RATING SHEET FOR TECHNICAL PROPOSAL
TOURISM DESTINATION MARKETING COMPANY
Middle East/Gulf Coop Council

		Criteria and Rating	%	
1		**Experience and Capability of the Consultant**		
		a) Years of experience as tourism destination marketing company (TDMC) (15%)		
		Above 5 years	15	
		Below 5 years	10	
		b) Type of activities organized to promote a destination/brand from 2010 to 2021 (30%)		
		At least 5 trade development activities such as workshops, sales missions/product presentations, trade fairs and travel exhibitions, trade familiarization trips, **or** joint promotional activities with the private sector	10	
		At least 5 consumer promotion and activation such as consumer fairs, in-store/mall promotions, media familiarization trips, **or** media plans	10	
		At least 5 market research **or** market intelligence reports	10	
2		**Plan of Approach and Methodology (40%)**		
		There is a framework or over-all plan to promote the country	8	
		There is an assessment used as in coming up with the overall plan/ framework	8	
		There are target segments together with framework or over-all plan	8	
		There is a proposed work program together with the framework or over-all plan	8	
		At least 1 non-traditional activity / innovative activity	8	
3		**Quality of Personnel to be Assigned (15%)**		
		Personnel assigned (at least 1) must have experience handling an account/project for a National Tourism Organization (NTO).	5	
		Personnel assigned (at least 1) must have experience handling an account/project for the Philippines.	5	
		Personnel assigned (at least 1) must have experience working on PR and Marketing for a Tourism Destination.	5	
		TOTAL:		

Legend:

1-Accumulated score, points are earned if they have done any or
all of the following

2. Innovative or unique activities or non-traditional ways of promoting a destination
(i.e., consumer product tie ups, viral branding, etc.)

3. Plan of Approach and Methodology, the maximum score of each section is 8 points.
Score each section based on clarity, feasibility, innovativeness, and comprehensiveness.

Note: Passing Rate: 70%