

TECHNICAL SPECIFICATIONS

I. PROJECT TITLE:

Procurement of the services of an events management company or tourism marketing company or public relations company to assist in the coordination and conduct of a Listening Tour in Dubai, UAE to coincide with DOT's participation in the Arabian Travel Market (ATM) 2024.
May 5-7, 2024 (pre-event coordination, actual event and post-event evaluation)

II. BACKGROUND:

The Department of Tourism (DOT) is in need of the services of a PHILGEPS-registered, UAE-based events management company or tourism destination marketing company or public relations company engaged in the business of providing services for the management of private and public events, tourism-related marketing events and/or activities for national tourism organizations (NTO). The winning bidder will be tasked with assisting the Department of Tourism in the planning and execution of a DOT Listening Tour with UAE and Middle East travel and tourism stakeholders, which will coincide with the Philippine participation to the ATM 2024.

III. OBJECTIVES:

The following are the Department's objectives in its participation in ATM 2024 and the conduct of the Listening Tour:

- Strengthen business linkages, explore new marketing partnerships and network with key and strategic Middle East travel and tourism stakeholders and influencers to sustain a strong interest for Philippine destinations and products;
- To amplify the country's positioning in the Middle East marketplace, promote holiday packages and destinations among travel and tourism stakeholders in both markets, and
- To support the Secretary's directive to diversify product portfolio through multidimensional tourism, and with the assistance of tourist private sector, develop specific travel programs for each of the country's tourist markets;

IV. MINIMUM REQUIREMENTS:

- Must be duly registered with the Philippine Government E-Procurement System (PHILGEPS);
- Capable of planning and executing events and/or activities related to tourism marketing or public relations events and activities in the UAE. Experience as a market representative for a tourism destination or national tourism organization (NTO) is an advantage.
- With work experience (minimum 2 years) in the UAE travel and tourism industry, preferably in planning and executing tourism-related marketing events and/or activities of an ASEAN country;
- A duly registered events management or tourism destination marketing company and/or PR company in the United Arab Emirates (UAE). Must provide proof of business in the said country like business registration, business permit, etc. indicating the location of the office.
- Must not be a travel agency, tour operator, and/or visa **facilitating** agency.
- Must be willing to provide services on **send-bill arrangement**;

V. SCOPE OF WORK

Pre-event:

- Propose and book a meeting venue, food and beverage package within or near the ATM exhibition grounds (preferably a hotel) to conduct the Listening Tour with UAE and Middle East stakeholders;
- Secure presentation technical requirements at the venue of the Listening Tour;
- Propose and secure VIP souvenir items for the approval of DOT (for 40 pax, Listening Tour guests / attendees from UAE and Middle East)
- Submit to DOT a proposed program for the Listening Tour;
- Submit a list of invitees from the travel and tourism sector in UAE and Middle East (preferably those who have established offices in the UAE) – airline companies, travel agencies, medical travel consolidators, MICE organizers, etc. for DOT's vetting;
- Send out invitations and confirm of guests to the Listening tour, and submit a confirmed list of attendees to DOT;
- Secure the services a photographer for the Listening Tour;
- Secure an event permit for the Listening Tour;
- Invite and confirm UAE-based media representatives (Filipino or Middle East media organization) to cover the event; and
- Provide post-event press or photo releases regarding the Secretary's visit;

- Assist in looking for, and booking accommodations in Dubai during the visit of the DOT delegation (payment for the accommodations will be provided by the respective DOT officials and officers upon their arrival in Dubai)

Actual day of the Listening Tour:

- Provide a dedicated team to oversee and manage the conduct of the Listening Tour (e.g., registration of invited guests and officials, management of the event program, technical requirements, documentation and media management) together with DOT;
- Provide a master of ceremonies / event host for the Listening Tour;

Post-event:

- Submit of post-event report (event summary, list of attendees, event photos, all event-related invoices and supporting documents)

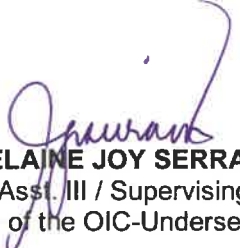
VI. PAYMENT

Must send billing statement to the Department of Tourism (Central Office) after the conduct of the Listening Tour and submission of all necessary supporting documents to facilitate the payment of the services provided.

VII. APPROVED BUDGET OF THE CONTRACT


For the abovementioned services to be provided, DOT has allocated a budget of **Php 984,381.29** (Nine Hundred Eighty-Four Thousand Three Hundred Eighty-One Pesos and 29/100), inclusive of all government taxes.

CONTACT PERSONS:

Contact Person(s):   **MS. ELAINE JOY SERRANO / MR. STALINGRAD F. SAMSON**
Exec Asst. III / Supervising Tourism Operations Officer
Office of the OIC-Undersecretary for Tourism Development / OPMD – MDD

Address: 5F DOT Building, 351 Sen. Gil Puyat Avenue, Makati City 1200
Contact Number: (632) 8459-5200 local 504
Email Address: erserrano@tourism.gov.ph / sfsamson@tourism.gov.ph

APPROVED BY:


PAULO BENITO S. TUGBANG
Director, Office of Product and Market Development