

**Translation in English of the Bid Evaluation Minutes Prot. Nr. 0067/17 - Project “Co-marketing with tour operators that organise and sell holidays, stays and travel packages to Emilia-Romagna – year 2017”.**

In 2017, on the 31<sup>st</sup> May, at 9.00 a.m, in Rimini, at the APT Servizi office, in Piazzale F. Fellini nr 3 – the Bid Evaluation Committee - composed by:

- Alessandro Vallicelli – Committee President – Press Office
- Carlo Bisaccioni – Specialist – Administration Office
- Laura Lopez – Minutes taker – Marketing Office

gathered to examine the bids sent by the companies which attended the tender notice aimed to the identification of the tour operators bidding for the project “Co-marketing with tour operators that organise and sell holidays, stays and travel packages to Emilia-Romagna – year 2017”.

The bid evaluation committee decided to proceed with evaluating the bids, lot by lot - after:

- having verified that the bids received by Apt Servizi within the tender’s deadline - May, 19 2017- were 11, as here in detail:  
 Lot 1 – 3 bids  
 Lot 2 – 1 bid  
 Lot 3 – 1 bid  
 Lot 4 – 3 bids  
 Lot 5 – 1 bid  
 Lot 7 – 1 bid  
 Lot 14 – 1 bid
- being acknowledged that the term of reception of the bids started from the 28<sup>th</sup> April 2017, as published in APT Servizi website, under the section “tender notices” and stated in the tender’s invitation letter;
- having detected that 11 envelopes were delivered to APT Servizi within the tender’s deadline,

First of all, the committee verified the entirety and the regularity of the administrative documentation provided by each company which bid for the tender.

After having verified the entirety and the regularity of the administrative documentation of each bid, the committee evaluated, lot by lot, the technical bids, making use of the following criteria and scores:

**LOT 1 – Russian market**

	CRITERIA	MAX. SCORE
1	The project’s impact on the Emilia-Romagna tourist industry’s growth and stability. The sales goals for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score. <i>Excellent: over 40,000 arrivals per year</i> <i>Good: from 25,001 to 40,000 arrivals per year</i>	Max score 40 points - Excellent: 40 points - Good: 30 points - Adequate: 20 points - Poor: 10 points

	<i>Adequate: from 10,000 to 25,000 arrivals per year</i> <i>Poor: less than 10,000 arrivals per year</i>	
2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 120,00.00</i> <i>Good: from € 90,001.00 to € 120,000.00</i> <i>Adequate: from € 60,000.00 to € 90,000.00</i> <i>Poor: less than € 60,000.00</i></p>	<p>Max score 20 points</p> <ul style="list-style-type: none"> <li>- Excellent: 20 points</li> <li>- Good: 15 points</li> <li>- Adequate: 10 points</li> <li>- Poor: 5 points</li> </ul>
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising, sales and marketing plan. The following will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings <i>Excellent: at least 6 actions / 10 points</i> <i>Good: at least 4 actions / 7.5 points</i> <i>Adequate: at least 2 actions / 5 points</i> <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan <i>Excellent: over 400,000 contacts / 10 points</i> <i>Good: from 200,001 to 400,000 contacts / 7.5 points</i> <i>Adequate: from 100,000 to 200,000 contacts / 5 points</i> <i>Poor: fewer than 100,000 contacts / 2.5 points</i></li> </ul> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	<p>Max score 20 points</p> <ul style="list-style-type: none"> <li>- Excellent: 20 points</li> <li>- Good: 15 points</li> <li>- Adequate: 10 points</li> <li>- Poor: 5 points</li> </ul>

### LOT 2 - Polish market

	CRITERIA	MAX. SCORE
1	<p>The project's impact on the Emilia-Romagna tourist industry's growth and stability. The sales goals for for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 2,000 tourist arrivals per year</i> <i>Good: from 1,001 to 2,000 tourist arrivals per year</i> <i>Adequate: from 500 to 1,000 tourist arrivals per year</i> <i>Poor: less than 500 tourist arrivals per year</i></p>	<p>Max score 40 points</p> <ul style="list-style-type: none"> <li>- Excellent: 40 points</li> <li>- Good: 30 points</li> <li>- Adequate: 20 points</li> <li>- Poor: 10 points</li> </ul>
2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising, sales and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 100,000.00</i> <i>Good: from € 75,001.00 to € 100,000.00</i> <i>Adequate: from € 50,000.00 to € 75,000.00</i> <i>Poor: less than € 50,000.00</i></p>	<p>Max score 20 points</p> <ul style="list-style-type: none"> <li>- Excellent: 20 points</li> <li>- Good: 15 points</li> <li>- Adequate: 10 points</li> <li>- Poor: 5 points</li> </ul>
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising and marketing plan. The following</p>	<p>Max score 20 points</p> <ul style="list-style-type: none"> <li>- Excellent: 20 points</li> </ul>

