



**TECHNICAL SPECIFICATIONS FOR THE CONTRACTING OF SERVICES OF TOURIST OPERATORS FOR THE DEVELOPMENT OF MARKETING ACTIONS REGARDING THE TOURIST PRODUCTS OF THE MURCIA REGION.**

**1. PURPOSE.**

The purpose of this document is to select companies to procure marketing actions that impact on the various tourism products of the Murcia Region, according to the following batches and categories:

**BATCH 1: PROVISION OF SERVICES OF OPERATORS WITH EXCLUSIVE ONLINE SALE AIMED AT DOMESTIC END CUSTOMERS, SPECIALIZED IN THE SUN AND SAND PRODUCT.**

Basic Tender Budget for Batch 1: €50,000.00 VAT included, which is broken down as follows: taxable income: €41,322.31 and VAT €8,677.69, calculated at the current rate of 21% in force in Spain.

**BATCH 2: PROVISION OF SERVICES OF OPERATORS WITH EXCLUSIVE ONLINE SALES AIMED AT DOMESTIC END CUSTOMERS WITH CAMPAIGNS AIMED AT THE DESEASONALIZATION OF THE DESTINATION.**

Basic Tender Budget for Batch 2: €75,000.00 VAT included, which is broken down as follows: taxable income: €61,983.47 and VAT €13,016.52, calculated at the current rate of 21% in force in Spain.

**BATCH 3: PROVISION OF SERVICES OF OPERATORS WITH EXCLUSIVE ONLINE SALE SPECIALIZED IN INTERNATIONAL CUSTOMERS.**

Basic Tender Budget for Batch 3: €50,000.00 VAT included, which is broken down as follows: taxable income: €41,322.31 and VAT €8,677.69, calculated at the current rate of 21% in force in Spain.

**BATCH 4: PROVISION OF SERVICES OF OPERATORS WITH EXCLUSIVE ONLINE SALE SPECIALIZED IN INTERNATIONAL CUSTOMERS WITH CAMPAIGNS AIMED AT THE DESEASONALIZATION OF THE DESTINATION.**

Basic Tender Budget for Batch 4: €75,000.00 VAT included, which is broken down as follows: taxable income: €61,983.47 and VAT €13,016.52, calculated at the current rate of 21% in force in Spain.

**BATCH 5: PROVISION OF MARKETING SERVICES OF TOURIST PRODUCTS OF THE MURCIA REGION, BY OPERATORS WITH DIRECT SALE TO END TARGET AUDIENCE THROUGH PHYSICAL AGENCIES, WITH THE AIM OF DESEASONALIZATION.**

Basic Tender Budget for Batch 5: €75,000.00 VAT included, which is broken down as follows: taxable income: €61,983.47 and VAT €13,016.52, calculated at the current rate of 21% in force in Spain.



**BATCH 6: PROVISION OF SALES AND MARKETING SERVICES OF TOURIST PRODUCTS OF THE MURCIA REGION, BY OPERATORS WITH DIRECT SALE TO END TARGET AUDIENCE THROUGH PHYSICAL AGENCIES, SPECIALIZING IN SUN AND SAND AND/OR CULTURAL PRODUCTS.**

Basic Tender Budget for Batch 6: €75,000.00 VAT included, which is broken down as follows: taxable income: €61,983.47 and VAT €13,016.52, calculated at the current rate of 21% in force in Spain.

**BATCH 7: PROVISION OF MARKETING ACTIONS SERVICES, OF THE PRODUCTS OF THE MURCIA REGION BY OPERATORS WITH DIRECT SALE TO THE END TARGET AUDIENCE THROUGH PHYSICAL AGENCIES.**

Basic Tender Budget for Batch 7: €75,000.00 VAT included, which is broken down as follows: taxable income: €61,983.47 and VAT €13,016.52, calculated at the current rate of 21% in force in Spain.

