Tender Documentation for a Small-Scale Public Contract

1. Title of the public tender

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| Title of the public tender | Digital on-line marketing campaign to support restarting tourism from APAC countries (Japan, South Korea, and Taiwan) |
| Registration number of public tender (VZ) | **VZ 2020/420/66** |
| Type of tender procedure | **Small-scale public contract** |

1. Identification data of the contracting authority

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| Business name or name / Business name or name and surname: | **Česká centrála cestovního ruchu – CzechTourism** |
| Registered office/place of business /  domicile (or mailing address): | Vinohradská 46, 120 41 Prague 2 |
| Comp. Reg. No.: | 49 27 76 00 |
| Person authorised to act on behalf of the contracting authority: | Jan Herget  Managing Director of ČCCR – CzechTourism |
| Contact point: | Štěpán Pavlík, Michal Procházka |
| Phone, e-mail: | +81 3 6427 3093  [pavlik@czechtourism.com](mailto:pavlik@czechtourism.com)  +82 2 7326 4123 [prochazka.m@czechtourism.com](mailto:prochazka.m@czechtourism.com) |

1. Estimated value of the public contract

**Estimated value of the public contract: USD 80,000 (excl. VAT), CZK 1,776,000 excl. VAT.**

As the estimated price of the public contract is equal to or lower than CZK 2 million excl. VAT, this is a small-scale public contract according to the provisions of Section 27 of Act No. 134/2016 Coll., on Public Procurement (hereinafter referred to as “PPA”), and therefore, in accordance with the provision of Section 31 of the PPA, this public contract is not awarded in a tender procedure according to the PPA.

This small-scale public contract is awarded in accordance with the internal regulations of the Contracting Authority.

*Note: The Contracting Authority determines that the maximum total tender price for the public contract performance will not exceed the estimated value of the public contract in any case. A tender with a higher tender price will be excluded and the tenderer will be excluded from the tender procedure.*

1. Specification of the subject-matter of the public contract

The subject matter of the public contract comprises of the digital marketing campaign, implementation on on-line travel reservation portal / OTA (online travel agency), which serves to support and develop incoming tourism from source markets of APAC countries (Japan, South Korea, and Taiwan) to the Czech Republic after the Covid-19 pandemic ceases - see closer specification below in

4.1. Classification of the subject matter of the public contract corresponds to code CPV no.79340000-9, advertising, and marketing services.

**4.1 Detailed specifications of the subject-matter of the contract**

The Contracting Authority’s goal is to promote the Czech Republic as an attractive, accessible, and safe destination to Japan, South Korea and Taiwan with the goal of restarting and developing incoming tourism in post-Covid-19 time. For this purpose, the Contracting Authority has announced a public tender **for at least a 3-month campaign to support incoming tourism to the Czech Republic in the post-Covid-19 period**, which will be implemented on travel on-line reservation OTA platform (Online Travel Agency) with the presentation of destinations in the Czech Republic and with financial stimuli to support reservations in Czech accommodation facilities for 2021.

The Contracting Authority shall require the Contractor to comply to this effect with the following requirements:

* Present travel online reservation OTA platform (Online Travel agency) with significant share in the FIT market of incoming tourism from all three source countries of Japan, Korea and Taiwan to the Czech Republic (**at least over 40,000 clients from all three mentioned markets** for the entire 2019), which they shall document by reservation statistics.

In the public tender for the campaign, the Contractor must meet the following conditions:

* Submit a campaign proposal including exact schedule, media plan and determining the **implementation of on-line campaign on OTA platform**  (Online travel agency) to support restarting tourism from APAC countries - Japan, South Korea and Taiwan. The calculation of unit prices of all used digital marketing tools must also be included. The proposal must also include a brief analysis of the markets concerned, identification of a suitable target group of FIT travellers from Japan, South Korea, and Taiwan with a recommendation of an appropriate marketing strategy.
* **Guarantee unconditionally minimal performance of the campaign in the amount of 6 million views** on OTA platforms or an application **from the selected target group** at a maximum price for CPM in the amount of USD 10. Achieving adequate campaign performance will constitute a condition for paying the remuneration for the implementation of the campaign.
* Include in the creative campaign strategy the use of **minimum of three different digital marketing** **tools** (for example advertising banners with clicking on landing page, push of reservation application, customer loyalty programme, competitors targeting, social networks with measuring engagement rate… etc.).
* Offer as part of the campaign a program to **support Czech tourism** using discount bonuses, vouchers, cash back incentives, etc..., which will motivate clients to book in accommodation facilities in the Czech Republic - for a total value of at least USD 10,000.
* In addition, seek a conversion result of at least 6,500 bookings made through the OTA platform in Czech accommodation facilities for 2021. If the supplier is unable to implement this number due to, for example, the situation of the Covid‑19 pandemic, it shall offer other services by compensation. However, reaching 6,500 bookings is not a necessary condition for the implementation of the campaign due to the international situation.
* Engage in the OTA campaign the Contracting Authority’s social networks (Instagram/Facebook/Blog).

