



UNIONE EUROPEA



POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

POC-Additional Operative Programme Puglia 2014-2020 – Axis VI – Measure 6.8

**PUBLIC CALL
FOR THE PROCUREMENT OF EXPRESSIONS OF INTEREST
AIMED AT PLANNING EDUCATIONAL TOURS, FAM TRIPS, PRESS AND BLOG TOURS
TO BE CARRIED OUT FOR THE PROMOTION OF THE PUGLIA DESTINATION**

YEAR 2024-2025

FOREWORD

- The Pugliapromozione Regional Tourism Board (A.Re.T.) was established with Decree signed by the President of the Puglia Region (DPR) no. 176 of 22 February 2011, as per Regional Law no. 1/2002 and subsequent amendments, as an operational organization for the implementation of the Puglia Region policies with regard to the promotion of a coordinated regional image and of local tourism;
- Pugliapromozione, pursuant to art. 2 of the Regional Reg. no. 9 of 13 May 2011, *"promotes the knowledge and attractiveness of the territory in its natural, landscape and cultural, tangible and intangible components, fully enhancing its excellence" (letter A), "promotes and qualifies the tourism offer of Apulian territorial systems, promoting competitiveness on national and international markets and supporting cooperation between the public and private sectors in the tourism field; it also promotes matching initiatives between the regional territorial offer and mediators of international tourism flows" (letter C), "promotes the development of sustainable, slow, food and wine products, cultural, youth-oriented, social and religious tourism, as well as all "active and experiential" tourism, supporting the enhancement of related activities" (letter D), "develops and coordinates the interventions for tourism purposes for the enhancement and integrated promotion at a territorial level of the cultural heritage, of protected natural areas and cultural activities, in the framework of the productive vocations of the entire regional territory" (letter E), "carries out any other activity entrusted to it by the regional legislation, strategic guidelines and planning tools of the Puglia Region, also with reference to national laws and interregional and EU programs" (letter L);*
- With a deed by the Director of the Tourism Section of 15.02.2022 no. 22, acknowledging the Implementation Committee's decision of 18.11.2021 (as per minutes registered with r_puglia/AOO_056/PROT/18/11/2021/0003948) approving the amendments for the whole project activities as to years 2018-2019-2020-2021-2022 envisioned on the Tourism Strategic Plan (as per registered decisions no. 21/2018, no. 59/2018, no. 43/2019, no. 94/2019, no. 12/2020, no. 70/2020, no. 107/2020, no. 171/2020, no. 67/2021 and no. 150/2021);
- With the Tourism Section Director Deed of 06.07.2022 no. 140, the Director acknowledged the executive projects including the project "Promotion of Destination Puglia 2020/2022 - CUP: B59D20001730009" relevant to the solar years 2020-2022 within the Tourism Strategic Plan;