**BATCH 8: PROVISION OF SERVICES OF OPERATORS WITH PRESENCE IN THE BRITISH MARKET THAT SELL AND PROMOTE TOURIST PACKAGES (FLIGHT + HOTEL) WITH DESTINATIONS IN THE MURCIA REGION.**

Basic Tender Budget for Batch 8: €75,000.00 VAT included, which is broken down as follows: taxable income: €61,983.47 and VAT €13,016.52, calculated at the current rate of 21% in force in Spain.

**BATCH 9: PROVISION OF SERVICES OF OPERATORS WITH PRESENCE IN ONE OF THE FOLLOWING MARKETS: GERMANY, AUSTRIA OR SWITZERLAND, THAT SELL AND PROMOTE TOURIST PACKAGES (FLIGHT + HOTEL) WITH DESTINATIONS IN THE MURCIA REGION.**

Basic Tender Budget for Batch 9: €100,000.00 VAT included, which is broken down as follows: taxable income: €82,644.63 and VAT €17,355.47, calculated at the current rate of 21% in force in Spain.

**BATCH 10: PROVISION OF SERVICES OF OPERATORS WITH PRESENCE IN THE SCANDINAVIAN MARKET THAT SELL AND PROMOTE TOURIST PACKAGES (FLIGHT + HOTEL) WITH DESTINATION TO THE MURCIA REGION.**

Basic Tender Budget for Batch 10: €175,000 VAT included, which is broken down as follows: taxable income: €144,628.10 and VAT €30,371.90, calculated at the current rate of 21% in force in Spain.

**BATCH 11: PROVISION OF SERVICES OF OPERATORS WITH PRESENCE IN ONE OF THE FOLLOWING MARKETS: FRANCE OR BENELUX, THAT SELL AND PROMOTE TOURIST PACKAGES (FLIGHT + HOTEL) WITH DESTINATIONS IN THE MURCIA REGION.**



Basic Tender Budget for Batch 11: €75,000.00 VAT included, which is broken down as follows: taxable income: €61,983.47 and VAT €13,016.52, calculated at the current rate of 21% in force in Spain.

**BATCH 12: PROVISION OF SERVICES OF OPERATORS WITH PRESENCE IN THE REST OF THE MARKETS IN EUROPE THAT SELL AND PROMOTE PACKAGE HOLIDAYS (FLIGHT + HOTEL) WITH DESTINATIONS IN THE MURCIA REGION.**

Basic Tender Budget for Batch 12: €100,000.00 VAT included, which is broken down as follows: taxable income: €82,644.63 and VAT €17,355.47, calculated at the current rate of 21% in force in Spain.

### 1.2.1 Strategic aims

The strategy must be aimed at expanding the bidder's market share in the territory of the Murcia Region, whether by increasing the volume of business in a certain product or destination, or by increasing the destinations and segments that already make up the bidder's offer. It is also considered important to improve the reputation of the Costa Cálida, Murcia Region brand in the receptive markets and the improvement of product knowledge in the sales network. In addition, it is considered essential to increase the bidder's market share in the Murcia Region during the whole year, firstly to deseasonalize the mid-low season and secondly to help improve the high season (summer).

For all the above-mentioned aims, different objectives will be used:

#### Objective 1

Using a measurement scale of percentages of customers distributed throughout the Murcia Region, a priority objective will be assessed in the set of proposals presented, based on a variable percentage increase of at least 20% in the winter season (October - May) and 10% in the summer season (June - September), compared with data from the previous year. Offers must present customer data for the current year and the previous year, broken down by month, distributed by destinations or products.

#### Objective 2

Increase average daily spending per tourist by 10%. An increase of this type will contribute decisively to improving the profitability of the sector and of the SMEs of the Region.

#### Objective 3

Management of dynamic packages. The Murcia Region as a comprehensive destination and varied offering in all its tourist segments and typologies, has a wide range of products for the creation of dynamic packages in which tourists can better manage and plan their holiday.

### 1.2.2 Tactical aims



Development of joint tactical actions defined through an action plan that includes the most modern tools and channels to obtain maximum return on investment and achievement of strategic objectives. The enumeration of the types of actions to be included that are described in each batch is merely indicative, and the bidder can propose the actions that it considers appropriate for the best benefit of the project.

