

Application Guidelines Concerning the “Management of the Kyoto City Overseas Representatives”- 1

1 Name of the Entrusted Assignment

Management of the Kyoto City Overseas Representatives

2 Assignment Details

Please refer to the attached requirements specification form.

3 Qualifications to Apply

Those qualified to apply must fulfill the following requirements:

- (1) Have a clear understanding of the assignment through activities outlined in the document “Management of the Kyoto City Overseas Representatives”, and take part with intention of working for the public interest.
- (2) If permissions, certifications and/or licenses are necessary, permissions, certifications, and/or licenses must be obtained or expected to be obtained.
- (3) Has the necessary management base to execute proposed content and sufficient management skills for handling financial resources, etc.

4 Application Period

Friday, March 9th, 2018 to Friday, March 16th, 2018, 12:00 Noon (Japan Standard Time)

5 Terms of Contract

(1) Contract Type:

Consignment Contract

(2) Maximum Contract Fee

2,500,000 JPY (including consumption tax, local taxes, and other associated taxes)

This includes personnel expenses (labor costs), communications costs, transportation expenses, costs of goods, etc. As a rule, payment will be in Japanese Yen. All costs related to remittance charges will be borne by the consignor.

(3) Contract Period

From the date of execution hereof until Sunday, March 31st, 2019.

(4) Conditions of Payment of Money in Trust

In principle, after the completion of each half of the assignment, at the request of the consignee, that half of the contract will be paid.

(5) Other

- ① The consignee is expected to smoothly relegate operations between both the previous fiscal year’s consignee and the following year’s consignee.
- ② Unless there are reasonable grounds, the consignee is not allowed to change the proposed amount on which the proposal is based. However, it is required that the consignee will be aware that it is not necessarily the case that the estimated amount will be the same as the

amount in the contract.

- ③ The consignee candidate is not allowed to transfer their status and rights. After signing the contract, it will be prohibited to re-consign the assignments to a third party. However, if it is found to be necessary to outsource a portion of the fulfillment of contract to a third party, it is necessary to obtain advanced approval from the consignor
- ④ In the case that the proposed budget for this assignment is not approved or reduced at the City of Kyoto Assembly, the consignee must agree that the contract content may change accordingly or the contract may not be able to be established.
In this case, the candidate consignee must refrain from making objections or bill for money or goods.
- ⑤ In the event of a breach of contract (i.e. late submission of necessary reports), the consignee is obligated to pay a penalty, the consignor is exempt from paying a part or all of the contract fee, or the contract itself will be dissolved completely.

6 How to Apply

Applicants to this operation must submit a proposal as follows:

(1) Office in Charge (Please submit here)

Kyoto Convention & Visitors Bureau

International Tourist Convention Section (c/o Komazaki and Sakurai)

Kyoto Chamber of Commerce, 5th Floor

Karasuma Ebisugawa, Nakagyo-ku, Kyoto 604-0862, Japan

TEL: +81-(0)75-212-4145, FAX: +81-(0)75-212-4121

E-mail : t-komazaki@hellokcb.or.jp / m-sakurai@hellokcb.or.jp

(2) Submission of Necessary Documents

① Necessary Documents and the Number of Copies to be Submitted:

A Documents confirming applicant fulfills all application qualifications (company background/information [in the case of an individual, a resume], latest financial statements, record of performance/results, etc.) 1 Copy

B Proposal(No set format) 1 Copy

The proposal should be related to this assignment and there is no set format. Content should be written based on a clear understanding of the specified requirements whilst referring to the screening criteria.

Please include the following content in your proposal:

i Plan of Activities

ii List of Media and Agents in Applicants' Network

iii Media Clippings Demonstrating Examples of Past Successful Work

iv Media Exposure Proposal

C Quotation for the fiscal year 2018 (Set Format: Attached Form① 1 Copy

Indicate detailed explanation of costs related to the proposed assignment.

② Application Deadline

Friday, March 16th, 2018, 12:00 Noon (Japan Standard Time)

③ How to Submit

Please MAIL or E-MAIL to the office in charge listed above (1).

(3) Precautionary Notes

① For the application procedures the language of use will be Japanese or English, and as a rule, the currency will be Japanese Yen.

