

TERMS OF REFERENCE FOR PHILIPPINE BOOTH AT TOURISM EXPO JAPAN 2022

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 second day is for business meetings and exhibition while the remaining two days are dedicated to showcasing travel offerings and brand appeals directly to Japanese consumers.

In 2019, over 100 countries and regions, 1,475 companies and organizations participated in TEJ with a total of 151,099 visitors.

II. BOOTH DESIGN CONCEPT AND DIRECTION

The Philippines will avail of 14 booth spaces in Tourism Expo Japan 2022 or a space of 126 sq. meters.

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 main theme of the Tourism Expo Japan's Forum which is **"Tackling Climate Change – Tourism Stakeholders' Endeavor"** Along this context, the Philippine booth in Tourism Expo Japan 2022 will highlight the country's contribution to the sustainability of the tourism industry by highlighting destinations in the Philippines that illustrate best practices in tourism sustainability. The booth will also highlight the country's health and safety protocols to promote the country as a safe destination to visit.

The booth will also highlight the importance of "human connection" as part of tourism experience. With the spotlight given to the human elements of tourism industry, Philippine participation in TEJ 2022 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 may steer development to less developed areas.

These elements of Philippine tourism will be incorporated in the Philippine booth through three zones that will represent the various facets of Philippine tourism promotion namely:

A. Branding and Experience Zone

The Philippine booth will feature the following elements:

- **Traditional Hilot massage.** Authentic Philippine therapeutic Hilot massage will be featured.
- **Cultural décor.** Philippine cultural elements such as *arangyas*, colorful paper chandeliers inspired by Pahiyas festival, ice-cream cart and Philippine furniture and accessories will be integrated in the design of the booth.
- **Foodie Corner.** Philippine cuisine and agricultural products such as chocolates, coffee, fresh tropical fruits, dried mangoes and delicacies will be showcased in the Philippine booth.
- **Photo walls and interactive activities.** Instagram-perfect photo walls of famous Philippine destinations (like Boracay, Palawan, Manila, Cebu, Baguio, Davao, Bohol, etc.) coupled with interactive activities like virtual-reality viewing, mermaid costumes, sky cycle, etc.

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 and travel consumers about Philippine tourism. The presentation zone will have a stage and wide digital screen to showcase Philippine tourism videos. It will have a “tropical beach” color, look and luau ambient mood setting to present the Philippines as a premium tropical destination.

C. Business Zone

There will be a VIP area for meetings where Philippine designed furniture and accessories will be on display.

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 points of contact with guests and better access to the visitor traffic thus increasing their chances 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
 - 14 table top with lockable storage cabinet
 - Electric outlet for laptop/ tablet
 - Three chairs for each table top
 - Company signage of the 14 sellers
 - Company or Exhibitor directory and location map
 - One Tablet for each seller with speaker and mic
 - Brochure display stand
 - Hand sanitizer per co-exhibitor
 - 7 tablets for the translators of the exhibitors (for hybrid meetings)

ii. Functional Space

1. Main Reception Areas (2)

- Reception Counter / Desk
- Brochure display stand /holder
- Sufficient number of chairs
- Electrical outlet
- Lighted signage
- Hand sanitizer

2. Common Meeting Area

- Lounge set-up for 6 to 8 persons
- Comfortable Philippine furniture e.g. tropical lounge chairs, tables and accessories
- Lockable storage
- Electrical outlet
- Hand sanitizer

3. Area for shows / seminar

- Wide LED screen to play Philippine tourism AVPs
- 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 for paper, plastic and liquid refuse (garbage)hidden from public
- Signage
- Running water / water dispenser
- Kitchen equipment and utensils
- Serving vessels

iii. Digital Photo Booth

Integrate and allocate a space for onsite photo to include its construction, installation and dismantling.

iv. Hi resolution photo walls showcasing iconic Philippine destinations

v. Storage areas for materials and brochures / Dressing Room for performers (Note: Three performers can change at a time)

vi. High-speed Wifi connectivity

vii. Carpeted area which will hide electrical wirings

viii. AV Visual players integrated into the total design concept of the booth

ix. Hanging banners / visuals to maximize branding

x. 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
- Four animators 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
- 7 translators equipped with a tablet, earphone and mic to assist the co-exhibitors during online/ offline meetings
- Emcee for the booth stage program

IV. TECHNICAL ELIGIBILITY

- Must have experience rendering services at an international exhibition
- 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:

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| 1. Submission of Booth design concept | August 16, 2022 |
| 2. Construction/set-up of Philippine booth
(based on TEJ Timeline- TBA) | September 2022 |
| 3. Egress of Philippine booth
(based on TEJ Timeline- TBA) | September 2022 |
| 4. Event Management | During Event Period |

VI. BUDGET:

JPY 9,800,000 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