

TOURISM INNOVATION CHALLENGE FOR TRAVEL AGENTS



CHALLENGE DOCUMENT

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1. The Singapore Tourism Board (STB) partnered the National Association of Travel Agents Singapore (NATAS) to launch a Tourism Innovation Challenge for Travel Agents (TA). We are calling out to solution providers for innovative proposals that can address existing problems faced by the TA industry.
2. STB would like to invite interested Participants to attend a briefing session held on **Monday, 22 May 2017, 1500hrs**, at the **Temasek Room, Hotel Jen Tanglin, 1A Cuscaden Road, Singapore 247716** to understand the requirements and challenge process better. Please register with Qiu_Lishi@stb.gov.sg by Friday, 19 May 2017.
3. Your solution proposal submission will have to adhere to guidelines stipulated in Section 7 of this Tourism Innovation Challenge Document.
4. Please submit your proposals via **electronic mail (e-mail)** to STB_TChallenge@stb.gov.sg **by Monday, 28 August 2017, 1800hrs SGT**.
5. Any queries regarding the Tourism Innovation Challenge are to be made via email to: STB_TChallenge@stb.gov.sg.

Yours faithfully,

Choo Huei Miin
Director
Visitor Experience / Technology Transformation Group

CONTENTS

1. BACKGROUND	3
2. OBJECTIVES.....	4
3. VALUE OF PARTICIPATION.....	5
4. CHALLENGE PROCESS.....	6
5. PROBLEM STATEMENTS	9
6. EVALUATION CRITERIA	10
7. PROPOSAL SUBMISSION.....	11
8. FINANCIAL SUPPORT	12
9. PROTOTYPE DEVELOPMENT.....	13
10. CONTACT DETAILS.....	14
11. OTHER CONDITIONS OF PARTICIPATION	15

1. BACKGROUND

TRAVEL AGENT INDUSTRY BACKGROUND

- 1.1. The Travel Agent (TA) industry plays a vital role in making Singapore an exciting destination for visitors and facilitating travel arrangements for travellers.
- 1.2. Facing the increasingly competitive landscape, changing consumer travel patterns and local manpower crunch, it is important for local TAs to find their own niche and innovate in order to stay relevant and viable. To equip TAs with capabilities to navigate these challenges, the Singapore Tourism Board (STB) and the National Association of Travel Agents Singapore (NATAS) jointly launched the [Travel Agent Roadmap](#) in August 2016 to guide TAs on how they could remain competitive through business transformation, technology adoption and manpower optimisation.

TOURISM INNOVATION CHALLENGE FOR TRAVEL AGENTS

- 1.3. To foster technology adoption, STB partnered NATAS in 2017 to launch the Tourism Innovation Challenge for TAs, as a means to crowd-source amongst the technology community for new and innovative solutions to address problems faced by TAs in Singapore.
- 1.4. To uncover key problem statements for the TA industry, a series of interviews, surveys, and an industry workshop had been conducted. Several gaps and opportunities were uncovered, and these were translated into problem statements to be addressed in this Tourism Innovation Challenge. More details can be found in Section 5.
- 1.5. Organisations taking part in this Challenge will be known as Participants, and can include (but not limited to) technology providers, software developers, consortiums, Institutes of Higher Learning (IHLs), Research Institutes (RIs), etc. Participants are to address these problem statements, and submit innovative proposals by **Monday, 28 August 2017, 1800hrs SGT**. Participants will be invited to submit a grant application for funding support of up to 70% of qualifying costs from STB for development of the solution prototype, with at least one (1) committed TA partner (“Committed Pilot Partner”). Details of the Tourism Innovation Challenge process and funding support can be found in Sections 4 and 8 respectively.

