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**STRATEGIC MARKETING PLAN FOR CROATIAN TOURISM FOR THE PERIOD 2014-2020**

* **DOCUMENTATION FOR COMPETITIVE TENDER**

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**1. Name and Head office address of the Caller for Tender (Commissioner), telephone number, fax number, internet address and e-mail address**

Head Office of the Croatian National Tourist Board (CNTB)

Iblerov trg 10/IV, p.p. 251

10000 Zagreb

Telephone: +385 1 4699333

Fax no. +385 1 4557827

Internet address [www.croatia.hr](http://www.croatia.hr)

Personal Identification Number (Matični broj): 3943658

Tax number (OIB): 72501368180

**2. Person or department responsible for communicationg with those making the tender**

* Igor Borojević, Head of the Department for representative offices of the CNTB abroad, **exclusively in writing**, to [igor.borojevic@htz.hr](mailto:igor.borojevic@htz.hr), at the latest 5 days before the date for the opening of the tenders.

**3. Description of the subject to be tendered for and designation and name from the Nomenclature of public procurement-CPV**

* **Subject of the tender:** Strategic Marketing Plan for Croatian Tourism for the period 2014-2018.
* **CPV code:** 73200000-4, advisory services in management as well as connected services.

**4.** **Location where the services will be supplied:** Croatia.

**5.** **Date of delivery of goods and services, specifically, completion date or duration period of the agreement**

The contract covers a period of 20 weeks starting from the date of signing the contract, in accordance with Annex 7. of the tender documents.

**6. Description and designation of groups or parts of the subject to be procured** **if such a kind of offer is permitted**

* It is necessary to tender exclusively for the entire subject to be procured, in accordance with the documentation for the competitive tender. A tender is not permitted which only contains some groups or parts of the subject to be procured.

1. **Conditions of competence of the business subjects**
2. **Evidence of legal competence**
   * + - **Evidence of competence**: a document relating to inclusion in a business, court (commercial), professional, trade and crafts or other appropriate register, specifically a certified declaration or appropriate attestation.The said document must not be dated earlier than 6 months prior to the date of the call for evidence.
       - **Provider of evidence of competence**: Commercial court, Trade and Crafts register, specifically the appropriate professional or business register.
       - **Financial indicator of evidence of competence:** the Tenderer must, with a statement from the appropriate register, prove that he is registered for conducting business, specifically activities which are the subject of the tender.
       - If the proofs are not issued in the country where the business is situated, the tenderer must submit an appropriate declaration about the evidence of competence, with a certified signature from a public notary.
3. **Evidence of absence of of a criminal record**

* **Evidence of competence:** Declaration with an attested signature from a public notary or other competent body with which the tenderer proves: that the bisiness or person authorised to represent the business has not received a conviction for a criminal offence of associating in the commission of crimes, receival of bribes in business transactions, offering bribes in business transactions, abuse of power and authority, abuse of public office, being an illegal intermediary, receiving bribes, giving bribes, fraud, computer fraud, fraud in business dealings or concealment of illegally obtained money or criminal offences according to Croatian regulations, namely to provide appropriate proof of a non criminal record in its home country if the tenderer is registered outside the Republic of Croatia.
* **Provider of evidence of competency:** a person authorised to represent the business, in his own name and in the name of the business, makes a signed statement, with a signature certified by a public notary or other competent body of the home country, namely provided that the competent body of the home country issues such a document.
* **Financial indicator as evidence of competency:** the tenderer must show that the business or person authorised to represent the business has not received a conviction for a criminal offence of associating in the commission of crimes, receival of bribes in business transactions, offering bribes in business transactions, abuse of power and authority, abuse of public office, being an illegal intermediary, receiving bribes, giving bribes, fraud, computer fraud, fraud in business dealings or concealment of illegally obtained money or criminal offences according to Croatian regulations, namely to provide appropriate proof of a non criminal record in its home country if the tenderer is registered outside the Republic of Croatia. Evidence of absence of a Criminal Record must not be older than 30 days prior to the date of the call for proof.

1. **Proof of financial competence**
2. **Debt status**

* **Evidence of competency**: certificate by the tax authorities concerning the debt status or a similar document from a competent body of the home country of the tenderer.
* **Provider of evidence of competency:** Ministry of Finance – Tax authority, relevant competent body of the home country of the tenderer.
* **Financial indicator of evidence of competency**: the tenderer must prove that he has fulfilled his obligation to pay all outstanding tax liabilities and liabilities for pension and health insurance. This evidence of competency must not be older than 30 days prior to the date of the call for proof.

1. **Financial report**

* **Evidence of competency:** Forms BON 1 and BON 2 ( or SOL 2) and profit and loss accounts for the financial years 2009,2010 and 2011.
* **Provider of evidence of competency:** The Financial Agency (FINA) for BON1 and BON 2 (or SOL 2) or appropriate bank, financial institution or body if the tenderer is registered outside the Republic of Croatia
* **Financial indicator as evidence of competency:** that the business was not closed for more than 3 consecutive days and that in the last 3 years its average annual income was equal or greater than 2 million HRK.

