

**TERMS OF REFERENCE
CONSUMER INSIGHT SURVEY OF TARGET MARKETS**

I. Overview and Background

The Coronavirus COVID-19 pandemic presents the tourism sector with a major and evolving challenge. For an industry that intrinsically relies on social interaction to function, and against a backdrop of travel restrictions with no clear end in sight, there is no way to gauge when things will return to business-as-usual or if it will ever be able to operate as it did before the pandemic. This report will also help guide DOT in creating programs for women and the more vulnerable sectors of society as they recover from the crisis.

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The Philippine Department of Tourism requires an in-depth consumer insight report that will guide the organization as it navigates the consequences and impact of the crisis brought about by the COVID19 pandemic. The main target market for this report will be DOT's identified target markets: Western Europe, Russia, the Mediterranean, Southeast Asia, the Middle East, South Korea, Japan, Taiwan, Australia, Canada.

The report will provide the DOT with a blueprint for its strategy and data-driven action plan as it tries to regain its international market in 2021.

II. Scope of Work, Deliverables and Budget Allocation

A. This study most cover the following target markets:

REGION	COUNTRY
Western Europe	France, Germany, Austria, Netherlands, Switzerland
Russia	Moscow, Saint Petersburg, Vladivostoka
Mediterranean	Italy, Spain, Israel, Turkey
Southeast Asia	Indonesia, Malaysia, Singapore, Thailand, Vietnam
Middle East	United Arab Emirates, Saudi Arabia
South Korea	
Japan	Tokyo-Kanto Metropolitan Area, Yokohama, Osaka, Nagoya, Kyoto

REGION	COUNTRY
Taiwan	
Australia	Sydney, Melbourne, Brisbane, Perth
Canada	Toronto, British Columbia, Alberta, Ontario, Quebec

B. This study must gather and analyze information focused on the consequence of the COVID-19 pandemic:

- What is the impact of COVID-19 on the global markets? What are movements in the world tourism sector that the DOT needs to be aware as it creates its marketing strategy?
- How does the COVID-19 affect tourism in the Philippines?
- What are the scenarios in each market that DOT needs to be aware of in order to start making realistic changes to its pre-pandemic strategy?
- What are the strategic considerations that will enable DOT to rise above the crisis?
- What are the growth opportunities in each target market?
- Measure the willingness of the market to travel to the Philippines and what are their priority activities and destinations
- What are the impact on the pandemic to female tourism workers?

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C. This study will be able to gather and analyze information from the emerging markets such as, but not limited to:

- Overview of Market's Outbound Travel
- Image of Outbound Destinations
- Recent Trend of Outbound Travels
- Markets' Traveler's Characteristics
- Markets' Media Consumption

o What is the image/Perception of Asia/SEA as a travel destination after the COVID-19 lockdowns and quarantines? How many from the market are willing to travel again and explore the region?

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o Which target market are the “resilient” travelers who do not mind traveling at this time?

o Markets’ Asia Pacific Travel

o Major Attractions of Competing Countries

o Markets’ Travel to the Philippines

o Image of the Philippines as a Travel Destinations

o Evaluation on the Philippines as a Travel Destination

o Experience of Tour to the Philippines

o Awareness of Philippine Campaign

o Awareness and Rating of DOT International Promotions Activities

o Promotion Exposures and Evaluations

o Philippines as the Future Destination

D. The selected survey company must undertake the following activities:

o Project set-up and coordination between key markets of interests

o Discussion guide / Questionnaire design and programing

o Recruitment of respondents

o Tokens for respondents

o Hosting of data

o Data gathering

o Processing of data

o Analysis of results

o Summary report from each key market

o Comprehensive report of the findings from the key markets

- o Proposed recommendation
- o Presentation of final report and recommendations

E. The schedule of activities for the study is shown below:

Proposed time frame may be adjusted subject to the recommendations of the agency and the approval of DOT but the project must be finished by December 2020.

TASK	TIMEFRAME
QUALITATIVE	
Discussion guide preparation	1 week
Project set-up and recruitment	2 weeks
Fieldwork	2 weeks
Preparation and submission of report	2 weeks
QUANTITATIVE	
Questionnaire design/approval	1 weeks
Online questionnaire programming	1 week
Set-up	1 week
Fieldwork / Data collection	2 weeks
Data processing	1 weeks

TASK	TIMEFRAME
Preparation and submission of report	1 weeks
Comprehensive Report Submission	1 weeks after submission of all key market reports
TOTAL	15 weeks

F. Survey Methodology

The following methodologies will be acceptable to DOT but the research/survey agency may recommend other methodologies that can better serve the purpose of this study subject to DOT's approval:

QUALITATIVE PHASE

1. In-depth Interviews (IDIs) in the Philippines

a. At least 2 IDIs per source market who are currently in the Philippines for either business or vacation, must be a decision- maker on the choice of travel destination.