	<p>will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings  <i>Excellent: at least 6 actions / 10 points</i>  <i>Good: at least 4 actions / 7.5 points</i>  <i>Adequate: at least 2 actions / 5 points</i>  <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan  <i>Excellent: over 300,000 contacts / 10 points</i>  <i>Good: from 150,001 to 300,000 contacts / 7.5 points</i>  <i>Adequate: from 75,000 to 150,000 contacts / 5 points</i>  <i>Poor: fewer than 75,000 contacts / 2.5 points</i></li> </ul> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	<ul style="list-style-type: none"> <li>- Good: 15 points</li> <li>- Adequate: 10 points</li> <li>- Poor: 5 points</li> </ul>
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### LOT 3 - Czech and Slovakian markets

	CRITERIA	MAX. SCORE
1	<p>The project's impact on the Emilia-Romagna tourist industry's growth and stability. The sales goals for for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 2,000 tourist arrivals per year</i>  <i>Good: from 1,001 to 2,000 tourist arrivals per year</i>  <i>Adequate: from 500 to 1,000 tourist arrivals per year</i>  <i>Poor: less than 500 tourist arrivals per year</i></p>	<p>Max score 40 points</p> <ul style="list-style-type: none"> <li>- Excellent: 40 points</li> <li>- Good: 30 points</li> <li>- Adequate: 20 points</li> <li>- Poor: 10 points</li> </ul>
2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising, sales and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 80,000.00</i>  <i>Good: from € 60,001.00 to € 80,000.00</i>  <i>Adequate: from € 40,000.00 to € 60,000.00</i>  <i>Poor: less than € 40,000.00</i></p>	<p>Max score 20 points</p> <ul style="list-style-type: none"> <li>- Excellent: 20 points</li> <li>- Good: 15 points</li> <li>- Adequate: 10 points</li> <li>- Poor: 5 points</li> </ul>
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising and marketing plan. The following will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings  <i>Excellent: at least 6 actions / 10 points</i>  <i>Good: at least 4 actions / 7.5 points</i>  <i>Adequate: at least 2 actions / 5 points</i>  <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan  <i>Excellent: over 300,000 contacts / 10 points</i>  <i>Good: from 150,001 to 300,000 contacts / 7.5 points</i>  <i>Adequate: from 75,000 to 150,000 contacts / 5 points</i></li> </ul>	<p>Max score 20 points</p> <ul style="list-style-type: none"> <li>- Excellent: 20 points</li> <li>- Good: 15 points</li> <li>- Adequate: 10 points</li> <li>- Poor: 5 points</li> </ul>

	<i>Poor: fewer than 75,000 contacts / 2.5 points</i>	
	The more activities, types of activities, and achievable contacts, the higher the project score.	

### LOT 4 - German market

	CRITERIA	MAX. SCORE
1	<p>The project's impact on the Emilia-Romagna tourist industry's growth and stability. The sales goals for for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 8,000 tourist arrivals per year</i>  <i>Good: from 4,001 to 8,000 tourist arrivals per year</i>  <i>Adequate: from 2,000 to 4,000 tourist arrivals per year</i>  <i>Poor: less than 2,000 tourist arrivals per year</i></p>	<p>Max score 40 points</p> <ul style="list-style-type: none"> <li>- Excellent: 40 points</li> <li>- Good: 30 points</li> <li>- Adequate: 20 points</li> <li>- Poor: 10 points</li> </ul>
2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising, sales and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 60,000.00</i>  <i>Good: from € 45,001.00 to € 60,000.00</i>  <i>Adequate: from € 30,000.00 to € 45,000.00</i>  <i>Poor: less than € 30,000.00</i></p>	<p>Max score 20 points</p> <ul style="list-style-type: none"> <li>- Excellent: 20 points</li> <li>- Good: 15 points</li> <li>- Adequate: 10 points</li> <li>- Poor: 5 points</li> </ul>
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising and marketing plan. The following will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings  <i>Excellent: at least 6 actions / 10 points</i>  <i>Good: at least 4 actions / 7.5 points</i>  <i>Adequate: at least 2 actions / 5 points</i>  <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan  <i>Excellent: over 375,000 contacts / 10 points</i>  <i>Good: from 280,001 to 375,000 contacts / 7.5 points</i>  <i>Adequate: from 187,500 to 280,000 contacts / 5 points</i>  <i>Poor: fewer than 187,500 contacts / 2.5 points</i></li> </ul> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	<p>Max score 20 points</p> <ul style="list-style-type: none"> <li>- Excellent: 20 points</li> <li>- Good: 15 points</li> <li>- Adequate: 10 points</li> <li>- Poor: 5 points</li> </ul>