## **2. TECHNICAL REQUIREMENTS: DESCRIPTION OF THE TASKS TO BE CARRIED OUT FOR EACH BATCH.**

### **2.1- BATCH 1: PROVISION OF SERVICES OF OPERATORS WITH EXCLUSIVE ONLINE SALE AIMED AT DOMESTIC END CUSTOMERS, SPECIALIZED IN THE SUN AND SAND PRODUCT.**

- Strategic objectives:
  - Improve and increase the presence and commercialization of the Sun and Sand product of the Murcia Region. Promote and commercialize the tourist products of the destination.
  - Promote the positive values of the brand and online reputation of the Murcia Region as a whole.
  - Promote the tourism content / products of [www.murciaturistica.es](http://www.murciaturistica.es)
  - Generate suitable traffic to [www.murciaturistica.es](http://www.murciaturistica.es)
  - Increase turnover and volume of tourist traffic to the Region (no. Room nights and no. Pax) throughout the year.
  
- Actions:
  - Promote the generation of new experiential contents (photos, videos, comments, etc.) and the dissemination of the various spots of the Costa Cálida Region of Murcia.
  - Increase the number of Sun and Sand products in the Murcia Region in the online sales channel.
  - Increase the number of Mar Menor destination products in the online sales channel.
  - Actions aimed at increasing turnover, number of pax and number of room nights in the reservations for Sun and Sand products in the Murcia Region.
  - Segmented offer of the Sun and Sand product according to what is established in the strategic plan of the Murcia Region.
  - Streamline the official social profiles of the Costa Cálida, Murcia Region.
  - Familiarization trips, with the operator's marketing / product managers.



- Creation and management of joint digital and traditional advertising campaigns both in external media and in the company's own internal media (press, magazines, outdoor advertising, etc.).
  - Blogtrip - familiarization trips with communications media belonging to the operator and external media.
  - Actions in Social Networks.
  - Exclusive landing page of destination / product.
- **2.2- BATCH 2: PROVISION OF SERVICES OF OPERATORS WITH EXCLUSIVE ONLINE SALES AIMED AT DOMESTIC END CUSTOMERS WITH CAMPAIGNS AIMED AT THE DESEASONALIZATION OF THE DESTINATION.**
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- Strategic objectives:
  - Improve and increase the presence and commercialization of products of the destination, during the low season.
  - Promote the positive values of the brand and the online reputation of the Murcia Region Destination.
  - Promote the contents / tourist products of [www.murciaturistica.es/es/mar\\_menor/](http://www.murciaturistica.es/es/mar_menor/)
  - Drive qualified traffic to [www.murciaturistica.es/es/mar\\_menor/](http://www.murciaturistica.es/es/mar_menor/)
  - Increase in turnover and volume of tourist traffic to the Region (no. room nights and no. pax).
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- Actions:
  - Promote the generation of new experiential contents (photos, videos, comments, etc.) and the dissemination of the various spots of the Costa Cálida Region of Murcia.
  - Increase the number of products of the destination, in the low season, in the online sales channel.
  - Actions aimed at increasing turnover, number of pax and number of room nights in the reservations of the products of the destination, in low season.
  - Segmented offer of the products of the destination, in the low season, according to the provisions of the strategic plan of the Murcia Region.
  - Streamline the official social profiles of the Costa Cálida, Murcia Region.
  - Familiarization trips with the operator's marketing / product managers.
  - Creation and management of joint digital and traditional advertising campaigns both in external media and in the company's own internal media (press, magazines, outdoor advertising, etc.).
  - Blogtrip - familiarization trips with communications media belonging to the operator and external media.