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- With Director Deed No. 1 of 01.10.2023, the Tourism and Internationalization Section acknowledged the approval of the Implementation Committee meeting of 10.26.2022 (as per the minutes reg. r_puglia/AOO_056/PROT/26/10/2022/000374), elaborating and approving the general survey of all the implementation projects of the PST relating to the years 2020, 2021, 2022 and 2023, also acknowledging the extension to 31.12.2023 of the 6 macro-projects of the Strategic Tourism Plan approved with Regional Decree no. 554/2022 and no. 939/2022. As part of this general remodeling, the project "Promotion of destination Puglia - Year 2020-2023" CUP B59D20001730009 was approved;
- Furthermore, with Director Deed of 06.04.2023, no. 99, the Tourism and Internationalization Section acknowledged the implementation projects "Promotion of Destination Puglia", "Digital Communication and Brand Identity of Destination Puglia", "Qualification and Enhancement of the Regional Tourism Hospitality System and Enhancement of the Offer", "Innovation of Destination Puglia" and "Tourism Product" for the year 2023, as well as the reassessment of cost fiches as to the implementation projects of 2018-2022 within the Strategic Tourism Plan (referred to in AD no. 21/2018, no. 59/2018, no. 43/2019, n. 94/2019, n. 12/2020, n. 70/2020, n. 107/2020, n. 171/2020, n. 40/2021, n. 67/ 2021, no. 150/2021, no. 22/2022, no. 118/2022, no. 119/2022, no. 122/2022, no. 140/2022, no. 141/2022, no. 225/2022 and no. 1/2023), following the resolution of the Implementation Committee of 04.03.2023 (minutes with reg. r_puglia/AOO_056/PROT/03/04/2023/0001144);
- To ensure continuity of project actions in 2024 and to maximize the effectiveness of strategies already underway, adapting them to new scenarios—always with a focus on reducing seasonality, increasing internationalization, and enhancing the quality of tourism products and services—the Regional Council, with Resolution No. 1502 of October 30, 2023, has approved the project plans for the 2024 edition of the "*Strategic Tourism Plan Puglia 365*", developed by the Pugliapromozione Regional Tourism Board.
- As part of the POC Puglia 2014/2020 actions - Axis VI "Environmental Protection and Promotion of Natural and Cultural Resources," Action 6.8, "Actions for the Competitive Repositioning of Tourist Destinations," the Executive Project of the Strategic Tourism Plan for 2024, titled "Promotion of the Puglia Destination," was approved with Executive Act No. 328 dated December 6, 2023.
- As per the project fiche "*Promotion of Destination Puglia*", Pugliapromozione has among its purposes to strengthen the Puglia brand by promoting the system of tourism businesses on the various target markets, the matching between the regional territorial offer and the mediators of international tourism flows, knowledge and attractiveness of the territory in its tangible and intangible resources, as well as expand and diversify the portfolio of tourism products by enhancing those with a wider margin of off-seasonal adjustment as well as increasing the incoming figures of international tourists, both from Europe and from the rest of the world;
- Based on a short and medium-term perspective, the markets involved in the project activities, in addition to the domestic one, will be Europe, the USA and Canada, the UK, Brasil, Japan and



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Australia, i.e.: Countries connected with direct flights to the Puglian airports, and consolidated markets whose flows have now become relevant over the last five years, as well as emerging markets which experienced significant growth rates, and new markets with high growth potential based on international tourism flows analysis carried out by the Regional Tourism Observatory .

- The project includes, among the activities to be carried out, the organization of hospitality and accommodation activities involving specific recipients with the aim of disseminating knowledge on the Puglia destination by way of direct experiences in the area and contact with local players and stakeholders, strengthening the promotion of the destination in established, emerging, and potential markets;
- The expected result is to encourage, in the short and medium term, a significant increase in tourism incomings and the knowledge of Puglia with special regard to foreign markets;
- Planned activities will lead to an increase in the differentiation of market segments and products, consequently entailing the potential of consolidating the competitive positioning of Puglia as a travel destination and the ability to innovate the offer by collecting the needs of the market demand. Project results will be enhanced through an action carried out in close cooperation with the communication and valorization offices at Pugliapromozione.
- Educational tours participants are mainly business sector operators or media professionals and social media operators, with the capacity to return commercial investments, on the one hand, and, on the other, provide editorial/social media products to be disseminated to the general and/or specialized public, so as to increase knowledge of the Puglia destination and its tourism offer;
- The Puglia Region and A.Re.T-Pugliapromozione make use of the Culture Tourism Ecosystem digital services whose gateway is the Puglia DMS, dms.puglia.it for Puglia Operators (Sellers) and dms.puglia.it/buyer for external Buyers to digitally streamline the tourism supply and demand market, particularly through the *following*:
 - *B2B: Fairs, Events and Educational programs;*
 - *B2B PUGLIA Matching Platform.*
- Educational Tours can also be directly carried out by A.Re.T. for the year 2024_2025 in order to promote Destination Puglia through hospitality services aimed at opinion leaders, journalists, photographers, TV and film crews, tour operators, participants to events of particular importance with national and international reach, consistent with the aforementioned project and with the Regional Tourism Strategic Plan;
- The hospitality and logistical organization services and travel tickets/vouchers for the educational tours are provided by the Supplier specifically appointed by Pugliapromozione through the MEPA-Consip e-platform negotiated procedure, for an amount below the cost threshold pursuant to art. 50, par. 1, sub. b) of Italian Legislative Decree n. 36/2023.