### LOT 5 - Israeli market

	CRITERIA	MAX. SCORE
1	<p>The project's impact on the Emilia-Romagna tourist industry's growth and stability. The sales goals for for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 2,000 tourist arrivals per year</i>  <i>Good: from 1,001 to 2,000 tourist arrivals per year</i>  <i>Adequate: from 500 to 1,000 tourist arrivals per year</i>  <i>Poor: less than 500 tourist arrivals per year</i></p>	<p>Max score 40 points</p> <ul style="list-style-type: none"> <li>- Excellent: 40 points</li> <li>- Good: 30 points</li> <li>- Adequate: 20 points</li> <li>- Poor: 10 points</li> </ul>

2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising, sales and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 50,000.00</i>  <i>Good: from € 37,501.00 to € 50,000.00</i>  <i>Adequate: from € 25,000.00 to € 37,500.00</i>  <i>Poor: less than € 25,000.00</i></p>	<p>Max score 20 points</p> <ul style="list-style-type: none"> <li>- Excellent: 20 points</li> <li>- Good: 15 points</li> <li>- Adequate: 10 points</li> <li>- Poor: 5 points</li> </ul>
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising and marketing plan. The following will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings  <i>Excellent: at least 4 actions / 10 points</i>  <i>Good: at least 3 actions / 7.5 points</i>  <i>Adequate: at least 2 actions / 5 points</i>  <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan  <i>Excellent: over 315,000 contacts / 10 points</i>  <i>Good: from 156,001 to 315,000 contacts / 7.5 points</i>  <i>Adequate: from 78,000 to 156,000 contacts / 5 points</i>  <i>Poor: fewer than 78,000 contacts / 2.5 points</i></li> </ul> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	<p>Max score 20 points</p> <ul style="list-style-type: none"> <li>- Excellent: 20 points</li> <li>- Good: 15 points</li> <li>- Adequate: 10 points</li> <li>- Poor: 5 points</li> </ul>

### LOT 7 - BENELUX market

	CRITERIA	MAX. SCORE
1	<p>The project's impact on the Emilia-Romagna tourist industry's growth and stability. The sales goals for for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 1,000 tourist arrivals per year</i>  <i>Good: from 751 to 1,000 tourist arrivals per year</i>  <i>Adequate: from 500 to 750 tourist arrivals per year</i>  <i>Poor: less than 500 tourist arrivals per year</i></p>	<p>Max score 40 points</p> <ul style="list-style-type: none"> <li>- Excellent: 40 points</li> <li>- Good: 30 points</li> <li>- Adequate: 20 points</li> <li>- Poor: 10 points</li> </ul>
2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising, sales and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 20,000.00</i>  <i>Good: from € 15,001.00 to € 20,000.00</i>  <i>Adequate: from € 10,000.00 to € 15,000.00</i>  <i>Poor: less than € 10,000.00</i></p>	<p>Max score 20 points</p> <ul style="list-style-type: none"> <li>- Excellent: 20 points</li> <li>- Good: 15 points</li> <li>- Adequate: 10 points</li> <li>- Poor: 5 points</li> </ul>
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising and marketing plan. The following</p>	<p>Max score 20 points</p> <ul style="list-style-type: none"> <li>- Excellent: 20 points</li> </ul>

	<p>will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings  <i>Excellent: at least 4 actions / 10 points</i>  <i>Good: at least 3 actions / 7.5 points</i>  <i>Adequate: at least 2 actions / 5 points</i>  <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan  <i>Excellent: over 125,000 contacts / 10 points</i>  <i>Good: from 60,001 to 125,000 contacts / 7.5 points</i>  <i>Adequate: from 30,000 to 60,000 contacts / 5 points</i>  <i>Poor: fewer than 30,000 contacts / 2.5 points</i></li> </ul> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	<ul style="list-style-type: none"> <li>- Good: 15 points</li> <li>- Adequate: 10 points</li> <li>- Poor: 5 points</li> </ul>
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### LOT 14 - Canadian market

