

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

1 Name of the Entrusted Assignment

Management of the Kyoto City Overseas Representatives

2 Assignment Details

Please refer to the attached requirements specification form. This is a consignment assignment from the City of Kyoto.

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) Have extensive PR experience in information transmission and information collection.
- (3) If permissions, certifications and/or licenses are necessary, permissions, certifications, and/or licenses must be obtained or expected to be obtained.
- (4) Not be an organization whose primary purpose is religious or political activity.
- (5) Not be an organized crime group, a member of an organized crime group, a related company or association of an organized crime group, and any other equivalent person of above.
- (6) Has the necessary management base to execute proposed content and sufficient management skills for handling financial resources, etc.
- (7) An applicant shall have a business operation structure in place that meets legal requirements on the protection of personal information that are applicable in Japan and any other country/region where the business operation is located. In addition, the applicant business operator shall conclude an outsourcing agreement that would meet legal requirements on the protection of personal information that are applicable in Japan and any other country/region where it is located.

4 Application Period

Tuesday, March 10<sup>th</sup>, 2020 to Tuesday, March 17<sup>th</sup>, 2020, 12:00 Noon (Japan Standard Time)

## 5 Terms of Contract

(1) Contract Type:

Consignment Contract

(2) Location of the Kyoto City Overseas Representatives (tentative) (12 in total):

New York City, Los Angeles, London, Paris, Frankfurt, any major city in Italy (e.g. Rome), Madrid, Sydney, Shanghai, Taipei, Hong Kong, Kuala Lumpur

※Consignees are recruited one for each of the above locations for the Kyoto City Overseas Representative.

(3) Maximum Contract Fee

2,500,000 JPY each

As a rule, payment will be in Japanese Yen. All costs related to remittance charges will be borne by the consignor.

(4) Contract Period

From Wednesday, April 1<sup>st</sup> 2020 until Wednesday, March 31<sup>st</sup>, 2021.

(5) 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.

(6) 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 as part of the City of Kyoto's budget for Fiscal Year 2020 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 City Tourism Association

Department of International Tourism (c/o Sakurai and Komazaki)

Kyoto Asahi Kaikan Bldg., 3<sup>rd</sup> Floor

Kawaramachi Sanjo-agaru, Nakagyo-ku, Kyoto 604-8005, Japan

TEL: +81-(0)75-213-0070, FAX: +81-(0)75-213-1011

E-mail : [kyototravel@kyokanko.or.jp](mailto:kyototravel@kyokanko.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
  - v Management system on the protection of personal information
- C Quotation for the fiscal year 2020 (Set Format: Attached Form) 1 Copy  
Indicate detailed explanation of costs related to the proposed assignment.

② Application Deadline

Wednesday, March 17<sup>th</sup>, 2020, 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 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 based on the submitted documents.

(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.
- ⑦ Whether or not it is possible for the applicant business operator to conduct business operations in compliance with the laws and regulations of Japan and any other country/region where it is located.

(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)

Monday, March 9 <sup>th</sup> , 2020	Applications Open
Monday, March 16 <sup>th</sup> , 2020, 12:00 Noon	Application Deadline
Late March	Application Inspection
End of March	Notification of selection results

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) In principle, control of all intellectual properties, including copyrights and patents, resulting from this consignment assignment will revert to the City of Kyoto.

## Quotation for the fiscal year

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 >

Description	Amount	Remark
<Contract fee>		
Basic Assignment fee (¥X,XXX,XXX)		
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		
Fee for ***		
Fees for organizing special events (¥X,XXX,XXX)		
Subtotal	X,XXX,XXX	
<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		
<b>Total</b>		

※ 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.

## 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 1<sup>st</sup>, 2020 to March 31<sup>st</sup>, 2021

### 4 Location of the Kyoto City Overseas Representatives (tentative) (12 in total):

New York City, Los Angeles, London, Paris, Frankfurt, any major city in Italy (e.g. Rome), Madrid, Sydney, Shanghai, Taipei, Hong Kong, Kuala Lumpur

### 5 Assignment Details

#### ( 1 ) Provision of Information

Maximize information proliferation and exposure to media and agents.

- Translate and edit Kyoto tourism information to the local language as necessary, and dispatch periodic releases (using effective tools depending on the market) with content in high demand in the region. (Set Format: Attached Form)
- Keep tabs on local media and agents and guide them to cover Kyoto.
- Assist with inviting local media and agents, as requested by the City of Kyoto and the consignor.

#### ( 2 ) Collection of Information

- Gather and provide analysis of travel trends in each market including political and economic situation, and media which can possibly realize coverage.
- Obtain the needs of leading media or travel agents in each market.
- Provide swift information gathering and reporting if and when sudden socioeconomic change occurs in the region.
- Gathering articles and clippings with exposure from leading media from the various markets related to Kyoto and Japan.
- The consignee is needed to gather and provide analysis of calculated value of posted articles

and clippings with exposure from media introduced by the consignee.