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Art. 1.

Purpose of this Call

- 1.1. A.Re.T., by way of its assigned role and functions, through this public call will organize educational tours, fam trips, and press tours according to a schedule of activities dedicated to tour operators, travel agents, journalists, bloggers, and photographers. This initiative aligns with strategic objectives, the implementation status of the Strategic Tourism Plan, and the financial resources available (allocated through the Strategic Tourism Plan – Promotion of the Puglia Destination 2024 project).
- 1.2. The ultimate purpose is the growth of the Puglia brand in Italy and abroad both in terms of heritage and the offer of services for experiential tourism through personalized tour itineraries allowing professional guests to directly discover the places and tourism products, with a view to promoting and marketing the region's tourism offer in both established and emerging and potential markets.
- 1.3. The Educational program aims at allowing participants to **familiarize with the destination through direct experience and contact with local players and stakeholders**. The hospitality program is also a follow up to A.Re.T. Pugliapromozione PR activities during national and international fairs, events and workshops.
- 1.4. This Call defines the schedule and the topics of tours in which to express interest, the tour participants, the procedures in place to be eligible and to approve the expressions of interest, the procedures of organizing and providing the necessary hospitality services.
- 1.5. Moreover, A.Re.T. Pugliapromozione intends to organize Educational Tours, under its own management, also at the request of ENIT-Italian Tourism Board, and of regional offices and of the Presidential Office of the Puglia Region, as well as on proposal of trade organizations in the tourism sector, pursuing the strategic objectives of enhancing its various territories and the regional tourism products, through the creation of specific experiential itineraries.

Art. 2.

Educational Tour Participants

(Hospitality recipients - Buyers and Travel Media Professionals)

- 2.1. Eligible participants in educational tours can be:
 - 1) **TRAVEL MEDIA PROFESSIONALS (MEDIA)**: sector specific journalists belonging to national and international media outlets or freelancers (online and offline), photographers, bloggers, influencers, social community professionals;
 - 2) **TOUR OPERATORS**;
 - 3) **TRAVEL AGENCIES**;



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- 4) **MICE & WEDDING OPERATORS:** Managers, nationally/internationally renowned professionals dealing with the planning, management and implementation of business travel (Meetings, Incentive, Congresses and Conventions, Events and Exhibitions) and Wedding events (wedding planners).
- 2.2. Participants in Educational Tours (recipients of hospitality) must have **proven experience** in the travel professional sector and demonstrate an interest in disseminating, promoting or in any case publishing information on the Puglia destination, also through diverse themes and/or activities which are not strictly touristic and culturally related.
- 2.3. **Tour participants cannot be Puglia residents.** Furthermore, tour participants cannot have already been guests on other Educational Tours of the Puglia Region and/or of the A.Re.T., during the two-year period 2023-2024, nor of the *VII BuyPuglia Routes & Experiences* trade show (February 27/29, 2024), except in case of concessions arising from specific needs aimed at consolidating particular strategic promotional outcomes for topics and recipients of services.
- 2.4. Each tour comprises **a minimum number of 5 up to a maximum of 14 participants**, and may include: 1 or more tour guides, tour leaders and/or interpreters; 1 or more officers from A.Re.T. Pugliapromozione and/or the Tourism Section of the Puglia Region. No accompanying persons are allowed, with the exception of those taking care of guests with disabilities. No underage – i.e. less than 18 years old – person is allowed to participate in the tours.
- 2.5. Tour participants show a **specific interest** in the Puglia destination and one (or more) itineraries as planned by A.Re.T. (see art. 3) at the time of the application: said interest shall also be proven by the outcomes achieved by participants during/after the tours, according to the categories they belong to, and each according to their own professionalism (**tour outputs**).

