



UNIONE EUROPEA



POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

CUP: I59I23001370006

PRELIMINARY MARKET CONSULTATION pursuant to Article 77 of Legislative Decree 36/2023 FOR THE ACQUISITION OF INFORMATION USEFUL TO INITIATE THE COMPUTERIZED PROCEDURES TO ENTRUST EXCLUSIVE RIGHTS OF ADVERTISEMENT/PROMOTIONAL COMMUNICATION SERVICES TO ECONOMIC OPERATORS, ACCORDING TO THE INTERNATIONAL MEDIA PLAN FOR PUGLIA, FOR THE YEAR 2025, as approved by the Decree of the Director General 227 of 07.05.2025

OUTSOURCING STATION

AGENZIA REGIONALE DEL TURISMO (Regional Tourism Agency) PUGLIAPROMOZIONE

Headquarters - Piazza Aldo Moro 33/A Bari

General Management - Lungomare Starita No. 4 c/o Fiera del Levante - Pav. 172 Bari

Certified email: comunicazionepp@pec.it

The preliminary market consultation can be found on the institutional website, at:

www.agenziapugliapromozione.it/portal/bandi-di-gara-e-contracts

The preliminary market consultation is managed by the certified computerized platform Em.PULIA, which can be accessed to apply as relevant economic operator (applications) at:

<http://www.empulia.it/tno-a/empulia/Empulia/SitePages/Consultazioni%20preliminari%20di%20mercato.aspx>

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THE DIRECTOR GENERAL ANNOUNCES

That the Agenzia Regionale del Turismo Pugliapromozione intends to initiate a preliminary market consultation, pursuant to Article 77 of Legislative Decree 36/2023, for acquiring information useful to initiate the computerized procedures required to entrust exclusive rights of advertisement promotional media services to economic operators, according to the **International Media Plan for Puglia 2025**.

A.RE.T Pugliapromozione aims to promote Puglia as a destination and its tourism products through communication actions **on international media**. The intent is to convey Puglia as an authentic and contemporary tourist destination. A region offering diverse experiences to stimulate tourist interest and become the reason behind the journey.

Clarifications

- This preliminary market consultation is not a tender call.

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- Aim of the preliminary market consultation is to calibrate the objectives and needs of A.Re.T. and achieve economies of means and resources, including in relation to the market structure, through the help of qualified parties.
- Moreover, the preliminary market consultation concerns technical aspects deemed useful in preparation of the selection process, therefore the information inputs provided do not constitute technical or economic offers. In addition, contributions may not anticipate specific quotes pertaining to the service under consultation that may alter the smooth competitive development of the subsequent selection phase.
- Any information contribution submitted by economic operators in response to this call is provided free of charge, with no entitlement to reimbursement of expenses.
- Economic operators responding to this call may indicate (free declaration) whether the submissions provided contain information, data or documents protected by proprietary rights, or otherwise revealing business, commercial or industrial secrets.
- A.Re.T. shall not disclose the aforementioned contributions provided by economic operators.

1. GENERAL OBJECTIVES

Participation in this consultation concerns the **acquisition of information for provision of media space and services** aimed at achieving the following objectives:

- Promoting Puglia as a travel destination that aspires to become a lifestyle destination, an ideal place to feel good and enjoy authentic experiences
- Conveying a narration of a cozy, sustainable and vibrant region, all year round
- Raising awareness of the area, especially regarding lesser-known destinations (relocation)
- Increase tourist flows by destination and tourist products' storytelling.

Regarding **International Media Plan**, the implementation of the aforementioned media objectives passes through a **narration** of the tourist experience in Puglia and of its Tourist Products, categories mainly as Sea & Boating, Food & Wine, Nature Sports & Wellness, Art & Culture, Old Towns, Wedding Destination and MICE.

Tourism Product themes are described shortly below:

Sea & Boating

With over 800 km of coastline, Puglia is the third largest coastal region in Italy. In 2024, it was recognized by the National Environmental Protection System as Italy's first region with the cleanest sea in Italy. Therefore, "the sea" has a crucial impact on the tourism of the entire region, encompassing four components: beach tourism, cruise tourism, boating tourism, and water sports/activities tourism.



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The favorable climate and multiple offers ensure a lengthy holiday season, and prompt travelers to experience the sea at different times of the year and in different ways. Visiting a seaside village, practicing sup, kite surfing or canoeing, horseback riding along the beach, rediscovering traditions and ancient crafts, experiencing fishing, searching for underwater treasures or chasing dolphins make traveling to Puglia unique.

Nature Sports & Wellness

Nature can be experienced through several sports activities, such as bike touring and hiking. Puglia is among the most desirable regions for outdoor activities and, according to Italian research organization SWG, in 2025 it is the top national destination for hikers, and the third one for bike tourists.

Outdoor sports tourism offers potential tourists a wide range of opportunities, contributing to their mental and physical well-being. Puglia offers different activities, based on personal taste, level of difficulty, and preferences. It is the ideal place for weekly, day and long weekend excursions, through magical trips rediscovering values, history, beauty and a nature ringed with art destinations and old towns.

Food & Wine

Apulian food and wine, a key component of the regional tourist offer, is an expression of Puglia's cultural and identity values. Its traditional cuisine, the spearhead of the Mediterranean Diet, biodiversity, high quality ingredients and manifold food and wine options and multi-sensory experiences engage tourists in the area, and contribute to making Puglia unique, even at the table. Media actions in this sense should intercept a targeted audience interested in food and wine, and should be geared so that the food and wine experience becomes the main reason for travel.

