



Coach Operator Marketing Project 2017

Special action for bus operators from all over Europe planning tourist coach trips to Emilia-Romagna

COMMON RULES FOR TENDERS “Co-marketing with Bus Operators – Year 2017”

RECIPIENTS AND PARTICIPATION REQUIREMENTS

By **bus operator** we mean a tourism company with a licence as a tour operator or tour organiser that plans and sells – directly or through retailers – **tourist package travels* by bus, that owns its means of transport (busses) or hires them for a certain period of time** from a transport company.

* *The tourist package must include: bus round trip + accommodation + any other tourist services such as guided tours, etc.*

The participation in the tenders is reserved exclusively for **foreign European bus operators** that:

- have their registered office and operational headquarters in a foreign European country (Italy, the Republic of San Marino and the Vatican State are excluded);
- plan tourist trips to Emilia-Romagna from a foreign European country (Italy, the Republic of San Marino and the Vatican State are excluded);
- market tourist trips to Emilia-Romagna in the same country in which the trips start;
- purchase accommodation services from incoming agencies acting as intermediary wholesalers based in the Emilia-Romagna Region or in the Republic of San Marino, or directly from the accommodation facilities themselves.

The following subjects are not eligible to participate in the tenders:

- the tour operators that rent busses only once and cannot therefore be regarded as bus operators, since tourist group trips by bus are not their core business;
- the bus operators with their registered office and/or operational headquarters or operating unit in Italy, in the Republic of San Marino and/or in the Vatican State;
- the bus operators that purchase accommodation services through incoming agencies acting as intermediary wholesalers that don't have their registered office and operational headquarters in Emilia-Romagna or in the Republic of San Marino.

PROCEDURES

The tenders of the project “Co-marketing with Bus Operators – Year 2017” **adopt the help desk procedure:**

- The applications are registered and assessed based on the chronological order of their submission.
- The resources are allocated to the projects having been positively assessed based on the chronological order of their submission until all available funds are exhausted.
- The assessment for the allocation of the co-marketing subsidy is carried out based on thresholds, minimum standards and conditions for implementing measures to promote the Emilia-Romagna Region, as illustrated below. The lack of even one condition does not entitle to the co-marketing subsidy.

Participation application

Registration is possible **from 1st to 31st December 2016** on the website www.aptservizi.com.

Registration must take place only online by filling out, in all its parts, the "Application form" available on the website www.aptservizi.com.

The registration procedure is completed by automatically sending the form and the mandatory attachments (if required – see "A Tender") to Apt Servizi through the website www.aptservizi.com.

Upon registration the bus operator shall specify:

- A. the business data (company name, address, etc.)
- B. the tender for which he intends to apply
- C. information relating to package travels to Emilia-Romagna for the 2017 season
- D. other data and information relating to activities for 2017 available on the form for the selected tender (each tender has its own form)

Only for applications for the A Tender – the bus operator must enclose with the application the documents required to prove that he meets the minimum requirements for participating in the tender.

The online registration program does not accept incomplete forms and does not allow sending them to Apt Servizi.

The bus operator is entitled to participate **only in one tender** to be chosen from the three tenders planned for 2017.

The three tenders for the project "Co-marketing with Bus Operators – Year 2017" are:

- o A Tender
- o B Tender
- o C Tender

The total budget for the project "Co-marketing with Bus Operators – Year 2017" amounts to € 150.000, divided as follows:

- o A Tender: € 50,000.00
- o B Tender: € 80,000.00
- o C Tender: € 20,000.00

The applications to participate in each tender are provisionally accepted based on the chronological order of the electronic transmission.

Upon sending the application, the bus operator receives via email an automatic reply that confirms safe receipt of the application by Apt Servizi.

The text content of every application having been regularly received through the electronic registration system is verified by Apt Servizi within two working days of receipt

All applications having been regularly received through the electronic registration system are provisionally included in real time in the ranking (List of participants) based on the chronological order of their submission. Every tender has its own "List of participants"

The applications having passed the contents check carried out by Apt Servizi are accepted and maintain their position in the ranking. The bus operator receives an email confirming that his application has been accepted.

