pasay is set for rollout in the 4th quarter of the year 2023, while the rest of the other hubs should be rolled out by 1st Quarter of 2024.

QUALIFICATIONS OF THE RESEARCH COMPANY:

The company should have the following qualifications:

1. Demonstrated experience in conducting market research and developing integrated marketing and communications plans for tourism-related programs.
2. Deep understanding of the tourism industry and the target market for Hop-On Hop-Off Travel.
3. Strong analytical and research skills, with the ability to gather and interpret qualitative and quantitative data.
4. Exceptional communication and presentation skills, with the ability to clearly articulate findings and recommendations to diverse stakeholders.
5. Capacity to deliver high-quality work within the agreed-upon timeline.

SUBMISSION OF PROPOSAL:

Interested companies are invited to submit a detailed proposal outlining their approach, methodology, timeline, budget, and relevant experience.

Evaluation of Proposals:

Proposals will be evaluated based on the following criteria:

- Experience and qualifications of the company (30%)
- Methodology and approach (30%)
- Demonstrated understanding of the tourism industry and target market (20%)
- Budget and timeline (10%)
- Overall suitability for the project (10%)

Project stakeholders reserve the right to contact shortlisted companies for further discussions or clarifications before making a final decision.

Note: This Terms of Reference is a general framework and may be adjusted or modified as necessary to meet the specific requirements of the project.

DOCUMENTARY QUALIFICATIONS

1. Company Profile
2. PhilGEPS Certificate/Membership
3. List of big-ticket company 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

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 each hub of the Phase 2 in which case, failure to deliver the expected outputs may mean cancellation of services can be issued by the DOT-NCR.

QUALIFICATIONS OF THE COMPANY

- 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 company should possess at least 3 years of experience in handling tourism company 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 OF PAYMENT

Output/Milestones	% of Payment
Upon submission and approval of Inception Report	15%
Upon submission and approval of the 1 st Report (1 st two months)	40%
Upon submission and approval of the 2 nd Report (3 rd to 4 th month)	35%
Upon submission and approval of the Terminal Report (5 th to 6 th 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
I.	APPLICABLE EXPERIENCE	50%
A.	At least 3 years of company services	30%
	With more than 3 years experience (30%)	
	With 3 years experience (25%)	
	With less than 3 years experience (0%)	
B.	Member in any internationally-recognized tourism association (provide proof of membership)	20%
	With membership in internationally-recognized tourism association (20%)	
	No membership in internationally-recognized tourism association (0%)	
II.	QUALIFICATIONS OF PERSONNEL WHO WILL BE ASSIGNED TO THE PROJECT	30%
A.	All key personnel must have at least 3 years of work experience and company 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%)	

III.	CURRENT WORKLOAD RELATIVE TO CAPACITY	20%
	The 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:

	PARTICULARS	WEIGHT	RATING
I	QUALITY OF THE PERSONNEL TO BE ASSIGNED TO THE PROJECT		
A.	CONFORMITY WITH THE REQUIRED KEY PERSONNEL COMPOSITION	30%	
	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.	COMPANY COMPANY'S EXPERIENCE AND CAPABILITY		
A.	AT LEAST 5 YEARS' EXPERIENCE IN TOURISM COMPANY PROJECTS	15%	
	With more than 5 years of experience (15%)		
	With 5 years of experience (10%)		
	With less than 5 years of experience (0%)		
	QUALITY / PROFILE OF PREVIOUS CLIENTS IN SIMILAR PROJECTS	15%	
	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%)		
	PLAN OF APPROACH AND METHODOLOGY		40%

A	Consistency of the proposed workplan with the Scope of Work indicated in the TOR	15%	
B.	Plan of approach to achieve the deliverables/ expected outputs within the specified project period	15%	
C.	Manner of presenting the monthly trend spotting results and regional comparative analysis	10%	

Hurdle rate for shortlisting: at least 70%

APPROVED BUDGET FOR THE CONTRACT

This engagement will be undertaken for the total amount of SEVEN MILLION SIX HUNDRED NINETY THOUSAND PESOS (Php 7,690,000.00), 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	PARTICULARS	AMOUNT
Market Research Services	<ul style="list-style-type: none"> - Conduct of comprehensive market analysis, including demographics, preferences, and travel patterns; - Study of key competitions and product benchmark on mobility in the global market and analysis of their marketing strategies; - Evaluation of the current market demand and potential growth opportunities for the Hop-On Hop-Off Travel program; - Conduct of primary research, including surveys and focus groups, to gather insights and feedback from tourists and potential customers as well as crafting of recommendations on redevelopment and or enhancement of tours in the Cities of Pasay, Paranaque, Taguig, San Juan, Mandaluyong and Quezon City using the following proposed hubs: Entertainment Hub, Lifestyle Hub, Heart Hub and Mind Hub; - Gathering and analysis of secondary data sources such as industry reports, market studies, and customer reviews to supplement primary research findings. 	Php 2,200,000.00
Integrated Marketing Communication Services and Establishment of Philippine HOHO Sales Points	<ul style="list-style-type: none"> - Development and crafting of Marketing Goals; - Conduct of Market Audit and Analysis of Research Output; - Identification of Market Audience; - Determine appropriate budget to ensure performance of marketing matrix and approaches; - Development of Marketing Strategies, Platforms Channels & Implementation Schedules; - Development and set-up of KPIs specifically on HOHO App Download Milestones and evaluation process in consultation with Project Owner; - Development of Media Plan and Management of strategic Media Placements: Mainstream Media Features, Press Conferences, Digital Media comprising of SEO, Social Media with Boosting and strategic OOH Placement via Collaboration: SLEX, NLEX, Cebu, Davao, other provinces. 	Php 2,895,000.00

	<ul style="list-style-type: none"> - Coordination and Partnership with Strategic Stakeholders particularly the Partner Malls and Hotels for the dissemination of PHIL. HOHO Marketing Collaterals and location of Point of Sale Materials; - Coordination and Partnership with Online Travel Agencies for digital sales of Phil. HOHO Tours. including product briefing, establishment of database, development of sales strategy with OTA and post engagement monitoring; - Identification and Integration of Phil. HOHO App Booking System to available Digital Concierge provided by stakeholders : Malls and Hotels. 	
Philippine HOHO Tech Systems Upgrade and Content	<ul style="list-style-type: none"> - Phase 2 of Tourism Value Chain Merchants Onboarding on PHIL. HOHO Mobile App and B2B: Briefing, Training, Corporate Accreditation, Partnership with PHIL HOHO and integration to e-commerce platform; - Upgrade of Tech Solutions to Phils. HOHO such as enhancement of Bus Tracking system via updated Geo-location with Bus ETA feature; - Upgrade of Phil. HOHO Website and development of B2C HOHO or Web Version of the App, audit of existing features, study of additional features for integration - that are relevant to improving tourist experience; - Review and enhancement of existing Phil. HOHO Customer; - Recording and submission of Phil. HOHO platform source codes. 	Php 2,595,000.00
TOTAL		Php 7,690,000.00

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