

TERMS OF REFERENCE
COMMERCIAL TRADE AND MEDIA RELATION SERVICES, EVENT FOR THE COMMERCIAL TOURISM TRADE
AND MEDIA EVENT FOR THE AUSTRALIAN MARKET

1. DEPARTMENT THAT REQUIRE THE SERVICE

Department: Deputy Direction for the Promotion of Inbound Tourism / Asia Pacific Market Department

2. OBJECTIVE OF THE SERVICE

The hiring of a supplier is required to provide commercial trade and media relation services, planning and execution of an event for the commercial tourism trade and a media event for the Australian market.

3. PUBLIC PURPOSE

The public purpose of this contract is to strengthen the positioning and recognition of Peru in the Australian market, disseminating information about the country's offer as a tourist destination that offers open nature, not very crowded, through adventure activities, culture and gastronomy, which will promote the reactivation of the country's tourism and benefit Peruvians involved in the sector.

4. LINK WITH THE INSTITUTIONAL OPERATION PLAN

Hiring service corresponds to:

ÁPEX: 0237.2024: Ag. de Relaciones Públicas +Trade Australia

COST CENTER: The Department of Asia Pacific Markets (DMAO), under competence of the Inbound Tourism Division (STR) of PROMPERU Tourism

5. BACKGROUND

The Tourism Promotion Division is responsible for the promotion of inbound and domestic tourism, through carrying out activities to promote the Peru destination, strengthening the commercial management of companies and tourism intelligence, which contribute with the sustained and decentralized development of the country, in accordance with the policies, guidelines, objectives and sectoral goals. Its management impacts the general institutional objective of effectively contributing to the sustained and decentralized growth of foreign exchange generated by tourism.

The Australian market is included in PROMPERÚ's group of strategic markets, and is an important source of travelers to Peru. In 2019 we received 48,858 tourist arrivals from Australia, which represented an increase of 3% compared to 2018, and we are in 4th place in terms of preferences for total arrivals to South America. Regarding spending, in 2019 it registered \$3,253, with an average of 15 days of stay. It is worth mentioning that Australian travelers carry out combined programs with other countries in the region, but most of the itinerary is dedicated to Peru (+50%, according to Peruvian operators). During the year 2023, Peru received a total of 17,413 Australian tourists, an increase of 86% compared to the same period in 2022. From January to March 2024, Peru received a total of 5,113 Australian tourists.



It is well known that Australia is one of the most important sources of international travelers around the world and Peru is a destination that coincides with the preference of long-distance Australian travelers in specific segments. In this sense, commercial trade and media relation services, an event for the commercial tourism trade and a media event for the Australian market is convenient to strengthen our presence in the destination.

6. OBJECTIVES OF THE SERVICE

The objective of this contract is to strengthen the presence of our country through the execution of commercial trade and media relation services, planning and execution of an event for the commercial tourism trade and a media event for the Australian market in order to reconnect with the Australian companies.

7. SCOPE OF THE SERVICE

7.1. Activities

The communications and public relations company to be hired must develop activities with the Australian media and commercial tourism trade, taking into consideration the particularities of the Australian traveler and segments of interest for the Peru destination. As well as collecting valuable market and commercial information from the Australian outbound travel industry.

Media:

Commercial media (tourism sector, hospitality and lifestyles) and consumers linked to travel interested in high-end tourist destinations, outdoor activities, exotic long-haul destinations, nature and biodiversity, etc.

Commercial Trade:

Travel Agencies interested in marketing Peru or increasing Peru's tourist packages as a leisure destination. As well as airline companies, OTAS, travel distribution platforms and travel agencies interested in working with PROMPERÚ for commercial and branding actions.