	CRITERIA	MAX. SCORE
1	<p>The project's impact on the Emilia-Romagna tourist industry's growth and stability. The sales goals for for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 750 tourist arrivals per year</i>  <i>Good: from 501 to 750 tourist arrivals per year</i>  <i>Adequate: from 250 to 500 tourist arrivals per year</i>  <i>Poor: less than 250 tourist arrivals per year</i></p>	<p>Max score 40 points</p> <ul style="list-style-type: none"> <li>- Excellent: 40 points</li> <li>- Good: 30 points</li> <li>- Adequate: 20 points</li> <li>- Poor: 10 points</li> </ul>
2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising, sales and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 15,000.00</i>  <i>Good: from € 11,251.00 to € 15,000.00</i>  <i>Adequate: from € 7,500.00 to € 11,250.00</i>  <i>Poor: less than € 7,500.00</i></p>	<p>Max score 20 points</p> <ul style="list-style-type: none"> <li>- Excellent: 20 points</li> <li>- Good: 15 points</li> <li>- Adequate: 10 points</li> <li>- Poor: 5 points</li> </ul>
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising and marketing plan. The following will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings  <i>Excellent: at least 4 actions / 10 points</i>  <i>Good: at least 3 actions / 7.5 points</i>  <i>Adequate: at least 2 actions / 5 points</i>  <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan  <i>Excellent: over 94,000 contacts / 10 points</i>  <i>Good: from 47,001 to 94,000 contacts / 7.5 points</i>  <i>Adequate: from 23,500 to 47,000 contacts / 5 points</i></li> </ul>	<p>Max score 20 points</p> <ul style="list-style-type: none"> <li>- Excellent: 20 points</li> <li>- Good: 15 points</li> <li>- Adequate: 10 points</li> <li>- Poor: 5 points</li> </ul>

	<p><i>Poor: fewer than 23,500 contacts / 2.5 points</i></p> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	
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Then, the assessment of the financial bid followed, using this linear formula:

$$PE = 20 \times (Pb - Pi) / (Pb - Pm)$$

where

- PE = score for the financial bid awarded to the operator in question
- Pb = starting price for the lot
- Pi = the operator's price bid
- Pm = lowest price bid for the service

Here the results of the assessment session, lot by lot.

### LOT 1 – Russian market

Examined the technical and financial bid by PAC GROUP for the Lot 1, the committee assigned the following scores:

	CRITERIA	SCORE
1	<p>The project's impact on the Emilia-Romagna tourist industry's growth and stability. The sales goals for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 40,000 arrivals per year</i>  <i>Good: from 25,001 to 40,000 arrivals per year</i>  <i>Adequate: from 10,000 to 25,000 arrivals per year</i>  <i>Poor: less than 10,000 arrivals per year</i></p>	- Excellent: 40 points
2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 120,00.00</i>  <i>Good: from € 90,001.00 to € 120,000.00</i>  <i>Adequate: from € 60,000.00 to € 90,000.00</i>  <i>Poor: less than € 60,000.00</i></p>	- Good: 15 points
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising, sales and marketing plan. The following will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings <ul style="list-style-type: none"> <li><i>Excellent: at least 6 actions / 10 points</i></li> <li><i>Good: at least 4 actions / 7.5 points</i></li> <li><i>Adequate: at least 2 actions / 5 points</i></li> <li><i>Poor: fewer than 2 actions / 2.5 points</i></li> </ul> </li> <li>- estimated communication results = the total contacts achievable by implementing the plan <ul style="list-style-type: none"> <li><i>Excellent: over 400,000 contacts / 10 points</i></li> <li><i>Good: from 200,001 to 400,000 contacts / 7.5 points</i></li> </ul> </li> </ul>	- Excellent: 20 points

	<p><i>Adequate: from 100,000 to 200,000 contacts / 5 points</i>  <i>Poor: fewer than 100,000 contacts / 2.5 points</i></p> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	
<b>TECHNICAL BID</b>		<b>75 points</b>
<b>FINANCIAL BID - 58,500.00 €</b>		<b>20 points</b>
<b>TOTAL</b>		<b>95 points</b>

Examined the technical and financial bid by NATALIE TOURS for the Lot 1, the committee assigned the following scores:

	CRITERIA	SCORE
1	<p>The project's impact on the Emilia-Romagna tourist industry's growth and stability. The sales goals for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 40,000 arrivals per year</i>  <i>Good: from 25,001 to 40,000 arrivals per year</i>  <i>Adequate: from 10,000 to 25,000 arrivals per year</i>  <i>Poor: less than 10,000 arrivals per year</i></p>	- Adequate: 20 points
2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 120,00.00</i>  <i>Good: from € 90,001.00 to € 120,000.00</i>  <i>Adequate: from € 60,000.00 to € 90,000.00</i>  <i>Poor: less than € 60,000.00</i></p>	- Good: 15 points
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising, sales and marketing plan. The following will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings  <i>Excellent: at least 6 actions / 10 points</i>  <i>Good: at least 4 actions / 7.5 points</i>  <i>Adequate: at least 2 actions / 5 points</i>  <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan  <i>Excellent: over 400,000 contacts / 10 points</i>  <i>Good: from 200,001 to 400,000 contacts / 7.5 points</i>  <i>Adequate: from 100,000 to 200,000 contacts / 5 points</i>  <i>Poor: fewer than 100,000 contacts / 2.5 points</i></li> </ul> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	- Excellent: 20 points
	<b>TECHNICAL BID</b>	<b>55 points</b>
	<b>FINANCIAL BID</b>	<b>none</b>
	<b>TOTAL</b>	<b>55 points</b>



