

**PARTICULAR TECHNICAL SPECIFICATIONS TO
CONTRACT PROMOTIONAL SERVICES TO PROMOTE
VITORIA AIRPORT, VITORIA-GASTEIZ, ÁLAVA AND THE
BASQUE COUNTRY AS A DESTINATION OF ECONOMIC
AND TOURIST INTEREST IN THE CANARY ISLANDS
MARKET AND TO PROMOTE VITORIA AIRPORT IN ITS
AREA OF INFLUENCE (PAVIA02_2020)**



Vitoria International Airport Promotion Agency

1. Subject Matter of the Specifications

The purpose of these specifications is to contract promotional services to promote Vitoria Airport, Vitoria-Gasteiz, Álava and the Basque Country as a destination of economic and tourist interest in the Canary Islands market, as well as promote Vitoria Airport in its area of influence.

To this end, VIA is considering contracting a Promotional Action Plan based on a comprehensive communication strategy for a maximum period of 4 years; the essential condition is the existence of an established or planned minimum average level of accessibility (2 weekly flights) to the Canary Islands market from Vitoria airport.

Likewise, the time limits to execute the contract shall be from 01 January 2021 to 31 December 2024.

2. Background

Overview

The increase in accessibility represents an opportunity to develop the socio-economic activity of the Basque Autonomous Community.

The awareness of destinations is based on multichannel dissemination strategies, which accurately classify travellers and have an impact on all phases of their travel arrangements, from suggesting the destination to the end experience.

It is clear that airlines currently have accurate information on the target audience of a market, which would otherwise be less accessible and rigorous through other existing sources.

A coordinated promotion strategy by the agents involved in the flow management will enhance and activate the image of Vitoria-Gasteiz, Álava and the Basque Country as a destination in our target markets.

It should be borne in mind that airlines have become the new prescribers and creators of tourist destinations and, therefore, of their offer, under the premise that passenger travel to destinations and not to an airport. For this reason, they have become high-level experts in the fields of promoting and communicating, which has led them to develop their own means for this task.

The existence of established or planned accessibility from airport infrastructures to markets is a factor that contributes greatly to the success of a destination's promotional strategies.

A synergistic relationship is therefore established, whereby the promotional actions favour the airport in consolidating its accessibility, and this accessibility is an essential means for the success of the promotional action itself.

The Canary Islands Case

The Canary Islands is a market that has already been approached prior to the execution of the contract that is the subject of these specifications from Vitoria airport and with Vitoria-Gasteiz, Álava and the Basque Country as the destination, which shows an already established interest and the interrelationship between both territories and their airports.

The limited international mobility imposed by the Covid19 pandemic, together with the reluctance of travellers to cross their borders, provide an extraordinary opportunity to view domestic destinations as part of the domestic demand.

Indeed, the Canary Islands market poses an opportunity for our region given the ease with which Canary Islands travellers can leave the islands and their preference for the north of the peninsula.

On the other hand, the Canary Islands are committed to activating the domestic market, based on their main attractions, as a way of overcoming this crisis.

The seasonal nature of the Canary Islands, as a destination with a stable climate throughout the year, as well as its exoticism with respect to the rest of the Spanish peninsula, provide this destination with a quality of uniqueness, affording it with a great capacity to attract passengers to an airport even though it is a destination already discovered by the public.

For all the reasons listed above, and taking into account that it is essential for an airport to activate the home and destination markets, the possibility of conducting a Promotional Action Plan between our region, the Canary Islands, and Vitoria Airport using promotional resources that specialise in this area, especially in the current situation, is the key to materialising this project.

2020: Covid19 Impact

The consequences of Covid19 since March 2020, in terms of the measures taken by each country and in terms of the intention to travel, have had a great impact on actions related to promoting destinations.

In the current situation, exacerbated by the intensity of the pandemic last August and the upsurge that is taking place at the time of writing, VIA has focused its strategic vision on airport activities, seeking a gradual reactivation that would lead to their recovery in the medium term.

