



UNIONE EUROPEA



REGIONE PUGLIA



Fondo per lo Sviluppo
e la Coesione



PUGLIA
PROMOZIONE
Agenzia Regionale del Turismo

SUBJECT: DEVELOPMENT AND COHESION FUND (FSC) - PACT FOR PUGLIA – ACTION STATEMENT FOR THE ‘PUGLIA365’ STRATEGIC TOURISM PLAN - PROMOTION, PR, ENHANCEMENT, INNOVATION OF THE DESTINATION AND TOURISM OFFERING – EXPRESSION OF INTEREST FOR THE PROCUREMENT OF SERVICES OF COMMUNICATION AND PROMOTION OF THE PUGLIA BRAND IN THE AREA OF MARITIME TOURISM, WITH THE PURPOSE OF ESTABLISHING A LIST OF SUPPLIERS UNDER CONDITIONS OF EXCLUSIVITY, PURSUANT TO ART. 63, PARAGRAPH 2 B), 3, OF LEG. DECREE NO 50/2016 IN IMPLEMENTATION OF THE OPERATION TO ‘ENHANCE THE TOURISM OFFERING, INFORMATION AND RECEPTION AND GOVERNANCE’.

CUP B39I22001220009

**THE GENERAL DIRECTOR OF THE REGIONAL TOURISM AGENCY (A.RE.T.)
PUGLIAPROMOZIONE
ANNOUNCES THE FOLLOWING**

Premise

2023 will be a year of growth for maritime tourism in the Mediterranean, driven by forecasts of a recovery in cruise traffic and by the confidence of marinas, tour operators and yacht charter companies in expected customer volumes. The ports and tourist landings are the “entrances” to a destination, as well as the starting points for trips to discover the beauty of inland locations. In this context, the cruise and boating sector, with guaranteed short breaks and increasingly well-organized and targeted excursions, represent a lever to support the strategies of off-season tourism and regional promotion.

With 900 kilometers (560 miles) of coastline, Puglia, ahead of all other Italian regions, is in a position to link its development strategies to activities relating to the **blue economy**, both in terms of port and maritime services and due to the tourist potential of its extraordinary hinterland. The data acquired by the Pugliapromozione Observatory, through a profiling survey conducted in the region's main ports prior to the pandemic, reveal that 90% of the tourists arriving by sea in Puglia – mainly by cruise ships – have never seen the region, and therefore they arrive for the first time by sea and visit the



main tourist resorts and UNESCO sites during the short break off the boat. According to the annual 'State of the Cruise Industry Outlook 2022' by Cruise Lines International Association (CLIA) – the world's leading cruise industry association – 6 out of 10 tourists state they have returned to a city they had previously visited in a short break on a cruise. Cruises and boating thus become a showcase for the destination, an opportunity for visibility and the traveler becomes a potential repeater for a future long stay.

The mission of A.RE.T. Pugliapromozione, as known, is to communicate and promote the destination and the *Puglia brand* in Italy and in the world, with important benefits for the development of the region. The synergies implemented in recent years by the agency together with the Port Authorities of the Southern Adriatic Sea and the Ionian Sea have aimed to promote and enhance Puglia as a tourist destination and travel destination according to joint public interest objectives.

In continuity and consistency with what has been achieved thus far, the need in 2022 is to launch targeted actions that engage the stakeholders of *maritime tourism* directly linked to national and international incoming tourists. The action pursues the immediate objective of promoting **knowledge of the visual identity of Puglia** (brand awareness), **increasing the attractiveness of its historical, artistic and landscape heritage**, also with the purpose of positively impacting incoming tourism and increasing tourist flows off-season. The expected results include the improvement of brand reputation, the diversification of tourists arriving in Puglia by sea, by market of origin and target group.