( 3 ) Kyoto Tourism Administrative Office Functions

- Coordinate contact between local media, agents and local JNTO offices, and the consignor.
- Advise, introduce and cooperate with the consignor in the event implemented by 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.
- 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. (The preceding fiscal year's meeting was held in June)

( 4 ) Cautionary Notes

- If other duties are necessary other than those noted above, discussion will be held.
- 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.
- Provide administrative documents as directed by the consignor by the designated date.
- In principle, all travel expenses associated with the yearly meeting will be footed by the consignor.

6 Reports

Submit periodic reports, a yearly report, relevant financial statements, and a form confirming the completion of the aforementioned assignment as follows. (Set Format: Attached Forms)

( 1 ) Dates of Submission

- periodic report

April and May	– Friday, May 29th, 2020
June and July	– Friday, July 31st, 2020
August and September	– Wednesday, September 30th, 2020
October and November	– Monday, November 30th, 2020
December and January	– Friday, January 29th, 2021
February and March	– Wednesday, March 31st, 2021

- yearly report, relevant financial statements, and a form confirming the completion of the aforementioned assignment – Wednesday, March 31<sup>st</sup>, 2021

When the consignor finds it to be necessary and requested consignee to make a report on its

business improvement.

(2) Contents of Report

Images and the way the media was approached of media coverage that is mentioned in the item (1) above, the -the number of media support cases, other major activities. The consignee is needed to gather and provide analysis of calculated value of posted articles and clippings with exposure from media introduced by the consignee.

\*Attach the outline and coverage clippings if there is any coverage in specific leading media etc.

7 Other

(1) Protection of Personal Information

Ensuring that the applicant business operator has a business operation structure in place that meets legal requirements on the protection of personal information that are applicable in Japan and any other country/region where it is located; and concluding an outsourcing agreement that would meet legal requirements on the protection of personal information that are applicable in Japan and any other country/region where it is located.

(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.



KYOTO CITY  
TOURISM ASSOCIATION  
April 2020

Theme

Image

Also, in this month's edition:

Theme

Image

**Title**

Text, Image

**Title**

Text, Image

- **END** -

About Kyoto City Tourism Association

Kyoto City Tourism Association is composed of Kyoto city officials and over 1,400 tourism & MICE related businesses. It aims at promoting tourism in Kyoto through activities such as participating in international tourism expositions, inviting and supporting overseas media and travel agencies to Kyoto to familiarize them with tourist & MICE venues; and improving the environment for international tourists and business visitors. KCTA is also commissioned by the city of Kyoto to manage the Kyoto City Overseas Representatives which are located in New York City, Los Angeles, London, Paris, Frankfurt, any major city in Italy (e.g. Rome), Madrid, Sydney, Shanghai, Taipei, Hong Kong, Kuala Lumpur.

**PRESS INQUIRIES**

Email: [kyototravel@kyokanko.or.jp](mailto:kyototravel@kyokanko.or.jp)

Kyoto City Tourism Association (DMO KYOTO)

Tel: +81 75 213 0070

Fax: +81 75 213 1011

## About Periodic Report

《Note》

- \*This report is to be submitted every two months. Please submit using the provided format.
- \*Since this report will be sent to KCTA/KCVB 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 KCTA/KCVB members took part, as this would imply disseminating information to their competitors.

## Annual Report

- \*KCTA...Kyoto City Tourism Association
- \*KCVB...Kyoto Convention & Visitors Bureau

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

< Purpose >

For the KTA/KCVB to gain a better understanding of each market's tourist trends.

< Content >

1. Social information, business confidence (up to 150 words)
2. Travel related topics, local market trend (up to 150 words)

### ( 2 ) Valuable Media Coverage

< content >

- Articles, ranking and others to cover Kyoto and Japan (information gathered from the general public regardless of the support provided)

### ( 3 ) Activities

< content >

- Events, activities, sales (including agents'sales)
- Press releases / Newsletters
- Media coverage result after our support cases

## About Annual Report

### 《Note》

\*Since this report will be sent to the KCTA/KCVB 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 KCTA/KCVB 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.

\*KCTA...Kyoto City Tourism Association

\*KCVB...Kyoto Convention & Visitors Bureau

**Notification of Completion of Consigned Assignment**

March 31, 2021

Mr. Yasuo Kashihara  
President, 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 1<sup>st</sup>, 2020 – March 31<sup>st</sup>, 2021

Financial Settlement for the fiscal year 2020

March 31, 2021

Mr. Yasuo Kashihara

President, 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 >

Description	Amount	Remark
Please describe the use of the fee.		
<b>&lt;Contract fee&gt;</b>		
Basic Assignmenet fee (¥X,XXX,XXX)	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 (¥X,XXX,XXX)	Fee for ***	If you concluded additional contract for additional contract fee, please describe the use of it.
	Subtotal	X,XXX,XXX
<b>&lt;Additional Contract fee&gt;</b>		
	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	
<b>Total</b>		

※ 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.