- Actions in Social Networks.
- Exclusive landing page of destination / product.
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- **2.3- BATCH 3: PROVISION OF SERVICES OF OPERATORS WITH EXCLUSIVE ONLINE SALE SPECIALIZED IN INTERNATIONAL CUSTOMERS.**
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- Strategic objectives:
  - Improve and increase the presence and commercialization of products in the Murcia Region aimed at the international client.
  - Promote the positive values of the brand and the online reputation of the Murcia Region in international markets.
  - Promote the tourism contents / products of [www.murciaturistica.es](http://www.murciaturistica.es)
  - Drive qualified traffic to [www.murciaturistica.es](http://www.murciaturistica.es)
  - Increase turnover and volume of tourist traffic to the Region (no. room nights and no. pax) throughout the year.
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- Actions:
  - Promote the generation of new experiential contents (photos, videos, comments, etc.) and the dissemination of the various spots of the Costa Cálida Region of Murcia.
  - Increase the number of products in the Murcia Region aimed at international markets in the online sales channel.
  - Actions aimed at increasing turnover, number of pax and number of room nights in the reservations of products in the Murcia Region in the international market.
  - Segmented offer of the products in the Murcia Region aimed at the international market, according to the provisions of the strategic plan of the Murcia Region.
  - Streamline the official social profiles of the Costa Cálida, Murcia Region.
  - Familiarization trips with the operator's marketing / product managers.
  - Creation and management of joint digital and traditional advertising campaigns both in external media and in the company's own internal media (press, magazines, outdoor advertising, etc.).
  - Blogtrip - familiarization trips with communications media belonging to the operator and external media.
  - Actions in Social Networks.
  - Exclusive landing page of destination / product.
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- **2.4- BATCH 4: PROVISION OF SERVICES OF OPERATORS WITH EXCLUSIVE ONLINE SALE SPECIALIZED IN INTERNATIONAL CUSTOMERS WITH CAMPAIGNS AIMED AT THE DESEASONALIZATION OF THE DESTINATION.**



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- Strategic objectives:
- Improve and increase the presence and commercialization of products in the Murcia Region aimed at the international client.
- Promote the positive values of the brand and the online reputation of the Murcia Region in international markets.
- Promote the tourism contents / products of [www.murciaturistica.es](http://www.murciaturistica.es)
- Drive qualified traffic to [www.murciaturistica.es](http://www.murciaturistica.es)
- Increase turnover and volume of tourist traffic to the Region (no. room nights and no. pax) throughout the year.

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- Actions:
- Promote the generation of new experiential contents (photos, videos, comments, etc.) and the dissemination of the various spots of the Costa Cálida Region of Murcia.
- Increase the number of products in the Murcia Region aimed at international markets in the online sales channel.
- Actions aimed at increasing turnover, number of pax and number of room nights in the reservations of products in the Murcia Region in the international market.
- Segmented offer of the products in the Murcia Region aimed at the international market, according to the provisions of the strategic plan of the Murcia Region.
- Streamline the official social profiles of the Costa Cálida, Murcia Region.
- Familiarization trips with the operator's marketing / product managers.
- Creation and management of joint digital and traditional advertising campaigns both in external media and in the company's own internal media (press, magazines, outdoor advertising, etc.).
- Blogtrip - familiarization trips with communications media belonging to the operator and external media.
- Actions in Social Networks.
- Exclusive landing page of destination / product.

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- **2.5- BATCH 5: PROVISION OF MARKETING SERVICES OF TOURIST PRODUCTS OF THE MURCIA REGION, BY OPERATORS WITH DIRECT SALE TO END TARGET AUDIENCE THROUGH PHYSICAL AGENCIES, WITH THE AIM OF DESEASONALIZATION.**

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- Strategic objectives:
- Increase the supply of accommodation and complementary activities, off-season, expanding the portfolio of establishments