Art. 3.

Educational Tours Calendar. Tour Schedules.

- 3.1. A.Re.T. establishes an activity plan (Travel Itineraries) as shown below (Annex 1).
Please note that applications for proposals may be submitted starting on December 10, 2024:

1. **Blog tour for new media “Hidden Treasures of Puglia. Immerse yourself in history across Brindisi and Salento” From March 10 to March 14, 2025.**
Expressions of interest to be delivered by: *January 31, 2025.*
2. **Fam trip for trade “Art Wonders across Two Seas: Taranto, Brindisi and Valle d’Itria”. From March 31 to April 4, 2025.**
Expressions of interest to be delivered by: *January 31, 2025*
3. **Blog tour for New Media: “Between Identity and Tradition: The Flavors of Puglia”. From May 5 to May 9, 2025.**
Expressions of interest to be delivered by: *March 31, 2025.*



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4. **Press tour “Puglia Coast to Coast. Nature Reserves, Beaches, Art & History Wonders”, from May 10 to May 14, 2025.**
Expressions of interest to be delivered by: *March 31, 2025.*
5. **Press Tour/Fam trip for trade “The Adriatic Coast among Crystal Clear Waters and Nature Wonders” from June 9 to June 13, 2025.**
Expressions of interest to be delivered by: *March 31, 2025.*
6. **Fam trip for trade “Puglia On the Road. Keyword: Adventure” from September 22 to September 26, 2025.**
Expressions of interest to be delivered by: *June 30, 2025.*
7. **Fam trip for trade “Puglian Culinary Art. A travel in taste”. From October 1 to October 5, 2025.**
Expressions of interest to be delivered by: *June 30, 2025.*
8. **Fam trip for trade “Walking Down the Aisle in Puglia” from November 21 to November 27, 2025.**
Expressions of interest to be delivered by: *June 30, 2025.*

- 3.2. At any time, A.Re.T. has the right to make changes to Educational Tours itineraries or dates as to the above program, due to organizational needs or further assessments of strategic opportunities. Furthermore, A.Re.T. has the right to cancel or interrupt already organized tours, due to any cause of force majeure or other unforeseen issues which may not allow the regular implementation of the tour.
- 3.3. The above is established without prejudice to any right by A.Re.T. to carry out additional Educational Tours as also referred to in paragraph 3.1., in the case of availability of additional financial resources or proposals, having particular relevance in terms of the promotional impact and service quality, as well as for justified reasons of strategic opportunity.

Art. 4.

Procedures for submitting expressions of interest. Accreditation procedure

- 4.1. Subjects referred to in article 2.1, after registering on the **B2B PUGLIA MATCHING PLATFORM** at www.dms.puglia.it/buyer and after having profiled themselves, express interest **exclusively through the above platform**, by selecting one or more Educational Tours, according to the specific profile and interest.
- 4.2. Expressions of interest, **under penalty of inadmissibility**, must be submitted starting on December 10, 2024, according to the following steps on the platform:
 - a) **REGISTRATION** - registration on the B2B Puglia Matching Platform (user + company) at b2b.ect.regione.puglia.it/registrazione or by direct access for users already registered (click on LOGIN at dms.puglia.it/buyer;



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- b) **PROFILING** - description and profiling of the company/media/etc. ¹ that is of the market demand it represents: information regarding the target and the tourism product of interest (arts & cultures, nature, sports & wellness, food & wine, tradition & spirituality, the sea, MICE & Wedding, shows & entertainment);
- c) **OPEN ACCREDITATION/OPENING REGISTRATION** - select one or more Educational Tours from the list “Events & Educational Tours” according to your interest and business field. Please note that only one tour may be approved among the chosen ones.
- d) **OUTPUTS and DECLARATION OF COMMITMENT** – please provide a description of what will be produced and implemented during or after the Educational Tour, so as to ensure its effectiveness (output), such as newspaper and magazine articles, feature stories, editorials, blogs, etc. in the case of travel media professionals - or a description referred to the promotion of tourism offer and/or marketing in the case of tour operators, travel agencies and MICE operators. Furthermore, a declaration of commitment as to the production of outputs and their upload onto the platform, as well as filling up the questionnaires that will be delivered by A.Re.T. after participation in the Educational Tour.
- e) **APPLICATION** - The expression of interest is completed by clicking on the “Participate” button at the end of the entered information on the platform.

