



Object: announcement to identify tour operators interested to participate in the tender notice for the project “Co-marketing with tour operators that organise and sell holidays, stays and travel packages to Emilia-Romagna – year 2017”

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Objectives

With this project, APT Servizi - the Emilia-Romagna Region in-house company specialising in promoting tourism in the region (ref. Regional law 4/2016), intends:

- to attract more inbound tourist flows from abroad;
- to create and develop a regular mass influx of tourists from markets that are strategic for the Emilia-Romagna tourist industry's growth and stability;
- to develop synergies with established commercial brands with a proven high profile in Emilia-Romagna's international tourism catchment areas in order to grow the Emilia-Romagna brand's value and enhance the effectiveness of advertising and marketing messages.

In the co-marketing initiative, APT Servizi will make a joint investment in the marketing campaign run by the tour operator. The campaign objectives are:

- to raise the profile of Emilia-Romagna as a holiday destination by making a guaranteed minimum number of contacts;
- to position Emilia-Romagna's offering as a holiday destination on the international market through an intensive and extensive marketing effort by the tour operator;
- to drive sales of holidays and tourist services in Emilia-Romagna through effective, targeted messages, and thus to help maintain and increase incoming tourist figures.

The marketing campaign's effectiveness will be measured in terms of arrivals and overnight stays in Emilia-Romagna generated by the tour operator.

Budget of the project/Budget per lot

APT Servizi is providing total funding of € 300,000.00, exc. VAT @ 22%, in lots for the following markets:

- **Lot 1** – tender identification code C.I.G. **704896913D** - Russian market € 60,000.00 exc. VAT @ 22%
- **Lot 2** - tender identification code C.I.G. **70489880EB** - Polish market, € 50,000.00 exc. VAT @ 22%
- **Lot 3** - tender identification code C.I.G. **70489999FC** - Czech and Slovakian markets, € 40,000.00 exc. VAT @ 22%;
- **Lot 4** - tender identification code C.I.G. **Z071E40791** - German market, € 30,000.00 exc. VAT @ 22%
- **Lot 5** - tender identification code C.I.G. **Z6A1E407C7** - Israeli market, € 25,000.00 exc. VAT @ 22%
- **Lot 6** - tender identification code C.I.G. **Z601E40806** - Austrian market, € 10,000.00 exc. VAT @ 22%;
- **Lot 7** - tender identification code C.I.G. **Z5A1E4085E** - BENELUX market, € 10,000.00 exc. VAT @ 22%
- **Lot 8** - tender identification code C.I.G. **ZDA1E4088D** - Belorussian market, € **10,000.00 exc. VAT @ 22%**;
- **Lot 9** - tender identification code C.I.G. **Z6A1E408C2** - Estonian market, € 10,000.00 exc. VAT @ 22%
- **Lot 10** - tender identification code C.I.G. **Z051E408FD** - Latvian market, € 10,000.00 exc. VAT @ 22%
- **Lot 11** - tender identification code C.I.G. **Z401E40934** - Lithuanian market, € 10,000.00 exc. VAT @ 22%;
- **Lot 12** - tender identification code C.I.G. **ZB51E4095D** - Swiss market, € 10,000.00 exc. VAT @ 22%
- **Lot 13** - tender identification code C.I.G. **Z6D1E40991** - Ukrainian market, € 10,000.00 exc. VAT @ 22%;
- **Lot 14** - tender identification code C.I.G. **Z301E409CB** - Canadian market, € 7,500.00 exc. VAT @ 22%
- **Lot 15** - tender identification code C.I.G. **Z8C1E40A14** - US market, € 7,500.00 exc. VAT @ 22%.

APT Servizi has decided on the above lots/markets and funding allocations after a fact-finding exercise with Emilia-Romagna's incoming tourist operators serving the international market and after studying the 2016 statistics from the Emilia-Romagna Regional Tourist Observatory.

Tour operators will be selected for the individual lots through a negotiated procedure in which the most economically advantageous bid will win, in accordance with article 95 of Legislative Decree 50/2016.

Eligibility requirements

The tour operators must be a company that devise, put together and sell holidays and travel packages while taking on the associated economic, financial and asset risks. The tour operators



must hold a specific licence to do that under the applicable law in the country in which they are based.

Co-marketing projects may be submitted only by tour operators that:

- organise holidays, stays and travel packages to Emilia-Romagna and sell them – either directly or through intermediaries – in a foreign country (specifically, in the market stated in the lot, not Italy);
- are licensed to organise and sell holidays, stays and travel packages under the law in their country;
- directly assume the economic and business risk of organising and selling holidays, stays and travel packages to Emilia-Romagna;
- have declared a total annual turnover of at least € 700,000.00 in each of the 3 years before this call was published (2014, 2015 and 2016).

Co-marketing projects cannot be submitted by:

- 1) tour operators that have applied for and received public funding from the Emilia-Romagna region this year;
- 2) general agents, representative offices, destination management companies, or marketing and communications agencies, even if they are owned by the tour operator and are authorised to act in its name and on its behalf, because those parties do not bear the business risk.

All the above requirements are mandatory; applicants that lack one or more of them will be rejected.

Tour operators wishing to participate in the tender notice **must deliver their expression of interest by 12.00 noon at the latest on April, 27 2017** (for not Italian companies) via regular email bandi@aptservizi.com or via **registered letter** with recorded delivery (delivery date and time to be taken from the postmark) or via another delivery method that both sender and recipient consider suitable.

Applicants must attach to their expression of interest, a self-declaration stating that they comply with the above eligibility criteria as well as the company's yearly turnover in 2014, 2015 and 2016. The self declaration must be undersigned by the company legal representative.

Supervisor of the procedure - R.U.P.

The supervisor of the procedure – R.U.P. is Mrs Rita Boselli. Please send any queries to r.boselli@aptservizi.com.

Rita Boselli

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