Wedding Destination and MICE

Wedding Destination

In recent years, Puglia has become one of the most desired Italian destinations abroad to celebrate a wedding, and also the most popular destination for luxury weddings. It is also the place where master craftsmen and excellences work in synergy to make a wedding special. Media actions in this sense should target a specific audience, interested in weddings, and promote Puglia as a romantic wedding destination, whilst enhancing the tailor-made sector.

MICE

Puglia is a region with an extraordinary historical and architectural heritage, combining great events with exceptional locations where *Masserie* (historic farmhouses), historic palaces, excellent hotels and prestigious villas provide the perfect setting. Adding to the



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allure of the destination is the network of industry professionals who can deploy customized skills, technologies and services to meet the growing demand for events and conferences.

In conclusion, on a general note, in order to achieve the goals of the Media Plan 2025, as set out in section 1, it will be necessary to acquire communication space and services on the following ON and OFF LINE channels:

- ❖ Television/radio broadcasters
- ❖ Websites/digital platforms/social media channels
- ❖ Press/industry magazines
- ❖ Outdoor communication channels and platforms.

2. FINANCIAL SOURCE OF THE INTERNATIONAL MEDIA PLAN

The expenditure commitment - which will be finalized following the approval of the Vendors List and the beginning of the single procurement procedures - draws on POC Puglia 2014-2020 Action 6.8 - Axis VI resources, and specifically with reference to the executive project "Comunicazione digitale e brand identity della destinazione Puglia" **CUP I59I23001370006**, subheading 02.01 "*Media Plan e Grandi eventi*".

A.RE.T. reserves the right to draw from the findings of this market consultation for the procurements it deems appropriate to implement in the year 2025, to achieve the objectives set out above, consistently with any additional strategic needs.

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3.VALIDITY OF THE VENDORS LIST

The Vendors List obtained following the consultation process shall be valid until **31.12.2025**, subject to further extension, consistently with strategic needs and financial availability.

This is without prejudice to the right of A.RE.T. to revoke, modify or extend this market consultation.

4.DEADLINES AND HOW TO APPLY

Economic operators interested in participating in this consultation, and not in any of the situations of exclusion provided for in Articles 94, 95, 98 of Legislative Decree 36/2023, are invited to submit their applications, directly on the Em.PULIA platform, **obligatorily** accompanied by:

- Declaration of non-existence of the grounds for exclusion under Articles 94,95,98 of Legislative Decree 36/2023;
- Certificate of incorporation, updated to 2025;

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- Company resume/company profile: indicate any experience gained in the field of tourism promotion in cooperation with a Public Administration;
- Technical datasheet: indicate the number of readers/users/viewers, circulation, territorial coverage, and any other information useful to understand the value and size of the newspaper, according to updated data;
- Space and service Media Kit made available for promotional advertising. Indicate, if any, whether on-site space is available for destination presentation events (e.g., brandable physical and/or digital space in newspaper and magazine locations);
- Price list detailed by single service listed;
- Declaration of Exclusivity for the management of adv spaces, digitally signed by the Legal Representative or his/her delegate;

Applications (expression of interest) may be submitted from 14.05.2025 until 30.06.2025, on the Em.PULIA platform.

On 30.06.2025, the RUP will open the applications for a formal legal verification of the documentation submitted, for the purpose of establishing the Vendors List to be drawn on for the procedures referred to in Section 6.

5. ELIGIBLE ECONOMIC OPERATORS

Pursuant to Article 65 of Legislative Decree 37/2023, economic operators eligible to submit applications (expressions of interest) must hold exclusive rights to advertising spaces and services. By way of example, they may include: the publisher, the exclusive concessionaire, and the event owner.

Intermediaries (such as media centers and communication agencies) are not eligible to submit proposals.

In line with the strategic direction of A.RE.T. Pugliapromozione for the year 2025, economic operators **must ensure media services with overseas distribution and broadcasting in the following target countries: European Union, Non-EU countries (UK, Switzerland, US and Canada, Australia, Japan, Brazil, India, South Korea).**

Promotional advertising media services are defined as:

- OFFLINE services and/or spaces;
- ON LINE services and/or spaces;
- OUT OF HOME services and/or spaces;
- ON SITE services and/or spaces.

6. TYPES OF COMPUTERIZED PROCEDURES RELATED TO THE CONSULTATION'S OUTCOME

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At the end of the consultation process, A.R.E.T. shall initiate direct negotiations on digital platforms certified for e-procurement.

The procedure deemed to be initiated falls under Part IV - "of the procedures for selection of the contractors" (Article 76(2)(b) nn1-3 of Legislative Decree 36/2023).

7. INFORMATION ON THE PROTECTION OF PERSONAL DATA

According to Articles 13 and 14 of the G.D.P.R. - EU General Data Protection Regulation 2016/679 - A.R.E.T., as the Data Controller, shall process personal data for the purposes of managing the appointment, the application of contractual and pre-contractual measures, and to fulfill legal obligations governed by Legislative Decree 36/2023.

8. FOR INFORMATION AND COMMUNICATIONS

RUP

Olga Buono, E.Q. Officer of A.Re.T., e-mail: o.buono@aret.regione.puglia.it

Communication Office Manager

Alessandra Campanile, E.Q. Officer of A.Re.T., e-mail: a.campanile@aret.regione.puglia.it

9. SAFEGUARD CLAUSE

Participation in this preliminary market consultation does not result in the establishment of any contractual or negotiating rights on the part of the parties expressing interest (application), nor does it constitute an invitation to bid or bind A.Re.T. Pugliapromozione in any way to the relevant economic operators.

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Bari, 13.05.2025

THE DIRECTOR GENERAL
Luca Scandale