

## TERMS OF REFERENCE

### TERMS OF REFERENCE FOR PHILIPPINE BOOTH AT TOURISM EXPO JAPAN 2019

#### I. BACKGROUND:

Tourism Expo Japan (TEJ) is the biggest travel fair in Japan. It is organized by the Japan Travel and Tourism Association (JTTA), Japan Association of Travel Agents (JATA), and the Japan National Tourism Organization (JNTO) to stimulate demand for overseas travel among the Japanese.

The TEJ is a result of the integration of the JATA travel trade fair for the outbound market and the Tabi Fair Japan, a travel exhibition for domestic travel. This integration with the trade business event not only reinvented JATA to be a more consumer-oriented exhibition but also positions the expo to be one of the world's largest tourism event in terms of scale and scope.

The JATA Tourism Expo dedicates the first day to a series of tourism fora /symposia and business meetings for participating trade exhibitors. The remaining two days are dedicated to showcasing travel offerings and brand appeals directly to Japanese consumers.

In 2018, over 136 countries and regions, 1,441 companies and organizations participated in TEJ with a total of 207,352 visitors.

#### II. BOOTH DESIGN CONCEPT AND DIRECTION

The Philippines will avail of 20 booth spaces in Tourism Expo Japan 2019 or a space of 180 sq. meters. The preferred height of the booth should be the highest allowable by INTEX management and TEJ committee.

This year's Philippine booth design will be guided by the principle of sustainability in the context of tourism promotions in recognition of the central role that tourism plays in advancing sustainable development. This is in line with the theme of the Tourism Expo Japan's Ministerial RoundTable which is **Community Vitalization People and Culture**. Along this context, the Philippine booth in Tourism Expo Japan 2019 will highlight the country's contribution to growth of the tourism industry by highlighting destinations in the Philippines that illustrate best practices in community development and uphold Philippine culture.

The key message of the importance of people and culture in community development and involvement and the "It's More Fun in the Philippines" brand complement each other since both emphasize the importance of community participation as part of tourism experience. With the spotlight given to the human elements of tourism industry, Philippine participation in TEJ 2019 will take cognizant of the value of tourism as a generator of livelihood, supporter of local culture and products, creator of trade and substantial entrepreneurial opportunities and a platform that will further inclusivity through the tourism industry.

The principle of Philippine culture and its people and the fun elements of Philippine tourism will be incorporated in the Philippine booth through several thematic zones that will represent the various facets of Philippine tourism campaign namely:

#### A. Branding and Experience Zone

The Philippine booth will feature the following elements:

- **Natural and Manmade Cultural Attractions.** Iconic photos of the fine white beaches of Palawan, Bohol, Iloilo will be shown as an example of how government intervention can revive a destination and preserve this for future community stakeholders and likewise enjoyed by future generations. Photos of Intramuros as perfect example of blending of Spanish and Filipino culture in the midst of a busy metropolis. It is also the site of San Agustin Church- a UNESCO World Heritage Site. The Rizal Monument at Rizal Park. The Masungi Geo reserve Park in Baras, Rizal. (photo below )



- **Traditional Hilot Massage and Spa Experience.** Authentic Philippine therapeutic Hilot massage will be featured with actual demonstration. The Philippine spa's are currently one of the source of employment in tourism areas and provides livelihood opportunities to the Filipinos.
- **Summer Resort Bar and Foodie Corner.** Exotic Philippine fruits, tropical juices, ice creams, coffee and other local drinks such as beers, cocktails and liquors will be offered to guests and visitors. Philippine cuisine and agricultural products such as chocolates, coffee, fresh tropical fruits, dried mangoes, fresh bananas and delicacies will be showcased in the Philippine booth.

- **Cultural Décor.** Philippine cultural elements such as Mindanao and Ifugao weave in print. *Capiz shell chandeliers and colorful Christmas lanterns from Pampanga.* Display of 3d or 2d photos of pineapples, bananas, coconuts and mangoes and other popular Philippine fruits. Traditional candy Pastillas wrappers in paper cutout from Bulacan province , big replica display as chandeliers . ( below is sample photo of candy wrappers)



- **Marine Biodiversity and Marine Sports.** Highlight the Philippines as a center of marine biodiversity as the most diverse and attractive underwater sceneries . Scuba Diving, Surfing in Siargao, Jimbei interaction in Sorsogon, Manta ray sightings in Ticao island and kayaking in the lagoons of El Nido and Coron.
- **Photo Walls , Standees and Interactive Activities.** Augmented reality, 2d and 3d photos of famous Philippine destinations and activities ( Palawan( El Nido, Coron, San Vicente, Puerto Princesa), Manila- Intramuros, Rizal Park, Manila Bay, Cebu, Ifugao Rice Terraces, Davao, Bohol, etc.) coupled with interactive activities like virtual-reality viewing. Photo standees of Filipino people wearing tribal costumes- T'boli, Ifugao, Bukidnon, Manobo and others

## B. Presentation Zone

This area will be dedicated to performances by Filipino talents and artists and presentations such as educational seminars, celebrity talk shows and lectures by experts geared towards informing the visitors of TEJ travel consumers and travel trade partners about Philippine tourism. The presentation zone will have a stage and wide digital screen to showcase Philippine tourism videos. It will have a premium beach resort ambience.