The applications having failed the contents check carried out by Apt Servizi are rejected and removed from the ranking. The bus operator receives an email confirming that his application has not been accepted.

Allocation of the co-marketing subsidy

Apt Servizi will confirm the allocation of the co-marketing subsidy to the bus operator by sending him an order confirmation signed by their legal representative.

The order confirmation is the official document through which Apt Servizi confirms to the bus operator the sharing of the costs for carrying out communication activities and allows to the bus operator to invoice Apt Servizi for the co-marketing subsidy.

The order confirmation is issued **from 1st November to 31st December 2017**, after that Apt Servizi has verified that:

- o the promotional campaign for the Emilia-Romagna destination took regularly place (Apt Servizi will have to receive supporting documents in digital and/or paper form relating to the promotional actions carried out by the bus operator in 2017);
- o the trips specified by the bus operator on the application form took regularly place (Apt Servizi will have to receive a statistical report "tourist arrivals/numbers" drawn up and certified by the bus operator, who shall also specify the hotels in which the customers stayed, so that Apt Servizi can make spot checks).

Before the order confirmation is issued, all reports relating to the marketing activities (supporting documents on the campaign and statistical report on tourist arrivals/numbers) shall be verified. To this effect, the applications accepted and included in the ranking "List of participants" will be taken into account.

The co-marketing subsidy is allocated to the marketing projects having been positively assessed based on the chronological order of their submission (ranking "List of participants") until all available funds are exhausted.

Should the verification of the reports show that the bus operator:

- o did not carry out the promotional campaign for the Emilia-Romagna destination (he is not able to submit any supporting documents);
- o did not carry out any trip to Emilia-Romagna;
- o did not meet the minimum requirements set out under "Recipients and participation requirements" for every tender (e.g. the minimum objective in terms of tourist arrivals and numbers in Tender "A", the minimum number of passengers on board in every trip and the minimum number of overnights in Tenders "B" and "C", etc.);

the bus operator loses his entitlement to the co-marketing subsidy. The lack of even one of the aforementioned conditions does not entitle to the co-marketing subsidy.

Apt Servizi verifies the reports following the ranking "List of participants". The co-marketing subsidy is granted to the bus operator whose marketing project was positively assessed, based on the chronological order of the ranking "List of participants", until all available funds are exhausted.

Co-Marketing „A“



A TENDER – Co-marketing with bus operators specialised on the target group of young people – Year 2017

Objectives

Through this tender Apt Servizi aims to support foreign tourism companies planning trips and holidays for young people to Emilia-Romagna, by sharing the costs for carrying out promotional and commercial joint campaigns, with a view to increasing awareness of the Emilia-Romagna destination and placing the offer on the international market, as well as boosting international tourism in Emilia-Romagna.

Budget

Apt Servizi allocates a budget of €50,000.00.

Recipients and participation requirements

The final recipients of this tender are foreign bus operators from all European countries (Italy, the Republic of San Marino and the Vatican State are excluded) that are specialised on the target group of **young people** (14-20-year-olds) and:

- have planned and marketed one-week tourist packages including coach trip and stay in one or more tourist resorts of the Emilia-Romagna Region in the last 3 years (2014, 2015, 2016);
- have generated at least 1,500 arrivals/10,500 tourists per year in Emilia-Romagna;
- will plan and sell also in 2017 one-week tourist packages including coach trip and stay in one or more tourist resorts of the Emilia-Romagna Region;
- will maintain or increase the sales target for the 2017 season, thus generating no less than 1,500 arrivals/10,500 tourists in Emilia-Romagna.

The 2017 package travel “Emilia-Romagna” having been designed and marketed by the bus operator must have this structure and include the following services:

- bus round trip from the group’s foreign country of origin to the Emilia-Romagna destination;
- one-week stay (7 overnights), with half or full board, in accommodation facilities located in one or more tourist resorts of the Emilia-Romagna Region;
- weekly program of recreational, sports and cultural entertainment activities.