During the actual implementation of the campaign, the selected Contractor must ensure the following:

* Create a co-branding creative campaign together with landing page, which will use **destination logo of CzechTourism #visitCzechRepublic and will be localised in three language versions of the mentioned markets.**  The creative and landing page must refer to the main attractions of Czech destinations as well as recommended travel activities and must be approved by the Contracting Authority.
* **Submit concise and ongoing service reports on a weekly basis and optimise the campaign’s direction according to the performance achieved.** At the end, it shall draw up a final report. Submission of the ongoing report to the Contracting Authority will constitute a condition for invoicing the services provided.

The Contractor shall submit a **campaign offer** defining the services to the extent that they are at least in accordance with the conditions set out above and in which they demonstrate conformity with the requirements for compliance under each of these points. The proposal will in detail describe the schedule including a media plan and determine the implementation of an on-line campaign to support restarting tourism from APAC countries - Japan, South Korea, and Taiwan and shall submit in a separate document - see requirements for tender contents according to point 9.

Envisaged performance of the public contract:

1. The Contractor will start to perform the public contract without undue delay after signing the contract awarded. Launching advertising campaign will depend on the pandemic situation in the Czech Republic and selected APAC countries - Japan, South Korea, and Taiwan. The anticipated term of contract performance: period of December 2020 to May 2021. The campaign shall be prepared to launch at the latest by 31 December 2020.
2. The place of performance of the contract is the territory of Japan, South Korea, and Taiwan.

A contract will be entered into with the selected contractor, detailing the terms and conditions of the public contract performance. The mandatory template of the contract for work for this public contract is attached to this invitation to tender as **Annex 1**.

* 1. **Objectives**

The **main objective** is to stimulate the demand for travel services after Covid-19 ceases and during the restart of tourism from APAC countries - Japan, South Korea, and Taiwan to the Czech Republic with direct connection to the support of entrepreneurial entities providing tourism services in the Czech Republic. The secondary objective is to increase general awareness and interest in the Czech Republic in the above-mentioned markets.

1. Business terms and conditions

The Contracting Authority’s business terms and conditions are determined in the Mandatory Contract Template, attached to this tender documentation as Annex 1. The Contractor must submit the contract template in its tender, which will fully comply with the Mandatory Contract Template determined by the Contracting Authority. The Contractor is entitled to add only the details that are highlighted as incomplete in the contract template.

The contract template will be dated and signed by a person entitled to act on behalf of the Contractor, or a verified power of attorney for a person authorised to act on behalf of the Contractor will be attached.

1. Requirements for a unified method of the tender price development

The Contracting Authority determines that the total amount of the allocated budget to implement the entire contract is determined in the amount of USD 80,000 excl. VAT.

1. Requirement for proving the qualifications of the tenderer
   1. **Basic qualification**

To prove the basic qualification, the tenderer will submit the statutory declaration of fulfilling the basic qualification requirements, signed by the tenderer. This statutory declaration is attached to this tender documentation as Annex 2.

* 1. **Professional qualification**

To prove the professional qualification, the tenderer will submit:

1. An extract from the Commercial Register or written statutory declaration if the tenderer is not registered in the Commercial Register, signed by the tenderer. A simple copy of this document will be submitted, which must be no more than 3 months old on the date that the tender is submitted.
2. A simple copy of the document proving the authorisation to carry out business activities in a scope that complies with the subject-matter of the public contract, predominantly **a document proving the required trade licence or licence**.

If the Contractor is a foreign entity, the Contracting Authority requires submission of valid documents related to conducting business of entities in the country where they operate, which would correspond to the Czech equivalents as stated in point 7.2 (a) and (b).

**7.3 Technical qualification**

To prove qualification for implementing the campaign the Contracting Authority requests that the tenderer has in the offer a **significant number of operators of accommodation and other tourist services in the Czech Republic not only in Prague, but also other regional destinations in the Czech Republic. Given the fact that the Contracting Authority strives for a campaign with great impact, at least 3,000 accommodation facilities are considered a significant number.**

The tenderer shall submit at least two examples of their work with similar projects or other target marketing activities in cooperation with commercial partners, DMO or NTO at destination presentations in at least one selected market in APAC countries during the last three years with a minimum value of at least 30,000 American dollars (USD) (in words: thirty thousand American dollars) excl. VAT in one project.

The tenderer will use Annex 3 to this tender documentation as a sample list of significant services.

1. ****Evaluation of tenders****

The basic criteria for the evaluation of tenders comprise their total value. The tenders will be evaluated according to the following sub-criteria:

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|  | **Evaluation sub-criteria** | **Weight importance** |
| A | **Guaranteed campaign performance against the tender bid price** | 40% |
| B | **Creativity and extent of digital marketing tools** | 30% |
| C | **Financial amount of the system** **supporting Czech entrepreneurs** | 30% |

A. Guaranteed campaign performance against the tender bid price

The Contractor shall process the tender according to point 4.1, which will contain key indicators of the anticipated campaign performance, i.e., the number of guaranteed views / depicting in maximum determined CPM (Cost per mile) price in the amount of USD 10 (point 4.1). The evaluation committee shall calculate the ratio of the overall performance indicators against the determined budget of the entire campaign in the amount of USD 80,000 excl. VAT according to the formula of *number of views / given the campaign budget*. The resulting ratio reflects the anticipated profitability of the campaign and will be compared to the resulting ratio of other tenders. The goal is to obtain the best performance and best advantage in the campaign at a set price.

