



UNIONE EUROPEA



REGIONE PUGLIA



PROMOZIONE
Agenzia Regionale del Turismo

POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

SUBJECT: POC PUGLIA ERDF – ESF 2014-2020 AXIS VI “PROTECTING THE ENVIRONMENT AND PROMOTING NATURAL AND CULTURAL RESOURCES” ACTION 6.8 “INTERVENTIONS FOR COMPETITIVE REPOSITIONING OF TOURIST DESTINATIONS” – IMPLEMENTATION OF THE PROJECT “PROMOTION OF DESTINATION PUGLIA” – INTERVENTION “PROMOTION INITIATIVES, FAIRS AND EVENTS”. EXCLUSIVE ASSIGNMENT UNDER ART. 76 (2) LETTER B) OF LEGISLATIVE DECREE NO. 36/2023, FOR THE ACQUISITION OF COMMUNICATION AND PROMOTION SERVICES OF THE PUGLIA BRAND AND PARTICIPATION IN THE INTERNATIONAL EVENT ILTM LATAM 2025 CUP I59I23001360006

Kind attention of Tina Lyra
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LETTER OF INVITATION – REQUEST FOR SERVICES

ART. 1 – COMMISSIONING BODY

AGENZIA REGIONALE DEL TURISMO – PUGLIAPROMOZIONE

Registered office – Piazza Aldo Moro 33/A Bari

Directorate General – Lungomare Starita n. 4 at Fiera del Levante Pav. 172 Bari

Certified e-mail: promozioneep@pec.it

Electronic access to information: <http://www.aret.regione.puglia.it> Calls and Contracts section

Project Manager

Ms. Olga Buono: o.buono@aret.regione.puglia.it

Implementation Manager

Mr. Alfredo De Liguori

ART. 2. - PROCEDURE

2.1. Procedure

Direct award under art. 76 (2) letter b) of Legislative Decree no. 36/2023.

The offer must be presented **by TL PORTFOLIO** from when this letter of invitation is sent under art. 92 (1) of Legislative Decree no. 36/2023.



The type of service does not entail risk of interference, therefore no costs for security are envisaged.

Service

CPV Code: 79952000-2

NUTS Code: ITF4

ART. 3 – _CONTEXT, SCOPE OF THE SERVICE, SOURCE OF FINANCES

3.1. Motivation of the choice

The project “Promotion of destination Puglia” envisages actions promoting business to business actions that include the participation in and the organisation of specialised trade fairs, workshops and business to business meeting events that represent a working instrument to bring together demand and supply in the tourism sector. Tourism is undergoing a phase of enormous change. Today, more than ever, it is important to create or strengthen relations and update our own knowledge. Therefore, in order to effectively support Apulian operators in their evolution, Pugliapromozione intends to provide continuity to the activities of promotion of the destination Puglia, by participating in events in Italy and abroad. Specialised workshops are particularly significant events within the business-to-business promotion activity of the ARET Pugliapromozione and are organised in collaboration with individual enterprises or associated ones, through b2b meetings between international sellers and buyers, with schedules of appointments organised exclusively by sector specialists. The presence of the ARET, in its capacity of destination partner to the b2b workshops, is necessary not only to construct a contacts database, but also for a wider activity of public relations for positioning the brand Puglia as well as the hospitality and tourist reception sector.

Pugliapromozione, therefore, intends to participate in the international tourism promotion event specialized in the Brazilian and Latinamerican market ILTM LATAM 2025 SAN PAOLO MAY 5-8. Participation in the event will include the activity of business-to-business communication to assert the brand Puglia on the international market and guarantee the achievement of the objectives of the Strategic Plan of Tourism.

The industry of luxury leisure travel is increasingly at the centre of the attention of many international destinations because it generates several direct and indirect benefits: economic impact, jobs, overcoming the problem of seasonality for tourism companies, upgrading infrastructures, developing return tourism, cultural enrichment, networking, innovation. The spending generated by the participants in conventions and meetings is quite high and is mainly distributed outside the place where the works are hosted. It is, therefore, the overall destination, from transport, to bars, trade and entertainment that benefit from the presence of the meetings.

