

# TERMS OF REFERENCE

## Digital Program of DOT Tokyo

### A. DOT WEBSITE

#### I. **PROJECT TITLE: Department of Tourism Japan (DOT Japan) Website Development**

#### II. **BACKGROUND:**

The current Department of Tourism Japan (DOT Japan) website [www.premium-philippines.com](http://www.premium-philippines.com) was produced by JTB in 2008, using the latest format at the time, in a desktop form. Given the advances in information technology and website development, with more engaging content and more intuitive user navigation capabilities, DOT Japan website development aims to address two major trends:

##### 1. High volume of Japanese international travelers and inbound visitors\*

In 2016, Japan's total population was recorded at 126.93 million. Out of this figure, the total number of Japanese overseas travelers was listed at 17.12 million, a 5.6 percent increase from the previous year.

Foreign visitors to Japan in the same year was at 24.04 million (up 21.8 percent from the previous year) – the highest ever recorded since 1964. The most number of foreign visitors came from Asian countries, totaling 20.43 million (up 22.7 percent from the previous year), with the Chinese accounting for 26.5 percent of the total count. Moreover, DOT-Tokyo's goal to tap expatriate communities from other nations as a potential market for international travelers, it becomes increasingly important to increase the visibility of the Philippines as a premier travel destination.

##### 2. Internet usage of the Japanese

Statista Inc., a research organization, has this to say about the internet usage in Japan based on its June 2017 report:

- Third in the East Asia Region with the highest number of internet users
- Sixth, in global ranking, as among the countries with highest number of internet usage with 118.45 million users
- There are 75.32 million mobile phone users internet users
- The projected number of mobile phone internet users in 2022 is 77.26 million

Moreover, developing and rebuilding the DOT Japan website is expected to show a new website that is:

- 1) **Engaging** - aesthetically appealing to both trade/industry practitioners and consumers that present the tourist attractions of the Philippines as premier travel destinations;
- 2) **Informative** - contains meaningful content about Philippine tourism which are relevant and timely; and
- 3) **Accessible** - functional in all mobile devices and enables search queries for website users anytime, anywhere
- 4) **Hyperlink to existing Philippine tourism website** - addresses the English speaking audience in Tokyo by providing them direct link or easy access to existing Philippine tourism website in English.

Given the above, the DOT Japan website development will utilize the existing architectural structure the [www.itsmorefuninthephilippines.co.uk](http://www.itsmorefuninthephilippines.co.uk) website for its appealing web design, travel information comprehensiveness and user-friendly interface and contents from DOT-Japan previous [www.premium-philippines.com](http://www.premium-philippines.com) website.

### III. OBJECTIVES

The Department of Tourism-Tokyo (DOT-Tokyo) requires the DOT Japan website development to achieve the following objectives:

1. To promote the Philippines as a must-see travel destination in Asia; and
2. To facilitate high impact tourism marketing for the country's tourist destinations, offering world-class tourist facilities and products

### IV. SCOPE OF WORK/ DELIVERABLES

Using *It's More Fun in the Philippines - The Official UK Travel Guide* website structure, the work coverage for rebuilding the DOT Japan website will include the following:

#### A. Website Development

1. Purchase of Domain Names: [www.itsmorefuninthephilippines.com.jp](http://www.itsmorefuninthephilippines.com.jp) and [www.mototanoshiphilippines.com.jp](http://www.mototanoshiphilippines.com.jp)
2. Website Rebuild
  - i. Rebuilding of the IMFTP and Destination website using standard Content Management System (e.g. WordPress, Drupal or Joomla)
  - ii. Duration: 1-month server hosting with the following specifications
    - a. Server Type: Type A
    - b. Services Provided:
      - 2 Core PCU
      - 2 GB RAM
      - 40 GB SSD
      - 3 TB Bandwidth Allocation per month
    - c. Service Configuration
      - Web hosting
      - Database hosting
      - Continuous updates of stable releases of Linux, Apache, PHP, MYSQL
      - Daily escalation advise to DOT-Tokyo within 24-hours from incident during work days and 48 hours from incident during weekends and holidays

- Notify DOT-Tokyo for a need to upgrade existing server set-up, i.e. server upgrade due to need for more disk space

d. Others

- Can be pre-determined without penalties
- Can be extended upon advise of DOT-Tokyo (cost of which will be an additional cost to DOT-Tokyo, depending on the number of months to be extended)