Consistent with the strategic guidelines expressed above, the A.RE.T. Pugliapromozione has identified a range of activities for the development of tourism promotion aimed at broad-spectrum target groups and sector target groups, with particular focus on post-pandemic recovery and on other events that have upset the political-economic balance in Europe and elsewhere in the world. These activities are all part of the Action Statement called 'Puglia365 Strategic Tourism Plan - Promotion, PR, Enhancement and Innovation of the Destination and Tourism Offering', approved by the Regional Executive Committee with Resolution No 1316 of 09.28.2022, funded with resources referred to in Tourism Division Executive Decision No 1919 of 09.30.2022. The planned activities include the action 'Enhancement of the tourism offering', which foresees regional promotion and marketing initiatives, such as to increase the attractiveness of the region for both local visitors and tourists coming from other regions or from abroad, with particular attention towards tourists who arrive in Puglia by sea and who stop over in the regional port hubs.

To this end, the A.RE.T. General Director Resolution No. 1930 of 10.28.2022 approves this Public call for the procurement of services of communication and promotion of the Puglia brand in the context of maritime tourism, with the purpose of establishing a list of suppliers under conditions of exclusivity, pursuant to Art. 63,



paragraph 2, b), no 3 of Leg. Decree No 50/2016 - using the resources of the Development and Cohesion Fund (FSC) Pact for Puglia.

Art.1

Purpose of the Call

1.1 With this Call, the A.RE.T. Pugliapromozione intends to procure **offers for services of communication and promotion of the *Puglia brand*** and of the region by the persons indicated in Art. 3. The purpose is to establish **1 list of communication and promotion service providers specialized in *maritime tourism***, in order to promote the *Puglia brand* and improve awareness of Puglia as an attractive destination also in this sector.

1.2 The communication services are on/off line communication materials useful to promote the *Puglia brand* adopting a media mix format. They consist of the graphic customization of physical, digital, virtual and multimedia spaces (see Art. 6)

1.3 The content of the communication of *Puglia brand* is provided by A.RE.T Pugliapromozione, while the means, tools and graphic customizations and adaptations are conceived, developed and implemented by the service providers.

1.4 The content of the communication of *Puglia brand* features characteristic, precise graphic signs/elements (visual identity) and content representative of the region (coordinated image) and its historical-artistic, landscape and cultural wonders.

1.5 The *Puglia brand* (visual identity and coordinated image) must be recognizable and visible in the context of the communication and promotion devised by the service providers.

1.6 The *Puglia brand* must under no circumstances be associated or confused with any additional partners or commercial sponsors.

Art. 2

Markets and Targets

Purpose of the communication and promotion of the Puglia brand: the communication is aimed at promoting Puglia, in Italy and abroad, as **travel destination 365 days a year**, an alternative to the more popular destinations and mass tourism.

Profile of potential visitors: families, couples, over 65s, GenX, Millennials. The communication targets predominantly people interested in 'voyages of discovery' and 'cultural travel', who prefer to reach destinations by sea, in groups or individually, in off-



peak periods, mostly residents of the major cities and metropolitan areas of the target countries.

Specifically, the communication and promotion targets:

- a) **potential visitors** with the aim of stimulating the purchase of travel-vacations on ships/pleasure boats that include stops with disembarkation in the ports of Puglia, in the off-peak seasons. The communication must be aimed at providing information the geo-localization of the destination and promoting its landscape, historical-artistic and cultural heritage;
- b) **visitors who have already chosen Puglia** for travel-vacations and who arrive by sea on ships/pleasure boats with stops foreseen with disembarkation in the ports of Puglia. The communication aims to stimulate the traveler's curiosity towards the attractiveness of the region's heritage and sites that are less well-known but significant for tourism.

Markets: the communication is oriented towards the national and international travelers, through the use of targeted tools. Target countries: Italy, Germany, France, Spain, United Kingdom, Switzerland, Austria, Netherlands, Greece, Croatia, Montenegro, Slovenia, United States of America.