To help users fill the requested fields, specific information and guideline slides are attached to this notice; you may also request assistance by writing to supporto.tecnico@aret.regione.puglia.it.

4.3. Expressions of interest by buyers and travel media professionals must be delivered no later than the following deadlines (see art. 3.1):

- A. January 31, 2025, for the Blog tour for new media “Hidden Treasures of Puglia. Immerse yourself in history across Brindisi and Salento”, from March 10 to March 14, 2025; the Fam trip for trade “Art Wonders across Two Seas: Taranto, Brindisi and Valle d’Itria”, from March 31 to April 4, 2025.
- B. March 31, 2025, for the Blog tour for New Media: “Between Identity and Tradition: The Flavors of Puglia”. From May 5 to May 9, 2025; the Press tour “Puglia Coast to Coast. Nature Reserves, Beaches, Art & History Wonders”, from May 10 to May 14, 2025; the Press tour/Fam trip for trade “The Adriatic Coast among Crystal Clear Waters and Nature Wonders” from June 9 to June 13, 2025.
- C. June 30, 2025, for the Fam trip for trade “Puglia On the Road. Keyword: Adventure” from September 22 to September 26, 2025; the Fam trip for trade “Puglian Culinary Art. A travel in taste”. From October 1 to October 5, 2025, and the Fam trip for trade “Walking Down the

¹ Note 1: for MEDIA or INDIVIDUAL COMPANY profiles, in “company name”, freelancers can enter full names, while “city” stands for city of origin.



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Aisle in Puglia” from November 21 to November 27, 2025.

Expressions of interest received after the deadline or sent through other means different from those indicated in point 4.2 will be considered inadmissible.

4.4. The expressions of interest must include a minimum and not amendable content, **under penalty of rejection**, consisting of the following items:

1) **Personal data** (name, surname, email address, city and country of origin, telephone) **and company profile** (tax code, website) in order to assess the suitability of the tour participant's profile. Furthermore, it is possible to upload a descriptive document of the represented company/publishing house (maximum 4 mb, pdf format), in the case of media travel professionals it is possible to upload a press kit.

2) **Selection of the specific or thematic interest(s) and target(s);**

3) **Declaration of commitment** to deliver outputs such as stories, articles, commercial initiatives, etc. during or following the tour, to upload them onto the platform, and to fill up the questionnaires that will be delivered by A.Re.T. after participation in the Educational Tour.

4) **Output Description:** short description of what will be produced and delivered during or after the Educational Tour to ensure its effectiveness (i.e.: stories and feature articles, editorials, radio broadcasting, blogs, etc. in the case of travel media professionals), description of benefits in terms of promotion of the tourist offer and/or marketing, with specific reference to the target recipients of the project and the offer segments interested in the activity (in the case of tour operators, travel agencies and MICE & Wedding operators);

Please be informed that **in case of failure to produce and transmit the tour outputs**, A.Re.T. has the right to include proponents in a **"black list"**, in consideration of the **unsatisfactory outcome** of the tour, with reference to pursued strategic promotional purposes. **A.Re.T. also has the right, in the event of inexperienced or negligent participants as to the production or failure to deliver outputs, to issue claims against participants for the recovery of the economic resources unsuccessfully spent in providing hospitality services.**

4.5. Each participant (recipient of hospitality) can select one or more tours, depending on their profile and interest, however **applicants may only participate in one of the tours scheduled for the year 2025**. In case applicants have entered more than one preference, A.Re.T. will choose the tour based on the profile and the maximum number of guests for each tour.