NATALIE TOURS didn't provide the financial bid: the envelope C contained a letter stating the interest of the company to attend the tender notice. Due to the lack of the financial bid Natalie Tours was excluded from the assessment session and the bid was rejected.

Examined the technical and financial bid by DANKO T.C. for the Lot 1, the committee assigned the following scores:

	CRITERIA	SCORE
1	<p>The project's impact on the Emilia-Romagna tourist industry's growth and stability. The sales goals for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 40,000 arrivals per year</i>  <i>Good: from 25,001 to 40,000 arrivals per year</i>  <i>Adequate: from 10,000 to 25,000 arrivals per year</i>  <i>Poor: less than 10,000 arrivals per year</i></p>	Not available
2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 120,00.00</i>  <i>Good: from € 90,001.00 to € 120,000.00</i>  <i>Adequate: from € 60,000.00 to € 90,000.00</i>  <i>Poor: less than € 60,000.00</i></p>	Not available
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising, sales and marketing plan. The following will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings  <i>Excellent: at least 6 actions / 10 points</i>  <i>Good: at least 4 actions / 7.5 points</i>  <i>Adequate: at least 2 actions / 5 points</i>  <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan  <i>Excellent: over 400,000 contacts / 10 points</i>  <i>Good: from 200,001 to 400,000 contacts / 7.5 points</i>  <i>Adequate: from 100,000 to 200,000 contacts / 5 points</i>  <i>Poor: fewer than 100,000 contacts / 2.5 points</i></li> </ul> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	- Adequate: 10 points
<b>TECHNICAL BID</b>		<b>10 points</b>
<b>FINANCIAL BID</b>		<b>Not assessed</b>
<b>TOTAL</b>		<b>10 points</b>

As stated in the tender notice, since the technical bid by DANKO T.C. scored fewer than 40 points, the financial bid was not opened and assessed.

Therefore, the bid evaluation committee assessed PAC GROUP bid to be the best economically efficiently one (the best value for money).

Based on the result stated by these minutes, APT Servizi will issue a letter of commitment, to be approved by APT Servizi President and General Manager, as soon as the funding will be confirmed.

## LOT 2 - Polish market

Examined the technical and financial bid by ITAKA for the Lot 2, the committee assigned the following scores:

	CRITERIA	SCORE
1	<p>The project's impact on the Emilia-Romagna tourist industry's growth and stability. The sales goals for for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 2,000 tourist arrivals per year</i>  <i>Good: from 1,001 to 2,000 tourist arrivals per year</i>  <i>Adequate: from 500 to 1,000 tourist arrivals per year</i>  <i>Poor: less than 500 tourist arrivals per year</i></p>	- Excellent: 40 points
2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising, sales and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 100,000.00</i>  <i>Good: from € 75,001.00 to € 100,000.00</i>  <i>Adequate: from € 50,000.00 to € 75,000.00</i>  <i>Poor: less than € 50,000.00</i></p>	- Excellent: 20 points
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising and marketing plan. The following will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings <ul style="list-style-type: none"> <li><i>Excellent: at least 6 actions / 10 points</i></li> <li><i>Good: at least 4 actions / 7.5 points</i></li> <li><i>Adequate: at least 2 actions / 5 points</i></li> <li><i>Poor: fewer than 2 actions / 2.5 points</i></li> </ul> </li> <li>- estimated communication results = the total contacts achievable by implementing the plan <ul style="list-style-type: none"> <li><i>Excellent: over 300,000 contacts / 10 points</i></li> <li><i>Good: from 150,001 to 300,000 contacts / 7.5 points</i></li> <li><i>Adequate: from 75,000 to 150,000 contacts / 5 points</i></li> <li><i>Poor: fewer than 75,000 contacts / 2.5 points</i></li> </ul> </li> </ul> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	- Excellent: 20 points
<b>TECHNICAL BID</b>		<b>80 points</b>
<b>FINANCIAL BID - 50,000.00 €</b>		<b>20 points</b>
<b>TOTAL</b>		<b>100 points</b>

Therefore, the bid evaluation committee considered ITAKA to win the provision of services as the only company submitting a bid.