② Grounds for Proposal Disqualification

The following is a list of articles which are grounds for disqualification of the proposal. In the event that a proposal is disqualified, the applicant will be notified.

A Proposals that do not conform to the designated submission deadline, address for submission, or means of submission.

B Proposals that do not conform to the designated formats, and do not follow the guidelines.

C Proposals that do not include some or all of the necessary information.

D Proposals that include false information.

(4) Other

① All fees incurred in the creation and submission of materials will be borne by the proposer.

② Proposals, aside from the consignee's, will not be used without permission. However, the contents of proposals may be used for future reference.

③ Submitted materials may be copied for the purpose of selecting a consignee.

④ Proposals cannot be revised or resubmitted after the deadline.

⑤ Submitted materials will not be returned.

7 Proposal Screening and Selection

(1) Screening

Selection of consignee candidates will be performed by the Kyoto City Tourism Association (hereinafter referred to as "the Association,") and the Kyoto Convention & Visitors Bureau (hereinafter referred to as "the Bureau").

(2) Screening Criteria

The evaluation criteria are noted below. The consignee candidates will be evaluated comprehensively and selected taking into account factors such as the level of understanding of this assignment, level of proposal, effectivity, feasibility of the assignment, performance capability/skills within the provided structure.

① The applicant has given enough thought and effort to efficiently carry out this assignment, given its objective.

② The applicant has a structural plan sufficient to smoothly perform this assignment.

③ The price estimate is appropriate.

④ The applicant has other additional effective proposals other than those noted in the requirements specification document.

⑤ The applicant is able to conduct consultation related to the consignor's activities as needed.

⑥ The applicant has sufficient past accomplishments in the same or similar work.

(3) Notification of Results

All applicants will be sent a notification of their result via e-mail.

(4) Contract

A contract will be established after discussion and with negotiation within the bounds of the

estimate and personal as specified by the consignee candidate.

However, if an agreement cannot be reached in the above negotiations, the negotiations will proceed with the next candidate in line.

The details of the contract will be based on the requirements specification document and the consignee's proposal; however if the details need to be changed due to situations such as price fluctuation, the content will be finalized as a result of discussion with the consignor and consignee upon signing the contract.

8 Schedule (as currently scheduled)

Friday, March 9 th , 2018	Open Application
Friday, March 16 th , 2018, 12:00 Noon	Application Deadline
Late March	Application Inspection
End of March	Consignees Decided

9 Other

- (1) From the start until the finish of the consignment assignment, the consignee must maintain in regular contact regarding information such as methods to conduct the assignment and updates on progress with the consignor in order to smoothly fulfill the contract.
- (2) Cooperate with on-site financial audits in the event that they occur.
- (3) Control of all intellectual properties, including copyrights and patents, resulting from this consignment assignment will revert to the City of Kyoto and the Association.
- (4) It should be understood that although the Bureau is recruiting for this position, the consignor will be the Association.

Quotation for the fiscal year 2018

Description		Amount	Remark
<Contract fee>			
Basic Assignment fee (¥1,500,000)	Labor costs (Sales call, attending travel market etc.)		
	Expenses for communication		
	Expenses for transportation		Fee for attending travel market, fee for seminar etc. Please do not include labor costs. Please give a breakdown such as booth charge, travel charge etc. in the remark column
	Other expenses		
Fees for organizing special events (¥1,000,000)	Fee for ***		Please give a breakdown such as booth charge, travel charge etc. in the remark column
			If you concluded additional contract for additional contract fee, please describe the use of it.
Subtotal		2,500,000	
<Additional Contract fee>			
Fee for ***			Fee for attending travel market, fee for seminar etc. Please do not include labor costs. Please give a breakdown such as booth charge, travel charge etc. in the remark column
Subtotal			
Total			

※ Please do not include the costs for attending the annual meeting and others paid without the contract.

※ Please do not include the costs which the consignor directly pays for.