1. **Guarantee of the seriousness of the tender**

* As a guarantee of the seriousness of the tender, the tenderer is required to submit an original unconditional bank guarantee, payable in favour of the Commissioner to "first call" and "no objection" of the total amount of 200,000 HRK.
* The bank guarantee, to be issued as a guarantee submitted along with the tender, should be valid for at least 90 days from the day of the opening of the tender, that is, for the entire duration of the tender option.
* Any offer which is not backed by a guarantee of seriousness of the tender, will be rejected by the Commissioner as incomplete and will not be considered. In addition, the bank guarantee of the seriousness of the tender will be revoked and returned once the tenderer signs the agreement and submits the required guarantee for carrying out the work properly.
* The guarantee will be activated in the event of the withdrawal of the tender within its validity, namely, in the event of submitting false or inadequate evidence of competence, or in the event of failure to submit a guarantee for proper completion of the contract, a guarantee for insurance coverage of professional liability, or if the eligible tenderer refuses to sign the contract.
* The guarantee for the seriousness of the tender forms an integral part of the tender and they are to be bound together. The guarantee must not be damaged or pierced by binding or stapling. It must be in a PVC file due to the requirement to return it intact.

1. **Evidence of professional and technical competence**
2. **General conditions**

* The project can be undertaken **by one or more companies in cooperation** but only **one company (the person/ -body responsible for the project)** is responsible for the overall implementation of the project and the entire communication with the Commissioner. The person/ body responsible for the project signs the contract with the Commissioner and has the duty to submit all the reports listed in the Technical instruction **(Annex 7).** Information about each single company involved in the implementation of the project must be submitted as specified in **Annex 1.**
* The company (companies) which will participate in the project, as well as the personnel who will work on the project, must provide evidence of already achieved successes (marketing plans) in the area of marketing of tourism. When selecting the company, experience in managing international clients/ contracts for tourist organisations at the national level and allocation of a team of highly qualified professionals for the implementation of the project will be an advantage. The company must prove operational competency and adequate references on an international level.

1. **Experience of the tenderer/ evidence of competence**
   1. Consolidated experience in the preparation of **strategic marketing plans** for leading countries in tourism and a thorough knowledge of the main market sources for Croatia is required. The company tenderer must have extensive experience in developing and implementing **marketing plans for a sophisticated and demanding clientele;** the minimum required experience must include **projects at a national level in at least 5 countries** recognised as global destinations. Also, the company must show **extensive experience in the field of marketing activities, market research and marketing plans.**
   2. Extensive expertise in conducting **sophisticated marketing activities is required**. The company must submit evidence of the direct implementation of at **least five relevant and successful promotional campaigns for destinations at the national level**. The company must show possession of broad experience in the field of an **advisory role** related to, or directly **managing, promotional campaigns and buying media space**. It is essential to have proven experience in the design, production (and distribution) of the tools for the promotion of tourism, with an emphasis on multimedia
   3. Candidates must document experience in the implementation of **market research** in the field of tourism, in what are for Croatia the key source markets (at least three studies).

Evidence for points a, b, c of this paragraph, must be submitted in connection with projects realised in the past 10 years (**Annex 2**) and be accompanied by certificates showing due completion of the contracts given by the other contracting party to the aforementioned contracts (certified and signed by a responsible person from the other contracting party). The certificate relating to the due completion of the contracts must contain the following information **(Annex 3):**

1. name and head office address of the contracting parties,
2. subject of the contract
3. value of the contract,
4. time and place of completion of the contract,
5. statement of due completion of the contracts.

1. **Professional competency of the persons responsible for providing the services**

• **Evidence of competency:** the tenderer must submit a list of members of the proposed work-team and of the tasks associated with individual members of the work-team. The composition of the team must be in keeping with the requisite expertise. It is desirable that the majority of members of the main work-team of tenderers are permanent employees of the tenderer. The listing of an alternative work-team is not allowed nor are alternative members for the work-team permitted. The aforementioned members of the work-team must also work on the implementation of the assignments.

* **Obigatory team members:**

* 1. **Project Manager**: must have at least 10 years of managerial experience in managing at least five strategic marketing plans for major tourist destinations. He or she must be very familiar with international tourist source markets, and must document extensive experience in managing tourism marketing activities (at least 10 relevant activities carried out).
  2. **Project Coordinator**: 10 years of experience and coordination of five marketing plans.
  3. **Expert in strategic planning and market research for the tourism sector**: five years of experience with at least three marketing plans and five market research projects.
  4. **Expert in operational marketing planning for the tourism sector:** five years of experience undertaking at least 10 activities related to the sales system.
  5. **Expert in implementation of marketing activities:** five years of experience in at least five advertising campaigns.
* **Provider of evidence of competency**: Tenderer
* **A list of the members of the proposed work-team** and the tasks assigned to individual team members (**Annex 4).**
* The latest **CV-**s of work-team members, duly signed (**Annex 5**).

1. **Knowledge of the realistic situation in Croatian tourism**

Detailed knowledge of Croatia and its tourism will assist the tenderer, as well as the team designated for a project, to improve the efficiency of marketing services provided. The tenderer should submit documentation relating to the entire professional activity in Croatia in the field of tourism, indicating the projects on which he worked, and clients with whom he collaborated.