Based on the result stated by these minutes, APT Servizi will issue a letter of commitment, to be approved by APT Servizi President and General Manager, as soon as the funding will be confirmed.

### LOT 3 - Czech and Slovakian markets

Examined the technical and financial bid by ITALMARE for the Lot 3, the committee assigned the following scores:

	CRITERIA	SCORE
1	<p>The project's impact on the Emilia-Romagna tourist industry's growth and stability. The sales goals for for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 2,000 tourist arrivals per year</i>  <i>Good: from 1,001 to 2,000 tourist arrivals per year</i>  <i>Adequate: from 500 to 1,000 tourist arrivals per year</i>  <i>Poor: less than 500 tourist arrivals per year</i></p>	Not available
2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising, sales and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 80,000.00</i>  <i>Good: from € 60,001.00 to € 80,000.00</i>  <i>Adequate: from € 40,000.00 to € 60,000.00</i>  <i>Poor: less than € 40,000.00</i></p>	Not available
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising and marketing plan. The following will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings  <i>Excellent: at least 6 actions / 10 points</i>  <i>Good: at least 4 actions / 7.5 points</i>  <i>Adequate: at least 2 actions / 5 points</i>  <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan  <i>Excellent: over 300,000 contacts / 10 points</i>  <i>Good: from 150,001 to 300,000 contacts / 7.5 points</i>  <i>Adequate: from 75,000 to 150,000 contacts / 5 points</i>  <i>Poor: fewer than 75,000 contacts / 2.5 points</i></li> </ul> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	Not available
<b>TECHNICAL BID</b>		<b>0 points</b>
<b>FINANCIAL BID</b>		<b>Not assessed</b>
<b>TOTAL</b>		<b>0 points</b>

Since the technical bid by ITALMARE didn't provide essential data and figures to assign the scores, the committee decided to not open the envelope C and to reject the bid.

#### LOT 4 - German market

Examined the technical and financial bid by THOMAS COOK TOURISTIK for the Lot 4, the committee assigned the following scores:

	CRITERIA	SCORE
1	<p>The project's impact on the Emilia-Romagna tourist industry's growth and stability. The sales goals for for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 8,000 tourist arrivals per year</i>  <i>Good: from 4,001 to 8,000 tourist arrivals per year</i>  <i>Adequate: from 2,000 to 4,000 tourist arrivals per year</i>  <i>Poor: less than 2,000 tourist arrivals per year</i></p>	- Good: 30 points
2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising, sales and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 60,000.00</i>  <i>Good: from € 45,001.00 to € 60,000.00</i>  <i>Adequate: from € 30,000.00 to € 45,000.00</i>  <i>Poor: less than € 30,000.00</i></p>	- Excellent: 20 points
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising and marketing plan. The following will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings  <i>Excellent: at least 6 actions / 10 points</i>  <i>Good: at least 4 actions / 7.5 points</i>  <i>Adequate: at least 2 actions / 5 points</i>  <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan  <i>Excellent: over 375,000 contacts / 10 points</i>  <i>Good: from 280,001 to 375,000 contacts / 7.5 points</i>  <i>Adequate: from 187,500 to 280,000 contacts / 5 points</i>  <i>Poor: fewer than 187,500 contacts / 2.5 points</i></li> </ul> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	- Good: 15 points
<b>TECHNICAL BID</b>		<b>65 points</b>
<b>FINANCIAL BID - 30,000.00 €</b>		<b>20 points</b>
<b>TOTAL</b>		<b>85 points</b>

Examined the technical and financial bid by OLIMAR REISEN for the Lot 4, the committee assigned the following scores:

	CRITERIA	MAX. SCORE
1	<p>The project's impact on the Emilia-Romagna tourist industry's growth and stability. The sales goals for for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 8,000 tourist arrivals per year</i>  <i>Good: from 4,001 to 8,000 tourist arrivals per year</i></p>	- Poor: 10 points

	<i>Adequate: from 2,000 to 4,000 tourist arrivals per year</i> <i>Poor: less than 2,000 tourist arrivals per year</i>	
2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising, sales and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 60,000.00</i> <i>Good: from € 45,001.00 to € 60,000.00</i> <i>Adequate: from € 30,000.00 to € 45,000.00</i> <i>Poor: less than € 30,000.00</i></p>	- Good: 15 points
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising and marketing plan. The following will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings <i>Excellent: at least 6 actions / 10 points</i> <i>Good: at least 4 actions / 7.5 points</i> <i>Adequate: at least 2 actions / 5 points</i> <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan <i>Excellent: over 375,000 contacts / 10 points</i> <i>Good: from 280,001 to 375,000 contacts / 7.5 points</i> <i>Adequate: from 187,500 to 280,000 contacts / 5 points</i> <i>Poor: fewer than 187,500 contacts / 2.5 points</i></li> </ul> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	- Excellent: 20 points
<b>TECHNICAL BID</b>		<b>45 points</b>
<b>FINANCIAL BID – 30,000.00 €</b>		<b>20 points</b>
<b>TOTAL</b>		<b>65 points</b>

