

**TERMS OF REFERENCE**  
**ANNUAL SUBSCRIPTION TO ONLINE AVIATION**  
**MARKET INTELLIGENCE DATA**

**1. BACKGROUND**

- 1.1. One of the strategic directions of The National Tourism Development Plan (2016-2022) is to improve market access and connectivity which involves expanding connectivity between the Philippines and key growth markets.
- 1.2. Thus, Department Order No. 2013-06A was issued to further reconstitute the Office of the Product and Market Development (OPMD), formerly known as, Market Development Group (MDG) to include a Route Development Team (RDT) tasked with promoting international air access by helping develop new routes from target source markets to secondary destinations and encouraging more charter flights into the country. In fulfilling this task, it is vital for RDT to have historical and up-to-date aviation intelligence data to help the team analyze the Philippines' position in the aviation industry as it relates to tourism in the Asia-Pacific region.
- 1.3. The Office of the Product and Market Development also includes teams tasked to boost arrivals from opportunity geographic markets and special niches of key markets. The availability of aviation data would certainly aid OPMD in market research and strategy formulation.
- 1.4. DOT also serves as vice-chair at the Civil Aeronautics Board. Hence, up-to-date aviation data will enhance the ability of DOT and the other Philippine air panel members in the performance of their functions.

**2. OBJECTIVES**

- 2.1. To subscribe to a data provider for aviation intelligence that will enable the Office of the Product and Market Development in general and the Route Development Team in particular to get vital and up-to-date aviation information and analysis and other aviation analytical data tools.
- 2.2. To gather and analyze pertinent aviation data and passenger flow analysis on the Philippines and its competitor countries that will enable DOT to formulate a Route Development Strategy aimed at enhancing long-term growth for Philippine international gateways and destinations.
- 2.3. To assist the Philippine air panel members in formulating the government's decisions on critical issues deliberated on by the panel.
- 2.4. To view potential market opportunities based on historical, current, and future air passenger market, schedule, and airport data.

**3. SCOPE OF WORK**

To provide DOT access to historical and up-to-date aviation data, analytical data tools, and analysis on the following:

- 3.1. Country and regional profiles/airline and airport data including the following:
  - 3.1.1. International and domestic points, traffic, and capacity
    - 3.1.1.1. Number of air passengers
  - 3.1.2. Number of foreign and domestic carriers
  - 3.1.3. Number of flights and seats between major source markets and the Philippines
  - 3.1.4. Projection of passenger traffic from and to the Philippines

- 3.2. Yields, Load factors, Revenue, and Points
  - 3.2.1. Tracking and analysis of passenger yields and load factors
  - 3.2.2. Detailed sales, revenue, and passenger data per flight segment
  - 3.2.3. Identification and analysis of segment split data based on behind, beyond, local, and bridge points
- 3.3. Point of Sale
  - 3.3.1. Location of agency used to purchase ticket at region and country level
  - 3.3.2. Market share and market growth rate studies
  - 3.3.3. Identification of passenger travel patterns and preferences
  - 3.3.4. Identification of point of origin airport
- 3.4. Passenger profile
  - 3.4.1. Country of residence of international passengers
- 3.5. Schedule and Capacity
  - 3.5.1. Historical schedule and capacity data
  - 3.5.2. Benchmarking of capacity and schedules against other airports and airlines
  - 3.5.3. Identification of alliance, code share, and marketing partners and their contribution and impact on key routes
- 3.6. Comparison of local airports against competitive airports in the same catchment area
  - 3.6.1. Analysis of airport local and connecting traffic mix
- 3.7. Aviation news and analysis
- 3.8. Training on how to access the portal and how to generate the above data.

#### **4. EXPECTED OUTPUT**

- 4.1. Aviation data accessible on a year-round basis to at least 10 (ten) officials of the Department of Tourism particularly at the Office of the Secretary, Office of the Undersecretary for Tourism Development, Office of the Assistant Secretary for Tourism Planning, Research, and Information Management, the Office of the Product and Market Development, Legal Affairs Service, and the Route Development Team.

#### **5. PROJECT DURATION AND BUDGET**

- 5.1. The subscription should commence immediately upon receipt of the Notice to Proceed and should last for at least one year.
- 5.2. Total budget for the subscription is **Fifty Thousand Nine Hundred Twenty Five US Dollars (USD 50,925.00)**.

#### **VII. CONTACT DETAILS**

Inquiries may be coursed through:

- a) Francisco M. Lardizabal, Head of Strategic Development Technical Unit  
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- b) Erwin F. Balane, Head of Route Development Team through:  
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#### **VIII. PAYMENT PROCEDURE**

Processing of payment shall comply with government procedures and will be initiated upon certification by the end-user of satisfactory completion of services and issuance of billing statement by supplier.