1. **Quality Assurance**

• **Financial indicator of evidence of capabilities**:the tenderer must provide proof relating to measures for quality assurance

1. **Planned methodology, scope of work and implementation plan for services**

* **Evidence of competency:** the tenderer is required to submit a detailed description of the planned methodology, the content of the work and implementation plan for the services to be carried out.
* **Provider of evidence of competency:** Tenderer must explain in detail the proposed methodology in a manner such that the Commissioner is enabled to have a clear idea of ​​the methodology used and the method for achieving the goals.

1. **Guarantees**

The costs of tendering are to be borne by the tenderer

For the purpose of **guaranteeing the seriousness of the tender** and **a guarantee for satisfactory completion of the work**, the following documents must be submitted:

* + - * 1. **Guarantee of the seriousness of the tender**
* As a guarantee of the seriousness of the tender, the tenderer is required to submit an original unconditional bank guarantee, payable in favour of the Commissioner to the "first call" and "no objection" of the total amount of 200,000 HRK.
* The bank guarantee, to be issued as a guarantee submitted along with the tender, should be valid for at least 90 days from the day of the opening of the tender, namely for the entire duration of the tender option.
* Any offer which is not backed by the guarantee of seriousness of the tender, will be rejected by the Commissioner as incomplete and will not be considered. In addition, the bank guarantee of the seriousness of the tender will be revoked and returned once the tenderer signs the agreement and submits the required guarantee for carrying out the work properly.
* The guarantee will be activated in the event of withdrawal from the tender within its validity, namely in the event of submitting the false or inadequate evidence of competence, or in the event of failure to submit a guarantee for proper completion of the contract, a guarantee for insurance coverage of professional liability, or if the eligible tenderer refuses to sign the contract.
* The guarantee for the seriousness of the tender forms an integral part of the tender and they to be bound together. The guarantee must not be damaged or pierced by binding or stapling. It must be in a PVC file due to the requirement to return it intact.
  + - * 1. **Guarantee for satisfactory completion of the Contract**
* As a guarantee for the satisfactory completion of the Contract , when signing the Contract, the tenderer must submit the original unconditional bank guarantee, payable in favour of the Commissioner to the "first call" and "no objection" in the amount of 10% (ten percent) of the tender value plus VAT.
* The bank guarantee, which is issued as a guarantee for the satisfactory completion of the Contract, will be valid for a minimum of 25 weeks from the date of signing of the Contract, namely, until the completion of the entire Contract. The guarantee for the satisfactory completion of the Contract will be recoverable in the event of the tenderer withdrawing from the tender within its validity.
* The bank guarantee for the satisfactory completion of the Contract will be cancelled and returned once the tenderer has satisfactorily completed the Contract.
* The guarantee will be activated in the event of non-completion of the contractual obligations, which the selected tenderer undertakes by signing the Contract (in accordance with the provisions stated in the Documentation for the competition).

1. **Form, methodology of the tender, content and means of submitting the tender**
2. **Form and Method of Tendering**

* The tender must be made in the form specified in the documentation for the competition
* The tender must be bound together with the guarantee, with a seal on the reverse.
* The prescribed text of the documentation for the competition mustl not be amended or supplemented.
* All pages of the tender are to be marked with the number of the page with the total number of pages or the total number of pages with the number of the page.
* Tenders are to be written in indelible ink
* Corrections to the tender must be made in such a way as to be visible and verifiable. Corrections must be dated and signed with a valid signature and the stamp of an authorised person of the business.

1. **Contents of the Tender**

The tenderer must submit all the information required for the competition. A tender which does not contain all the required information will not be considered as valid and will not be taken into consideration. Evidence of competency must be in the original or a certified copy (public notary certification or similar from a competent authority in the home state of the tenderer).

1. **Technical instructions for preparation of a Tender –** defined in **Annex 7****.**
2. **Method of submitting a Tender**

A tender is to be submitted in written form, in a sealed envelope with the name and address of the Commisioner of the Tender, the name and address of the Tenderer, with an indication of the subject to which the tender relates, with the inscription:

'For implementation of the procurment procedure for the project

**STRATEGIC MARKETING PLAN FOR CROATIAN TOURISTM 2014-2020.**

**Reference Number: 57/13 – do not open'**

and with other information and annexes, according to the Documentation for the Competition for Tender. Within the deadline for submitting the tender, the tenderer may, in addition, with a validated signed statement, modify his tender, augment it or withdraw it. Amendments or augmentations of the tender are to be submitted in the same way as the tender.

1. **Permissability of electronic submission of the tender**

It is not permissable to submit the tender electronically

1. **Permissability of alternative tenders**

Alternative tenders are not permitted

1. **Estimated value of procurement: 4,000,000 HRK (amount without VAT)**

Tenders higher than the estimated value of procurement will not be considered.

1. **Method of calculation of the price for the subject to be procured, details of the quoted price, fixed price and the method for changing the price**

The price for the subject to be procured must be expressed both without VAT and with VAT on the form **(Annex 6).** The tender price is fixed.