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2. FGD and IDId in the target markets

a. 3 FGD among leisure traveller per source market 3 IDIs among business travelers per source market

QUANTITATIVE PHASE

1. Area coverage and sample size

Source Market	Area Coverage	Sample Size
Western Europe	France, Germany, Austria, Netherlands, Switzerland	1,000

Source Market	Area Coverage	Sample Size
Russia	Moscow, Saint Petersburg, Vladivostok,	500
Mediterranean	Italy, Spain, Israel, Turkey	500
Southeast Asia	Indonesia, Malaysia, Singapore, Thailand, Vietnam	1,000
Middle East	United Arab Emirates, Saudi Arabia	500
South Korea		500
Japan	Tokyo-Kanto Metropolitan Area, Yokohama, Osaka, Nagoya, Kyoto	500
Taiwan		500
Australia	Sydney, Melbourne, Brisbane, Perth	500
Canada	Toronto, British Columbia, Alberta, Ontario, Quebec	500

2. Respondents

- o Male and female, 18-60 years old (sample size can be further broken down into age bracket per source market)
- o Travel outside of their country for leisure or business at least once a year consistently for the past 3 years
- o Must be a decision-maker on choice of travel destination

3. Sampling and Data Collection Method:

- o Online survey

- o Systematic random sampling

III. Scope of Price Proposal and Schedule of Payments:

1. The research shall be for a **period of four (4) months**, to commence upon the receipt of Consultant of the Notice to Proceed.
2. The Approved Budget of Contract (ABC) for the project is Twenty Million Pesos (Php 20,000,000.00) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
3. The proposed payment scheme for the campaign research will be billed progressively upon completion of the following milestones:

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MILESTONES	% OF PAYMENT
Upon signing of contract and approval of survey methodology and sample size of each market;	15%
Upon Submission and acceptance of the research frame and design	20%
Upon submission and acceptance of first draft of report on findings and recommendations – Qualitative Phase	20%
Upon submission and acceptance of first draft of report on findings and recommendations – Quantitative Phase	20%
Upon submission and acceptance of final comprehensive report and presentation to DOT	25%
Total	100%

IV. Qualifications

1. The agency should have a global network, present in at least 15 countries worldwide, or have undertaken / completed research surveys in at least 15 countries, including the Philippines. The

agency may have undertaken the surveys in- house, or at the minimum outsourcing/ sub-contracting basis.

2. The agency has at least 10 years experience in conducting global market and consumer researches and surveys, including the analysis and presentation.

3. The agency has own proprietary research tool/s or methodology which is internationally accepted that provides clients with comprehensive insights on consumer and market social behavior and perception.

4. The short listed agencies would be available to give brief credentials presentation prior to presenting their research proposal at a date to be set by the Bids and Awards Committee

5. The agency should be a member of good standing in an association of marketing research agencies

IV. Minimum Required Personnel

Minimum Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
A DEDICATED TEAM FOR DOT THAT CONSISTS OF THE FF:	
1. Marketing Research Director	10 years
2. Account Manager or Brand Planning Director	10 years
3. One (1) Project Manager each for a. Russia b. Western Europe c. Mediterranean d. Southeast Asia e. Middle East f. South Korea g. Taiwan h. Australia i. Canada	5 years

4. Moderator	10 years
6. Data and Analytics Director	5 years
7. Statistician	5 years
8. Researcher	5 years

Note: Bidders should recommend additional personnel deemed fit for the team. The proposed personnel and team structure will be part of the evaluation.

VI. Proposal

The research/survey agency will be expected to submit technical and financial proposals, which include:

- A brief profile and description of the research/survey agency demonstrating their ability to achieve tight deadlines and flexibility in meeting the client’s needs;
- A brief profile of at least five personnel who will be assigned in the projects showing areas of specialization;
- List and evidence of relevant work experience for at least 5 years;
- At least 3 duly signed references revealing some of the assignments by the firm in the area of global consumer surveys;
- A copy of Certificate of Registration or Incorporation;
- PhilGEPS Certificate;
- A copy of Valid Tax Compliance Certificate (for local suppliers); and
- Other documents as required under R.A. 9184.

