



TECHNICAL SPECIFICATIONS FOR PROCURING PROMOTIONAL CO-MARKETING CAMPAIGNS BETWEEN ITREM AND PASSENGER TRANSPORT COMPANIES AND/OR TOUR OPERATORS WITH PRESENCE ON THE BRITISH AND IRISH MARKET THAT MARKET TRANSPORT SERVICES AND OTHER COMPLEMENTARY TOURISM SERVICES FOR THE REGION OF MURCIA DESTINATION

1. Object

Under Article 10.16 of Organic Law 4/1982, of 4th June, on the Statute of Autonomy for the Murcia Region, one of the region's exclusive competences is the promotion and organisation of tourism in its territory.

The Murcia Region Institute of Tourism (hereinafter referred to by its Spanish acronym - ITREM) is a public business institution which, pursuant to Articles 56 and 57 of Law 14/2012 of 27th December on tax, administrative and reorganisation measures for the regional public sector, is attached to the General Administration of the Autonomous Community of the Region of Murcia. It has its own legal personality and full public and private capacity and its general objectives are the organisation, planning, programming, management and coordination of Murcia Region competences in tourism, within the framework of regional Government policy.

In compliance with said objectives, ITREM engages in various types of promotional actions, including campaigns in Spain and abroad advertising existing tourism resources and products to publicise Costa Calida-Murcia Region as a holiday destination and increase the influx of tourists.

For the Region of Murcia, English-speaking countries are the main sources of outbound tourism flows, contributing 42.1% of total foreign tourists and 39.6% of their spending. International tourism in the Region of Murcia is also characterised by being heavily dependent on the English-speaking market, much more so than Spain as a whole where the share is 20.4% (compared to 42.1% in the Region of Murcia) and so the negative effects of the United Kingdom of Great Britain and Northern Ireland (UK) leaving the European Union (EU), known as Brexit, will have greater impact on tourism in the region than in the rest of Spain.

The object of this tender is to conduct promotional co-marketing campaigns to deal with the potential impact of Brexit on regional tourism, establishing direct communication with potential tourists and promoting the image of the Region of Murcia and its tourism products in the United Kingdom's main consolidated outbound segments to the Region of Murcia and in view of its geographical proximity, cultural relationship and interdependence in various areas, also with outbound segments from the Republic of Ireland.

The general object of this contract is the execution of co-marketing advertising campaigns between Instituto de Turismo de la Región de Murcia (ITREM) and/or tour operators, each of



them contributing 50 percent of the total cost. Bidder must present a co-marketing proposal for the total value, that is, one that includes the actions to be funded by ITREM and by the bidder itself.

2. Content and description of the service.

Companies participating in this tender shall present a co-marketing plan that includes actions in their own channels and external media in accordance with both the segment and the geographical area specified in the lots.

These proposals are to be carried out in the following geographical areas and segments:

- Area 1: **Major cities United Kingdom and Republic of Ireland - Cosmopolitan sector.**

- Area 1:	Population	No. of tourists to Region of Murcia. Year 2017*
London	7,172,000	207,563
Dublin	1,112,000	63,702
Birmingham	970,000	28,825
Glasgow	629,000	11,618
Leicester + Nottingham	624,000	48,528
Total Area 1	10,507,000	360,236

(*) **Source:** International tourist arrivals in the Region of Murcia from source markets, AENA (Spain's airport authority).

- Area 2: **Northern United Kingdom -Multi-segment**



- Area 2:	Population	No of tourists to Region of Murcia. Year 2017*
Leeds	443,000	14,090
Edinburgh	430,000	7,483
Manchester	394,000	70,743
Bradford	293,000	14,090
Newcastle	189,000	8,792
Total Area 2	1,749,000	115,198

(*) **Source:** International tourist arrivals in the Region of Murcia from source markets, AENA.