2. OBJECTIVES

2.1. The objectives of the Tourism Innovation Challenge are to:

- 2.1.1. Identify opportunities and to address business gaps and challenges, where existing solutions are not available or are inadequate in resolving
- 2.1.2. Uncover new ideas through innovative solutions for these areas, to drive productivity outcomes in TAs and / or deliver more enhanced experiences for customers
- 2.1.3. Develop and scale these ideas into commercial-ready solutions through a prototyping process, for wider industry adoption

3. VALUE OF PARTICIPATION

3.1. Participants in the Tourism Innovation Challenge will gain:

- 3.1.1. Access to industry partners – STB will be facilitating networking platforms, to provide the opportunity for Participants to engage TAs, to understand their needs and garner insights, so as to develop customised solutions and enable collaboration
- 3.1.2. Awareness and recognition – Solutions that are supported by STB and successfully developed will have the opportunity to be showcased through relevant industry platforms. Participants may leverage these platforms to create more awareness of the solutions
- 3.1.3. Financial support – Successful Participants will be funded up to 70% of project qualifying costs. This will help to lower the business risks of new product development, through support for the prototype development and adoption costs

4. CHALLENGE PROCESS

4.1. The Tourism Innovation Challenge process timeline are as indicated:



IMPORTANT DATES TO NOTE

Date	Milestones
18 May 2017	Launch of Tourism Innovation Challenge and publication of document on STB's website
22 May 2017 (PM)	Tourism Innovation Challenge briefing session
15 June 2017 (AM)	Industry Clinic for Participants
17 July 2017	Pre-Qualification submission
27 July 2017 (AM)	Networking session with TAs
28 August 2017	Deadline for submission of proposals
October 2017	Successful Participants to commence prototyping

4.2. Participants are to note that the dates indicated are subject to change, and as such, STB encourages Participants to check the STB website (<https://www.stb.gov.sg/Pages/Travel-Agent-Innovation-Challenge.aspx>) for updated details.

CALL FOR PROPOSAL AND SUBMISSIONS

- 4.3. The Tourism Innovation Challenge will be launched on **Thursday, 18 May 2017**, with the publication of the Challenge documents on the STB website, <https://www.stb.gov.sg/Pages/Travel-Agent-Innovation-Challenge.aspx>.
- 4.4. A briefing session will be conducted on **Monday, 22 May 2017, 1500hrs**, at the **Temasek Room, Hotel Jen Tanglin, 1A Cuscaden Road, Singapore 249716**. While it is not compulsory for Participants to attend this session to submit a Proposal, we strongly encourage all interested Participants to attend to understand the requirements and process better. Please do RSVP at Qiu_Lishi@stb.gov.sg by Friday, 19 May 2017.
- 4.5. Participants would be required to secure **at least one (1)** Committed Pilot Partner in the submission of the proposal to STB. To facilitate this and assist in the submission, STB will be organising an Industry Clinic and a networking session to enable Participants to have a deeper understanding of the problem statements and to engage with TAs.
- 4.6. The Industry Clinic provides a first-hand opportunity for Participants to hear personally from the TAs about their challenges, and a networking platform to foster collaboration. Participants are encouraged to take insights from this Clinic to develop and / or sharpen their proposal(s). Interested

Participants should email STB_TACHallenge@stb.gov.sg by **Monday, 12 June 2017** to register to attend the Industry Clinic to be held on **Thursday, 15 June 2017**. STB reserves the right to qualify participants for the Clinic.

- 4.7. Subsequent to the Industry Clinic, STB will be organising a networking session on **Thursday, 27 July 2017** to pitch their proposed solutions and further engage the TAs who have indicated interest to be Committed Pilot Partners. This networking session is only open to Participants who attended the Industry Clinic.
 - 4.7.1. To qualify for participation for the 27 July 2017 networking session, Participants should submit information for pre-qualification by **Monday, 17 July 2017, 1800hrs SGT** to the Challenge mailbox at STB_TACHallenge@stb.gov.sg. The email should be titled “Pre-Qualification for TA Networking Session”. Participants should send the i) company background and ii) a brief that is not more than 2 pages long, on how the proposed technology solution addresses the specific problem statement.
- 4.8. Participants are not expected as a requirement to attend the Industry Clinic and / or the networking session, if they could secure a committed Pilot Partner on their own means. If so, Participants may submit a solution proposal to STB for evaluation.
- 4.9. The deadline for submission of proposals by interested Participants is **Monday, 28 August 2017, 1800hrs**. Proposals received after **Monday, 28 August 2017, 1800hrs** will not be considered. Details of proposal submission can be found in Section 7.