Art.3

Eligible applicants

The call is open to the **economic operators** referred to in Art. 3, paragraph 1 p) of Legislative Decree No 50/2016, even resident and/or based in other Member States, established in accordance with the legislation in force in Italy or in the respective countries, exclusive advertising agencies and/or owners of advertising spaces that fall into one of the following categories:

- A. cruise companies** that use **ships** holding due certification for operation issued by the competent authorities (navigation license and safety certificates) e which have confirmed and activated, at the time of submission of the offer, a travel program with routes by sea/landings in Puglia, operational in 2023;
- B. tour operators that organize travel-vacations with pleasure boating charter companies** (e.g. fly&cruise and other related tourist services), which foresee the use of **pleasure craft** (ships/pleasure boats, e.g. catamarans, yachts, etc.), holding due certification for operation issued by the competent authorities (navigation license and safety certificates) and which have confirmed and activated, at the time of submitting the offer, a travel program with routes by sea/landings in Puglia, operational in 2023.

Art. 4.

Terms and conditions for submitting bids



Economic operators can submit bids from **10 am on 11.03.2022 to 2 pm on 11.22.2022**.

This is without prejudice to the right of Pugliapromozione to modify or supplement or extend this call, before the deadline, following the same methods of publication (BURP-GURI-OJEU).

Art. 5

Available budget and value of bids

The financial coverage of this Call is a total of **EUR 400,000.00** (VAT included). The financial coverage may be reinforced in the subsequent phase, taking into account the consistency of the interest shown by the eligible participants.

Each service offer cannot exceed a maximum of **EUR 100,000.00** (VAT Included) and remains subject to reduction and/or amendments by the A.RE.T. Pugliapromozione during evaluation phase (see Art. 9).

Art. 6

Services and admissible costs

6.1 The **admissible costs** – detailed in the financial offer – consist of the communication and promotion services necessary to customize the spaces and communication materials proposed by the applicants, as referred to in Art. 3, for the promotion of the *Puglia brand*.

The services may include, by way of example only and not limited to, the following activities:

- advertising through the service provider's website;
- advertising and other on-board promotion initiatives that anticipate the visitor experience, stimulate land spending dynamics and curiosity and knowledge about the region;
- social media marketing also with the help of influencers;
- on-board magazines;
- voice announcements;
- Puglia branded gadgets;
- boarding passes;
- advertising on other channels and media owned by the service providers;
- promotional corners/physical spaces on board or in the sales network.

6.2 **Non-admissible costs**, are those not included, relating to, by way of example:

- staff and artists;
- design of campaigns and websites;



- organization;
- audio/lighting services;
- video production;
- rental of spaces and leases;
- posting rights;
- television and radio rights;
- social media activities, where the content is not customizable with logos (stories);;
- purchase of physical spaces (entire stages, structures).

Art. 7

Period of execution of activities

The activities referred to in Article 1 (services of communication and promotion of the *Puglia brand* and the region), shall be carried out **from 16.01.2023 to 15.10.2023**.

Art.8

Bidding procedure

Bids are submitted exclusively by certified e-mail (PEC) sent to valorizzazionepp@pec.it (for operators operating abroad only, to valorizzazione@aret.regione.puglia.it) and must be signed by digital signature (if available) by the legal representative or his delegate.

In the event of failed delivery of the certified e-mail, receipt of delivery/failed delivery to the destination address is considered valid proof.

Certified email (PEC) and digital signature are required under penalty of inadmissibility, with the exception of operators resident in other states.

Operators must enter the following wording in the subject line of their certified email (ordinary email for foreign operators): 'CALL FOR MARITIME TOURISM COMMUNICATION SERVICES' and the COMPANY NAME.