- Area 3: Southern United Kingdom -Multi-segment

- Area 3:	Population	No of tourists visiting Region of Murcia. Year 2017*
Bristol	420,000	39,833
Bournemouth	167,500	20,925
Southend-on-Sea	164,000	7,689
Total Area 3	751,500	68,447

(*) **Source:** International tourist arrivals in the Region of Murcia from source markets, AENA.

According to the above geographical areas, the service will be awarded by lots, as detailed below:

LOT 1. Passenger transport companies and/or tour operators present in the British and Irish market who market transport services and other complementary tourism services with the Region of Murcia as destination in campaigns directed at Area 1:

Major cities in the United Kingdom and Republic of Ireland - Cosmopolitan sector.

Basic tender budget for lot 1: €484,000.00 including VAT, for two years. No more than half the price of the award for each lot may be invested each year.



The maximum tender budget contributed by ITREM is FOUR HUNDRED THOUSAND EUROS (€400,000.00) excluding VAT, which corresponds to 50% of the total value of the co-marketing campaign the bidder must present for this lot, plus the VAT applicable to that amount in Spain (21%) which will be EIGHT-FOUR THOUSAND EUROS (€84,000.00)

LOT 2. Passenger transport companies and/or tour operators present in the British and Irish market who market transport services and other complementary tourism services with the Region of Murcia as destination in campaigns directed at Area 2:

Northern United Kingdom - Multi-segment

Basic tender budget for lot 2: €242,000.00 including , VAT, for two years. No more than half the price of the award for each lot may be invested each year.

The maximum tender budget contributed by ITREM is TWO HUNDRED THOUSAND EUROS (€200,000.00) excluding VAT, which corresponds to 50% of the total value of the co-marketing campaign the bidder must present for this lot, plus the VAT applicable to that amount in Spain (21%) which will be FORTY-TWO THOUSAND EUROS (€42,000.00)

LOT 3. Passenger transport companies and/or tour operators present in the British and Irish market who market transport services and other complementary tourism services with the Region of Murcia as destination in campaigns directed at Area 3:

Southern United Kingdom -Multi-segment.

Basic tender budget for lot 3: €121,000.00 including , VAT, for two years. No more than half the price of the award for each lot may be invested each year.

The maximum tender budget contributed by ITREM is ONE HUNDRED THOUSAND (€100,000.00) excluding VAT, which corresponds to 50% of the total value of the co-marketing campaign the bidder must present for this lot, plus the VAT applicable to that amount in Spain (21%) which will be TWENTY-ONE THOUSAND EUROS (€21,000.00)

3. Information common to all the lots.



Distribution of the advertising investment.

Bidders must diversity the investment in co-marketing actions as follows:

- At least 55% of the total cost of the proposed actions shall be allocated to media external to the bidding company.
- The rest of the investment may be allocated to the bidding company's own media.

Campaign dates

From 1st January 2019 to 31st December 2020.

Companies bidding in this process may offer formats such as:

Offline advertising:

- Press and magazines.
- Radio.
- Television
- Exterior formats (hoardings, street display ads, banners, etc).
- Other formats.

Online advertising

- Banners and displays in different online formats
- Social ads in the main social networks.
- Microsites/Landing Pages.
- Newsletter and other direct marketing formats.

The proposal must contain:

- Definition of a Strategic Plan containing the proposed actions.
- Tactical action plan

The awardee must also bear in mind:

- Awardee will be responsible for sending the original and definitive designs to the contracted sites. Awardee may not deliver any material to different sites without ITREM's written approval
- Awardee also undertakes to monitor the co-marketing plan and verify correct execution of the same, acting in the interests of ITREM at all times.
- Awardee shall deliver monthly activity reports, with proof and certificates of execution of the contracted advertising actions.

Technical team - minimum requirements

- The bidding company must allocate a technical team (minimum of 3, maximum of 5 people) with sufficient training and experience to execute the service.



Región de Murcia
Consejería Turismo y Cultura
Instituto de Turismo de la Región de Murcia

Murcia, on the date of the electronic signature
Kristian Kamplade
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Manuel Fernández-Delgado Tomás
Director Instituto de Turismo
de la Región de Murcia.