

**PARTICULAR TECHNICAL SPECIFICATIONS TO
CONTRACT THE PROMOTION OF VITORIA AIRPORT,
VITORIA-GASTEIZ, ÁLAVA AND THE BASQUE
COUNTRY AS A DESTINATION OF ECONOMIC AND
TOURIST INTEREST**

(PAVIA01_2020)



Vitoria International Airport Promotion Agency

1. Subject Matter of the Specifications

The subject matter of this document is to contract promotional services in domestic and international target markets to disseminate and consolidate awareness of Vitoria airport and of Vitoria-Gasteiz, Álava and the Basque Country as a destination of economic and tourist interest.

To this end, VIA proposes contracting a minimum of five Promotional Action Plans in Target Markets; the essential condition is the existence of an average level of accessibility (2 weekly frequencies) to the said markets from Vitoria airport.

Likewise, the time limits to execute the contract shall be from 31 March 2021 to 31 March 2025.

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 promotional strategy implemented by the agents involved in managing tourist flows will strengthen and activate the aligned image of Vitoria-Gasteiz, Álava and the Basque Country in our target markets.

It should be borne in mind that airlines have become the new prescribers and creators of destinations and, therefore, of their offer, under the premise that passengers 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 media 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.

Need for Continuity of Promotional Actions

VIA has been promoting currently accessible markets through public contracts that are in force with the company until March 2021.

Market and destination positioning processes are much more extensive than in other sectors. Therefore, maintaining marketing actions in the medium term is essential to ensure the success of the promotional actions and to attract these markets.

Promotional continuity is therefore necessary in the markets covered by this contract.

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.

The view of the company VIA in the current situation, exacerbated by the upturn in cases that began last August, is in line with the evolution of the situation, setting our goals based on a slow but progressive recovery that would allow us to focus on recovering our level of activity.

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.

While VIA has proposed target markets for the groups of this specifications document based on its current activity and forecasts, it also opens up the possibility to promote new markets throughout the execution period of the contract.

3. Budget

A **maximum overall budget of 5,800,000 euros, VAT excluded**, is hereby established to implement this tender, divided into two items in accordance with the current circumstances:

Immediate implementation budget of €4,800,000 (VAT excluded) to present the technical offer detailed in this tender.

This budget is divided into two groups with maximum amounts.

GROUP 1 Promotional Action Plan for Markets to be Consolidated

Maximum budget of €4,000,000 (VAT excluded)

The submission of the Group 1 bid is mandatory to participate in the tender.

GROUP 2 Promotional Action Plan for New International Markets

Maximum budget of €800,000 (VAT excluded)

The Group 2 proposal is optional.

Budget to be implemented in the future totalling €1,000,000 (VAT excluded).

A maximum budget of €1,000,000 (VAT excluded) is hereby established for any possible extensions of the promotional actions covered by this contract during its implementation, in accordance with the terms set out in point 28 of the Administrative Specifications for this tender.

4. Markets to be promoted

The Promotional Action Plans aimed at the markets that have been identified as target markets for the company will be carried out by integrating the following concepts:

- **Accessibility** from Vitoria airport to the markets that the bidding company is submitting as the target markets of their Promotional Action Plan.

VIA requires this average accessibility to be of 2 frequencies and a minimum potential arrival of 300 passengers per week from each of the markets subject to the promotional actions.

This level takes into account criteria related to the current activity of the airport and its particular characteristics.

- **The execution period** shall be the four years of the term of the contract.

These four years will be identified with the numbers, from 1 to 4, to facilitate their analysis.

- The markets that need consolidating are those with which the level of accessibility has been maintained between 2017 and 2021: Italy and Germany, at an international level, and Andalusia and the Balearic Islands, at the domestic level.
- Given the global situation and the current instability, a list of the target markets for the Company (in addition to those mentioned in the previous point) is given by way of illustration, as a framework, taking into account the possibility that VIA might consider making some changes in accordance with the terms laid down in Article 28 of the Administrative Specifications.

International: United Kingdom, France, Belgium, Netherlands, Poland, Ireland, Portugal, Czech Republic, Hungary, Greece and Morocco.

Domestic: Catalonia and Valencia

4.1. **Proposal subject to the immediate implementation budget**

Below are the requirements for the implementation of the **Immediate Implementation Budget**. The Group 1 bid is mandatory and the Group 2 bid is optional.

GROUP 1 (required submission for tender): Maximum budget of €4,000,000 (VAT excluded) to implement the following Promotional Action Plans in **the Markets to be Consolidated**.

International markets

- 2 Annual Plans (12 months) for each of the selected markets, during the 4-year contractual period (years 1 to 4).

Domestic Market:

- 2 Annual Plans (12 months) for each of the selected markets, during the 4-year contractual period (years 1 to 4).
- 1 Summer Plan (7 months) for the selected market, during the 4-year contractual period (years 1 to 4).

The Group 1 offer must be submitted in order to participate in the tender process.

GROUP 2 (optional submission): Maximum budget of €800,000 (VAT excluded) to implement the following Promotional Action Plan in **New International Markets**.

- 1 Summer Plan (7 months) with a maximum annual budget of €200,000 (VAT excluded) for the selected market, with a duration between 1 year and the 4 years of the contractual period (years 1 to 4).

Given the interest of the company VIA in maximising the promotion of the Airport by reaching a greater number of markets, VIA will award a maximum of up to 20 points, at a rate of 5 points per year of promotional activity, for the submission of the optional offer corresponding to Group 2.

Promotional Action Plan Group 2 NEW INTERNATIONAL MARKETS	YEAR 1	YEAR 2	YEAR 3	YEAR 4
	5	5	5	5

Annexes 12a, b, c, d, e and f are provided to indicate the markets subject to the promotional actions, as set out in Point 5.2.