The offers consist of the following elements:

A. APPLICATION AND TECHNICAL AND FINANCIAL OFFERS (*Annex 1 of the Call*).

The **technical offer** must be developed and articulated following the points indicated below:

- 1. Biography/presentation sheet of the applicant** clearly illustrating experience in the *maritime tourism* sector;
- 2. communication and promotion plan** envisaged with specific reference to the different markets and target groups and to the mix of tools deemed most effective for optimizing the result (see Art. 2);
- 3. detailed list of individual services** of communication and promotion offered, divided by type, with technical specifications, unit costs and duration (see Art. 6)



and relative photographic documentation (renders);

4. **performance indicators** with forecasts of the number of contacts to be reached, the (estimated) number of passengers by route and destination port and the tools that will be adopted to measure the effectiveness of the initiatives (e.g. sentiment analysis, conversion rate, etc.).
5. **presentation of operations for the year 2023** in Puglia, which shows: 1) any existing agreements with the competent local authorities for berths/moorings, any confirmed allotments for the fly&cruise segment, or cruise only, etc.; 2) planned itineraries and landings, specifying the number and type of ships/boats involved and maximum number of passengers (capacity), port of departure, port of arrival and intermediate stops, schedule of landings in the individual ports in Puglia, duration of each layover/stop, description of the different types of land excursions available during the layover/stop;
6. measures adopted in relation to **environmental sustainability** on board and on land.

The **financial offer** must indicate:

- a) lump sum price with specific indication of both the amount including VAT and the amount net of VAT
- b) unit costs of services and of each format/medium/support (ref. point A.3) with indication of the cost and any discount.

B. ADMINISTRATIVE DOCUMENTS SUBMITTED WITH THE APPLICATION

The documentation to be produced in support of the application/technical offer/financial offer, to be presented on headed paper and signed digitally by the legal representative, is as follows:

1. Identity document and tax code of the legal representative;
2. Chamber of Commerce Registration/Certificate/Association by-laws;
3. Self-declaration on the fulfillment of the obligations established by Leg. Decree 81/2008 on safety in the workplace;
4. Statement of possession of the requirements referred to in Art. 3 of the Call (use of ships/pleasure boats with a navigation license and safety certificate, operational in 2023 in Puglia);
5. Statement declaring the exclusive nature of management of advertising spaces, themselves or licensed to third parties;
6. Certificate of registration with the Italian Anti-Corruption Authority (ANAC);
7. Cash flow statement (Traceability).



In the event that the administrative documentation is incomplete, the A.R.E.T. reserves the right to request that documents be supplemented, through soccorso istruttorio (deficiency remediation).

Please also note that, in case of acceptance of the offer, the following documents shall be required:

a) European Single Procurement Document (ESPD), completed by logging in via the public digital identity system (SPID) or activating a National Services Card: <https://www.impresainungiorno.gov.it/sso/go>

For info: <https://www.impresainungiorno.gov.it/web/l-impresa-e-la-pa-centrale/unioncamere-dgue>.

For technical support on *Impresa in un Giorno* DGUE ONLINE, contact the Call Center on +39 0664892717, from Monday to Friday, 9 am to 5 pm.

a.1) Once logged in, the economic operator will be asked to upload an ESPD REQUEST. Use the PDF or XML file provided by the Contracting Authority or published with the public call;

a.2) Fill in the required parts of the ESPD online;

a.3) upload the completed ESPD in PDF format and sign it;

a.4) Attach the completed and signed ESPD together with the required documentation.

If you have problems uploading the XML, you can use this link to create the ESPD in electronic format and follow the instructions for economic operators: <http://www.base.gov.pt/deucp/filter?lang=it>

b) Certificate of registration on the following ANAC IT platform:

<http://www.anticorruzione.it/portal/public/classic/Servizi/ServiziOnline/RegistrazioneProfilazioneU>

c) Traceability of financial flows or declaration in lieu providing evidence of a special current account used for public tenders/contracts pursuant to Art. 3, paragraph 7 of Law No 136/2010 (as per the template provided by A.R.E.T.;

d) Anti-mafia statement for all shareholders (as per the template provided by A.R.E.T.).

Art. 9

Evaluation of offers

The proposals are evaluated by Pugliapromozione, subject to legal and formal verification of each offer and the identification of the applicant as meeting the category requirements outlined in Art. 3.