VIA has integrated the following goals into the implementation of the contract covered by this document:

- To give continuity to the promotional activities of the Airport
- To facilitate the adjustment of the successful bidder to the exceptional circumstances taking place at the time of this tender.
- To be prepared to address a phase of growth when the situation allows.

3. Budget

A maximum overall budget of EUR 1,000,000 excluding VAT has been established for the execution of this tender as set out in point three of the Administrative Specifications of this procedure.

4. Mandatory Technical Requirements

Through this contract, VIA seeks to implement a Promotional Action Plan in the Canary Islands market for Vitoria Airport and Vitoria-Gasteiz, Álava and the Basque Country as a destination of economic and tourist interest, and for Vitoria Airport in its area of influence, taking into account the premises regarding the markets listed in accordance with the following requirements:

- The Promotional Action Plan must be executed place within the four years of the contract, from 1 January 2021 to 31 December 2024
- VIA requires an average level of accessibility, i.e. at a rate of 2 flights per week, from three months after the start of the contract until three months after its end. This level takes into account criteria related to the current activity of the airport and its particular characteristics.
- The potential arrival and departure of passengers, based on the minimum accessibility requested in the previous point (2 flights), will be 400 passengers per week to and from the markets being promoted (Canary Islands Market and Area of Influence of Vitoria Airport).

4.1. Report - Portfolio on the activities of the bidder

The company must justify its experience in conducting marketing campaigns or actions for the promotion of airports and territories.

To this end, the bidding company is requested to submit a report or portfolio of work carried out, which will demonstrate its know-how in promoting markets, and which will be used as an element of the assessment process and value judgement.

This report shall be assessed based on the following information provided by the bidder:

- Presentation of the company and its Know-How.
- Types of actions carried out.
- Details of execution times.
- Results per action:
 - Data analysis reports. Assessed based on independent metrics.
 - Relationship between achieved scope and market capacity.

After studying this report, a score of between 0 and 20 points will be added to the final assessment.

Annex 12 includes the affidavit on the veracity of the information provided on this point by the bidder.

4.2. Submitting the Promotional Action Plan

The Promotional Action Plan must be submitted by completing Annex 13, including the promotional actions offered based on the unit of measurement established therein.

When combining the actions that will make up the Marketing Mix of each Promotional Action Plan, bidders must take into account:

- That any actions indicated in bold font in the table detailed below must be included in the plan at the time the proposal is assessed and are, therefore, the so-called “Mandatory Promotional Actions”.
- That it must be stated whether the actions will be carried out in the Canary Islands Market, in the area of influence of Vitoria Airport, or in both areas, using the space provided in Annex 13 to detail this information.
- That bidders are free to submit promotional actions other than those contained in the table detailed below, listing them in Annex 13 in the “Other Promotional Actions” section.
- That the actions included in the Promotional Action Plan can be carried out up to three months in advance of the accessibility required for their execution.
- That it will not be necessary to present a tentative calendar, leaving this detail for the contract formalisation phase.
- That the successful bidder must submit an Annual Promotion Report for the follow-up of the actions offered that will serve VIA to conduct its metrics and analysis.
- That, on the basis of this report, VIA, taking into account the recommendations contained therein and given the dynamic nature and versatility of the field of marketing and promotional actions, and to improve the purpose of the contract, may ask the company to amend any promotional actions it deems necessary.

The following outline has been established for the submission of Promotional Action Plans to facilitate their analysis:

4.2.1. List of Promotional Actions

The following table has been provided as a guideline for bidders to schedule Promotional Action Plans.