- and available activities and generate sales volume in the accommodations and active tourism companies of the Region.
- Increase the number of circuit programs to offer greater product alternatives to customers interested in the destination.
  - Improve and increase the marketing and sale in the national territory of the product / destination of the Murcia Region in low seasons, so that its vendors are real influencers of the destination.
  - National online positioning in all those OTAs with which they have an XML connection.
  - Participation in the communication strategy of the Costa Cálida brand in the Murcia Region as a whole.
  - Campaigns, in off-season periods, aimed at different niche markets and products to capture more qualified tourists interested in the destination and events to be promoted.
  - Increase the product load (number of establishments and complementary activities).
  - Increase turnover and volume of tourist traffic to the Region (no. room nights and no. pax) throughout the year.
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  - **Actions:**
  - Joint visits by the operator (sales exec networks) together with an ITREM technician and their potential customers.
  - Presentations in destinations of the Costa Cálida, Murcia Region brand in those potential cities by products, if they deem it appropriate.
  - Creation and management of joint digital and traditional advertising campaigns both in external media and in the company's own internal media (press, magazines, outdoor advertising, etc.), aimed at deseasonalizing Murcia Region products.
  - Familiarization trips with the operator's product managers.
  - Press trip with the company's own communications media and external media.
  - Participation in events organized by the ITREM and events organized by the bidding company.
  - Advertising in generic and specific catalogs, shop windows, screens, posters).
  - Direct marketing actions in own media (customer loyalty cards, newsletter, mail shots...).
  - Training actions with the objective that travel agents be the best ambassadors of the Murcia Region for their customers.
  - Actions in Social Networks.
  - Exclusive landing page of destination / product.



- **2.6- BATCH 6: PROVISION OF SALES AND MARKETING SERVICES OF TOURIST PRODUCTS OF THE MURCIA REGION, BY OPERATORS WITH DIRECT SALE TO END TARGET AUDIENCE THROUGH PHYSICAL AGENCIES, SPECIALIZING IN SUN AND SAND AND/OR CULTURAL PRODUCTS.**

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- Strategic objectives:
  - Increase the offer of accommodation and complementary activities of the Sun and Sand and / or cultural products, expanding the portfolio of establishments and available activities and generate sales volume in the accommodations and active tourism companies of the Region.
  - Increase the number of circuit programs to offer more alternatives for Sun and Sand and / or cultural products to customers interested in the destination.
  - Improve and increase the marketing and sale in the national territory of the product / destination of the Murcia Region.
  - National online positioning in all those OTAs with which they have an XML connection.
  - Participation in the communication strategy of the Costa Cálida brand in the Murcia Region as a whole.
  - Campaigns targeting different niche markets and products to capture more qualified tourists interested in the destination and events to promote.
  - Increase of load of products of Sun and Sand and / or cultural (no. of establishments and complementary activities).
  - Increase turnover and volume of tourist traffic to the Region (no. room nights and no. pax) throughout the year.
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- Actions:
  - Joint visits by the operator (sales exec networks) together with an ITREM technician and their potential customers.
  - Presentations in destinations of the Costa Cálida, Murcia Region brand in those potential cities of greater commercialization of Sun and Sand and / or cultural products.
  - Creation and management of joint digital and traditional advertising campaigns both in external media and in the company's own internal media (press, magazines, outdoor advertising, etc.), of the Sun and Sand and / or cultural products of the Murcia Region.
  - Familiarization trips with the operator's product managers.
  - Press trip with the company's own communications media and external media.
  - Participation in events organized by the ITREM and events organized by the bidding company.
  - Advertising in generic and specific catalogs, shop windows, screens, posters).



- Direct marketing actions in own media (customer loyalty cards, newsletter, mail shots...).
- Training actions with the objective that travel agents be the best ambassadors of the Murcia Region for their customers.
- Actions in Social Networks.
- Exclusive landing page of destination / product.

- **2.7- BATCH 7: PROVISION OF MARKETING ACTIONS SERVICES, OF THE PRODUCTS OF THE MURCIA REGION BY OPERATORS WITH DIRECT SALE TO THE END TARGET AUDIENCE THROUGH PHYSICAL AGENCIES.**