1. **Currency or currencies in which the price of the tender should be expressed**

The price of the tender must be expressed in kuna (HRK)

1. **Terms, method and conditions of payment**

Payment of services carried out will be made according to the following schedule:

* 15% upon signing of the contract
* 15% on completion and receipt of the First report by the Commissioner of the tender.
* 15% on completion and receipt of the Second report by the Commissioner of the tender
* 15% on completion and receipt of the draft Final report by the Commissioner of the tender
* 40% on completion and receipt of the Final report by the Commisioner of the tender

1. **Period of validity of the tender**

90 days from the date fixed for submission of the tender

1. **Criteria for the selection of tenders: economic criterion**

Criteria for the evaluation/assessment and selection of the the best tender are at **Annex 8.**

1. **Language in which the tender is to be expressed**

The language in which the tender is to be expressed is Croatian.

1. **Date, time and place for submission and opening of the tender**

* The deadline for submission of the tenders is May 29, 2013 at 12.00.
* The place of delivery of the tenders is The Croatian National Tourist Board – Head Office, Iblerov trg 10/1V, Zagreb.
* The time of the public opening for the tenders May 29, 2013 at 12.00.
* The place for the public opening of the tenders is The Croatian National Tourist Board – Head Office, Iblerov trg 10/1V, Zagreb.

**Authorised representatives of the tenderers have the right to participate actively in the procedure of the public opening of the tenders. They are required to submit:**

* Authorisation of the company which authorises them to participate in the procedure of the public opening of the tenders or
* A copy of an extract from the court register if they are the person, attending the opening, who is named in the extract as the person authorised as the representative

1. **Deadline for making a decision on selection or cancellation**

* 30 days from the termination of the period for submitting tenders

The Commisioner of the tender reserves the right to withdraw from the subject of procurement at any time until the moment of signing of the Contract, without the right of the tenderer for reimbursement of expenses or sustained damages

1. **Notification of assignment of the work**

The Commissioner of the tender shall, in writing and before the termination of the period of validity of the tender, and no later than 30 days after the deadline for submitting a tender, announce the result of the competition to the Tenderer whose tender is accepted, as well as to the other tenderers. With the selected Tenderer, the Commisioner of the tender will enter into a contract in which the rights and obligations related to the carrying out of the subject of the tender will be regulated.

1. **Availablility of the Documentation for the Competitive Tender**

Documentation for the competitive tendering is available by means of the web site [www.croatia.hr](http://www.croatia.hr). The final time limit for the competitive tender documentation is May 29, 2013 until 12.00.

**Croatian National Tourist Board**

**Head Office**

**ANNEXES**

**Annex 1. – General information concerning the tenderer (tenderers)**

**Tendering company (responsible for the project):**

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Field of activity:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Role in the project:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Professional knowledge/specialisation \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Other companies included in the project:**

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Field of activity:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Role in the project:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Professional knowledge/specialisation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Field of activitiy:­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Role in the project:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Professional knowledge/specialisation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Signature of**

**the authorised representative of the Stamp of the Tenderer Tenderer**

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Annex 2. – Schedule of contracts for significant services which tenderers performed in the previous ten years (2003-2013)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| List of contracts | Name and address of the Commissioner | Subject of the contract | Value of the contract in HRK | Time and place of the completed contract |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |
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| 15. |  |  |  |  |

**Signature of the authorised representative Stamp of the Tenderer**

**of the Tenderer**

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Annex 3. – Confirmation by the Commissioner of the tender of the due completion in the last ten years (2003-2013) of the contracts which contain significant services which were stated in the statement of procurement.**

|  |  |
| --- | --- |
| Name and address of the Commissioner |  |
| Subject of the contract |  |
| Value of the contract in HRK |  |
| Time and place of the completion of the contract |  |

**Signature of the authorised representative of the Stamp of the**

**Commissioner of the contract Commissioner**

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Note: The tenderer must submit at least five (5) Attestations from the respective Commissioning Services concerning the satisfactory completion in the last ten years of contracts in which significant services were rendered and cited in the subject of the purchase.**

**Annex 4. – Composition of the work-team and tasks**

|  |  |  |
| --- | --- | --- |
| Name and surname of the members of the work -team | Position in the work-team | Tasks in the work-team |
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**Signature of the authorised Stamp of Tenderer**

**the** **representative of the Tenderer**

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Annex 5. – CV of the members of the work-team**

**General Information about the members of the work-team**

|  |  |
| --- | --- |
| Proposed position in the work-team |  |
| Company in which the member of the work-team is employed |  |
| Name and Surname of the member of the work-team |  |
| Professional qualifications/occupation of the members of the work-team |  |
| Date of birth |  |
| Nationality |  |
| Total years of service of the members of the work-team |  |
| Years of service of the members of the work- team in the company of the Tenderer |  |
| Membership in professional associations |  |
| Assignments in the work-team |  |

**Education of the member of the work-team** (state college and other specialised education, including names of educational establishments, dates of attendance and degrees/diplomas acquired).

|  |  |
| --- | --- |
| Institution of Higher Education |  |
| Period of attendance: from (month/year) – to (month/year) |  |
| Achieved level of education or diploma/degree |  |

**Work experience of the member of the work-team** (cite former work experience, beginning with the present. State dates of employment, names of companies/businesses/establishment and a short list of assignments).

|  |  |
| --- | --- |
| Date: from (month/year) to (month/year) |  |
| Company/business/establishment |  |
| Address of the companies/ businesses/ establishments |  |
| Position in the companies/ businesses/ establishments |  |