4.6. After participating in the tours, the A.Re.T. will deliver to participants (recipients of the hospitality) **questionnaires for monitoring carried out activities and evaluating the specific objectives** of this notice. **Tour participants are required to accurately answer A.Re.T. monitoring and evaluation questionnaires.**



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Art. 5

Hospitality services provided by A.Re.T. – Financial Endowment.

- 5.1 For the implementation of Educational Tours, A.Re.T. will provide hospitality services by way of an economic operator (travel agency), selected for this purpose with a public call for tenders, as the only subject entitled to provide necessary services.
- 5.2 Provided hospitality services will be **strictly functional to the overnights/stay aimed at experiencing the regional territory** according to the purposes of this notice, and above all to facilitate the matching between supply and demand, as well as the promotion of the destination.
- 5.3 The financial endowment for the provision of hospitality services amounts to a maximum and total value of € 217,000.00 (maximum value of expenses), and that includes all scheduled tours and independent, ARET organized educational tours, and in any case it shall be relevant to the number of participants, within the limits of the available budget.
- 5.4 The value of the hospitality services to be provided for each tour will be defined on the basis of the quality of the services, market prices and the criteria of economy and fairness, taking into account the size of the tour (number of participants, duration, target).
Please note that in no case there will be any payment nor any sum of money will be paid in any shape or form to tour participants, either as reimbursement of expenses, nor for the purchase of travel tickets, or for other hospitality services for the implementation of the tours.
- 5.5 Provided services will be authorized by A.Re.T. and selected by the above mentioned travel agency, through market surveys on sector operators, according to principles and criteria established to protect competition.
- 5.6 The hospitality services having financial endowment are those eligible on the basis of the provisions of this notice, as well as the national regulations - D.P.R. 3 October 2008, no. 196 – on the allocation of European funds (Reg. (EU) n. 1303/2013 and subsequent amendments, including general provisions on the European Regional Development Fund ERDF, the European Social Fund ESF and the Cohesion Fund). In particular, these are eligible services:
 - Issuance of travel tickets: air, railway, land, sea cruise/ferry tickets;
 - Hotel/accommodation hospitality only for guests who are non-resident in Puglia, with the exception of 1 tourist guide or interpreter and up to 2 Pugliapromozione officers and/or the Puglia Region Tourism Section officers;
 - Food expenses;
 - Transfers from/to the airport, railway and/or bus station, sea ports: in the case of individual arrivals and/or departures, taxis may also be used, in case it is more convenient than a private transfer;
 - Tours: buses of various types, tour guide and tour leader, interpreter (if necessary and only for the duration of the Educational Tour), entrance tickets to museums, galleries, monuments, exhibitions, parks, etc.;



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- Film setups and/or cooking appliances (in case of cooking shows, television filming, etc.) to be evaluated on a case-by-case basis.
- 5.7 Merely as an example and not limited to the following cases, the costs of engagement/attendance fees and professional services are in general considered ineligible.

Art. 6.

Co-Marketing hospitality services provided by Puglian operators (Sellers)

- 6.1. Puglian operators (sellers) may express interest in the scheduled tours by proposing offers of co-marketing services (**free of charge**) for one or more Educational Tours, by applying via the DMS Puglia platform. Operators will have to:
 - fill in all the information (in Italian or English) requested in the "Data management" fiche and, if required, in "Promozione & Qualificazione" ("Promotion & Qualification").
 - express interest in offering "co-marketing" services through the digital service "B2B: Fairs, Events, Educational tours" by clicking the tour/tours of your choice in the "Events & Educational" list and choosing from the "individual" or "group" option, then filling in offered services, describing the delivery and operation methods, the type of services and any limitations of the co-marketing offer.

Proposals will be accepted only if consistent with the theme of the tour and when fulfilling the activities logistics.