- Strategic objectives:
  - Promotion by the operator of co-marketing actions together with the physical agencies with which it works, in the local advertising media, including products and the Costa Cálida, Murcia Region brand.
  - Increase the offer of accommodation and complementary activities of tourist products in the Region, expanding the portfolio of establishments and available activities, and generate sales volume in the accommodations and active tourism companies.
  - Increase the number of circuit programs to offer greater alternatives to the products to customers interested in the destination.
  - Improve and increase the marketing and sale, in the domestic territory, of the product / destination of the Murcia Region.
  - Participation in the communication strategy of the Costa Cálida brand in the Murcia Region as a whole.
  - Campaigns targeting different niche markets and products to capture more qualified tourists interested in the destination and events to promote.
  - Increase the product load (number of establishments and complementary activities).
  - Increase turnover and volume of tourist traffic to the Region (no. room nights and no. pax) throughout the year.
- Actions:
  - Joint visits by the operator (sales exec networks) together with an ITREM technician and their potential customers.
  - Presentations in destinations of the Costa Cálida, Murcia Region brand in those potential cities of greater commercialization.
  - Creation and management of digital and traditional advertising campaigns both in external media and in the company's own internal media (press, magazines, outdoor advertising, etc.).
  - Familiarization trips with the operator's product managers.



- Press trip with the company's own communications media and external media.
- Participation in events organized by the ITREM and events organized by the bidding company.
- Advertising in generic and specific catalogs, shop windows, screens, posters).
- Direct marketing actions in own media (customer loyalty cards, newsletter, mail shots...).
- Training actions with the objective that travel agents be the best ambassadors of the Murcia Region for their customers.
- Actions in Social Networks.
- Exclusive landing page of destination / product.

- **2.8- BATCH 8: PROVISION OF SERVICES OF OPERATORS WITH PRESENCE IN THE BRITISH MARKET THAT SELL AND PROMOTE TOURIST PACKAGES (FLIGHT + HOTEL) WITH DESTINATIONS IN THE MURCIA REGION.**

- Strategic objectives:
  - Increase the contracting of the accommodation offer and complementary activities, expanding the portfolio of establishments and activities available to generate a greater volume of sales in the Region.
  - Improve and increase the presence and commercialization of the tourism product in a greater number of sales channels (retail travel agencies and operators in the United Kingdom).
  - Support the communications strategy of the brand Costa Cálida, Region of Murcia, Spain, as a whole.
  - Campaign aimed at diverse niche markets to capture more qualified tourists interested in the destination. In addition, capture the attention of new target audiences.
  - Increase turnover and volume of tourist traffic to the Region (no. room nights and no. pax) throughout the year.
- Actions:
  - Sales visits by the operator together with an ITREM technician to their potential customers.
  - Presentations in destination of the brand and destination Costa Cálida, Murcia Region, Spain to those potential customers.
  - Creation and management of joint digital and traditional advertising campaigns both in external media and in the company's own internal media (press, magazines, outdoor advertising, etc.).
  - Familiarization trips with the operator's product managers.
  - Press trip with the company's own communications media and external media.
  - Participation in events organized by the ITREM and events organized by the bidding company.



- Advertising in generic and specific catalogs, shop windows, screens, posters).
- Direct marketing actions in own media (customer loyalty cards, newsletter, mail shots...).
- Training agents, with the objective that travel agents be the best ambassadors of the Murcia Region for their customers.
- Actions in Social Networks.
- Exclusive landing page of destination / product.
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**2.9- BATCH 9: PROVISION OF SERVICES OF OPERATORS WITH PRESENCE IN ONE OF THE FOLLOWING MARKETS: GERMANY, AUSTRIA OR SWITZERLAND, THAT SELL AND PROMOTE TOURIST PACKAGES (FLIGHT + HOTEL) WITH DESTINATIONS IN THE MURCIA REGION.**

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- Strategic objectives:
- Increase the contracting of the accommodation offer and complementary activities, expanding the portfolio of establishments and activities available to generate a greater volume of sales in the Region.
- Improve and increase the presence and commercialization of the tourism product in a greater number of sales channels (retail travel agencies and operators in Germany).
- Support the communications strategy of the brand Costa Cálida, Region of Murcia, Spain, as a whole.
- Campaign aimed at diverse niche markets to capture more qualified tourists interested in the destination. In addition, capture the attention of new target audiences.
- Increase turnover and volume of tourist traffic to the Region (no. room nights and no. pax) throughout the year.
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- Actions:
- Sales visits by the operator together with an ITREM technician to their potential customers.
- Presentations in destination of the brand and destination Costa Cálida, Murcia Region, Spain to those potential customers.
- Creation and management of joint digital and traditional advertising campaigns both in external media and in the company's own internal media (press, magazines, outdoor advertising, etc.).
- Familiarization trips with the operator's product managers.
- Press trip with the company's own communications media and external media.
- Participation in events organized by the ITREM and events organized by the bidding company.
- Advertising in generic and specific catalogs, shop windows, screens, posters).



