

**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	
	3-5 years	10	
	Below 3 years	5	
	b) Type of activities organized to promote a destination/brand from 2010 to 2020 (35%)		
	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	
	At least 1 non-traditional activity / innovative activity	5	
2	Plan of Approach and Methodology (32%)		
	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	
3	Quality of Personnel to be Assigned (18%)		
	Personnel assigned (at least 1) must have experience handling an account/project for a National Tourism Organization (NTO).	6	
	Personnel assigned (at least 1) must have experience handling an account/project for the Philippines.	6	
	Personnel assigned (at least 1) must have experience working on PR and Marketing for a Tourism Destination.	6	
	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%