EVALUATION

- 4.10. The evaluation criteria can be found in Section 6. Clarifications on the proposals are to be expected and would be required during this period. For clarifications, contacted Participants will be expected to respond within 3 working days.

PROTOTYPE DEVELOPMENT

- 4.11. Successful Participants will be informed of the results of their proposals in or around October 2017.
- 4.12. Depending on the complexity of the solution proposal, the development and implementation period could span approximately 6 months. The exact duration should be proposed by each Successful Participant, for STB’s consideration.

SOLUTION SHOWCASE AND INDUSTRY ADOPTION

- 4.13. Successful prototypes, where appropriate, may be showcased at relevant industry platforms. STB may also work with Successful Participants to scale the adoption of successful proposals for the larger TA industry, where appropriate.

5. PROBLEM STATEMENTS

5.1. The problem statements for the Tourism Innovation Challenge are as follows:

No.	Problem Statements
1	How might we (HMW) enable TAs to know what their target segment is researching on today so that they stay up-to-date on customer demand and gain first-hand insights on a destination, so as to create fresh and relevant itineraries?
2	HMW gather and use data to anticipate customer behaviour and preferences so that TAs can better retain customers?
3	HMW enable TAs to co-research and co-create a trip with customers so that the itinerary is personalised while also allowing customers to retain a sense of control in their trip?
4	HMW better connect TAs to their customers at every point in the trip from booking to travelling to post-trip so that they feel taken care of throughout their journey?
5	HMW enable TAs to leverage latest technology trends (e.g. Gamification, AR/VR, IoT/wearable), so that they can enhance the delivery of in-destination tour experiences and activities, as well as facilitate the visitor's ease of travel, navigation and transactions?

6. EVALUATION CRITERIA

6.1. The evaluation criteria for Participants' proposals are as follows:

No.	Evaluation Criteria	Description
1.	Strength of Proposal; <i>Creativity of the solution and the ability to address the problem statement effectively</i>	<ul style="list-style-type: none"> • Ability to address the problem statement comprehensively and with clear expected outcomes indicated e.g. improved productivity, increased competitiveness, etc. Considerations would also include: <ul style="list-style-type: none"> ○ Cost effectiveness for adoption ○ Degree of scalability in industry • Innovativeness of solution and/or differentiation from existing offerings (e.g. first in the industry)
2	Company Assessment;	<ul style="list-style-type: none"> • Experience & skill-sets • Track record • Past projects / client references

6.2. The following factors will count against the quality of the proposal:

- 6.2.1. Replicating commercial off-the-shelf solutions
- 6.2.2. Consultancy services (i.e. only expert advice without actual solutions / prototypes)
- 6.2.3. Increasing resources (e.g. manpower, time, etc)