English as second language experience will be conducted in this area. Testimonials of popular Japanese instagrammers and bloggers will likewise be held here. Provision of seats like benches and resort chairs to be available during the presentations.

### **C. Business Zone**

There will be a VIP area for meetings where Philippine designed furniture and accessories will be on display. The common meeting area should be able to accommodate eight (8) persons and will have provisions for digital screen to show Philippine tourism AVPs and lockable storage areas.

The lay-out of the booth will be designed in a way that will position the private sector tables /counters in the perimeter of the booth, allowing them more vantage points of contact with guests and better access to the visitor traffic thus increasing their opportunity of directly promoting their respective tourism services, destinations and products to Expo visitors.

## **III. SCOPE OF WORK / DELIVERABLES**

### **A. BOOTH ELEMENTS**

- i. Philippine booth co-exhibitor requirements
  - 20 table top with lockable storage cabinet
  - Electric outlet for laptop
  - Common charging stations
  - Four (4) chairs for each table top
  - Company signage of the 20 sellers
  - Company or Exhibitor directory and location map
- ii. Functional Space
  1. Main Reception Areas (2)
    - Reception Counter / Desk
    - Brochure display stand /holder
    - Sufficient number of chairs
    - Electrical outlet
    - Lighted signage
  2. Common Meeting Area
    - Lounge set-up for 6 to 8 persons
    - Comfortable Philippine furniture e.g. tropical lounge chairs, tables and accessories
    - Screen and player
    - Lockable storage
    - Electrical outlet
  3. Area for presentations
    - Wide LED screen (381 cms) to play Philippine tourism AVPs and live on-camera for booth activities
    - Elevated stage and backdrop and audience space that can accommodate 20 persons
    - Sound system (appropriate for talk show, performances / cultural shows)
    - Electrical outlets for equipment
    - Furniture (portable) which can be used for talk show presentation
    - Flat screen monitor with laptop / computer device

- CD/ DVD player(s)
4. Bar Counter and Foodie Corner
    - Storage area for supplies
    - Waste bin and garbage bags for paper, plastic and liquid refuse (garbage)hidden from public
    - Refrigerator
    - Signage
    - Running water / water dispenser (hot and cold)
    - Kitchen equipment and utensils
    - Serving vessels
  - iii. VR viewing  
Integrate and allocate a space for VR viewing to include its construction, installation and dismantling.
  - iv. Digital Photo and Augmented Reality Booth  
Integrate and allocate a space for onsite photo to include its construction, installation and dismantling.
  - v. Hi-resolution photo walls showcasing iconic Philippine people, destinations and activities
  - vi. Storage areas for materials and brochures / Dressing Room for performers (Note: Three performers can change at a time)
  - vii. Wifi connectivity
  - viii. Carpeted area which will hide electrical wirings
  - ix. AV Visual players integrated into the total design concept of the booth
  - x. Hanging banners / visuals to maximize branding
  - xi. Props for interactive activities

#### **B. DESIGN, DISMANTLING AND DISPOSAL OF BOOTH**

- Proposal must include one design proposal based on the elements and design directions mentioned in the Terms of Reference and allow three (3) revisions on the design lay out to the satisfaction of the Department of Tourism / Tourism Promotions Board
- Dismantling of the booth on the date designated by the event organizer and proper disposal of the materials used in the booth

#### **C. EVENT PERMITS**

Securing necessary permits, electrical connections and health and safety requirements as may be required by the event organizer

#### **D. MANPOWER**

- A dedicated technician to operate the AV requirements of the booth
- A professional bar tender to make the Filipino cocktails
- Four activity managers at any given time (beginning to end of the event) representing Bohol, Manila, Boracay and Palawan scenes
- Production team, events manager and booth stand assistants

### **IV. TECHNICAL ELIGIBILITY**

- Must have experience rendering services at an international exhibition

- Must have a dedicated team who will focus on design and construction of the Philippine booth and oversee the running of activities at the Philippine booth
- Must have the capability to invest, coordinate shipment to the JATA site, and put up AV equipment and furniture and accent pieces for the Philippine booth.

#### **V. TIME FRAME AND SCHEDULE OF WORK:**

The contract duration is for a period of one (1) month with the following schedule of work:

1. Booth design concept	August 15, 2019
2. Notice of Award/ Notice to Proceed	August 20, 2019
3. Construction/set-up of Philippine booth (based on TEJ Timeline- TBA)	October 2019
4. Egress of Philippine booth (based on TEJ Timeline- TBA)	October 2019
5. Event Management	During Event Period

#### **VI. BUDGET:**

US\$ 80,000 or its Japanese Yen equivalent at the time of payment inclusive of design, construction, dismantling, disposal and stage event booth management and tax .

#### **VIII. PAYMENT PROCEDURE**

- Selected contractor will be required to pay 5% of the total contract price to be returned after the successful implementation of the project.
- Full payment after the completion of the project