Leisure tourism in Puglia is a lively, dynamic and multibrand sector. The organisers who choose Puglia can count on a wide range of high-level, customisable structures, which can be adapted to any needs, both in terms of the type and size of the event. The Apulian operators, co-exhibitors along with Pugliapromozione, can meet the best operators of the international demand of the segment during the event, a market that generates undisputed economic advantages for the level of expenditure on the territory.



The Brazilian market in Puglia's tourism sector for 2024, based on the analysis of our study board report:

- **Significant Growth Rate:** The Brazilian market demonstrated substantial growth in 2024 compared to 2023. Arrivals increased by +34.6%, and nights spent (presences) saw an even more impressive rise of +44.8%.
- **High Performance in Nights Spent:** The increase of +44.8% in nights spent by Brazilian tourists was particularly noteworthy. It was highlighted as one of the most significant growth figures among international markets for the year.
- **Strong Arrival Increase:** While several European countries showed higher percentage growth in arrivals, the +34.6% increase from Brazil is still very strong, indicating a growing interest from this market.
- **Increase in Absolute Numbers:** These percentages represent a considerable increase in the actual number of tourists and their stays. In 2024, Puglia welcomed approximately 140,933 arrivals from Brazil, compared to 97,352 in 2023. Similarly, nights spent rose from 67,388 in 2023 to 118,767 in 2024. This translates to roughly 43,600 more Brazilian arrivals and 51,400 more nights spent in 2024.
- **Key Extra-European Market:** The report specifically mentions Brazil alongside the USA, Canada, and Argentina as extra-European markets showing relevant growth in 2024, underscoring its importance in Puglia's international tourism strategy.

In summary, the data clearly indicates that Brazil was a significantly growing market for tourism in Puglia during 2024, with particularly strong growth in the duration of stays (nights spent).

The accreditation of the Auplian operators took place, as is customary, using the DMS platform www.agenziapugliapromozione.it, from which the Agency can acquire expressions of interest from the duly registered companies. Apulian operators which carry out the activity continuously and not incidentally and occasionally are admitted. Puglia Tourism Board plus four private operators of the hospitality and tour operating sector have confirmed their attendance. Building on the significant growth observed from the Brazilian market, Puglia is actively strengthening its presence there. Notably, four representative companies are participating in the upcoming ILTM Latin America event in São Paulo. Together, these companies offer a substantial capacity of over 300 beds and showcase a wide portfolio of services, demonstrating Puglia's commitment to catering to the luxury travel segment in Brazil. Through focused meetings between buyers and sellers, the participants can learn and investigate further the reciprocal job opportunities either during the scheduled fifteen-minute appointments, established by an agenda organised and prepared by the organisers, or through post-meeting networking events.

TL PORTOFOLIO has been a leader in organising networking and business events to help bring together demand and supply in the global leisure luxury sector for twenty years, with particular reference to the sector of experiential destinations in Italy, favouring structures that respect environmental sustainability requirements.

TL PORTFOLIO, is a leading company in the tourism sector, launched in 2012 by Tina Lyra, TL Portfolio is a full-service event organization company that exclusively represents the sales and marketing, public



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relations and branding needs of some of the most exclusive travel experiences and destinations in the world to the North and South American markets to encourage intermediation between supply and demand in the luxury segment all over the world, with particular reference to the experiential travel sector, intercepting structures that respect environmental sustainability requirements. TL PORTFOLIO organizes and exclusively manages the spaces inside and outside the ILTM LATAM trade fair event.

TL PORTFOLIO is a Public Relations and representation company for high-end destinations and companies in the tourism sector and enjoys a consolidated and recognized reputation in the field of organizing business-to-business events in the tourism sector in both the South and North American markets. The event they manage is recognized as the most important in the Brazilian landscape, serving as a reference point for the meeting between national and foreign tourism operators. Entrusting them with the organization of our participation together with the Apulian business sector means taking advantage of their consolidated experience to guarantee a high-level networking opportunity, crucial for promoting Italian tourism in an international context.

Over the years, TL PORTFOLIO has built up an extensive network of international contacts in the tourism sector. This is essential to ensure the participation of important foreign operators, facilitating opportunities for collaboration and exchange of information. Their ability to attract attention and participation from key operators makes our participation in the event a privileged meeting point for the promotion of Apulian tourism at an international level.