An Evaluation Committee has been set up for this purpose, consisting of the head of the Pugliapromozione Enhancement of Tourism Offering Department, A.R.E.T. Officials and a minute-taking secretary.



The technical and discretionary evaluation of the offers takes into account the following:

- consistency with the strategic objectives of the A.R.E.T and the call;
- the quality and adequacy of the services offered, also in relation to the operational navigation plan for 2023
- the suitability of the spaces/tools proposed in relation to the communication content/concepts
- the adequacy of the financial offer and unit prices
- the applicant's experience in the area of maritime tourism.

The offers are subject to technical and/or financial remodeling to adapt them to A.R.E.T.'s objectives and needs of promotion and communication. Pugliapromozione.

The offers are also subject to possible supplementation and without prejudice to the right of the evaluation team to request further clarifications.

The evaluation of the offers ends with a proposal for a contract and inclusion on the supplier list, addressed to the Director General of Pugliapromozione.

Art. 10

List of suppliers, awarding service contracts, signing the contract and reporting

10.1 One list of service providers will be established. The services shall be assigned pursuant to Art. 63, paragraph 2 b), no 3 of Leg. Decree 50/2016, having ascertained that the applicant is the holder of the exclusive rights.

10.2 Prior to signing the contract, Pugliapromozione carries out checks on the moral and professional requirements of the contractors. However, the self-declarations issued by the contractors on the possession of the aforementioned requirements shall prevail for concluding the contract. Should the declarations be proved false or the moral and professional requisites required by law be found lacking after the conclusion of the contract, said contract shall be terminated with compensation demanded for damages and the unlawful conduct shall be reported to the competent authorities.

10.3 The service contract shall be concluded electronically, by private agreement, pursuant to Art. 32, paragraph 8 of the Public Procurement Code, no later than 20 December 2022. The contract obliges the contractors to perform the services in accordance with the principles of loyalty and fairness towards the Client and any other third parties with whom it comes into contact during the execution of the service.

10.4 The contract requires the submission of a timely report on the service performed certifying the completion of the services as per the offer presented (final report accompanied by images, and further outputs that will be defined in the contract, for example, number of contacts actually reached, conversion rate, sentiment, number of



passengers carried, broken down by route and destination port, etc.). The report must be submitted without delay no later than 6 November 2023.

10.5 The consideration for the service is equal to the price offered as possibly re-modulated during evaluation and approved with a resolution to contract.

10.6 The consideration, authorized by the tender manager (RUP), is paid subject to prior verification of the compliance of the services rendered, pursuant to and in accordance with Art. 102, paragraph 2 of Leg. Decree 50/2016. Verification of compliance is carried out by the Contract Manager (D.E.C.), after verification of the outputs.

Invoices issued to the public entity must include:

- **Entity Name: Agenzia Regionale del Turismo - Pugliapromozione**
- **Department Code: NM7CVC**
- **Department name: Valorizzazione**
- **The Tender Identification Code (CIG), which will be communicated upon acceptance of the offers;**
- **The Project Code (CUP): B39I22001220009.**
- **Full wording 'Documento contabile finanziato a valere sul FONDO SVILUPPO E COESIONE (FSC) PATTO PER LA PUGLIA'.**

10.7 The payment of the consideration is subject to the successful outcome of the checks provided for in accordance with Art. 80 of Leg. Decree 50/2016 and the current anti-mafia legislation (Leg. Decree 159/2011, or 'Anti-Mafia Code'). Should the contracting authority proceed pursuant to Art. 88, paragraph 4-bis and Art. 92, paragraph 3 of Leg. Decree 159/2011, it shall withdraw from the contract should the circumstances occur as referred to in Articles. 88, paragraphs 4-bis and 4-ter and 92 paragraphs 3 and 4 of the aforementioned decree.

Art. 11

Final provisions and Call publication

11.1 This Call is published on www.agenziapugliapromozione.it - Amministrazione trasparente - Bandi di Gara e Contratti [Transparent administration - Tender Procedures and Contracts], and in the *Bollettino Ufficiale* of the Puglia Region, in the *Gazzetta Ufficiale* of the Italian Republic and in the *Official Journal* of the European Union.