7. PROPOSAL SUBMISSION

- 7.1. Participants are required to submit a proposal using the template provided in Annex A, including the following areas:
 - 7.1.1. Specify the problem statement your proposal is addressing;
 - 7.1.2. Describe the technology used to address the problem statement, and detailing the expected outcomes (e.g. productivity savings in man-hours if solution proposal is successful, cost savings, increase in revenue, growth in company value-add, improved customer experience, etc);
 - 7.1.3. Describe plans for prototyping, including setup, schedule, constraints, expected risks and mitigating measures, assumptions, and required effort for design, build, and implementation;
 - 7.1.4. Describe business model and development plans for future product / service deployment;
 - 7.1.5. Introduce the company background, any relevant experience and track record; and
 - 7.1.6. Provide an Expression of Interest Letter from the Committed Pilot Partner (with their company letterhead) to indicate commitment.
- 7.2. Should the Participants be a consortium of providers, only 1 proposal is required for the consortium, with clear indication on the lead provider.
- 7.3. The submission deadline is **Monday, 28 August 2017, 1800hrs SGT**.
- 7.4. While Participants are allowed to submit more than one (1) proposal, each proposal should only address one (1) problem statement. Participants should not submit multiple proposals for the same problem statement.
- 7.5. The Participants who have made submissions are eligible to amend their respective submission, provided the respective submission deadlines have not been reached.
- 7.6. Participants are required to submit their proposal via **email**, using the template found in Annex A, to the following email address: STB_TACHallenge@stb.gov.sg
- 7.7. Proposals submitted via any other means, and / or received after the stated deadline, will not be accepted.

8. FINANCIAL SUPPORT

- 8.1. Subject to successful grant application to STB and compliance therewith, STB will co-fund up to 70% of the prototype development costs, for qualifying costs. As an indicative summary:
 - 8.1.1. Qualifying costs include third-party costs related to professional services, audit, testing and certification associated with the development of the solution proposal and delivery of projects, processes, and services meeting the desired standards, training that are an intrinsic component of the project, hardware / equipment and software associated with the proposed concept, and internal manpower.
- 8.2. Non-qualifying costs include hardware / equipment and software costs not related to the project (e.g. solutions for basic business functions), off the shelf packaged solutions, maintenance costs, and marketing costs.
- 8.3. The funding will be disbursed on a reimbursement basis, subject to key project milestones which could include but not limited to successful development and completion of the solution prototype, and / or trialling the solution in the Committed Pilot Partner's actual operating environments, etc.
- 8.4. Applicants shall submit third-party audited documents on qualifying costs for the disbursement of grants, unless otherwise stated.
- 8.5. STB shall not be obliged to disburse any grant if the solution prototype is not able to perform as described in the submitted proposal.
- 8.6. To be eligible for co-funding support, the Participant must be an entity that is registered in Singapore.
- 8.7. The approval of such grant application, and corresponding qualifying costs, for support shall be at STB's sole discretion and subject to separate terms and conditions to be agreed upon under STB's grant and acceptance of the Letter of Offer upon grant approval. Nothing herein shall be taken as obliging STB to provide co-funding to Participants, or as taking precedence over the terms and conditions of STB's grant.

9. PROTOTYPE DEVELOPMENT

- 9.1. During the prototype development phase, Successful Participants are required to work closely with the Committed Pilot Partner to develop a prototype of the proposed solution.
- 9.2. At the end of the prototyping phase, the Participant will have to demonstrate how the prototype addresses the problem statement in the Committed Pilot Partner's live operating environment, and how it can achieve the stated desired outcomes.
- 9.3. STB will request for updates on the progress of the development on a periodical or need-to basis.

10. CONTACT DETAILS

- 10.1. The Participants and other interested parties may post questions or clarifications on the Tourism Innovation Challenge via email to the following email contact: STB_TACHallenge@stb.gov.sg
- 10.2. All correspondence throughout the Tourism Innovation Challenge must be written in English.
- 10.3. Each Participant shall keep any correspondence between STB and himself relating to the Tourism Innovation Challenge confidential and without disclosure to any third party, except with the prior written of STB.

11. OTHER CONDITIONS OF PARTICIPATION

- 11.1. By participating in the Travel Agent Innovation Challenge, Participants will need to agree to the conditions stated below. Note that Participants refer to companies; which include but not limited to, technology providers, consortiums, IHLs and RIs for this Challenge. “We”, “us” or “Organiser” refer to STB.

CHALLENGE PERIOD

- 11.2. Submissions for the Challenge will only be accepted between **Thursday, 18 May 2017 and Monday, 28 August 2017, 1800hrs SGT**. In order to be eligible for consideration, the Participant must submit all required information (refer to Section 7) by the stated deadline. Submissions received after this time will not be considered.

