

TERMS OF REFERENCE

I. REQUIREMENT:

Procurement of consultancy services for the Conduct of Meetings, Incentive Travel, Conventions and Exhibitions (MICE) Industry Study.

II. BACKGROUND:

The Philippine Department of Tourism (PDOT) is a Philippine government agency promoting the Philippines as a tourist destination to the Australian and New Zealand market, with business address at Suite 11.01/92 Pitt St., Sydney, NSW, and with ABN No. 68 017 144 671.

PDOT aims to examine the present state of the global MICE market in the Philippines from the perspective of indicators, business meetings and promotions and the extent of the influence of MICE tourism in economic development. The study to be conducted will serve as a tool to determine the approach to the development of the Philippine MICE industry.

III.SCOPE OF SERVICES:

The consultancy firm will conduct the Meetings, Incentive Travel, Conventions and Exhibition (MICE) study and provide critical information to develop more relevant and effective programs that will attract the MICE market in the Asia-Pacific region. The study will include:

1. Compilation of MICE/business event trends in the Asia Pacific region, providing statistics, preferences, market size and source industries;
2. Comparative analysis of the Australian outbound market vis-à-vis other source markets;
3. Specific contribution of the MICE industry/Business Events to the Philippines; and
4. Specific recommendations on positioning the Philippines as a preferred MICE/Business Event in the Asia Pacific.

IV. QUALIFICATIONS OF THE CONSULTANT

Prospective Consultants should be a specialist consulting Firm with extensive knowledge of the global MICE industry with operations in the Asia-Pacific region and has been in the business for the last 10 years.

V. EVALUATION OF PROPOSALS

The proposal/s will be evaluated using the Quality/Cost-Based Evaluation procedure. The technical proposal will be allocated 80% and the financial proposal or quote will be allocated 20%.

VI. CRITERIA FOR EVALUATION OF TECHNICAL AND FINANCIAL PROPOSALS

Technical Proposal

- A) Experience of the Consulting Firm's Team Members = 50 points
- B) Experience of the Consulting Firm = 20 points
- C) Approach and Methodology = 30 points

Financial Proposal = 20 points

VII. PROJECT DURATION / PERIOD OF ENGAGEMENT

The period of engagement of the winning Consultancy Firm shall be indicated in a Notice of Proceed which shall not be beyond the 1st quarter of 2023.

VIII. PROJECT COST

The approved budget for the project is AUD 57.000.00

IX. PAYMENT PROCEDURE:

Payment will be made upon complete and satisfactory delivery of the outputs specified in the scope of services.