**Knowledge of foreign languages of the members of the work-team** – for each language cite the level of knowledge (excellent, very good, good, working knowledge) in reading,writing and speaking.

|  |  |  |  |
| --- | --- | --- | --- |
| Language | Reading | Speaking | Writing |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**List of the most important projects and assignments of the members of the team in previous employment**

|  |  |  |  |
| --- | --- | --- | --- |
| Name of the project | Commissioner of the project | Short list of tasks in the project | Period of work in the project: from (month/year) to (month/year) |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**I certify that the information given in Annex 5 is a true description of my qualification and work experience.**

Signature of the member of the work-team and of the authorised representative of the Tenderer

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name and surname of the member of the work-team

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name and surname of the authorised representative of the Tenderer

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Signature of the authorised representative Stamp of the Tenderer**

**of the Tenderer**

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**---------------------------------------------------------------------------------------**

**Note: The Tenderer nust submit Annex 5 for each member of the work-team**

**Annex 6. – Form for the tender**

**General information about the Tenderer – responsible for the project**

|  |  |
| --- | --- |
| Name of the company |  |
| Address of the head office of the company |  |
| E mail address of the company |  |
| Tax Number of the company |  |
| Authorised representative of the company (name, surname and function) |  |

**Signature of the authorised representative Stamp of the Tenderer**

**of the Tenderer**

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Price for the carrying out the service for the whole of the subject matter of the procurement

|  |  |
| --- | --- |
| Price for carrying out the service for the whole of the subject matter of the procurement | Amounts in HRK |
| Price for carrying out the service for the whole of the subject matter of the procurement, without VAT |  |
| Price for carrying out the service for the whole of the subject matter of the procurement, including VAT |  |

**Signature of the authorised representative Stamp of the Tenderer**

**of the Tenderer**

Place\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Annex 7. – Technical instructions for preparing the Tender**

The Croatian National Tourist Board (Hereinafter known as – the Commissioner) is initiating a call to suitable consulting companies for a competition for tender for producing a Strategic Marketing Plan for Croatian Tourism for the period 2014-2020.

**1. THE EXISTING FRAMEWORK**

For the last decade Croatian tourism has found itself in a period of relatively continuous growth in the volume of traffic and revenue from tourism and, in general, records better figures than the European average for the region of Southern Europe/Mediteranean (as per the regional classification of the UNWTO). Croatia, in terms of tourism in the said period, relied mainly on demand/traffic from the 10-15 key European markets, which annually bring in more than 80% of the total tourist traffic. The majority of the key markets record growth without a break, but, together with recent economic and finacial problems, negative trends have appeared in the tourist flows from individual countries, pointing to a potential danger of too large a dependence by Croatia on a smaller number of source markets.

At the same time, in the recessionary climate, the home markets have also recorded a slowing down of demand/traffic and a smalle level of consumption.

A variety of events during the crisis at the global and European level has led to a redirection of tourist flows and at the same time to a toughening of competition between tourist destinations. Together with their pricing policy, they also aim to retain and increase their market shares with significant investment in marketing, innovations, and with differentiation compared to their competitors.

Croatia is faced with the challenge of recognising all relevant trends in tourism supply and demand, as well as the challenge of applying a marketing model in which the brand Croatia and its key tourist products (and its tourist regions/clusters) will be positioned at the right communications level and positively differentiated relative to the competition.

It is also necessary to acknowledge how some of the structural problems of the Croatian tourist industry have not yet been overcome, and these are:

* A high degree of seasonality, namely a concentration of tourist traffic in the summer months results in difficulties in the business of tourist companies and a reduction in their profits. The resulting seasonal business, moreover, adversely affects growth of employment in tourism, level of pay and stability of employment, as well as the inclination of entrepreneurs to (re)invest in increased capacity and improvement in variety and quality of the tourism offer as prerequisites for improving their competitiveness.
* The bulk of business activity remains with a small number of traditional markets; and tough competition and limited resources for promoting the public and the private sector make it difficult to attract guests from new markets and new segments of potential customers.
* Tourists with high demands are looking for variety and a level of quality that certain sectors of Croatian tourism supply still do not offer in sufficient measure.
* Despite exceptional results achieved in tourist promotion of the country in the world, Croatia and especially its tourist regions with all their attractions, are not as yet sufficiently recognised on the demand side of many significant markets.
* The lack of resources in the public and private sector for more aggressive promotion requires the promotion of the image and positioning of the brand Croatia and of the key distinguishing elements (relative to the supply/potential of the main competitors) must be compensated for by the application of an inovative marketing model.

In recent years the modernisation of the national hotel industry has significantly changed the Croatian tourist sector: new and important stakeholders have appeared, a large number of hotels and other accommodation have been reconstructed and improved to a higher level of quality, international standards have been introduced in business activity, the professionalism of human resources has increased, so that the competitive position of Croatia in international tourist markets has improved. Nevertheless, it is important to acknowledge that there has not been a relevant increase in the amount of accommodation in hotels (which only represent 15% of total capacity), so that the structure of the accommodation availability of Croatia continues to be dominated by private accommodation (with a share of 46%), followed by camp sites (with a share of 26%).