Examined the technical and financial bid by DER TOURISTIK KOELN for the Lot 4, the committee assigned the following scores:

	CRITERIA	SCORE
1	<p>The project's impact on the Emilia-Romagna tourist industry's growth and stability. The sales goals for for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 8,000 tourist arrivals per year</i> <i>Good: from 4,001 to 8,000 tourist arrivals per year</i> <i>Adequate: from 2,000 to 4,000 tourist arrivals per year</i> <i>Poor: less than 2,000 tourist arrivals per year</i></p>	- Good: 30 points

2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising, sales and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 60,000.00</i>  <i>Good: from € 45,001.00 to € 60,000.00</i>  <i>Adequate: from € 30,000.00 to € 45,000.00</i>  <i>Poor: less than € 30,000.00</i></p>	- Good: 15 points
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising and marketing plan. The following will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings  <i>Excellent: at least 6 actions / 10 points</i>  <i>Good: at least 4 actions / 7.5 points</i>  <i>Adequate: at least 2 actions / 5 points</i>  <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan  <i>Excellent: over 375,000 contacts / 10 points</i>  <i>Good: from 280,001 to 375,000 contacts / 7.5 points</i>  <i>Adequate: from 187,500 to 280,000 contacts / 5 points</i>  <i>Poor: fewer than 187,500 contacts / 2.5 points</i></li> </ul> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	- Excellent: 20 points
<b>TECHNICAL BID</b>		<b>65 points</b>
<b>FINANCIAL BID – 30,000.00 €</b>		<b>20 points</b>
<b>TOTAL</b>		<b>85 points</b>

The total scores assigned to the bid of THOMAS COOK TOURISTIK and the bid of DER TOURISTIK KOELN being equal, the committee put first the bid of DER TOURISTIK KOELN since the impact on the Emilia-Romagna tourist industry's growth and stability is stronger (DER TOURISTIK KOELN 5,100 guests vs. THOMAS COOK TOURISTIK 4,600 guests).

Therefore, the committee assessed DER TOURISTIK KOELN bid to be the best economically efficiently one (the best value for money).

Based on the result stated by these minutes, APT Servizi will issue a letter of commitment, to be approved by APT Servizi President and General Manager, as soon as the funding will be confirmed.

**LOT 5 - Israeli market**

Examined the technical and financial bid by TAMUZ TOURIZM for the Lot 5, the committee assigned the following scores:

	CRITERIA	SCORE
1	The project's impact on the Emilia-Romagna tourist industry's	- Good: 30 points

	<p>growth and stability. The sales goals for for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 2,000 tourist arrivals per year</i>  <i>Good: from 1,001 to 2,000 tourist arrivals per year</i>  <i>Adequate: from 500 to 1,000 tourist arrivals per year</i>  <i>Poor: less than 500 tourist arrivals per year</i></p>	
2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising, sales and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 50,000.00</i>  <i>Good: from € 37,501.00 to € 50,000.00</i>  <i>Adequate: from € 25,000.00 to € 37,500.00</i>  <i>Poor: less than € 25,000.00</i></p>	- Good: 15 points
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising and marketing plan. The following will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings  <i>Excellent: at least 4 actions / 10 points</i>  <i>Good: at least 3 actions / 7.5 points</i>  <i>Adequate: at least 2 actions / 5 points</i>  <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan  <i>Excellent: over 315,000 contacts / 10 points</i>  <i>Good: from 156,001 to 315,000 contacts / 7.5 points</i>  <i>Adequate: from 78,000 to 156,000 contacts / 5 points</i>  <i>Poor: fewer than 78,000 contacts / 2.5 points</i></li> </ul> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	- Excellent: 20 points
<b>TECHNICAL BID</b>		<b>65 points</b>
<b>FINANCIAL BID – 22,500.00 €</b>		<b>20points</b>
<b>TOTAL</b>		<b>85 points</b>

Therefore, the bid evaluation committee considered TAMUS TOURIZM to win the provision of services as the only company submitting a bid.

Based on the result stated by these minutes, APT Servizi will issue a letter of commitment, to be approved by APT Servizi President and General Manager, as soon as the funding will be confirmed.