- 6.2. The sellers' expressions of interest must be delivered starting on December 10, 2024, and no later than the following deadlines²
 - A. January 31, 2025 for the Blog tour for new media "Hidden Treasures of Puglia. Immerse yourself in history across Brindisi and Salento", from March 10 to March 14, 2025; the Fam trip for trade "Art Wonders across Two Seas: Taranto, Brindisi and Valle d'Itria", from March 31 to April 4, 2025.
 - B. March 31, 2025 for the Blog tour for New Media: "Between Identity and Tradition: The Flavors of Puglia". From May 5 to May 9, 2025; the Press tour "Puglia Coast to Coast. Nature Reserves, Beaches, Art & History Wonders", from May 10 to May 14, 2025; the Press tour/Fam trip for trade "The Adriatic Coast among Crystal Clear Waters and Nature Wonders" from June 9 to June 13, 2025.
 - C. June 30, 2025 for the Fam trip for trade "Puglia On the Road. Keyword: Adventure" from September 22 to September 26, 2025; the Fam trip for trade "Puglian Culinary Art. A travel in taste". From October 1 to October 5, 2025; the Fam trip for trade "Walking Down the Aisle in Puglia", from November 21 to November 27, 2025.

² Deadlines and terms for submitting expressions of interest by sellers, buyers and travel media professionals are the same. However, Pugliapromozione may extend the registration terms in order to enrol a greater number of operators and guests.



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- 6.3. Co-marketing services will in any case be provided through the organizational coordination of the operator (travel agency) as appointed by A.Re.T.
- 6.4. Operators who have offered co-marketing services and included in the tour programs can participate (only one representative per company) to a networking dinner with guests (buyers/media) and tour operators, which can be scheduled for a particular Educational Tour.
- 6.5. After participation, A.Re.T. has the right to deliver to involved sellers its questionnaires, useful for monitoring carried out activities and assessing the specific purposes of this public call.

Art. 7.

Approval of Expressions of Interest

- 7.1 Approval of expressions of interest of the buyers/media and of the sellers are under the responsibility of A.Re.T., following a preliminary phase of formal admissibility assessment and subsequent approval of eligibility:
 - a) **Formal eligibility check:**
 - compliance with submission deadlines;
 - completeness of the required documentation.
- 7.2. Approval of the expressions of interest of travel media professionals, tour operators, travel agencies and MICE operators follows the criteria set out in sub. b) of this article:
 - b) **Eligibility Approval:**
 - evaluation of expressed interest and of expected outcomes for the benefit of the strategic promotion of the destination;
 - consistency with purposes of the marketing strategies as defined in the planning deeds for the promotion of the regional destination;
 - consistency with the development of regional tourism products and territorial relevance;
 - expected impact for the promotion of the destination;
 - previous participation to other Educational Tours already carried out by A.Re.T. during the two-year period 2023/2024, or past guests of the *BuyPuglia Travel Experience* trade show (February 26-29, 2024), so as to assess the opportunity of repeat participants and their previous results;
 - the proposed tour concept novelty and its expressed interest, with reference to the outputs or the expected post-tour follow-ups and/or performance of participants;
 - available/remaining budget.
- 7.3 Expressions of interest are assessed by an Evaluation Committee according to the above criteria.
- 7.4 The accreditation approval for buyers, media and sellers is completed through the *B2B PUGLIA MATCHING PLATFORM*.



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Art. 8 Evaluation Committee

- 8.1 The Evaluation Committee provides for the appointment of the following members:
- the Coordinator of the Tourism Strategic Plan or an appointed proxy;
 - a member of the Promotion Office;
 - a member of the Tourism Products office;
 - a member of the Communications Office/Social Media Newsroom;
 - a member of the Educational Tours Office.
- 8.2. The above without prejudice to the faculty of the Evaluation Committee to get technical advice from any official prior to the evaluation meetings.
- 8.3. The Evaluation Committee is summoned by the RUP-Sole Procedure Official within 3 days of the expiry of the terms referred to in Article 4.