- Direct marketing actions in own media (customer loyalty cards, newsletter, mail shots...).
- Training agents, with the objective that travel agents be the best ambassadors of the Murcia Region for their customers.
- Actions in Social Networks.
- Exclusive landing page of destination / product.
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- **2.10- BATCH 10: PROVISION OF SERVICES OF OPERATORS WITH PRESENCE IN THE SCANDINAVIAN MARKET THAT SELL AND PROMOTE TOURIST PACKAGES (FLIGHT + HOTEL) WITH DESTINATION TO THE MURCIA REGION.**
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- Strategic objectives:
  - Increase the contracting of the accommodation offer and complementary activities, expanding the portfolio of establishments and activities available to generate a greater volume of sales in the Region.
  - Improve and increase the presence and commercialization of the tourism product in a greater number of sales channels (retail travel agencies and operators in the Scandinavian countries).
  - Support the communications strategy of the brand Costa Cálida, Region of Murcia, Spain, as a whole.
  - Campaign aimed at diverse niche markets to capture more qualified tourists interested in the destination. In addition, capture the attention of new target audiences.
  - Increase turnover and volume of tourist traffic to the Region (no. room nights and no. pax) throughout the year.
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- Actions:
  - Sales visits by the operator together with an ITREM technician to their potential customers.
  - Presentations in destination of the brand and destination Costa Cálida, Murcia Region, Spain to those potential customers.
  - Creation and management of joint digital and traditional advertising campaigns both in external media and in the company's own internal media (press, magazines, outdoor advertising, etc.).
  - Familiarization trips, with the operator's product managers.
  - Press trip with the company's own communications media and external media.
  - Participation in events organized by the ITREM and events organized by the bidding company.
  - Advertising in generic and specific catalogs, shop windows, screens, posters).
  - Direct marketing actions in own media (customer loyalty cards, newsletter, mail shots...).



- Training agents with the objective that travel agents be the best ambassadors of the Murcia Region for their customers.
- Actions in Social Networks.
- Exclusive landing page of destination / product.
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- **2.11- BATCH 11: PROVISION OF SERVICES OF OPERATORS WITH PRESENCE IN ONE OF THE FOLLOWING MARKETS: FRANCE OR BENELUX, THAT SELL AND PROMOTE TOURIST PACKAGES (FLIGHT + HOTEL) WITH DESTINATIONS IN THE MURCIA REGION.**
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- Strategic objectives:
  - Increase the contracting of the accommodation offer and complementary activities, expanding the portfolio of establishments and activities available to generate a greater volume of sales in the Region.
  - Improve and increase the presence and commercialization of the tourism product in a greater number of sales channels (retail travel agencies and Benelux operators).
  - Support the communications strategy of the brand Costa Cálida, Region of Murcia, Spain, as a whole.
  - Campaign aimed at diverse niche markets to capture more qualified tourists interested in the destination. In addition, capture the attention of new target audiences.
  - Increase turnover and volume of tourist traffic to the Region (no. room nights and no. pax) throughout the year.
- Actions:
  - Sales visits by the operator together with an ITREM technician to their potential customers.
  - Presentations in destination of the brand and destination Costa Cálida, Murcia Region, Spain to those potential customers.
  - Creation and management of joint digital and traditional advertising campaigns both in external media and in the company's own internal media (press, magazines, outdoor advertising, etc.).
  - Familiarization trips with the operator's product managers.
  - Press trip with the company's own communications media and external media.
  - Participation in events organized by the ITREM and events organized by the bidding company.
  - Advertising in generic and specific catalogs, shop windows, screens, posters).
  - Direct marketing actions in own media (customer loyalty cards, newsletter, mail shots...).
  - Training agents with the objective that travel agents be the best ambassadors of the Murcia Region for their customers.
  - Actions in Social Networks.
  - Exclusive landing page of destination / product.