Form 13 is also provided to account for the years covered by the Group 2 Promotional Action Plan.

4.2. Proposal subject to the future implementation budget

Taking into account the global economic situation at the time of this tender, VIA intends to have the capacity to respond to the possible recovery of the markets in the medium term.

For this reason, VIA may request the successful bidder to extend the promotional actions covered by the contract, within the time limits of the contract, and in accordance with Article 28 of the Administrative Specifications.

Based on the follow up of the execution of the contract and the conclusions and recommendations of the Annual Promotion Report prepared by the successful bidder, the Company may require the strengthening of the promotional actions in existing markets due to increased accessibility, or in new markets, in compliance with article 28 of the Administrative Specifications.

Annex 12g has also been provided and should be filled in when the extension takes place.

5. Mandatory Requirements

Through this tender, VIA seeks to implement **a Promotional Action Plan for each target market, for Vitoria Airport and Vitoria-Gasteiz, Álava and the Basque Country as a destination of economic and tourist interest**, in accordance with the premises relating to the markets detailed in point 4 of this document and in compliance with the following requirements:

- The term for completion is from 31 March 2021 to 31 March 2025.
- The duration of the Promotional Action Plans for each market will always be subject to the existence of an average level of accessibility (2 weekly frequencies).
- Mandatory inclusion of promotional actions in bold font in the reference table in point 5.2.1 of this document.

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

5.1. 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.

A single report is requested; it is not necessary to submit a report for each Promotional Action Plan.

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 15 points will be added to the final assessment.

5.2. Submitting the Promotional Action Plan

The successful bidder shall submit a Promotional Action Plan for each of the markets in accordance with the reference table included in this point.

To facilitate the submission of the promotional action plans, the following annexes have been provided for the mandatory completion of the promotional actions based on the unit of measurement established and the target markets covered by said promotion.

An annex must be submitted for each one of the Promotional Action Plans, one for each market being promoted, in the order set out below:

Annex 12a Group 1 International Market 1-Annual Promotion over four years.

Annex 12b Group 1 International Market 1- Annual Promotion over four years.

Annex 12c Group 1 Domestic Market 1- Annual Promotion over four years.

Annex 12d Group 1 Domestic Market 2- Annual Promotion over four years.

Annex 12e Group 1 Domestic Market 3- Summer Promotion (7 months) over four years.

Annex 12f Group 2 International Market – Summer Promotion (7 months) over one year.

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 bidders are free to submit promotional actions other than those contained in the table detailed below, listing them in Annex II in the “Other Promotional Actions” section.
- 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 table has been provided as a guideline for bidders to schedule Promotional Action Plans.

MEDIA CATEGORY		MEDIUM	FORMAT	MEASURING UNIT		
OWNED MEDIA	ONLINE	WEB	HOME	MEGABANNER SMALL FOOTER BANNER Featured link	Impressions Impressions Impressions	
			SOCIAL MEDIA	FACEBOOK	FB Post	Number of posts
				TWITTER	TW Post	Number of posts
	INSTAGRAM	Instagram Post		Number of posts		
	OTHER SOCIAL MEDIA	Other Social Media posts		Number of posts		
	OTHER ONLINE MEDIA	YOUTUBE	Promotional videos on YouTube*	Videos		
		Newsletter/email Mktg	Mailing	Shipments		
	OFFLINE	ONBOARD	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		
OFFBOARD	PUBLICATIONS	Disposable marketing	Mention of Vitoria Airport / Advertisement	Number of aircraft		
		Boarding pass	Advertisement	Number of boarding passes		
		Corporate magazine	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

5.2.1 Promotional Action Plan: 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.
- 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.

5.2.2 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.

For all the above reasons, in addition to establishing the mandatory inclusion of any owned online media at the service of Promotional Action Plans and with the aim of assessing them from a global point of view, the bidder's capability will be assessed based on the provision of the following generic data.

GLOBAL ONLINE CAPABILITY				
Medium	Measuring Unit	Score for Reach		
		1 point	3 points	4 points
WEB	Web sessions/year 19	Up to 10,000,000	Between 10,000,000 and 20,000,000	More than 20,000,000
FACEBOOK	Followers	Up to 2,500,000	Between 2,500,000 and 4,000,000	More than 4,000,000
TWITTER	Followers	Up to 25,000	Between 25,000 and 50,000	More than 50,000
INSTAGRAM	Followers	Up to 100,000	Between 100,000 and 150,000	More than 150,000
Newsletter/email Mktg	Subscribers	Up to 4,000,000	Between 4,000,000 and 5,000,000	More than 5,000,000

The data requested in this point from the bidder must be submitted by completing Annex.14.

The formula applied to this assessment will be a sum of the points allocated based on the scale for each online medium. The maximum score achievable is 20 points.

6. Assessment

The assessment of these specifications shall be made on the basis of the following breakdowns and that have already been outlined in each item subject to

6.1. Criteria Subject to Value Judgement

The **Report-Portfolio on the activity of the bidder** requested in point 5.1 of this specifications document shall be assessed on a scale from 0 to 15 points.

As regards the **Mix of Promotional Actions**, as detailed in point 5.2.1 of this specifications document, it will be given a maximum score of between 0 and 20 points.

6.2. Criteria Subject to Mathematical Assessment

The **Group 2 Promotional Action Plan** will be given up to 20 points based on the table in point 4.1.

The bidder's online **reach** shall also be subject to a formula, as detailed in point 5.2.2 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	75	Value Judgement	15	Activity Report-Portfolio
			20	Mix of Promotional Actions
		Application of the Formula	20	Group 2 Promotional Action Plan
			20	Reach