Quotation for the fiscal year 2018

		<u>Description</u>	<u>Amount</u> <u>JP¥</u>	<u>Remarks</u>	
		1,500,000.00			
Contract Fee - Basic Assignment Fee	25%	Sales Calls	375,000.00	Labour	
	8%	Telephone / Mobile	120,000.00	Telephone / Mobile Calls	
	10%	Communication	150,000.00	Labour	
	8%	Courier / Postage	120,000.00	Postage - Press Packs/ Brochures	
	10%	Research	150,000.00	Market Intelligence and Contacts	
	15%	Press Releases	225,000.00	11 Releases and Newsletters Inc	
	10%	Travel / Mileage	150,000.00	To meetings / training	
	4%	Transportation	60,000.00	Public Transport/Taxi	
	8%	Hospitality	120,000.00	Meeting Journalists/Travel Agents	
	2%	Misc Costs	30,000.00	Papers/Mags - Back Copies	
		<i>100%</i>		<i>1,500,000.00</i>	
	Fees for Organising Special Events:		1,000,000.00		
Travel Market	75%	Organisation	750,000.00	Creation of extra materials, organisation of meetings, liaison with partners, use of media and TO contacts	
	5%	Travel / Subsistence	50,000.00	Public transport/taxi/lunch	
	14%	Follow-up	140,000.00	printed materials, postage and phone calls	
	6%	Mobile Phone	60,000.00	during trips and events	
	<i>100%</i>		<i>1,000,000.00</i>		
		<i>Subtotal</i>	<i>2,500,000</i>		
Additional Contract fee		<i>n/a</i>	<i>n/a</i>	n/a	
		<u>Total</u>	<u>2,500,000</u>		

Requirements Specification

1 Name of the Entrusted Assignment

Management of the Kyoto City Overseas Representatives

2 Objective of Assignment

Due to the growing number of FITs to Kyoto and the increasing importance of information transmission via media and agents, the Kyoto City Overseas Representatives will be tasked with promoting Kyoto Tourism on a continual basis, as well as gathering information on their respective market's tourism trends, with the purpose of increasing the number of inbounds to Kyoto and strengthening Kyoto's brand image around the world.

3 Assignment Duration

From April 1st, 2018 to March 31st, 2019

4 Assignment Details

Location of the Kyoto City Overseas Representatives

Australia, France, Germany, Malaysia, United Arab Emirates, United Kingdom, United States, Hong Kong, Taiwan,

Assignment Details

(1) Collection and Provision of Information

- Maximize information proliferation and exposure to media and agents. To that end, the consignor will provide appropriate instructions and information.
- Translate and edit Kyoto tourism information to the local language as necessary, and dispatch periodic releases (using effective tools depending on the market such as industry magazines and newsletters) with content in high demand in the region. There is no set format for the releases.
- Keep tabs on local media and agents and guide them to cover Kyoto.
- Cooperate with information gathering and network building when the consignor and/or Kyoto municipal officials have overseas business trips or exhibitions, including ones in collaboration with MICE.
- Provide swift information gathering and reporting if and when sudden socioeconomic change occurs in the region.

(2) Kyoto Tourism Administrative Office Functions

- Coordinate contact between local media and agents, and the consignor as necessary.
- Advise, introduce and cooperate with the consignor in the event of an invitation or site inspection, etc. implemented by the consignor.
- Assist with visits by local media and agents to Kyoto (recruiting, taking requests for media coverage, and following up, etc.)
- Be available to assist with inviting local media and agents, as requested by the City of Kyoto and the consignor.

- Be available to communicate with the local JNTO office, be aware of local tourism trends, and include that information in reports submitted to the consignor.

(3) Reports

- Provide feedback to the consignor based on information provided by the consignor.
- Provide reports as needed about exposure from leading media from the various markets related to Kyoto and Japan (i.e. calculate value of posted articles, save clippings).
- Provide administrative documents as directed by the consignor by the designated date.
- Produce and submit a periodic report in the format specified by the consignor (once every two months). (Set Format: Attached Form 1)
- Submit a yearly report, a form confirming the completion of the aforementioned assignment, and relevant financial statements by an appointed date at the end of the fiscal year. (Set Format: Attached Forms 2, 3, 4)

(4) Cautionary Notes

- When the consignee side carries out business other than this assignment whose clients are those concerned with the consignor, the consignee is obliged to urge the clients to share information with the consignor as appropriate.
- Attend the yearly meeting held in Kyoto in which all City of Kyoto international representative gather, and present about their respective market, and field questions from businesses. In principle, all travel expenses associated with this event will be footed by the consignor.
- If other duties are necessary other than those noted above, discussion will be held.

