



**UNIONE EUROPEA**



*Il futuro alla portata di tutti*

Asse VI - Azione 6.8



**REGIONE PUGLIA**

ASSESSORATO  
INDUSTRIA TURISTICA E CULTURALE  
GESTIONE E VALORIZZAZIONE  
DEI BENI CULTURALI



**PROMOZIONE**

Agenzia Regionale del Turismo

**Programma operativo Regionale FESR-FSE 2014 - 2020 "Attrattori culturali, naturali e turismo" Asse VI -  
Tutela dell'ambiente e promozione delle risorse naturali e culturali - Azione 6.8 Interventi per il  
riposizionamento competitivo delle destinazioni turistiche  
CUP: B39I18000100009**

## ABSTRACT OF NOTICE

### Public Notice of Call

**Public call for receiving expression of interest for the procurement of offers relevant to communication services, with the purpose of collecting lists of suppliers providing services under exclusivity, pursuant to art. 63, paragraph 2, sub. b), no. 3, of Legislative Decree D. LGS n. 50/2016, as part of the "Puglia Travel Industry" intervention actions.**

**Public body:** ARET-Pugliapromozione - Regional Tourism Board. Registered office: Piazza Aldo Moro 32/A - 70122 Bari, ITALY. Contacts: Promotion Office - Tel: + 39 0805821407/08/09 - email: [Promotion@aret.regione.puglia.it](mailto:Promotion@aret.regione.puglia.it). Online Info: [www.agenziapugliapromozione.it/portal/bandi-di-gara-e-contratti](http://www.agenziapugliapromozione.it/portal/bandi-di-gara-e-contratti).

**Subject:** selection of proposals to be received from airlines, charter flights operators and tour operators, relevant to *ONLINE* and *OFFLINE* media communication services and integrated communication services as a media mix package, in order to simultaneously convey the Puglia Brand across several channels and aimed at multiple targets diversified according to communication means, as part of the "PUGLIA TRAVEL INDUSTRY" intervention actions. The aforementioned services are for instance assignable to the following activities (the following list may be extended): - Social media marketing; - Advertising through the contractor's website; - On-board advertising on aircrafts (customized advertising on headrests, overhead bins, other internal and external surfaces of the aircraft, videos, etc.); — On-board distributed magazines and other means/instruments owned by the bidders - Advertising on other channels and media outlets. The procedure entails the compilation of no. 2 lists (one for the year 2020 and one for 2021) comprising service providers that can also receive occasional assignments according to the needs of Pugliapromozione, after the expiration of this Notice.

**Type of procedure:** Expression of interest for acquiring offers of communication services for the purpose of establishing lists of suppliers under exclusivity, pursuant to art. 63, paragraph 2, sub. b), no. 3, of Legislative Decree D.LGS no. 50/2016 as part of the "Puglia Travel Industry" intervention actions. **Assessment criteria for proposals:** formal admissibility requirements and suitability of proposals. **Place of services delivery: Italy.**

**Allocated budget:** € 300,000.00 (VAT included) during the start-up phase (June-July 2020).

**Value of offers:** each offer cannot exceed the maximum value of € 100,000.00 (VAT included) and may be subject to reduction or allocation remodelling by Pugliapromozione during the evaluation phase.



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**Duration of this notice:** This public notice is valid for 12 months upon the date of publication.

**Deadlines for submitting proposals:** Offers may be submitted within the thirtieth (30<sup>th</sup>) day before the set deadline, that is by May, 15, 2021. During the time period between the offer submission date and the proposal to execute agreed actions, there must be a minimum time frame of 15 working days. Pugliapromozione has the right to change, or supplement or extend this notice, before the deadline, complying with the same publication procedures (GURI-Italian Official Gazette; GUUE-European Union Official Journal - BURP-Puglia Region Official Bulletin).

**The Head of PST implementation procedures (RUP-Sole Procedure Officer)**

**Atty. Miriam Giorgio**