MEDIA CATEGORY		MEDIUM	FORMAT	UNIT OF MEASUREMENT	CANARY ISLANDS MARKET	TOURIST ATTRACTING AREA
OWNED MEDIA	ONLINE	WEB	HOME	Megabanner	Impressions	
				Small Footer Banner	Impressions	
				Featured link	Impressions	
		SOCIAL MEDIA	FACEBOOK	FB Post	Number of posts	
			TWITTER	TW Post	Number of posts	
			INSTAGRAM	Instagram Post	Number of posts	
	OTHER ONLINE MEDIA	OTHER SOCIAL MEDIA	Other Social Media posts	Number of posts		
		YOUTUBE	Promotional videos on YouTube*	Videos		
	OFFLINE	ONBOARD	Newsletter/email Mktg	Mailing	Messages sent	
			Aircraft fuselage	Vinyl coverings	Number of aircraft	
Roof rack			Vinyl coverings	Number of aircraft		
Airplane screen			Advertisement	Number of aircraft		
Headrest			Advertisement	Number of aircraft		
Disposable marketing		Mention of Vitoria Airport / Advertisement	Number of aircraft			
OFFBOARD		Boarding pass	Advertisement	Number of boarding passes		
PUBLICATIONS	Corporate magazine	Advertisement	Inserts			

PAID MEDIA	RADIO	Two major market chains	Audio	Number of spots		
	URBAN ADVERTISING	Urban passenger transport, billboards, oppis and other urban furniture	Breakdown of the item	Number of items		
	AIRPORT ADVERTISING	Urban passenger transport, billboards, oppis and other urban furniture	Breakdown of the item	Number of items		
	PRESS	Two major market publications	Advertisement	Inserts		

EARNED MEDIA	PUBLIC RELATIONS	PROMOTIONAL EVENTS	Presentations	Number of presentations		
	PRESS	Press conference published in the daily press and magazines, online, radio and television	Breakdown of the Action	Number of press conferences		
		Press releases published in the daily press and magazines, online, radio and television	Breakdown of the Action	Number of press releases		
		Press trips published in the daily press and magazines, online, radio and television	Breakdown of the Action	Number of press trips		

4.2.2. Marketing Mix Analysis

The Mix of Promotional Actions will also be studied by VIA and a score between 0 and 20 points will be given.

For this evaluation, the committee will assess:

- The coherence between the types of actions and the markets in question (Canary Islands market or the area of influence of Vitoria Airport).
- The suitability between the number of actions of each type and their reach.

The synergistic relationship between the actions chosen by the bidder to achieve maximum performance.

4.2.3. Online Reach of the Bidder

In the field of promotional activities, knowledge of the critical mass which the company carrying out the promotion can reach is paramount.

Online media is today the basis of a global business marketing strategy

The magnitude of its impact on large interest groups and on reaching the target audience makes online media highly efficient.

Based on all the above, in addition to establishing the obligatory inclusion of the company's own online media for the Promotional Action Plan covered by this contract, and in order to provide a global perspective of its assessment, the capability of the bidding company will be evaluated based on the submission of the following generic data, the submission of the following generic data referring to Spanish websites and social media or, failing that, the number of Spanish followers/sessions on social media and global websites.

GLOBAL ONLINE REACH – DOMESTIC MARKET				
Medium	Unit of Measurement	Score for Reach		
		1,5 point	3 points	5 points
WEB	Web sessions/year 19	Up to 5,000,000	Between 5,000,000 and 10,000,000	More than 10,000,000
FACEBOOK	Followers Spain	Up to 75,000	Between 75,000 and 250,000	More than 250,000
TWITTER	Followers Spain	Up to 25,000	Between 25,000 and 50,000	More than 50,000
INSTAGRAM	Followers Spain	Up to 25,000	Between 25,000 and 50,000	More than 50,000

Annex 14 is provided to submit the point.

5. Assessment

Bids will be assessed on the basis of the following breakdown:

5.1. Criteria Subject to Value Judgement

The Report-Portfolio on the activity of the bidder requested in point 4.1 of this specifications document shall be assessed on a scale from 0 to 20 points.

As regards **the Mix of Promotional Actions**, as detailed in point 4.2.2 of this specifications document, it will be given a maximum score of between 0 and 20 points.

5.2. Criteria Subject to Mathematical Assessment

The bidder's online **reach** shall also be subject to a formula, as detailed in point 4.2.3 of this document, and a maximum of 20 points shall be allocated.

The following table is provided as a summary:

ASSESSMENT OF THE BID				
TECHNICAL BID	60	Value Judgement	20	Activity Report-Portfolio
			20	Mix of Promotional Actions
		Application of the Formula	20	Reach