PARTICIPANTS

- 11.3 The Challenge is not open to current employees of STB, and / or any other persons who are involved in administering or organising the Challenge.
- 11.4 If the Participant is a consortium or a team of individuals, any changes to the composition of the Participant can be made at any time up to and including **Monday, 28 August 2017, 1800hrs SGT** via email to STB at Qiu_Lishi@stb.gov.sg.
- 11.5 The Participant must appoint a main contact point for the Organiser (“Main Contact”) and emails sent by the Organiser to the email address provided by the Main Contact will be considered delivered to the Participant. If the Participant is a team of companies, the Participant must similarly appoint a main contact point. It is responsibility of the main contact point to inform the companies in the team.
- 11.6 No changes of the Participant will be allowed after **Monday, 28 August 2017, 1800hrs SGT** unless approved by the Organiser.

PROPOSAL SUBMISSIONS

- 11.7 All submissions must meet the following criteria:
- 11.7.1 Incomplete or indecipherable solution proposals will be deemed invalid and disqualified.
- 11.7.2 All submission materials must be presented and/or submitted in English language.

- 11.7.3 All solution proposals submitted for the Challenge must not be past winning proposals of any previous Challenges or similar endeavour.
- 11.7.4 By submitting a solution proposal in this Challenge, the Participant represents to STB and confirms in good faith that, to the best of the Participant's knowledge and belief that the solution proposal meets all requirements set forth above and in the Conditions for Participation; and
- 11.7.5 Any solution proposal that does not fulfil any of the above conditions will be deemed ineligible and will be disqualified.

INTELLECTUAL PROPERTY RIGHTS

- 11.8 All submissions to the Challenge remain the intellectual property of the Participants that developed them. In cases where the Participant comprises a consortium or a team of individuals, the ownership of any intellectual property created for the purposes of and in connection with the participation in this Challenge shall be a matter privately agreed between such persons prior to the submission of their solution proposal. By participating in Challenge, and entering a submission, the Participant grants STB (or any third party acting on STB's behalf) an irrevocable, perpetual, paid-up, non-exclusive, royalty-free, worldwide license to feature them in websites or other media for publicity or education purposes. Challenge solution proposals that do not fulfil the above criteria will be deemed ineligible and will be disqualified.
- 11.9 STB is not under any obligation to use the Participant's solution proposal for any purpose whatsoever (even if it has been short-listed).
- 11.10 If STB or a third party (such as another government agency or a private entity) wishes to work with the Participant to further use, modify and/or develop the solution proposal (or to obtain such rights to do so), separate negotiations and agreements (subject to such agreement being reached) will be entered into pertaining to such work. Such negotiations and agreements do not fall within the scope of these Conditions of Participation.
- 11.11 Each Participant considering accessing, leveraging and incorporating or otherwise using intellectual property from any third party shall adhere to the terms and conditions of the agreement with the respective third parties. The Participants are advised to review and/or consider such terms of use carefully before signing any agreements for collaboration. The arrangement between the Participant and respective third parties is a matter between them, and the Organiser shall not be held responsible for any outcome thereunder for the purposes of participation in this Challenge.

- 11.12 In cases where the submitted Tourism Innovation Challenge proposals include intellectual property rights which the Participant does not own, the Participant shall declare and acknowledge the original owner of the intellectual property. The Participant shall ensure it has the necessary agreement with the original intellectual property owner to the right of use of the intellectual property for himself under the Tourism Innovation Challenge and for the sub-licensing purposes under Clause 11.8.