Art. 9 Accreditation approval, list of tour participants and sellers, tour programs

- 9.1. Accreditation approval will be communicated to eligible and accepted participants, confirming the dates of the tour and any further details, through the *B2B PUGLIA MATCHING PLATFORM*.
- 9.2. The complete and final tour programs, with tour participants and operators will be published and communicated via the institutional portal and the social channels of A.Re.T Pugliapromozione.

Art. 10 Communications, publications and transparency

- 10.1 This Call is published - also in English - on www.aret.regione.puglia.it - Transparent Administration - Calls and Notices section, and on the Official Bulletin of the Puglia Region, as well as on the Official Journal of the Italian Republic.
- 10.2 Communications and results of evaluations will be communicated to applicants and published on the A.Re.T. website www.aret.regione.puglia.it at the Transparent Administration section.
- 10.3 Activities carried out and tour results (participants' follow-up) will be disclosed through the A.Re.T. web and social communication channels.



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Art. 11

Duration and validity of this Call for Tenders

- 11.1 This call is in place until the end of the POC PUGLIA 2014-2020 (**AXIS VI. ACTION 6.8 – DECEMBER 31, 2025**) for the financial resources assigned to A.Re.T., as allotted for the project *Promotion of Destination Puglia - Educational Tours Intervention* for each year, and also sourced from possible variations and/or project economies.
- 11.2 The financial endowment for the Educational Tours Intervention, in the Promotion of the Destination Puglia project, is allotted for the supply of travel tickets and hospitality services purchased by A.Re.T. from its own contractor (travel agency) as appointed via a public call for tenders.
- 11.3 A.Re.T. has the right to extend the terms of this Call, in agreement with the Tourism Section of the Puglia Region, also before the set deadline, and following the same publication methods.

Art. 12.

Procedure Manager. Execution Manager. Data processing and final provisions

- 12.1 The Sole Procedure Project Manager ("RUP") is Mariapia Moggia at A.Re.T. Pugliapromozione, e-mail educational@aret.regione.puglia.it. The Educational Tours Execution manager is Serena Brandi, e-mail educational@aret.regione.puglia.it.
- 12.2 Pursuant to the EU General Data Protection Regulation (Regulation (EU) 2016/679), the Data Controller of the data released for participation in this public Call is A.Re.T. Pugliapromozione in the person of the General Director, Luca Scandale. The received personal data will be used for activities related to participation in this procedure, in compliance with legal obligations and in execution of contractual or pre-contractual measures. For more information on data processing, please refer to the specific attached document, published pursuant to art. 13 of Regulation (EU) 2016/679.
- 12.3 The Parties undertake, in the execution of all related activities that may involve the processing of Personal Data, to act in accordance with the applicable General Personal Data protection regulations (in particular, EU Regulation 2016/679, the so-called "GDPR"), complying with appropriate organizational and technical measures, as well as those apt to ensure the security of information related to the activities of A.Re.T. Pugliapromozione in terms of confidentiality, availability, and integrity of processed Personal Data, aimed at preventing risks of destruction, loss, or alteration, even accidental, of data and documents. In particular, participants:



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- Guarantee to indemnify and hold A.Re.T. harmless from any and all harmful consequences arising from non-compliance with this obligation.
- Hereby confirm and are able to demonstrate that they have implemented adequate security measures to protect Personal Data, including the aforementioned appropriate technical and organizational measures, to ensure protection against any unauthorized or unlawful processing, as well as against accidental loss, destruction, or damage to Personal Data. In case participants need to process third-party data on behalf of A.Re.T., the latter – through a separate instrument – will provide them with a specific designation as “Data Processor” pursuant to Article 28 of the aforementioned GDPR.

12.4 This Call is published on the website www.aret.regione.puglia.it - Calls and Notices section.

12.5 For any further information concerning the contents of the Call and the documentation to be submitted, please write to **educational@aret.regione.puglia.it**.

Annexes:

- 1) Travel Itineraries (Annex 1)

THE GENERAL DIRECTOR

Luca Scandale