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- **2.12- BATCH 12: PROVISION OF SERVICES OF OPERATORS WITH PRESENCE IN THE REST OF THE MARKETS IN EUROPE THAT SELL AND PROMOTE PACKAGE HOLIDAYS (FLIGHT + HOTEL) WITH DESTINATIONS IN THE MURCIA REGION.**
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- Strategic objectives:
  - Increase the contracting of the accommodation offer and complementary activities, expanding the portfolio of establishments and activities available to generate a greater volume of sales in the Region.
  - Improve and increase the presence and commercialization of the tourism product in a greater number of sales channels (retail travel agencies and operators in European countries other than Spain, United Kingdom, Germany, Austria, Switzerland, Scandinavian countries, France and Benelux).
  - Support the communications strategy of the brand Costa Cálida, Region of Murcia, Spain, as a whole.
  - Campaign aimed at diverse niche markets to capture more qualified tourists interested in the destination. In addition, capture the attention of new target audiences.
  - Increase turnover and volume of tourist traffic to the Region (no. room nights and no. pax) throughout the year.
- Actions:
  - Sales visits by the operator together with an ITREM technician to their potential customers.
  - Presentations in destination of the brand and destination Costa Cálida, Murcia Region, Spain to those potential customers.
  - Creation and management of joint digital and traditional advertising campaigns both in external media and in the company's own internal media (press, magazines, outdoor advertising, etc.).
  - Familiarization trips, with the operator's product managers.
  - Press trip with the company's own communications media and external media.
  - Participation in events organized by the ITREM and events organized by the bidding company.
  - Advertising in generic and specific catalogs, shop windows, screens, posters).
  - Direct marketing actions in own media (customer loyalty cards, newsletter, mail shots...).



- Training agents with the objective that travel agents be the best ambassadors of the Murcia Region for their customers.
- Actions in Social Networks.
- Exclusive landing page of destination / product.

### **3. SCOPE OF THE WORK TO BE CARRIED OUT**

Phase 1: Analysis, studies and drafting of situation reports–

- Comprehensive analysis of current positioning of tourist products in the Murcia Region.
- Analytical review of the most recent campaigns carried out.
- Customer study segmented by profiles identifying them with the various products of the Murcia Region.

Phase 2: Strategic planning:

- Definition of a strategic plan, as well as a complete calendar of actions.

The successful bidder will carry out the planning, management, control and monitoring of the campaigns that will eventually be started.

Phase 3: Performance, control and follow-up work:

- Control and implementation of the proposed actions.
- Support the implementation of the defined plans.
- Monthly report on fulfillment of objectives (number of reservations, passengers (pax), overnight stays and turnover during the month to be supported using the format provided by the ITREM, clicks and print-outs (these last two only for batches numbers 1, 2, 3 and 4). However, the successful bidder must provide any other information that is required by the ITREM.
- Performance report of actions (creativities, promotion actions, photographs of fam. trips, etc.).
- Definition of a reporting model to the ITREM for monthly reporting of the observed metrics.
- Organization, structure, management, control and follow-up tasks will be carried out.

Phase 4: Drafting of a Final Work Report:

The successful bidder must present a final report at the end of the period, with the following contents:

1. Initial status and baseline of the products of each of the campaigns.
2. Campaign structures established.
3. Monthly follow-up.



4. Final results report and definition of the achievement of the planned objectives.

#### **4. EVALUATION AND FOLLOW-UP.**

The successful bidder(s) will submit monthly monitoring reports in order to ensure that the initial objectives are being met, as well as a final report showing that the initial objectives have been met.

After completion of the actions, the successful bidder(s) shall present a complete report justifying the performance of the planning of the actions offered. Likewise, this shall include a report of results related to the strategic objectives set out in each batch.

Murcia, on the date of the electronic signature.

Manuel Fernández-Delgado Tomás

Director General  
Instituto de Turismo de la Región de Murcia