The evaluation committee will evaluate the tenders according to this criterion in such a way so as to rank the tenders from the most suitable to the least suitable on the basis of the resulting ration. They will use the scale 0 – 100, where the most suitable tender will be given 100 points and each following tender will be given a score that expresses the degree of the criterion fulfilment in relation to the subject matter of this public contract. The score achieved will be adjusted by the weight of a relevant criterion (\*0.40) and then the resulting score allocated to individual tenders according to this criterion will be achieved.

B. Creativity and extent of digital marketing tools

This criterion will assess in particular, the innovation and creativity of the campaign strategy through the scope of the usable digital marketing tools beyond the minimum requirements set out in point 4.1. The tender will be evaluated as the most suitable, which will provide the widest possible range of appropriately selected marketing tools in the given markets.

The tenders according to this criterion will be evaluated in such a way that the evaluation committee will rank the tenders from the most suitable to the least suitable. They will use the scale 0 – 100, where the most suitable tender will be given 100 points and each following tender will be given a score that expresses the degree of the criterion fulfilment in relation to the subject matter of this public contract. The score achieved will be adjusted by the weight of the relevant criterion (\*0.30) and then the resulting score allocated to individual tenders according to this criterion will be achieved.

C. The most suitable system to support Czech entrepreneurs (cash stimuli)

To evaluate tenders in the criterion **the most suitable system to support Czech entrepreneurs (cash stimuli)** the tenderer shall prepare a tender where they will describe the system of discount coupons, promo vouchers or back-cash stimuli. They aim to involve business entities in accordance with point 4.1 of this invitation with a minimum extent of performance of USD 10,000. The most suitable tender for this criterion will be the tender with the highest possible support for as many entities as possible.

The tenders according to this criterion will be evaluated in such a way that the evaluation committee will rank the tenders from the most suitable to the least suitable. They will use the scale 0 – 100, where the most suitable tender will be given 100 points and each following tender will be given a score that expresses the degree of the criterion fulfilment in relation to the subject matter of this public contract. The score achieved will be adjusted by the weight of the relevant criterion (\*0.30) and then the resulting score allocated to individual tenders according to this criterion will be achieved.

**8.1 Overall evaluation of tenders**

The resulting scores allocated to individual tenders according to the sub-criteria shall be summed up,

based on which the individual tenders will be ranked and

the tender that obtains the highest total score will be evaluated as the most successful.

1. Requirements for tender contents

The Contractor will submit:

1. Prepared tender for the campaign implementation for the price determined in the amount of USD 80,000 excl. VAT within the required terms under point 6 of this invitation. It must include a description of the tools (including their overall and unit calculations), a description of the form of support of Czech entrepreneurs, a description of the selected target group and the recommended strategy of conducting a campaign to achieve the best possible display performance and conversion to accommodation reservations in the Czech Republic.
2. Documents proving the tenderer’s qualification under point 7 hereof,
3. Contract according to Annex 1 to this tender documentation. The contract must be signed by a person authorized to sign on behalf of the Contractor.
4. The document titled **schedule and implementation of an on-line campaign to support restarting tourism in APAC countries (Japan, South Korea, and Taiwan)** **- a part thereof shall** contain a media plan stating the guaranteed views from the performance of the campaign.
5. ****Deadline and conditions for tender submission****

The tender must be delivered within the time limit for the submission of tenders.

Tender for the contract performance shall be submitted electronically to the Contracting Authority via National Electronic Tool (hereinafter ‘‘NEN’’) at <https://nen.nipez.cz/profil/Czechtourism> according to the instructions and conditions defined therein.

The deadline for submitting tenders is 11th December at 12:00 CET.

The Contracting Authority states that the language of this small-scale public contract is **English**. The tenders, including all documents proving the fulfilment of requirement, shall be submitted by the tenderer in English.

1. ****Other rights of the Contracting Authority****

The Contracting Authority reserves the right:

* 1. to cancel the tender procedure for awarding a small-scale public contract if the Contracting Authority does not obtain additional funds for funding the subject-matter of the public contract from the guarantor, until the contract is signed,
  2. to cancel the tender procedure for awarding a small-scale public contract until the contract is signed, without specifying the reason,
  3. to subsequently change or modify the tender conditions,
  4. to check the facts declared by the Contractor in the tender before making the decision on the most suitable tender,
  5. to allow the Contractor to withdraw its tender until the end of the period for submitting tenders,
  6. not to reimburse the costs associated with submitting a tender, not to return tenders to the Contractors.

1. Annexes:
2. Annex 1: Mandatory Contract Template
3. Annex 2: Statutory Declaration on Basic Qualification Requirements
4. Annex 3: Statutory Declaration on Technical Qualification Requirements

Prague, dated 26.11.2020

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Jan Herget

Managing Director of the CzechTourism agency

ČCCR – CzechTourism