Assigning the task to the organiser of TL PORTFOLIO represents a strategic choice to guarantee maximum visibility, qualified participation and the overall success of the event. TL Portfolio, launched in 2012, with more than 10 years of experience, is a consulting and representation firm focused on the luxury travel sector. Operating internationally with offices across five countries in the Americas, the company employs a team of approximately 15 people. They specialize in representing more than 40 high-end clients such as tourism boards, exclusive hotels, and Destination Management Companies.

Pugliapromozione intends to continue to take part in this big event every year, given the presence of important foreign operators and the participation of key operators, which makes our enrollment in the event a privileged meeting point for promoting Apulian tourism at an international level.

3.2. Object of the requested service

The services requested by the assignment concerning the participation of Pugliapromozione in the event ILTM LATAM, 2025 are the following. The activities organized by Tl Portfolio will be:

- Exclusive stand at ILTM Latin America: 5 positions for Apulian companies; 20 personalized appointments per day and two badges for each exhibitor to access the event (over 2000 buyers and journalists every day).
- Branding of the Puglia area: positioning of logos on the various set-up solutions provided for each position.



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- TL Talk: technical presentation of the destination and preparation of a menu for a selected panel of journalists and travel designers.
- Planning, production and execution of Puglia's participation in ILTM LATM 2025.
- Creation of all communications with the fair organization regarding Puglia's participation in the event.
- Follow-up after the event with all participants to share informative materials on the Puglia destination.
- Report with the complete mailing list of all participants, social media statistics and media exposure monitoring.
- Promotion of the Puglia destination on TL Portofolio's social media channels in order to strengthen the communication of the regional brand.

At the end of the service, a final report with photographs regarding the services rendered must be presented.

In order to provide this service, it is proposed to proceed with an exclusive assignment to the company TL PORTFOLIO for its previously specified suitable characteristics for executing the services.

3.3. Source of Finances

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ART. 4. - CONSIDERATION FOR THE SERVICE, DURATION, CONTRACTUAL MODIFICATION

4.1. Consideration for the Service

The overall estimated amount of the procedure and possibly subject to discounting amounts to € **49.000.**

In the event of extra services, they may be requested by the principal as laid down by art. 120 (9) of Legislative Decree no. 36/2023.

The e-invoice will be paid within 60 days of its emission. The invoice may only be emitted on issuance of the conformity control certificate by the Project Manager (RUP) who authorises the emission/payment of the invoice.

As laid down by and by effect of the provisions laid down by art. 3 of law no. 136/2010, and for the purposes of the immediate traceability of payments, the payment of the services will be made by the



A.Re.T. with payment of the consideration on a dedicated account, even non exclusive, to the object of this procedure that must be appropriately communicated to the A.Re.T.

4.2. Duration

The contract must be concluded no later than 30.07.2025, including the reporting operations by the supplier and approval of the output by the principal.

ART. 5. – REQUIREMENTS FOR PARTICIPATION, DOCUMENTATION REQUIRED

5.1. Requirements for participation

The operator is obliged to certify the absence of motives for exclusion under art. 94 and foll. of Legislative Decree 36/2023 and the possession of the requirements laid down by art. 99 of the same decree, by filling in the ESPD which contains self-declarations complying with the provisions of the Consolidating Law of legislative and regulatory provisions regarding administrative documentation (Presidential Decree no. 445/2000).

5.2. Documentation required for participation

The operator is obliged to return the following documentation, unless previously provided:

1. **Letter of invitation** signed with digital signature by the legal representative of the company;
2. Economic offer applying in Empulia dashboard,
3. Services offered and related costs
4. Affirmation of certification for foreign companies
5. Company Declaration of Exclusivity (attached form)
6. The completed ESPD is mandatory and signed as affidavit (attached form)
7. Self-Declaration Environmental Compliance (attached form)
8. Declaration of compliance pursuant to art. 17 L.68/99 (attached form)
9. Legal representative ID;
10. CONTRACT TL PORTFOLIO LLC (attached form);
11. Company profile

5.3. Procedure for remedying deficiencies, Pooling, Subcontracting

5.3.1. Procedure for remedying deficiencies

The lack of any formal element of the application, and particularly, the absence, the incompleteness and any other irregularity of the essential elements and of the ESPD, with the exclusion of those concerning the economic offer (in the case of this procedure), may be remedied through the procedure for remedying deficiencies laid down in art. 101 (1), of Legislative Decree no. 36/2023, within a maximum term of 5 days starting from the request sent by the commissioning body to the participant.