11.2 The only communications understood to be valid for the purposes of this Call shall be those published on the website of the Regional Tourism Agency (A.R.E.T.).



Art. 12

Notice on the confidentiality of personal data

12.1 Pursuant to the EU General Data Protection Regulation (Regulation (EU) 2016/679), we hereby inform you that the Data Controller of the information provided for participation in this Call is the Pugliapromozione Regional Tourism Agency. The personal data acquired shall be used for activities related to participation in this comparative procedure, in compliance with legal obligations and in execution of contractual or pre-contractual measures, and to comply with legal obligations (see Privacy Statement).

12.2 In particular, in order to complete the comparative procedure, the data transmitted (including any information on criminal convictions or crimes) shall be examined by the Evaluation Committee, duly appointed, in order to assess the admissibility of the bid submitted and the participation requirements; at the end of the procedure, the data shall be stored in the Pugliapromozione Regional Tourism Agency's archive (in accordance with the sector-specific legislation governing the retention of administrative documents) and access shall be permitted in accordance with the relevant provisions in force. Without prejudice to compliance with the legislation on the right to access, personal data shall not be disclosed to third parties unless this is required under law or in relation to checking the truthfulness of the statements provided when submitting the bid.

12.3 Participants have the rights referred to in Articles 15-22 of Regulation (EU) 2016/679, namely the right to access their own personal data, to request that it be corrected, updated or deleted, if incomplete, incorrect or collected in breach of the law, and to object to its processing for legitimate reasons by sending requests to the Data Protection Officer at:

dpo@aret.regione.puglia.it

For more information on data processing, please refer to the specific attached notice, drawn up pursuant to Article 13 of Regulation (EU) 2016/679.

12.4 All contractors are obliged to ensure the confidentiality of the information, documents and administrative records of which they become aware during their participation in the procedure and, subsequently, during the provision of any services, undertaking to comply strictly with all of the rules on the application of Regulation (EU) 2016/679 of the European Parliament and of the Council and the rules contained in Legislative Decree 169/2003 that may apply.

12.5 All contractors are obliged, in the performance of all related activities that may entail the processing of personal data, to act in accordance with the legislation in force on the protection of personal data (and specifically Regulation (EU) 2016/679, or 'GDPR'), observing organizational and technical measures that are both adequate and suitable for ensuring the security of information in terms of



availability and confidentiality of the personal data processed, aimed at preventing the risk of destruction, loss or alteration, even accidental, of data and documents.

12.6 All contractors are obliged to confirm and demonstrate that they have prepared adequate security measures to protect personal data, including technical and organizational measures that ensure that personal data is protected from any unauthorized or illegal processing, and from accidental loss, destruction and damage.

12.7 By separate deed, all contractors who may process personal data on behalf of A.RE.T shall be designated as Data Processor pursuant to Art. 28 of Regulation (EU) 2016/679; in this regard, the contractors must observe strictly the instructions contained in the relative deed of designation.

Art. 13

Tender Manager and Contract Manager Request for information and clarifications.

Jurisdiction.

13.1 The Tender Manager is Ms. Carmela Antonino, responsible for tender procedures in implementation of the Strategic Plan for Regional Tourism, email: c.antonino@aret.regione.puglia.it.

13.2 The Contract Manager is Ms Flavia Leone, executive officer at A.RE.T., Head of the Enhancement Department, tel. 080.5821404, e-mail: f.leone@aret.regione.puglia.it and valorizzazione@aret.regione.puglia.it.

13.3 Further information and clarifications relating to this Call can be requested by writing to the contacts above;

13.4 The Regional Administrative Court for Puglia, Bari Division, has jurisdiction over any disputes that should arise in relation to this public Call.

A.RE.T. PUGLIAPROMOZIONE GENERAL DIRECTOR
LUCA SCANDALE