In order to maintain success against the competition and develop its potential as an attractive and desirable tourist destination, Croatia must create a competitive advantage by defining, accepting and implementing an innovative marketing strategy, aimed at achieving the optimisation of the physical and financial results of the tourism sectors, while acknowledging the following factors:

* The current position of Croatian tourism, with emphasis on the identifying the needs in the sector, the existing constraints and the development of possibilities and opportunities.
* Visions and objectives defined in the Strategy of Development of Croatian Tourism to the year 2020.
* Synergies of the marketing elements with the rest of the elements crucial for sectoral development (improvement and development of supply/products, investments, management of human resources etc.).
  + - 1. **THE TASK AND STRATEGIC AIMS OF THE CROATIAN NATIONAL BOARD'S ACTIVITIES**

The main statutory duty of the Croatian National Tourist Board is to create and promote the identity and reputation of Croatian tourism, to plan and implement common strategies and concepts for the promotion, recommendation and performance of promotional activities at home and abroad in the common interest of all the stakeholders in tourism and raising the level of the quality of the totality of what is on offer in Croatian tourism. In accordance with the statutory duties, the following are established as significant strategic objectives:

1. Sustainable growth of tourism, whilst securing and comprehensively evaluating the potential of Croatian tourism,
2. Improving the reputation of Croatian tourism on the European and world markets, together with further positioning of Croatia as one of the leading tourist countries in the Mediterranean,
3. Improving the level of the quality of what Croatian tourism has to offer, in line with market trends,
4. Increasing the number of arrivals in the pre – and post season,
5. Increasing the number of arrivals in continental Croatia,
6. Increased earnings from tourism at the level of the tourism clusters/individual businesses,
7. National promotion in line with the strategic development guidelines defined by the Strategy for the Development of Tourism in the Republic of Croatia until 2020.
   * + 1. **OBJECTIVES OF THE SMPCT (Strategic Marketing Plan for Croatian Tourism)**

In accordance with the above, the SMPCT needs to outline the following tasks:

1. Definition of the global branding strategy for Croatian tourism
2. Evaluation of the existing clusters' distribution in Croatia (defined by SMPCT 2010-2014) and needs and nature of their redefinition.
3. Conceptualisation of the marketing activities in foreign markets, with emphasis on redefining the organisational structure of the network of representatives of the CNTB (Croatian National Tourist Board) abroad.
4. Establishment of the concept for operational research of the domestic and foreign markets for the purpose of promotion of Croatian tourism.
5. Planning efficient marketing activities at the national level for the period 2014-2020 ( independently and by means of various models of co-operation with stakeholders from both public and private sectors).
6. Implementation of innovative communication tactics in the marketing activity of CNTB with emphasis on online communication. (with the aim of establishing a multi-dimensional ICT platform *visitcroatia.hr*)
7. Achieving synergy in marketing activity (creation of optimum models for coordination and cooperation) of the different stakeholders in the tourism sector of Croatia, with the aim of achieving strategic and operational goals at the national, regional and local level.
8. Marketing support for the expansion, diversification and recognition of the supply of different tourism products and regions, together with undertaking measures and activities for the development and promotion of selective forms of tourism.
9. Attracting new segments of demand in traditional markets and positioning in new markets.
10. Taking measures and undertaking activities for the development and promotion of tourism in parts of the Republic of Croatia where tourism is undeveloped.
11. Promotion of the awareness at all levels of the importance of tourism and of the need for its sustainable development.
12. A list and programme for implementation of projects, sorted by key strategic directions and aims as stated in the SMPCT, which can apply for co-financing from EU funds.
    * + 1. **DESCRIPTION OF SERVICES**

**4.1. Production of the SMPCT (Strategic Marketing Plan for Croatian Tourism) in the framework of the strategic objectives of the Commissioner, and the objectives of the SMPCT, include also the following tasks:**

**4.1.1. Evaluation of the current marketing activities of the Commissoner** in relation to the implementation of the SMPCT 2010 – 2014 and the Operational Marketing Plan for Tourism in Croatia for the year 2013 (OMPTC 2013 – available on <http://business.croatia.hr/hr-HR/Hrvatska-turisticka-zajednica>).

**4.1.2. General marketing strategy with a detailed elaboration of the guidelines for the period 2014-2020,**starting from development principles, development visions and strategic objectives and tasks, determined by the Strategy for Development of Tourism of the Republic of Croatia until 2020, as well as an operational marketing strategy, as follows:

* Strategy for targeted markets
* Strategy for market segments
* Strategy for tourism products
* Strategy for image and promotion .

**4.1.3. Establishment of a system of marketing brands for Croatia:** 5-6 relevant brands, significant for improving the structure of tourist attractions, resources and services, with the aim of increasing the perception of value by the end user and of improving the image and positioning of Croatian tourist destinations (it is necessary to clearly define the respective brands, models of managing individual brands and roles of specific stakeholders in the process of establishing brands, etc.).

**4.1.4. Strengthening recognition of quality by increasing the visibility of renowned international brands:** identification of 10-15 relevant, internationally recognizable brands, significant for greater perception of value by end-users and the improvement of the image and positioning of Croatian tourist destinations (defining recommendations for target groups of sites that need to increase their visibility, such as hotels, campgrounds, marinas, restaurants, tourist products, natural and cultural attractions, etc., with a view to their inclusion in a system of internationally recognizable marketing brands).