3. Optimization function for low bandwidth users
4. Browser compatibility with current versions of Firefox, Internet Explorer, Safari and Chrome
5. Comprehensive Search button functionality

**B. Website Software Maintenance with Service Level Agreement (SLA)**

1. Full back-up of the website within the period of the contract with DOT-Tokyo
2. Automated testing system that detects any broken hyperlinks on the website
3. Regular checking and verification that site is up and running smoothly
4. Perform website code changes based on submitted problem reports from DOT-Tokyo
5. Provide guidance of admin interface of CMS
6. Apply website change requests based on DOT-Tokyo requirements subject to allocated man-hours per month. This excludes content generation such as creating new logo, pictures, graphics, video and text-based content
7. Full off-site support given a minimal man-hour allocation (20 hours) per month for six (6) months from the date of the website re-launch
8. In excess of the monthly manpower allocation, a minimum of JPY5,000 per man-hour will be charged by the Proponent/Supplier to DOT-Tokyo

**C. Data Reporting and Analytics**

1. Regular monitoring of server logs on most popular site pages and downloads and generation of reports
2. Provide comprehensive annual reports and analysis on trends, progress as well as areas for improvement; inclusive of figures and competitor analysis

**D. Mobile-intelligent design and functionality accessible in all screens (e.g. HTML5, CSS3 and Responsive Web Design) and in all models of smartphones and Apple devices**

**E. Blog-ready and information streaming functionality that allows integration with social media platforms (e.g. Twitter, Facebook, LinkedIn, etc.)**

**F. Content / Structure**

1. Basic Content: The architectural structure and content will initially be taken from DOT UK's website (*The source code may be provided by DOT*

UK). It will be adapted and customized to the needs of PDOT – Japan and Japan market.

- i. Travel Information
  - a. About the Islands
  - b. Getting There
  - c. Getting around the Islands
- ii. Destinations
  - a. Destinations
  - b. Brochures
  - c. Activity Highlights
- iii. Holidays
  - a. Active Adventure
  - b. Beaches and Islands
  - c. Cultural Delights
  - d. Diving Supreme
  - e. Foodie Heaven
  - f. Natural Wonders
  - g. Sweet Getaways
- iv. News
  - a. Travel Industry updates
  - b. Newsletters
  - c. Travel Advisory
- v. Contact
- vi. Search Query button
- vii. Home
- viii. About the Islands
- ix. Themes
- x. Top Destinations
- xi. Travel Information
- xii. Invitation to Bid
- xiii. Press Archive

**G. Additional Content - This content will have a separate, dedicated landing page.**

- 1. Tour Packages
- 2. Projects
- 3. Calendar of Events

**H. Other Functionalities**

- 1. Links to Online booking
- 2. Mailing List
- 3. Press Releases

4. Search Engine Optimization (SEO)
5. Links to Digital Media
  - i. Social Media: Facebook, Twitter, Instagram, Youtube, etc.
  - ii. Philippine Reviews/Blogs
  - iii. Google Earth
6. Image and Video Center/Gallery
  - i. Minimum of one thousand five hundred (1,500) photos and should be available in high resolutions
  - ii. One (1) video website per region (15 regions)
7. Useful Information and Links Page (e.g. Government sites and industry partners)
8. Freedom of Information/Downloadable Page – Documents that will be made available to the Public

**I. Staff Training on the program or CMS used for the website focused content management to include, but not limited to, the following:**

1. Content management (editing of content, uploading/removal of photos)
2. Adding page/s within the content, creating new landing page and link/s to other websites
3. Updating program

**VI. OWNERSHIP**

The content and source codes of the website will be owned by DOT-Tokyo. All source codes and applications must be turned over to DOT-Tokyo within 30 days after the last day of contract. Likewise, the proponent must secure the specific DOT-Tokyo URLs for extended use prior to contract expiration.

**B. SOCIAL MEDIA**

**TERMS OF REFERENCE**

**I. PROJECT TITLE: Social Media Promotions of DOT Tokyo**

**II. BACKGROUND**

Social media has made a huge impact on the tourism industry. Consumers engage with social networking sites to research trips, make informed decisions about their travels and share their personal experiences of a particular hotel, restaurant or airline. This style of user-generated content is seen by the online community as more credible and authentic.