### LOT 7 - BENELUX market

Examined the technical and financial bid by THOMAS COOK NEDERLAND for the Lot 7, the committee assigned the following scores:

	CRITERIA	SCORE
1	The project's impact on the Emilia-Romagna tourist industry's growth and stability. The sales goals for for the 2017 season	- Excellent: 40 points

	will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score. <i>Excellent: over 1,000 tourist arrivals per year</i> <i>Good: from 751 to 1,000 tourist arrivals per year</i> <i>Adequate: from 500 to 750 tourist arrivals per year</i> <i>Poor: less than 500 tourist arrivals per year</i>	
2	Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising, sales and marketing plan will be assessed. The greater the economic value, the higher the project score. <i>Excellent: over € 20,000.00</i> <i>Good: from € 15,001.00 to € 20,000.00</i> <i>Adequate: from € 10,000.00 to € 15,000.00</i> <i>Poor: less than € 10,000.00</i>	- Excellent: 20 points
3	The effectiveness and efficiency of the B2C and B2B communication, advertising and marketing plan. The following will be assessed: <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings <i>Excellent: at least 4 actions / 10 points</i> <i>Good: at least 3 actions / 7.5 points</i> <i>Adequate: at least 2 actions / 5 points</i> <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan <i>Excellent: over 125,000 contacts / 10 points</i> <i>Good: from 60,001 to 125,000 contacts / 7.5 points</i> <i>Adequate: from 30,000 to 60,000 contacts / 5 points</i> <i>Poor: fewer than 30,000 contacts / 2.5 points</i></li> </ul> The more activities, types of activities, and achievable contacts, the higher the project score.	- Excellent: 20 points
<b>TECHNICAL BID</b>		<b>80 points</b>
<b>FINANCIAL BID – 10,000.00 €</b>		<b>20 points</b>
<b>TOTAL</b>		<b>100 points</b>

Therefore, the bid evaluation committee considered THOMAS COOK NEDERLAND to win the provision of services as the only company submitting a bid.

Based on the result stated by these minutes, APT Servizi will issue a letter of commitment, to be approved by APT Servizi President and General Manager, as soon as the funding will be confirmed.

#### LOT 14 - Canadian market

Examined the technical and financial bid by TOURS CHANTECLERC for the Lot 7, the committee assigned the following scores:

	CRITERIA	SCORE
1	The project's impact on the Emilia-Romagna tourist industry's	- Good: 30 points



	<p>growth and stability. The sales goals for for the 2017 season will be assessed, specifically arrivals. The more tourist arrivals per year, the higher the project score.</p> <p><i>Excellent: over 750 tourist arrivals per year</i>  <i>Good: from 501 to 750 tourist arrivals per year</i>  <i>Adequate: from 250 to 500 tourist arrivals per year</i>  <i>Poor: less than 250 tourist arrivals per year</i></p>	
2	<p>Money invested by the tour operator to promote, communicate and position Emilia-Romagna as a holiday destination and its offering on the market. The total economic value of the tour operator's B2C and B2B communication, advertising, sales and marketing plan will be assessed. The greater the economic value, the higher the project score.</p> <p><i>Excellent: over € 15,000.00</i>  <i>Good: from € 11,251.00 to € 15,000.00</i>  <i>Adequate: from € 7,500.00 to € 11,250.00</i>  <i>Poor: less than € 7,500.00</i></p>	- Excellent: 20 points
3	<p>The effectiveness and efficiency of the B2C and B2B communication, advertising and marketing plan. The following will be assessed:</p> <ul style="list-style-type: none"> <li>- the number of actions to be taken to publicise the destination and its offerings  <i>Excellent: at least 4 actions / 10 points</i>  <i>Good: at least 3 actions / 7.5 points</i>  <i>Adequate: at least 2 actions / 5 points</i>  <i>Poor: fewer than 2 actions / 2.5 points</i></li> <li>- estimated communication results = the total contacts achievable by implementing the plan  <i>Excellent: over 94,000 contacts / 10 points</i>  <i>Good: from 47,001 to 94,000 contacts / 7.5 points</i>  <i>Adequate: from 23,500 to 47,000 contacts / 5 points</i>  <i>Poor: fewer than 23,500 contacts / 2.5 points</i></li> </ul> <p>The more activities, types of activities, and achievable contacts, the higher the project score.</p>	- Excellent: 20 points
<b>TECHNICAL BID</b>		<b>70 points</b>
<b>FINANCIAL BID – 7,000.00 €</b>		<b>20 points</b>
<b>TOTAL</b>		<b>90 points</b>

Therefore, the bid evaluation committee considered TOURS CHANTECLERC to win the provision of services as the only company submitting a bid.

Based on the result stated by these minutes, APT Servizi will issue a letter of commitment, to be approved by APT Servizi President and General Manager, as soon as the funding will be confirmed.

Read, approved, confirmed