**4.1.5. Operational Marketing plans for both the national level**and the level of the main Croatian tourism clusters/regions, specifically for tourism products (as defined in the document of Stategy for Development of Tourism in the Republic of Croatia until 2020). Plans must include detailed specified implementation programmes, with detailed implementation instructions, a description of the structure and system of implementation, timeframes and their required budgets.

When defining the strategy directions and operational plans, it is necessary to take into consideration the guidelines of all the national and regional strategic documents, such as those which are directly related to the tourism sector, in addition to those which refer to the development of the sector closely linked or correlated with the development processes in tourism (culture, environmental protection, urban planning.....), as well as an analysis of the legal framework which defines the work of the Croatian National Tourist Board (Law on tourism associations and the promotion of Croatian tourism and other laws and regulations in the field of tourism).

When determining the strategy, it is essential to undertake thorough research of the tourism markets and to analyse the existing and potential sources of potential tourists and key geo segments (quantitative and qualitative research of characteristics and tendencies in total and, for the key markets, demand, supply, competition, middlemen etc.), by taking into consideration the division of the tourism market as defined in the Strategy for the Development of Tourism in the Republic of Croatia until 2020.

**4.2. The SMPCT must include the following elements:**

4.2.1. A strategy(re)defining and improving the national tourism brand: evaluation of the requirement and methods of redefining the key communication elements which define the national tourist identity in marketing, and an assessmnet of the need to change the trademark of Croatian tourism, and changes to the national slogan of Croatian tourism (along with a proposal for possible alternatives, depending on the communication channels or markets).

4.2.2. Defining of the desired image on the markets in the framework of the target market segments and in line with the distinctive characteristics which represent a comparative advantage for Croatia relative to the competition, with the objective of their usage as 'publicity trump cards',ie. basic threads of a message which will be implemented in defined promotional activity.

4.2.3. Product strategy: identification of a marketing strategy suitable for the promotion of strategically defined tourism products, along with an evaluation of their further development potential.

4.2.4. A strategy for geographic markets: identification of a marketing strategy suitable for promotion in strategically defined target markets (taking into account a strategy of geo-marketing, ie. priorities for macro and micro areas).

4.2.5. Guidelines for market communications: defining an optimal communication strategy involving selection of communication channels, with emphasis on the relationship between offline and online communication elements and a detailed breakdown of each of them (with regard to target markets, target consumer groups and a strategy for the promotion of key tourism products, as defined in the Strategic Development of the Tourism in the Republic of Croatia until 2020). It is essential to clearly define the tools and their evolution during the period of the plan's implementation, budgetary terms, etc.

4.2.6. A strategy for distribution and sales

4.2.7. A strategy for public relations - a strategic defining of a desirable volume and models of cooperation with one or more professional (local and / or global) PR agencies in the market, with the aim of active management of the image of Croatia, in line with relevant communication standards.

4.2.8. A strategy of defining the marketing infrastructure – the establishment of a quality marketing infrastructure, with clearly defined standards and coordinated communication values with a view to the production of a set of promotional instruments.

4.2.9. Design values – defining a clear strategy with a view to the support of the CNTB in the transition of TB-s (Tourist Boards) at a lower level into destination management organisations (strategy development and support of destination management companies (DMC), strategy of development support of events, strategy of creating marketing brands and strategy of development support of DMC)

4.2.10. A strategy of support for areas of Croatia undeveloped for tourism.

4.2.11. Strategy of using financial resources from EU funds in the domain of the national tourism marketing, defined by the SMPCT, with a proposal for a concrete portfolio of projects (description, value, stakeholders, etc.), based on a comparative analysis of the experiences of other EU countries with regard to the usage of EU funds by their national tourist organisations.

4.2.12. A method for the evaluation (performance measurement) of implemention of all tactics defined in the framework of activities connected with the achievement of objectives of defined strategic guidelines and operational marketing plans alike.

* + - 1. **OPERATIONAL MARKETING PLANS**

The tenderer is required to include the following:

5.1. Marketing plans for the main products of Croatian tourism (defined by the Strategy for the Development of Tourism in the Croatian Republic until the year 2020). The plans are to include a detailed description of the specified activities to be undertaken (manuals with appropriate details), objectives, required resources, the required budget, as well as the participants needed for implementation of the said plans. The plans are to define the appropriate marketing activities aimed at attracting the desired target groups/specific clients, including:

5.1.1. The tactics for development and improvement of products:

* 1. Creation and enhancement of tourism products in line with modern trends and requirements of the target markets from which the tourists come
  2. Development of a concept aimed at creating a new experience of travel; the development of a new experience/sensation for each priority product/ cluster.

5.1.2. Tactics of communication:

a) Marketing model for promotioin of each of the defined products - by way of traditional and new/innovative media and sales/ distribution channels.

5.1.2.Tactics for the improvement of sales and distribution:

* 1. Improvement in the effectiveness of the distribution system
  2. Education at all levels
  3. Improvement in B2B and B2C communications

The Plan should include the development of each element of implementation. It is essential to classify the tactics for every product plan and to specify activities for implementation at the national level (CNTB). Operating instructions for each marketing activity to include detailed information about the following: the purpose of the activities, a detailed description of the objectives, the period for undertaking the work, the total cost, the main elements of the costs, etc., all geared towards facilitating future implementation and monitoring the execution of the plan.