PROMPERÚ requires the following services:

7.1.1. Commercial trade and media relation services for Australia

COMMERCIAL TRADE AND MEDIA RELATION SERVICES FOR AUSTRALIA	
<p>The supplier will support travel agencies, operators and key actors to become familiar with Peru as a tourist destination, with the aim of positioning the Peru destination and in coordination with PROMPERÚ.</p> <p><u>Virtual Training (*)</u></p> <ul style="list-style-type: none"> ● Virtual training for Australian outbound travel companies. The main objective is to show the attributes, products and experiences of the destination, as well as train participants on the operation of the destination. ● You must provide a minimum of three (03) virtual training sessions during the execution of the service with a minimum of 20 registered agents for each virtual training (maximum 02 participants per company) <p>(*) The schedule and content of the training must be approved by the Asia Pacific Market Department. The report of the training carried out must be included in the report that</p>	<p>During the execution of the service</p>

<p>corresponds to the execution and in the final report and include the database of participants.</p> <p><u>Database</u> Creation of database of tour operators, travel agencies, OTAs and key companies or professionals in the industry. Update and change management must be carried out every 60 days and be shared both electronically and in corresponding reports (report 2 and final report)</p> <p><u>Door to Door</u> Create a visit schedule, promote the destination, collect information and identify opportunities for Peru.</p> <p>Door to Door visits are carried out during the contracting period and include the visit of 06 companies in the city of Sydney, 06 companies in the city of Melbourne and 06 companies in the city of Brisbane (18 visits in the three cities). These visits can be carried out with the Commercial Counselor in Australia and/or PROMPERÚ representative assigned for this purpose.</p> <p>Any transportation, accommodation and/or food costs from the supplier; and the costs of local transfers and food generated during the accompaniment, the provider must cover them. PROMPERÚ covers its own transfers and travel expenses. After the activity, the supplier must prepare a report and include a database of visits. The report must be included in the report corresponding to the execution and in the final report</p> <p><u>Press Releases</u> Press release plan for the entire contracting period. The supplier must prepare four (04) press releases aligned with the communication objectives in the market.</p> <p>*PROMPERÚ will provide data, statistics and visual resources, inputs for the development of collateral, visual/video resources, as well as news related to the inbound tourism offer to ensure a flow of up-to-date information. This will serve to generate relevant useful content to complete its functions.</p> <p>Note: The press release plan will be reviewed by the Communications Office and the Asia Pacific Market Department, once received by email to the Asia Pacific Market Department specialist assigned for coordination. Within 10 calendar days after receipt, pertinent adjustments and/or changes will always be coordinated via email, taking into account strategic considerations.</p>	
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7.1.2. Tourism event for the Australian commercial trade

TOURISM EVENT FOR THE AUSTRALIAN COMMERCIAL TRADE	
City	Sídney
Event date and time The event will be held within the framework of a tourism promotion event recognized in the Australian market, after coordination with PROMPERÚ	To define
Attendees and invitations	
Criteria for the selection of participants Key Travel Trade contacts from Latin America Wholesalers as well as some key retail agencies specialized in long haul destinations and interested in Peru with the purpose to get updated information of the product offer in Peru and to better understand activities PROMPERU has undertaken and will undertake in Australia.	At least 40 guests - maximum 02 participants per company
Develop content and design of the invitation to be distributed among the Australian trade, which must be developed in coordination and approved by PROMPERÚ. This service includes	X

the graphic design of the invitation and the content in English and the corresponding email to send to the Australian commercial trade.	
<p>Announcement of the event through the media and tracking the participation through weekly calls, confirmation of attendance and reminders.</p> <p>The supplier must send PROMPERÚ a list of tourism companies that will be invited to the event. This list must be sent to PROMPERÚ up to 20 calendar days before the event via email. The document must include the company name, company summary, website, delegate name, and job title.</p> <p>The list and information of confirmed travel industry companies attending must be provided up to 10 days before the event. PROMPERÚ may request information on progress at any time.</p>	X
Preparation of at least 01 press releases. Include (01) a digital promotional advertisement in a leading Australian travel media outlet targeting the travel segment or other appropriate channel to ensure relevant exposure of pre-event activity and ensure participant registration.	X
Staff, actions and branding during the event	
# people for event management (01 coordinator and 01 person for registration)	02 people
<p>Decoration and branding</p> <p>The supplier must include all materials for the decoration of the environment aligned with the destination Peru brand and being coordinated with PROMPERÚ.</p>	X
Design and production of high quality Banners to place in the event room. The design must be coordinated with PROMPERÚ.	04
Design and Production of a 01 Backdrop. The design must be coordinated with PROMPERÚ.	X
Develop 02 innovative participation dynamics that encourage learning about the destination during the event.	X
Contracting venue and food for event	
<p>Selection, reservation and contracting of the venue for the agents breakfast</p> <p>Important:</p> <ul style="list-style-type: none"> ● Recognized restaurant hall enabled for B2B events ● It must be located in an easily accessible area (Central Business District - CBD) 	X
Equipment and furniture	
# Registration Table	1
Chairs for registration table	1
# Laptop (Latest generation)	1
# TV Screen	2
Professional sound equipment (with speakers)	1
# wireless microphones	3
Technical support staff during breakfast	X
Food and beverage	
<p>The breakfast service includes: Pastries, hot dishes, fruit juices, coffee, tea and water.</p> <p>Recommendation: If possible, include 01 options of Peruvian pastries.</p>	Up to 40 representatives of the Australian trade + 03 representatives of PROMPERÚ Lima and Australia + 02 representatives of the agency. Total: Up to 45