Multiple studies conducted by international tourism-related entities recognize the importance of social media in the decision-making process of travelers. Booking.com found that social media bears weight in the choices users make when the time comes to book a vacation. Another survey found that more than 40% of people under 33 prioritize 'Instagrammability' when choosing a holiday destination; twice the amount of people who prioritize the cost. Also, the latest trend in travel marketing is sharing UGC (User-generated Contents) on their social platforms. According to some study, 74% of users said that UGC inspired them to visit the location and/or make a

purchase. (Chute, 2016) UGC shared to social media channels see a 28% higher engagement rate than standard images by brands and businesses.

In Japan social media has become a crucial, important and indispensable marketing tool to reach the travelers. 45% of its population are actively engaged in social media or around 56 million Japanese, on a daily basis, are checking, liking, reading, sharing and messaging through the following:

- ◆ Twitter with 45 million monthly active users (MAU)
- ◆ Facebook (28 million, MAU)
- ◆ Instagram (33 million, MAU)  
(Note: Considered the fastest growing social media apps in Japan)
- ◆ YouTube (62 million, MAU)

In particular, Instagram has recently grown exponentially not only globally, but also in Japan. It is said that 60% of users look at Instagram as the source of travel inspiration. (Facebook, 2018). Instagram Japan had also shared that Japanese people look up #tags 3 times more than global users, indicating the importance of Instagram and its contents as the source of inspiration and interest in their everyday lives.

Given the number of social media users in Japan who could be potential travelers to the Philippines, the popularity of Instagram platform and User-Generated Contents, it is imperative for our marketing program to have a social media dimension which will resonate with the users through the appropriate social media network and contents.

As users turn to social media to find inspiration for their next travel destination and online booking becomes more popular in Japan as the mode of travel reservations used by 62.9% of the travelers, it is imperative that DOT utilizes social media to reach, engage and target a large segment of Japanese travelers.

DOT Tokyo has identified four social media to both actively and passively approach Japanese travel consumers

- A. Instagram
- B. YouTube
- C. Facebook
- D. Twitter

### III. DELIVERABLES

The social media team/ company must be able to deliver the following:

Tasks	Deliverables
1. Social Media Strategy	<ul style="list-style-type: none"> <li>• Provide a social media strategy that is practical, doable, creative and responsive to the requirements of Philippine tourism in Japan.</li> <li>• Submit a social media communication strategy for the following work program: trade fairs, consumer promotions, out-of-home ad, fam trips and other promotional events that will be initiated by DOT Japan.</li> </ul>

	<p>There should be a strategy for each platform to achieve target KPIs.</p> <ul style="list-style-type: none"> <li>• The strategy should consider the following: <ul style="list-style-type: none"> <li>- Determine strategy for each social media platform to achieve target KPIs</li> <li>- Determine monthly content calendar for selected social media platform</li> <li>- Recommend campaigns and programs to increase social media followers / engagements which can be implemented for a period of six months to one year</li> </ul> </li> <li>- Recommend set of actions to increase social media visibility for major projects/events to be organized by DOT along the categories of: <ul style="list-style-type: none"> <li>a. Trade Fairs</li> <li>b. Consumer Promotions</li> <li>c. Out of Home Ad</li> <li>d. Familiarization trips</li> <li>e. Other milestones / events</li> </ul> </li> </ul>
2. Update social media's bio and account names (if necessary)	<ul style="list-style-type: none"> <li>• To share the most up-to-date information with the users, update all social media's bio with appropriate information (e.g. contact details, #tags, catch copy)</li> <li>• Update social media account names (if necessary)</li> </ul> <p>(Note: It is understood that the social media account is owned by DOT Tokyo and that the password is accessible to DOT as owner of the social media)</p>
3. Creative content and copy production	<ul style="list-style-type: none"> <li>• Up to 30 combined posts for Instagram, Facebook, Twitter/per month, including images, videos and UGC *assets will be shared by the Department of Philippines and/or gathered through #tags</li> <li>• Creative copy (in Japanese) for up to 25 posts/per month or 150 posts for the duration of the contract.</li> </ul> <p>(Note: <i>Instagram and Facebook may vary in post frequency and post schedule dates but they will have the same content visuals so it will be counted as just one post.</i>)</p>
4. Community Management	<ul style="list-style-type: none"> <li>• Post publish and deployment</li> <li>• Monitoring of all comments and messages</li> <li>• Reply back to any questions received through social platforms with fixed</li> </ul>