The recipients’ requirements will be verified by Apt Servizi through the analysis of the following documents, which the bus operator must enclose with the application form:

- the 2014, 2015 and 2016 catalogues (in digital format) containing the travel offers to Emilia-Romagna;
- the 2014, 2015 and 2016 statistical report (in digital format), broken down by year, on the tourist arrivals and numbers generated in Emilia-Romagna by selling tourist packages.

Eligible promotional actions

The bus operator must submit, through the “Application form”, his proposal of a multimedia and multi-activity promotional campaign focused on the Emilia-Romagna destination and aimed at increasing awareness of the Emilia-Romagna destination and, in parallel, boosting sales of the Emilia-Romagna product offered by the bus operator.

The campaign needs to be specifically focused on the Emilia-Romagna destination, and include a mix of promotional activities (at least four) among which:

- B2C online and offline advertising campaigns (print, TV, radio, web, large billboards, etc.);
- B2C social campaigns including at least one of the following initiatives to choose from: 1) publishing an Emilia-Romagna graphic layout on the cover page of your social profile, 2) sharing at least 10 times an Emilia Romagna post provided by Apt Servizi, 3) taking and sharing on Facebook or Instagram 6 pictures of unexpected places to be discovered in Emilia-Romagna or of the Emilia-Romagna personalised bus in the tourist resorts of the region, flanked by monuments or attractions that can be easily and quickly identified, 4) shooting and sharing on Facebook, Instagram or YouTube an appealing promotional video (even if homemade) of the Emilia-Romagna Region;
- B2C print and/or web advertising on the bus operator’s promotional and commercial tools (i.e. printing a graphic layout or a web banner provided by Apt Servizi in the 2017 catalogue, flyer, newsletter, website, etc.);
- bus personalisation with pictures and graphic layouts on Emilia-Romagna;
- B2C and/or B2B direct marketing;
- B2C and/or B2B promotional events and destination presentations specifically focused on Emilia-Romagna;
- B2B workshops and/or webinars specifically focused on Emilia-Romagna;
- educational tours in Emilia-Romagna with retailers.

All actions of the promotional campaign must be shared with Apt Servizi before being implemented. Apt Servizi will provide the bus operator with: ready-to-print graphic layouts, logos of the region, photographic images and, if required, texts too.

All promotional materials issued during the campaign must:

- contain the logo “Via Emilia – Emilia-Romagna Land with a soul” or the ready-to-print graphic layout provided by

Apt Servizi for 2017;

- be endorsed and approved by Apt Servizi with a specific ready for print before printing.

All actions of the promotional campaign must be started and carried out in the period 1st January – 31st July 2017. No accelerations or extensions will be granted.

Co-marketing amount

Apt Servizi will share the costs for carrying out the promotional campaign only once, through the co-marketing formula, with an amount of **€ 10,000.00** (VAT-inclusive, if due). After the investment of Apt Servizi, the bus operator must, in turn, invest in the campaign an amount being equal to or greater than the sum of Apt Servizi.

Procedures

As far as the procedures for the application and the allocation of the co-marketing subsidy are concerned, please refer to points “Application form” and “Verification, confirmation and allocation of the co-marketing subsidy” of the common rules.



B TENDER – Co-marketing with bus operators – Year 2017

Objectives

Through this tender Apt Servizi aims to support foreign tourism companies planning trips and holidays by bus to Emilia-Romagna, by sharing the costs for carrying out promotional and commercial joint campaigns, with a view to increasing awareness of the Emilia-Romagna destination and placing the offer on the international market, as well as boosting international tourism in Emilia-Romagna.

Budget

Apt Servizi allocates a budget of € 80,000.00.

Recipients and participation requirements

The final recipients of this tender are foreign bus operators from all European countries (Italy, the Republic of San Marino and the Vatican State are excluded) that

- will carry out in 2017 at least **3 package travels by bus with at least 30 paying participants on board and at least 4 overnights in Emilia-Romagna** (in one or more destinations of the region) **per trip**. The 4 overnights in Emilia-Romagna do not have to be consecutive, provided that they take place during the same trip.