OTHER CONDITIONS

11.13 By entering this Challenge, each Participant further agrees:

- a. To abide by these Conditions of Participation and other conditions in the Challenge Document;
- b. To abide by and accept as final and binding on the Participant, all of STB's decisions on all matters related to this Challenge;
- c. That the Participant is subject to Singapore law, these Conditions of Participation shall in all respects be construed in accordance with Singapore law and the Participant hereby agree to submit to the exclusive jurisdiction of the courts of Singapore in all matters relating to this Challenge;
- d. To be fully liable for and at all times completely indemnify and hold harmless STB, its employees, agents and partners from any all loss, claims, liability or damage whatsoever that may arise as a result of the Participant's participation and conduct, including but not limited to any breach of the Conditions of Participation and any applicable law in connection with the Challenge;
- e. To accept all risks of personal injury or property damages of any nature whatsoever that may arise from the Participant's making or creation of the solution proposal or participation in this Challenge and, if the Participant attends any events related to the Challenge, to accept all risks of personal injury or property damages of any nature whatsoever that may arise from the Participant's attendance at the event; and the Participant will not in any way hold STB responsible for any liability, loss, damage, expense and cost which the Participant may sustain or incur as a result of the Participant's participation or attendance, except for liability which cannot be excluded by law;
- f. To keep STB and its respective directors, officers, employees and agents indemnified against any and all such claims by third parties for any losses or damages arising from the Participant's submission of the Challenge proposal solution, the Participant's participation in the Challenge, and STB's evaluation of the Challenge solution proposal;

- g. That if, for any reason, any aspect of the Challenge is not capable of running as planned, including by reason of infection by computer virus, network failure, bugs, tampering, unauthorised intervention, fraud, technical failures or any cause beyond the control of STB which corrupts or affects the administration, security, fairness, integrity or proper conduct of the Challenge, STB may at its sole discretion cancel, terminate, modify or suspend this Challenge, or invalidate any affected submissions, and shall not be liable for any claims, action, damage, or loss as results of such cancellations, termination, modification, suspension or invalidation;
- h. That STB shall not be responsible for any loss, damage, cost or expense howsoever arising or incurred by the Participant in connection with this Challenge, including the collection and subsequent use of the grant amount, and any unreadable, incomplete, mutilated, tampered or irregular entry, any breakdown or malfunction in any computer system or equipment and any notice which is misdirected or lost;
- i. That no third party that is not a party to this Agreement shall have any right under the Contracts (Right of Third Parties) Act Cap. 53B to enforce any term of this Agreement.
- j. To allow the STB (or any third party acting on STB's behalf) to publish personal data of the Participant, including any actual name of an individual, nationality and/or age, whether online, in print, or in any other media, in connection with publicity relating to this Challenge without any other payment or compensation to the Participant;
- k. To allow STB (or any third party acting on STB's behalf) to use information that the Participant provides during the course of the Challenge to be used for marketing purposes. If the Participant does not consent to such use, the Participant must not participate in this Challenge;
- l. To allow STB (or any third party acting on STB's behalf) to:
 - i. take photographs and videos of the Participant at the Challenge briefing session and other Challenge-related events (if STB chooses to do so);
 - ii. retain full ownership rights of such photographs and recordings without any payment or compensation to the Participant; and
 - iii. broadcast and publish at STB's sole discretion any or all of such photographs or recordings on any media to showcase the Challenge for promotional purposes;
- m. To participate in publicity activities relating to this Challenge (or other future publicity activities) without any payment or compensation to the Participant.
- n. The decision of the Organiser on all matters relating to the Challenge, including the eligibility of the Participants and the selection of the short-

listed Participants and award, is final and no correspondence will be entertained.

- o. The Organiser reserves the right to amend these Conditions of Participation at any time at its absolute discretion without any further notice, including but not limited to the eligibility terms and criteria, the selection of winners, the timing of any act to be done and all the Participants to this Challenge shall be bound by these amendments. Updates will be published on the STB website: <https://www.stb.gov.sg/Pages/Travel-Agent-Innovation-Challenge.aspx>
- p. In the event of any inconsistency between these Conditions of Participation and any document, brochures, marketing or promotional materials relating to the Challenge, these Conditions of Participation, and all its subsequent variations, shall prevail. In the event of any inconsistency between these Conditions of Participation and the terms and conditions of STB's grant, the latter shall prevail.

– End –