The material irregularity can be remedied as long as it is not accompanied by a substantial insufficiency of the requirement which the omitted or irregularly exhibited documentation was aimed to demonstrate.

5.3.2. Pooling



On the basis of the type of assignment, the economic operator must fulfil the requirements necessary for performing the activity on its own behalf.

5.3.4. Subcontracting

On the basis of the type of assignment, the economic operator must fulfil the requirements necessary for performing the activity on its own behalf.

ART. 6 – METHOD OF COMPLETING THE PROCEDURE AND OF AWARDING IT

The commissioning body reserves the right not to proceed with assigning the service for impending reasons of public interest, without the participant being entitled to make any claims in this regard.

The award will be completed by means of a resolution to contract, containing, in simplified form, the object of the assignment, the amount, the supplier, the reasons for choosing that supplier, their possession of the general requirements, as well as their possession of the technical-professional requirements.

ART. 7 - STIPULATING THE CONTRACT

The stipulation of the contract is reliant on the positive outcome of the controls envisaged by art. 94 and 95 and foll. and 99 of Legislative Decree no. 36/2023.

The stipulation occurs under art. 18 co. 2 b) and 55 co. 2 of Legislative Decree no. 32/2023, without the thirty-day obligation envisaged by the first paragraph.

Under art. 117 (14) of Legislative Decree no. 36/2023 the Supplier is not obliged to provide the final guarantee to execute the contract, as it is an assignment to an operator of proven strength and with a high-performing and competitive execution, considering the short duration of the contract (expiry 31.03.2024) and the termination reasons available to the A.Re.T. under art. 122 of Legislative Decree no. 36/2023.

The contract is subject to the obligations related to traceability of financial flows as laid down in law of 13th August 2010, no. 136.

Art. 8 – _ CONFIDENTIALITY AND COMMUNICATION OF PERSONAL DATA

As laid down by the data protection code (Regulation (EU) 2016/679), it is hereby acknowledged that the Data Controller of the data issued for participating in this procedure is A.Re.T. Pugliapromozione in the person of the general director Luca Scandale. The personal data acquired will be used for the activities connected to participation in this procedure, in respect of the legal obligations and executing the contractual or precontractual measures.

Particularly, for the purposes of performing the selection procedures, the data transmitted (including any data related to criminal convictions or crimes) will be subject to examination of the project manager and of the person responsible for executing the contract, so that the admissibility of the offer presented and the requirements for participation can be assessed. At the end of the procedure the data will be stored in the records of the Commissioning Body (according to the specific sectoral rules regulating the storage of administrative documents) and access will be granted in accordance with the provisions in force therein. Without prejudice to respecting the rules on the right to access, the personal data will not be communicated to third parties, except on the basis of a legal obligation or in relation to checking the truthfulness of what has been declared to participate in this direct negotiation. For further information



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on data processing you are referred to the specific annexed disclosure, drawn up in conformity with art. 13 of Regulation (EU) 2016/679.

The operator is obliged to ensure the confidentiality of the information, of the documents and of the administrative deeds, which it may become aware of during participation in the procedure and subsequently, while executing any services, undertaking to rigorously respect all the rules related to application of Regulation EU 2016/679 of the European Parliament and Council and the provisions of Legislative Decree 196/2003 which may be applicable.

ART. 9 - ACCESS TO DOCUMENTS

As laid down by art. 35 of Legislative Decree 36/2023 and of art. 22 of Law no. 241/1990, the participants may exercise the right to access tender documents.

ART. 10 - RESOLVING DISPUTES

The Judicial Body with jurisdiction in relation to review procedures against this competitive procedure, from when it is called to when it is assigned, is the Regional Administrative Court for Puglia, Bari section.

Bari, 28/04/2025

THE GENERAL DIRECTOR

Mr. Luca Scandale