	templates of replies
5. Engagements and Fan Growth	<ul style="list-style-type: none"> <li>• Minimum of 4,500 Instagram followers</li> <li>• Minimum of 10% Engagement Rate for Instagram</li> </ul>
6. Technical support for Social Media Paid Ad	<ul style="list-style-type: none"> <li>• Manage and support the social ad campaigns on social platforms for DOT Tokyo</li> <li>• Submit strategy including KPIs and a report / per campaign</li> </ul>
7. Website performance	<ul style="list-style-type: none"> <li>• Increase referral traffics from social media platforms</li> </ul>
8. Website integration	<ul style="list-style-type: none"> <li>• Disseminate key information an messages from the DOT website through utilization of the most appropriate social media platform</li> </ul>
9. Report	<ul style="list-style-type: none"> <li>• Submit results of social media engagement and report analytics per account.</li> </ul>

### **C. TECHNICAL ELIGIBILITY CRITERIA**

1. The proponent must have extensive experience in developing and creating tourism website of National or Local Tourism Organization especially NTO's tourism branding website;
2. The proponent must have experience in developing a website project with a project contract of more than JPY7,000,000
3. The web development company must have minimum of five (5) years-experience in web design, development and/or web hosting and management;
4. The website developer and social media management company shall be a Japan based company duly registered with the Securities Commission of Japan;
5. The social media management company shall have at least five (5) years experience in preparing and executing social media communication strategies;
6. The proponent needs to submit company profile and list of digital (web development and social media) projects handled in the past three years. The list should specifically distinguish the web development projects and the social media projects;
7. The social media management company must have a professional and dedicated team for this project who have proven track record in handling digital / social media marketing. At least one member of the team must be proficient in English language (written and spoken);
8. The social media management company needs to identify the members of the team for the Philippines to include the experience and qualification of each member.

### **D. TOTAL BUDGET**

Combined contract price of website and social media development is JPY14,380,000 (inclusive of taxes).

The following is the breakdown of the contract price:



- Website – JPY 9,820,000
- Social Media - JPY 4,560,000 (3-6 months management)

## **E. PAYMENT PROCEDURE**

By practice, Japanese supplier will bill DOT-Tokyo after the submission of the report and after complying with the requirements of DOT - Tokyo. Schedule of payment as follows:

- 1<sup>st</sup> Payment – JPY 1,520,000 (December / Social Media for November and December)
- 2<sup>nd</sup> Payment – JPY 1,520,000 (February / Social Media for January and February)
- 3<sup>rd</sup> Payment – JPY 1,520,000 (April / Social Media for March and April)
- 4<sup>th</sup> Payment – JPY 9,820,000 (April or May / Web Development)

## **F. EVALUATION PROCEDURE**

The winning bid shall be selected not solely based on the amount of bid but shall also consider the overall proposal based on the responsiveness and completeness of the bid documents, provided that the amount of bid does not exceed the above total budget.

## **G. IMPORTANT DATES**

- 07 Nov 2019 – Deadline for Acceptance of Proposal (Strategic and Financial Proposal)
- 08 Nov 2019 – Opening of Proposal and Review
- 11 /12 Nov2019 – Presentation
- 13 Nov 2019 – Notice of Award / Notice to Proceed
- 15April 2020 – Soft Launch of website

## **H. DOCUMENTARY REQUIREMENTS**

Please submit the following documents (**3 COPIES**) on 07 November 2019 in a sealed envelope:

1. Proposal (Strategic business plan)
2. Financial proposal
3. Company registration with Securities Commission (copy)
4. List of clients and projects handled in the past years
  - Website development projects for the past 5 years
  - Social media projects for the past 5 years

**(NOTE: Please highlight projects with National or Local Tourism Organizations)**

**Format****Name of Company:** \_\_\_\_\_**Accomplished by:** \_\_\_\_\_**Designation :** \_\_\_\_\_**Date Accomplished** \_\_\_\_\_**Signature** \_\_\_\_\_

<b>Clients (Company name / List from latest projects)</b>	<b>Year project was implemented (inclusive date)</b>	<b>Nature of Project e.g. Web Development, development of content in existing website, management of website</b>

***Above data must be verifiable.***

## 5. Project team and their relevant experience

Please send your proposal to the following address:

**MR. NIEL P. BALLESTEROS**  
 Tourism Attaché  
**PHILIPPINE EMBASSY / TOURISM SECTION**  
 5-15-5, Roppongi  
 Minato-ku, Tokyo 106-8537  
 Tel: (03) - 5562-1583  
 Fax: (03) - 5562-1593