5 Other

(1) Protection of Personal Information

The consignee shall not use for purposes other than this project personal information that could be learned through this consignment work and corporate information that is normally confidential. This applies even after the expiration of the consignment period.

(2) Compensation for Damages

All damages to third parties as a result of the commissioned work shall be the responsibility of the consignee except for those that should be attributed to the consignor.

(3) Copyright

As a rule, in order to implement smooth projects and disseminate results, the copyright resulting from this consignment work shall be attributed to the consignor.

(4) Agenda

Where doubts arise in matters not stipulated in this specification or in the performance of work, resolution shall be done through consultation between the consignor and the consignee, and if the consultation is not settled, it shall be in accordance with the direction of the consignor.

About Kyoto City Overseas Representatives Periodic Report

《Note》

- *This report is to be submitted every two months.
- *Since this report will be sent to KCB members, please write information that would be of use/beneficial.
- *Please narrow down the content to only the essential points.
- *Please do not write about works in which KCB members took part, as this would imply disseminating information to their competitors.

Periodic Report

(1) **Recent Tourism Market Trends and News**

< Purpose >

For the KCB to gain a better understanding of each market's tourist trends.

< Content >

- Objective data
(Reference samples)
JNTO Survey
https://www.jnto.go.jp/jpn/statistics/visitor_trends/index.html
Kyoto City Survey on foreign lodgers
<https://www.kyokanko.or.jp/tokei/>
- Forecasting effects on future travelers and visitors to Japan
- Popular destinations, lifestyles, purchasing trends
- Trends
- Future issues and challenges
- Beneficial information on other cities inside and outside the country

(2) **Activities**

< Content >

- 1 Events, activities, sales (including agents' sales)
- 2 Content delivered to media, and to which media outlets
- 3 Media coverage, reach, effect (only cases in which representative played an active role)

(3) **Media Coverage** (information obtained from miscellaneous general media regardless of involvement)

< Content >

- Articles, programs, rankings, etc. covering Kyoto and Japan.

About Kyoto City Overseas Representatives Annual Report

《Note》

*Since this report will be sent to the KCB members, please write information that will be beneficial to concrete business development.

*Please narrow down the content to only the essential points.

*Please do not write about works in which KCB members took part, as this report will be provided to their competitors.

Annual Report

(1) Overview

<Content>

- Please write a brief overview of the activities in the past fiscal year.

<Note>

- Please summarize the activity themes for the fiscal year, results of activities, and future challenges.

(2) Main activities and results

<Content>

(1) ABC Campaign (Dates)

***** (Content)

(2) XYZ FAM Trip (Dates)

***** (Content)

<Note>

- Please include information about activities in the past fiscal year.
- Please avoid listing strings of information. Please sort out information, as listed above and summarize content concisely.

(3) Main Achievements

<Content>

- e.g The number of participants in seminars and exhibitions, the number of expected tours created following the FAM, the number of inquiries.

<Note>

- In each topic, please include your objective results, using statistics as much as possible.
- In addition to reporting achievements to the members of the general assembly, this information will also be used in Kyoto City PR materials, so please write with the intent of promoting your achievements.

Notification of Completion of Consigned Assignment

Month Day, Year

Mr. Yasuo Kashihara
Chairman, Kyoto City Tourism Association
3F, Kyoto Asahi Kaikan Bldg.,
427 Ebisu-cho, Kawaramachi Sanjo-Agaru,
Nakagyo-ku, Kyoto 604-8005
Japan

<Name of Representative>

<Company Name>

<Address>

This form confirms that the following assignment has been completed. For details, please refer to the report attached to this document.

- 1 Name of the Consigned assignment
Management of the Kyoto City Overseas Representatives
- 2 Amount *,***,*** JPY
- 3 Period April 1st, 2018 – March 31st, 2019

Financial Settlement for the fiscal year 2018

Description		Amount	Remark
<Contract fee>			
Basic Assignment fee (¥1,500,000)	Labor costs (Sales call, attending travel market etc.)		
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		<i>Subtotal</i>	<i>2,500,000</i>	
Additional Contract fee		<i>n/a</i>	<i>n/a</i>	n/a
		<u>Total</u>	<u>2,500,000</u>	