Eligible promotional actions

The bus operator undertakes to carry out, for the 2017 season:

- an initiative promoting the Emilia-Romagna destination (as explained below);
- the package travels by bus to Emilia-Romagna as stated on the application form.

The promotional initiative can be chosen from the following ones:

- printing an Emilia-Romagna graphic layout, provided by Apt Servizi, on at least one of your promotional and commercial sales tools (printed or online catalogue, printed or digital newsletter, flyer or folder in paper or digital format);
- printing an Emilia-Romagna graphic web banner, provided by Apt Servizi, on your website and on the cover page of your social profiles, for at least **6 months**.

The graphic layout/web banner must be printed close to the Emilia-Romagna travel offers, with the exception of the first positions, such as the front and the back cover, the homepage, etc.

Not permitted:

- different or alternative layouts/web banners compared to those provided by Apt Servizi for the 2017 co-marketing;
- printing the layout/web banner in smaller sizes compared to those of the executable files provided by Apt Servizi;
- printing the layout/web banner not close to the Emilia-Romagna travel offers, with the exception of the first positions, such as the front and the back cover, the homepage, etc.
- carrying out different or alternative promotional actions compared to those being mentioned above.

The publication of the Emilia-Romagna graphic visual (layout or web banner) must be endorsed and approved by Apt Servizi with a specific **ready for print**.

By 31st May 2017 the bus operator must send the *Apt Servizi Uff. Marketing, Piazzale Fellini 3 – 47921 Rimini* an original hard copy of the promotional and commercial tool in which the graphic layout has been printed; in the case of promotional and commercial digital tools (website, social network, e-newsletter, web catalogue, web flyer), the supporting document shall be sent via email to Apt Servizi.

Technical information on the graphic layout/web banner provided by Apt Servizi

Apt Servizi shall provide a graphic layout and/or a web banner in the operator's language or, if not available, in English.

The visual of the graphic layout and of the web banner will be adapted to the target group. The operator can choose from: young people, families with children and seniors.

The graphic layout is provided as executable file, with high resolution, ready to print, in the following sizes:

A4 format - **mm 210 x mm 297**

A5 format - mm 210 x mm 148

The web banner is provided as executable file, with a suitable resolution, ready to print, with active link on www.emiliaromagnaturismo.it, in one of the following sizes:

160 x 600 – Wide skyscraper

250 x 250 – Square pop-up

300 x 250 – Medium rectangle

468 x 60 – Full banner

728 x 90 – Leaderboard

Co-marketing amount

Apt Servizi will support the Emilia-Romagna promotional activities only if the bus operator carries out the minimum number of trips set out under “Recipients and participation requirements”.

The amount of the co-marketing subsidy depends on the impact that the trips carried out by the bus operator will have on tourism in Emilia-Romagna (up to a maximum of 8 trips per season). The following subsidies will be granted:

- € 1,000.00 (TVA-included, if due) for the first 3 coach trips with at least 30 paying participants and at least 4 overnights in Emilia-Romagna per trip;
- € 500.00 per trip for the 4th, 5th, 6th, 7th and 8th coach trip with at least 30 paying participants and at least 4 overnights in Emilia-Romagna per trip, for a maximum amount of € 3,500.00 per operator (8 trips in total).

Procedures

As far as the procedures for the application and the allocation of the co-marketing subsidy are concerned, please refer to points “Application form” and “Verification, confirmation and allocation of the co-marketing subsidy” of the common rules.

Co-Marketing „C“



C TENDER – Co-marketing with bus operators specialised in special interest trips – Year 2017

Objectives

Through this tender Apt Servizi aims to support foreign tourism companies planning trips and holidays by bus to Emilia-Romagna, by sharing the costs for carrying out promotional and commercial joint campaigns, with a view to increasing awareness of the Emilia-Romagna destination and placing the offer on the international market, as well as boosting international tourism in Emilia-Romagna.