	people
# Staff to ensure breakfast service is provided appropriately	X
# Complete kitchenware and breakfast ware	X
Tables and chairs for guests at the event	X
Transport	
All transfers related to the execution of the event will be assumed by the supplier.	X
Photography and video	
Professional photographer with full field equipment (digital camera of at least 5MP)	X
A minimum of fifty (50) pictures in original format will be required. Selection of 50 photos, in jpg format with basic digital retouching at a resolution of no less than 21 mpx in RAW format.	50
Delivery of images in format jpg with minimum compression	X
Video of the event. The length of the video must be between 01 to 03 minutes. The service includes: general record of the activity and final editing.	01
Name tag of participant	
The provider must design and print the name tag for all participants. Note: Key staff must have their corresponding name tag as well. Design to be coordinated and approved by PROMPERU.	X

7.1.3 Tourism event for media

TOURISM EVENT FOR MEDIA - SYDNEY 2024	
City	Sydney
Event date and time The event will be held within the framework of a tourism promotion event recognized in the Australian market, after coordination with PROMPERÚ.	To define
Attendees & Activities	
Criteria for the selection of participants Specialized in travel and lifestyle media that can cover Peru as a travel destination and with the purpose of updating Peru tourism products and inspiring coverage of Peru. Media aimed at Millennials and Generation X, with a wide range of exposure in print and digital media aimed at couples and families. Likewise, tourism and lifestyle influencers will be included who are opinion leaders with a large number of followers and a high engagement rate. The list of selected media must be validated with the PROMPERÚ Communications Office.	Representatives of up to 09 different media companies and also up to 03 influencers.
Develop the design and content in English of the invitation to be distributed among the Australian media, which must be developed in coordination and approved by PROMPERÚ. This service includes the graphic design of the invitation and the content in English and the corresponding email sending to the invited press media.	X
Participation will have to be monitored on the guest list through calls, messages requesting confirmations and reminders. Likewise, the announcement of the event will be made through at least 3 media (print or digital). The supplier must send PROMPERÚ a list of media and influencers who will be invited to the event. This list must be sent to PROMPERÚ up to 20 calendar days before the event via email. The document must include the company name,	X

company summary, website, delegate name, and job title. The list and information of confirmed travel industry companies attending must be provided up to 10 days before the event. PROMPERÚ may request information on progress at any time.	
Preparation of (01) a press dossier which will be distributed among Australian media, which must be developed in coordination with PROMPERÚ and must be distributed after validation by the Communications Office.	X
Staff and branding during the event	
# people for event management (01 coordinator and 01 person for registration)	02 people
<p>Decoration and branding</p> <p>The supplier must include all materials for the decoration of the environment aligned with the destination Peru brand and being coordinated with PROMPERÚ.</p> <p>Note: The supplier can use the same banners and backdrops prepared for the event with the commercial trade in the media event.</p>	X
Contracting venue and food for event	
<p>Selection, reservation and contracting of the venue for the Media event.</p> <p>Important:</p> <ul style="list-style-type: none"> Recognized restaurant hall enabled for B2B events It must be located in an easily accessible area (Central Business District - CBD) 	X
Equipment and furniture	
# Registration Table	1
Chairs for registration table	1
# Laptop (Latest generation)	1
# TV Screen	2
Professional sound equipment (with speakers)	1
# wireless microphones	2
Technical support staff during media lunch	X
Food and beverage	
<p>The lunch service includes: Peruvian-themed menu created especially for this event and drinks such as soft drinks, water, tea, appetizers, main course and dessert.</p> <p>Recommendation: Include 1-2 Peruvian dishes on the menu if possible.</p>	<p>12 media representatives + 03 representatives from PROMPERÚ Lima and Australia + 02 agency representatives.</p> <p>Total: 17 people</p>
A tasting menu of the dishes to be included must be made one day before the event.	X
# Staff to ensure lunch service is provided appropriately	X
# Complete kitchenware and dining ware	X
Tables and chairs for guests at the event	X
Transport	
All transfers related to the execution of the event will be assumed by the supplier.	X
Photography and video	
Professional photographer with full field equipment (digital camera of at least 5MP)	X
A minimum of twenty five (25) pictures in original format will be required. Selection of 25 photos, in jpg format with basic digital retouching at a resolution of no less than 21 mpx in RAW format.	25

