

ATTACHMENT B

NEGOTIATED PROCEDURE AIMED AT THE DRAFTING OF A FRAMEWORK AGREEMENT WITH REFERENCE TO THE ENTRUSTING OF THE PROMOTIONAL AND SALES CAMPAIGN IN SHORT- AND MEDIUM-RANGE FOREIGN MARKETS (EUROPE) FOR THE MARKET SEGMENT INVOLVING GROUP BUS TRIPS SERVICE, TARGETED TOWARDS THE PROMOTION AND COMMERCIALISATION OF THE EMILIA-ROMAGNA TOURIST DESTINATION GLOBAL BRAND -YEAR 2019.

TECHNICAL BID

Company _____

Person of reference _____

Tel. _____

E-mail _____

1 – 2019 SEASONAL PROGRAMME OF TOURIST TRIPS TO EMILIA ROMAGNA

TRIP	DATE (from ... to...)	PROGRAMME (short description)	VISITED LOCATIONS IN EMILIA ROMAGNA (to list)	NUMBER OF ACCOMODATING FACILITIES USED IN EMILIA ROMAGNA (total number)	NUMBER OF NIGHTS SPENT IN EMILIA ROMAGNA (total number)
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					

19					
20					

2 – SALES TARGET FOR EMILIA-ROMAGNA TOURISM

a) Total arrivals _____

(indicate the total number of tourist arrivals to be accomplished in Emilia-Romagna in 2018)

b) Total stays _____

(indicate the total number of tourist overnight stays to be accomplished in Emilia-Romagna in 2018)

c) Average stay in Emilia-Romagna _____ nights

(indicate the average stay duration in Emilia-Romagna)

3 - PROMO-COMMERCIAL CAMPAIGN FOR THE EMILIA-ROMAGNA DESTINATION (media plan)

Indicate and describe **the promo-commercial campaign actions for the Emilia- Romagna tourist destination**, providing period, duration, audience/net contacts for each one (Note: the actions specified in article 3 of the tender specifications are the accepted ones)

ACTION	SHORT DESCRIPTION	PERIOD OF EXECUTION	DURATION	TARGET	TOTAL NUMBER OF AUDIENCE / NET CONTACTS

4 - COUNTRY/IES OF DISTRIBUTION OF THE CAMPAIGN AND IMPLEMENTATION OF BUSINESS ACTIVITY

5 - INDICATE THE TYPE OF FUEL OF THE BUSES USED FOR TRIPS TO EMILIA-ROMAGNA

_ ELECTRIC, HYBRID, BIODIESEL, LPG, METHANE

_ EURO VI DIESEL

_ EURO V DIESEL

_ EURO IV DIESEL

- _ EURO III DIESEL
- _ EURO II DIESEL
- _ EURO I DIESEL

Place and date

Stamp and signature of the Legal Representative