VII. Criteria for Rating

Stage 1- Submission of eligibility documents

Stage 2- For short-listed bidders, submit brief credentials and the proposed market research plan

1. Short listed bidders who will be declared compliant with the technical requirements on the opening of bids may be required to present their proposed campaign to the members of the Bids and Awards Committee (BAC), and the Technical Working Group (TWG), DOT officials and other tourism stakeholders that the DOT will invite during the pitch presentation.

2. A maximum of thirty minutes (30 minutes) will be given to each marketing agency for their presentation to BAC and TWG Members and such other individuals to be invited by the DOT. The allotted time excludes the question and answer portion.

3. The presentation will be rated by BAC and TWG members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.

A. Eligibility Check and Shortlisting Criteria and Rating (80% passing score)

I.	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	Appropriateness of the agency for the assignment	20%
	The agency should have a global network, present in at least 30 countries worldwide	20%
	The agency should have a global network, present in at least 20 countries worldwide	15%
	The agency should have a global network, present in at least 15 countries worldwide.	10%
B.	<i>Years of experience in marketing research</i>	15%
	20 years and above	15%
	10 to 19 years	10%
C.	<i>Servicing clients for market research projects</i>	25%

	Has at least 10 years experience in conducting global market and consumer researches and surveys, including the analysis and presentation for tourism agencies and organizations.	25%
	Has at least 10 years experience in conducting global market and consumer researches and surveys, including the analysis and presentation, but not for tourism agencies and organizations.	20%
	Has at least 5 years' experience in conducting global market and consumer researches and surveys, including the analysis and presentation	10%
	Has at least 2 years' experience in conducting global market and consumer researches and surveys, including the analysis and presentation	5%
II.	Current workload relative to capacity Number of on-going similar and related projects relative to capacity	20%
	None	10%
	4 or more projects with contract cost equal or greater than PHP 7.5 Million	15%
	1-3 projects with contract cost equal or greater than PHP 7.5 Million	20%
III.	Qualification of personnel who may be assigned to the job	20%
	Required number and positions of personnel with minimum years of experience is met with at least 30% or 5 additional personnel with at least 5 years of experience in research; and with at least 50% of the team having experience in tourism or government-related projects;	20%
	Required number and positions of personnel with minimum years of experience is met with at least 30% or 5 additional personnel with at least 5 years of experience in research	15%

	Required number and positions of personnel with minimum years of experience is met with at least 8 members of the team having experience in tourism or government-related projects	10%
	Required number and positions of personnel with minimum years of experience is met	5%
	TOTAL	100%

B. Technical Bid/Proposal Criteria and Rating (70% passing score)

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the project	20%
	Similar marketing research handled for government agencies and or travel organization	10%
	Similar marketing research handled for a company with 100 employees but not a government agencies and or travel organization	5%
	Level of experience with similar nature of work dealing with research, survey, disruptive technology, news media, publicity and public relations projects	5%
B.	Expertise and Capability of the Firm	30%
	Services rendered in completed projects in the past 3 years	
	Research and Consulting	20%
	Data Analytics and Monitoring	10%

	Experience and Credentials		
		At least three (3) successful projects related to Market Research, validated by previous clients, the agency has launched within 3 years	5%
		At least one (1) international (outside Philippines) or local award related to Market Research in the last 3 years by an award-giving body in existence for at least 10 years	5%
C.	Plan of Approach and Methodology		50%
		Market Research Plan	20%
		Research tools and methodology (internationally accepted)	10%
		Additional services provided (within project budget)	10%
		Strategy	10%
TOTAL			100%

VIII. Terms and Conditions

1. The DOT shall have full ownership of all the data gathered and presented (both in hard or soft copy files) from the study.
2. All records are regarded as confidential and therefore will not be divulged to any third party, other than the research agency if legally required to do so to the appropriate authorities. The DOT has the right to request sight of, and copies of any and all records kept, on the proviso that the agency is given reasonable notice of such a request.
3. There will be a Non-Disclosure Agreement between DOT and the research agency.

4. The DOT reserves the right to change these conditions from time to time as it sees fit and continued use of the site will signify acceptance of any adjustment to these terms.

IX. Contact Person

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