Delivery of images in format jpg with minimum compression	X
Video of the event. The length of the video must be between 01 to 03 minutes. The service includes: general record of the activity and final editing.	01

IMPORTANT: The supplier must designate for the services: One (01) Service director, One (01) Trade Relations Leader and One (01) Press and Public Relations Leader

8. RESOURCES AND FACILITIES TO BE PROVIDED BY THE ENTITY

The resources and facilities to be provided by the entity are:

- Assign a PROMPERÚ representative to coordinate the service. PROMPERÚ will provide the necessary information that serves as input for the necessary coordination.
- Provide access to the PROMPERÚ image bank

9. REQUIREMENTS OF THE COMPANY

Public relations agency service provider or consulting agency or research and marketing agency for the tourism sector legally established in Australia¹ with experience as described below:

- a) Minimum experience of five (5) services in the last 10 years provided for the development and execution of communication strategies for the promotion and communication of the tourism sector through the commercial companies (trade) and traditional and digital communication media, mass reach, as well as in media specialized in tourism, gastronomy, lifestyle and the commercial trade; as well as experience in the organization of events in the Australian market.

Accreditation

Section a will be accredited with copies of contracts, service orders, proof of compliance or any other documentation that reliably demonstrates the requested experience.

10. PLACE AND LENGTH FOR THE EXECUTION OF THE SERVICE

This service will be carried out entirely in Australian territory, in accordance with what is supported in point 3 on Public Purpose.

The execution period of the service will be 120 calendar days with a tentative start date of August 1 to November 28, 2024, prior notification of the service order.

11. PRODUCTS

The products will be delivered in digital format (PDF file) through the Ventanilla Virtual by entering the following link: <https://ventanillavirtual.promperu.gob.pe/> addressed to the Asia Pacific Market Department of the Inbound Tourism Promotion Division (STR).

If there are observations, PROMPERÚ will communicate them to the supplier, as many times as necessary, by email, granting them a period of no more than four (04) calendar days from the notification of the observations to correct them.

¹ It should be noted that this requirement is requested considering the following:

- Market knowledge: Australian businesses have a deeper understanding of the local market, including the culture, trends, values and sensibilities of the target audience. This will allow actions to be adapted effectively to connect with the local audience.
- Local connections and networks: Australian companies have established networks in the country, which facilitates access to local media, influencers and other interested parties that are key to the actions to be taken in the market. These connections can be crucial for the success of promotional actions.
- Cultural context: Understanding cultural context is essential for effective communication. An Australian company, which is familiar with the local culture, can create more authentic and relevant messages for the target audience, avoiding possible misunderstandings or errors of interpretation.
- Regulatory and legal compliance: Regulations and regulations regarding advertising and communication may vary from one country to another. An Australian business will be more familiar with Australia's specific laws and regulatory requirements, helping to avoid potential legal or compliance issues.
- Costs and logistics: In many cases, hiring an Australian company can be more cost-effective and efficient in terms of logistics and budget, as there will be no additional costs associated with managing teams or coordinating long-distance activities or contracting from third parties.