Budget

Apt Servizi allocates a budget of € 20,000.00.

Recipients and participation requirements

The final recipients of this tender are foreign bus operators from all European countries (Italy, the Republic of San Marino and the Vatican State are excluded) that:

- will carry out in 2017 at least **one “special interest” package travel by bus** to the Emilia-Romagna Region with one of the following thematic focuses:
 - bicycle touring
 - opera
 - food and wine
 - art and culture
 - events
 - sports
 - spa & wellbeing

The trip must include at least **5 overnights** in accommodation facilities of Emilia-Romagna and have at least **30 paying participants**.

Seaside trips are not regarded as “special interest” trips..

Eligible promotional actions

The bus operator undertakes to carry out, for the 2017 season:

- an initiative promoting the Emilia-Romagna destination (as explained below);
- the package travels by bus to Emilia-Romagna as stated on the application form.

The promotional initiative can be chosen from the following ones:

- printing an Emilia-Romagna graphic layout, provided by Apt Servizi, on at least one of your promotional and commercial sales tools (printed or online catalogue, printed or digital newsletter, flyer or folder in paper or digital format);
- printing an Emilia-Romagna graphic web banner, provided by Apt Servizi, on your website and on the cover page

of your social profiles, for **at least 6 months**.

The graphic layout/web banner must be printed close to the Emilia-Romagna travel offers, with the exception of the first positions, such as the front and the back cover, the homepage, etc.

Not permitted:

- different or alternative layouts/web banners compared to those provided by Apt Servizi for the 2017 co-marketing;
- printing the layout/web banner in smaller sizes compared to those of the executable files provided by Apt Servizi;
- printing the layout/web banner not close to the Emilia-Romagna travel offers, with the exception of the first positions, such as the front and the back cover, the homepage, etc.
- carrying out different or alternative promotional actions compared to those being mentioned above.

The publication of the Emilia-Romagna graphic visual (layout or web banner) must be endorsed and approved by Apt Servizi with a specific **ready for print**.

By 31st May 2017 the bus operator must send the *Apt Servizi Uff. Marketing, Piazzale Fellini 3 – 47921 Rimini* an original hard copy of the promotional and commercial tool in which the graphic layout has been printed; in the case of promotional and commercial digital tools (website, social network, e-newsletter, web catalogue, web flyer), the supporting document shall be sent via email to Apt Servizi.

Technical information on the graphic layout/web banner provided by Apt Servizi

Apt Servizi shall provide a graphic layout and/or a web banner in the operator's language or, if not available, in English.

The visual of the graphic layout and the web banner will be adapted to the target group. The operator can choose from: young people, families with children and seniors.

The graphic layout is provided as executable file, with high resolution, ready to print, in the following sizes:

A4 format - **mm 210 x mm 297**

A5 format - **mm 210 x mm 148**

The web banner is provided as executable file, with a suitable resolution, ready to print, with active link on www.emiliaromagnaturismo.it, in one of the following sizes:

160 x 600 – Wide skyscraper

250 x 250 – Square pop-up

300 x 250 – Medium rectangle

468 x 60 – Full banner

728 x 90 – Leaderboard

Co-marketing amount

Apt Servizi will support the Emilia-Romagna promotional activities only if the bus operator carries out at least one package travel by bus that meets the requirements set out under "Recipients and participation requirements".

The co-marketing subsidies will be as follows:

- € 1,000 for a "special interest" coach trip to Emilia-Romagna, including at least 5 overnights in Emilia-Romagna, event in different destinations, with at least 30 paying participants;
- € 250.00 per trip for the 2nd and the 3rd "special interest" coach trip to Emilia-Romagna, including at least 5 overnights in Emilia-Romagna, even in different destinations, with at least 30 paying participants per trip, for a maximum amount of € 1,500.00 per operator (3 trips in total).

Procedures

As far as the procedures for the application and the allocation of the co-marketing subsidy are concerned, please refer to points "Application form" and "Verification, confirmation and allocation of the co-marketing subsidy" of the common rules.