The plan needs to include a proposal for the mechanics of cooperation between the public and private sectors and the network of tourist boards (TB).

* + - 1. **DEADLINES FOR COMPLETION OF THE REPORT**

Completion of the SMPCT must take at the most **20 weeks** from the date of signing of the contract. In the course of the implementation, the contractor must submit four reports:

* **The first report** to be submitted after defining the guidelines of the SMPCT strategic tasks (defined under point 3 in the Annex 7. and draft work tasks under points 4.1 and 4.2. in the Annex 7., at latest 8 weeks from the date of signing of the Contract. The Commissioner will, within a period of 2 weeks from receipt of the first Report, assess its contents and give its comments.
* **The second Report** shall be submitted based on the instructions by the Commissioner, with regard to the First report and after defining the Operational Marketing Plans for the national level (CNTB) and the level of the main Croatian tourism clusters/regions. The Commissioner will, within a period of 2 weeks from receipt of the second Report assess its contents and give its comments.
* **The Draft Final Report** is submitted as a proposed final version of the SMPCT, latest 17weeks from the date of signing of the Contract. The Commissioner will, within a period of 2 weeks, assess the contents and give its comments.
* **The Final Report** shall be submitted 2 weeks after implementing the comments on the draft Final Report, latest 20 weeks from the date of signing of the Contract.

The Tenderers are to organise at least 4 meetings devoted to discussions and presentations (the first after the signing of the Contract, the second when submitting the First Report, the third when submitting the Second Report, the fourth when presenting the draft Final Report) and be in constant contact with the Commissioner.

The costs of organising the meetings will be borne by the Commissioner, except travel expenses for the team of the Tenderer. Travel expenses for the said team (costs of transfers, transport and accomodation) are borne exclusively by the Tenderer.

In accordance with the above time frame, and in line with the current phase of implementation, the tenderers must ensure continuous contact with the Commissioner, by means of delegating a minimum of two contact persons to whom all communication on the part of the Commissioner will be directed.

* + - 1. **METHODOLOGY**

The tender should be formulated in such a way that the Commissioiner will be able to acquire a clear picture of the methodology which will be used. All sources of information used in the SMPCT must be clearly indicated. In the case of conducting surveys and/or any other field research, the proposal must clearly state that, in the opinion of the Tenderer, it represents a significant and relevant sample of respondents required for each survey in order to complete the study. The sample size must be based on the number of completed responses, and not on the number of questionnaires.

* + - 1. **THE REPORTS**
* All reports must be submitted in 5 printed copies and in electronic form, in Croatian and in English.
* All collected information and analysis remain the permanent property of the Commissioner and on termination of its implementation will be handed over to the Commissioner, both in written and electronic form.
* For all information used in the study, the sources must be clearly indicated, and the Tenderer is responsible for the reliability of the information used.
  + - 1. **START OF WORK AND DEADLINE FOR DELIVERY/ TIMEFRAME FOR DELIVERY**

The start of work is envisaged immediately on signing of the contract, with the date of completion in accordance with the annexed time plan and deadlines given in clause 6. Annex 7. The Commissioner reserves the right to withdraw from the procurement until the signing of the Contract, with no rights of the Tenderer for reimbursement of costs or damages incurred.

**Annex 8.- Criteria for evaluation/appraisal**

* The tender will be evaluated by an assessment of technical and financial elements.
* The evaluataion will be made by a five-member Board of the Commissioner, appointed by the Tourism Council of the Croatian National Tourist Board, composed of: the Director of the Head Office of the Croatian National Tourist Board, a representative of the Ministry of Tourism of the Republic of Croatia, three members of the Tourism Council of the Croatian National Tourist Board.

The weighted score of the tender is calculated according to the formula given below:

**X = A** x **70% + (B** x **100/C)** x **30%**

X = the total number of points for the tenderer who is being appraised

A = the number of points for the Technical Tender of the tenderer who is being appraised.

B = the highest tender price among all the tenders

C = the actual price of the tender of the tenderer who is being assessed

The technical tender is assessed by allocating points to the elements of competence of the tender, experience of the Tenderer and competence of the team of the Tenderer

1. **Elements of competence of the tender**

* max. 250 points Strategic guidelines
* max. 250 points Operational marketing plans
* **max 500 points Elements of competence of the tender – in total**

1. **Experience of the tenderer**

* max. 100 points Experience in the development of strategic marketing

plans for leading tourism countries

* max. 60 points Marketing projects at the national level
* max. 50 points Experience in the implementation of destination

marketing campaigns/ planning and/ or buying media space

* max. 40 points Experience in the field of market research
* **max. 250 points Experience of the tenderer – in total**

1. **Technical tender: Competency of the team of the tenderer (experience and qualifications)**

* max. 70 points Director of the project
* max. 60 points Coordinator of the project
* max. 50 points Expert in strategic planning and market research for the

tourism sector

* max. 35 points Expert in operational marketing planning for the tourism

sector

● max. 35 points Expert in the implementation of marketing activities

* **max. 250 points Competency of the team – TOTAL**
* **max. 1,000 points GRAND TOTAL**

The contract will be awarded to the Tenderer with the highest weighted rating, namely, with the largest result for X.