Product	Information to be delivered(*)	Product delivery time	Percentage (%) to pay
Product 1	<ul style="list-style-type: none"> ❖ Plan for the Australian Market <p>The plan must have:</p> <ul style="list-style-type: none"> ● Tourism event planning aimed at the media ● Tourism event planning aimed at the commercial trade ● Graphic proposals for media and commercial trade events ● Australian business trade database to be invited to the trade event ● Database of media companies to be invited to the media event. ● Presentation for the virtual training of the Australian commercial trade ● Document that certifies the reservation of the event venue for media and commercial trade events. ● Development of a door-to-door visit plan and list of companies to visit in the requested cities. 	30 calendar days from the start of the service following notification of the service order.	35%
Product 2	<ul style="list-style-type: none"> ❖ Report #1 <p>Report 1 must include:</p> <ul style="list-style-type: none"> ● Summary of activities and/or events carried out aimed at the commercial trade and press media. Include a final database of participants, photographs, videos, conclusions and recommendations. ● Press releases approved and issued. ● Report on virtual training carried out ● Report of the door to door carried out (if applicable) Include photographs, conclusions and recommendations. ● Updated trade database 	60 calendar days from the start of the service following notification of the service order.	30%
Product 3	<ul style="list-style-type: none"> ❖ Report #2 ❖ Final report <p>Report 2 must include:</p> <ul style="list-style-type: none"> ● Summary of activities and/or events carried out aimed at the commercial trade and press media. Include a final database of participants, photographs, videos, conclusions and recommendations. ● All press releases approved and issued ● Report on virtual training carried out ● Report of the door to door carried out (if applicable) Include photographs, conclusions and recommendations. ● Updated trade database <p>Final report must include:</p> <ul style="list-style-type: none"> ● Summary of activities carried out during the contracting period Include photographs, videos of the event, conclusions and recommendations ● All press releases approved. ● Clipping of publications generated during the contracting period with their respective valuation (press fee) and audience (rating/reading). <p>*The valuation must be expressed in US dollars.</p>	120 calendar days from the start of the service following notification of the service order.	35%

(*) See indication of point 16 regarding penalties

12. OTHER OBLIGATIONS OF THE PROVIDER

- Coordinate with a PROMPERÚ specialist with whom they must maintain fluid communication.
- Communication will be carried out in English.
- It is the supplier's obligation to ensure that the service to be provided is at all costs, that is, all expenses generated by travel, stay within Australian territory, shipping of materials, taxes, among other expenses necessary for the execution of the service. They are included in his quote, and will be assumed by him.

13. PAYMENT

Payment will be made in three (03) partial payments; in foreign currency (American dollars), by bank transfer, for which the supplier must have delivered the products as detailed in point 11 and must have the approval of the Asia Pacific Market Department and the Inbound Tourism Promotion Division, with prior approval from the Communications Office. The issue of the conformity will not exceed 7 calendar days after the reception of the products.

1st payment: 35% of the total amount contracted upon delivery and compliance of the product 01

2nd payment: 30% of the total amount contracted upon delivery and compliance of the product 02

3rd payment: 35% of the total amount contracted upon delivery and compliance of the product 03

Likewise, the provider will send the invoice by email to comprobantepago@promperu.gob.pe, indicating in the subject the number of the Purchase Order and also the following information:

- Addressed to: PROMPERÚ
- TAX Number: 20307167442
- Address: Calle Uno Oeste N°50, MINCETUR building, Piso 14, Urb. Corpac, San Isidro, Lima
- # Purchase Order

14. SERVICE APPROVAL (apply for the payment process)

Conformity will be granted by the Inbound Tourism Promotion Division (STR) and the Asia Pacific Market Department, with prior approval from the Communications Office, within a period that will not exceed 7 days after the reception of the products.

15. CONFIDENTIALITY AGREEMENT

Confidential information (hereinafter THE INFORMATION) is all tourist, economic, labor, financial, technical, commercial, strategic information, access and permits to information systems, among others, owned by PROMPERÚ, and whose unauthorized disclosure or use could cause risks or losses to the organization.

The supplier must maintain strict reserve and absolute confidentiality regarding THE PROMPERÚ INFORMATION to which it will have access in the framework of the execution of the contracted service, and must refrain from disclosing to third parties, in whole or in part, either directly or indirectly, under any means or procedure (oral, written, electronic, images and video), except with advance, express and written authorization from PROMPERÚ. This obligation will remain in force even after the termination of the contractual relationship.

All information and materials owned by PROMPERÚ, to which the supplier and its personnel have access, are strictly confidential. By signing the Contract, the provider and its staff tacitly agree to maintain the reservations of the case and are prevented from transmitting said information to any person (natural or legal) or any means of communication without express written authorization. of PROMPERÚ. Likewise, you must return all the documents that have been delivered to you, at the end of this contract. This includes both printed and recorded material on magnetic or optical media.

16. PENALTIES

In case the provider does not carry out the execution of service mentioned in the terms of reference, the Entity will apply a penalty for delay for each day. The penalty will be applied automatically and will be calculated according to the following formula:

$$\text{Daily Penalty} = \frac{0.10 \times \text{Amount}}{F \times \text{Term in days}}$$

Where F has the following value:

- For terms less than or equal to sixty (60) days, for goods, services in general and consultancies: F=0.40.
- For terms greater than sixty (60), for goods, services in general and consultancies: F=0.25.

The maximum amount of the applicable penalty may not exceed the maximum amount of ten percent (10%) of the total contracted amount. The Entity has the right to demand, in addition to the penalty, the fulfillment of the obligation.

17. CONTRACT MODIFICATIONS

Any agreed modification of the contract will not imply increases in the amount of the contract and must be linked to the object and purpose of the contract.

18. CONTRACT SUSPENSION

When events not attributable to the parties occur that cause the suspension of the execution of the contract, they may agree in writing, the suspension of the contractual execution period, until the culmination of said event, without implying the recognition of higher general expenses and direct costs, except those that are necessary to make the suspension viable.

The suspension will have the formality established in the original contract. Once the event that motivated the suspension has ended, the Entity must notify the contractor so that it can restart the execution of the contract, and the user area must evaluate taking steps to modify the respective contract as appropriate.

19. CONTRACT RESOLUTION

The user area can request in writing to the Administration Office through a technical report, the resolution of the contract for the following reasons:

- a) Unjustified breach of contractual, legal, and regulatory obligations under his responsibility, despite having been notified to do so;
- b) Accumulation of the maximum amount of the penalty for arrears or the maximum amount for other penalties, in the execution of the provision under his charge; either
- c) Stoppage or unjustified reduction of the execution of the benefit, despite having been notified to correct such situation;
- d) By agreement between the parties
- e) Due to a fortuitous event or force majeure, which definitely makes it impossible for the entity to continue with the contract.

20. RESOLUTION OF DISPUTES IN CONTRACTS WITH NON-RESIDENT SUPPLIERS

Controversies that arise between the parties regarding the execution, interpretation, resolution, ineffectiveness, modifications to the contract, conformity for the provision of the good or service, penalties, aspects linked to payment, interest for late payment, or other cases arising from the execution of the Contract,



the OC or OS, will be resolved by agreement between the parties or conciliation.

Any dispute that cannot be resolved by agreement between the parties or conciliation, will be resolved through legal arbitration, according to the regulations and rules of the Peruvian State, except for exceptions. In case of arbitration, it will be carried out in the city of Lima (Peru) and in Spanish by an Arbitral Tribunal made up of three arbitrators, each of the parties appointing an arbitrator and these in turn will designate the third arbitrator, who will preside over the Tribunal. Arbitral. The parties will abide by the arbitral award issued as the final decision of any disagreement or controversy.

21. ANTI-CORRUPTION

THE CONTRACTOR declares and guarantees that there is not, directly or indirectly, or in the case of a legal person through its partners, members of the administrative bodies, attorneys-in-fact, legal representatives, officials, advisors or related persons referred to in article 7. of the Regulations of the State Procurement Law, offered, negotiated or made, any payment or, in general, any illegal benefit or incentive in relation to the contract.

Likewise, the CONTRACTOR undertakes to conduct itself at all times, during the execution of the contract, with honesty, probity, veracity and integrity and not to commit illegal acts or corruption, directly or indirectly or through its partners, shareholders, participants, members of the administrative bodies, attorneys-in-fact, legal representatives, officials, advisers and related persons referred to in article 7 of the Regulations of the State Procurement Law.

In addition, THE CONTRACTOR undertakes to i) notify the competent authorities, directly and in a timely manner, of any illegal or corrupt act or conduct of which it is aware; and ii) adopt appropriate technical, organizational and/or personnel measures to avoid the aforementioned acts or practices.

22. OTHER PROVISIONS

The provider will be subject to the provisions contained in the Directive that regulates Contracts with suppliers not domiciled in the Country in PROMPERU, and in a supplementary manner to the State Contracting Law, its regulations and other complementary regulations.