

Public tender documentation

for a small-scale public contract (SSPC) for services awarded in an open call for bids on the basis of an exemption from the procedure under Act No. 134/2016 Coll., the Public Procurement Act, as amended ("PPA") for the award of small-scale public contracts (Section 31 of the PPA)

1. Name of public contract

Name of public contract	Campaign for an OTA to Promote Inbound Tourism from South Korea
PC registration number	VZ 2024/400/1186
NEN system number	N006/24/V00033737
Mode	Small-scale public contract
Type of procurement procedure	SSPC for services

2. Identification data of the Contracting Authority and other persons

Trade name:	Czech Tourist Authority – CzechTourism
Registered office:	Štěpánská 567/ 15, 120 00 Prague 2
ID No.:	49 27 76 00
Person authorised to act on behalf of the Contracting Authority	František Reismüller, Ph.D. Director of the Czech Tourist Authority - CzechTourism

Authorised person of the Contracting Authority

The authorised person of the Contracting Authority representing the Contracting Authority in the procurement procedure pursuant to Section 43 of the Public Procurement Act is Advien tender s.r.o., with its registered office at Bezručova 81/17a, 602 00 Brno, ID No.: 29315719 (hereinafter referred to as "authorised person of the Contracting Authority").

Contact Persons

The contact person for all questions concerning the procurement procedure is Mgr. Darja Kosmáková, tel. +420 603 494 433, email: vz@advientender.cz.

Preliminary market consultation:

The Contracting Authority carried out a market survey from 5-14 December 2023, the aim of which was to map the market situation, as well as to identify relevant companies that book flights, hotel stays or airtels online, in order to get an idea of the market size, trends, dynamics of the expected season and business results of partners regarding tourists travelling to the Czech Republic in 2019 and 2023. See the brief record of the preliminary market survey forming Annex 5 to this Tender Documentation.

3. Estimated value of public contract

The estimated value of the public contract is for the purposes of this contract is set by the Contracting Authority at **CZK 909,090** excluding VAT. This value is fixed, maximum and will be drawn on the basis of the specification in the concluded Agreement.

4. Subject of the public contract

Definition of the subject of the public contract:

The subject of the public contract is the provision of all services for the implementation of a destination digital marketing campaign to promote travel to the Czech Republic by South Korean tourists in the end of 2024 and the first quarter of 2025 on a powerful online travel agency (OTA) booking portal under the principle of commercial benefit.

The commercial benefit is understood to comprise the fact that the main objective of the campaign will be the conversion of the marketing campaign into sales of specific tourism products on OTAs (online travel agencies) - bookings of stays in mass accommodation facilities in the Czech Republic or flights from Korea to the Czech Republic (including transfers), made by OTA clients within a booking window of **four months (120 days) at the end of 2024 or in the first three months of 2025.**

The principle of this procurement procedure is that the selected Supplier will undertake to generate a minimum number of bookings within a specified period of time (after signing the Agreement), which it will be obliged to achieve at a fixed bid price. The selected Supplier will implement the marketing campaign for the OTA using its own strategy, digital marketing tools and content created according to the brief provided by CzechTourism.

4.1 Commercial benefit of the campaign and fixed bid price

The aim of the Czech Tourist Authority - CzechTourism is to ensure the promotion of the Czech Republic and to continuously develop the image of the Czech Republic as a tourism destination abroad. Its activities are intended to further the all-round development of the tourism sector, the development of the range of travel agencies and the products they offer, as well as to increase income from tourism and support entrepreneurs in this sector.

The public contract is based on the principle of a business partnership while respecting the rules of equal competition. It aims to promote the resumption of travel by Korean tourists to the Czech Republic and the resulting income to the state budget from tourism - given that Korea is one of the top 10 credit markets for Czech inbound tourism.

The choice of a strong, established partner with an international reach and a rich OTA platform offer is designed to ensure the most efficient and highest performance, benefiting as many Czech partners and entrepreneurs as possible at the same time. **During the course of the procurement procedure, the Supplier will be selected on the basis of the most advantageous bid that guarantees the greatest commercial benefit for Czech partners, measured by the number of units of tourist products sold to individual Korean tourists in Prague for a given fixed contract price.** Product units are defined as one-night bookings made at mass accommodation establishments in the Czech Republic for tourists from South Korea, and air tickets sold on the Incheon (Seoul) to Prague route (both direct and

connecting flights) that the Supplier undertakes to implement as part of the campaign with a view to the upcoming season - regardless of the price itself. Within the evaluation criteria, bids with the highest guaranteed performance - i.e. the nominal number of products sold - will be evaluated, with accommodation bookings and air tickets counted separately (see evaluation method).

The Contracting Authority also stipulates that the bid price for the performance of this public contract is fixed at **CZK 909,090 excluding VAT**. This is the highest possible and fixed price, which is the same for all bidders.

4.2 Detailed description of the subject of the public contract:

The subject of this public contract is to provide all services related to the preparation, implementation and subsequent evaluation of a destination digital campaign with conversion into measurable commercial benefit.

4.2.1 The Supplier is obliged to develop the following as part of the management of the campaign:

- **Brief market analysis** according to current travel trends in South Korea **with the selection of a suitable target group**. The campaign should target individual tourists who are used to planning their trip independently of a traditional travel agency, but book their stays on OTAs, search for information online or share their experiences on social media.
- **Creation of a media plan and marketing strategy for the digital campaign**, the output of which will be both classic KPIs (number of impressions or video views) and, above all, **quantification of the commitment to the commercial benefit of the campaign**, i.e. the number of guaranteed unit bookings of accommodation nights and guaranteed air tickets.
- **Design of original content for a digital marketing campaign** based on the brief from CzechTourism and the selected target group - localized for Korea. The chosen visual and content solution must be compatible with the way CzechTourism presents the Czech Republic in Korea - as a safe, romantic, easily accessible and affordable destination with the atmosphere offered by historical cities, European culture, original traditions and specialties.
- **Regular monitoring and optimization of the campaign** by the selected Supplier to achieve the best possible result. Each important step of the campaign must be carried out in consultation with the Contracting Authority and must be approved by the Contracting Authority.
- At the end of the campaign, the Supplier is obliged to produce a **Final Report summarising the results achieved in the campaign to which it has committed itself**. The campaign reporting must include a quantification of the commercial benefit, which will be calculated based on unit bookings and ticket sales, as well as an overview of the campaign's reach in terms of impressions, video views and events. The Supplier is also expected to provide more detailed insights on booking trends, the demographic response to the campaign within the Korean market and statistical information on the dynamics of bookings made.

4.2.2. Content requirements

- The following themes must be taken into account in the creative design of the campaign: Romantic Prague with views, romantic cities easily accessible from Prague, cuisine, activities, shopping. With the development of travel culture and the better language skills of the younger generation, communication is developing especially on social media and online platforms. The aim of the contract is to increase awareness of Czech destinations within online platforms and to encourage an increase in travel bookings to the Czech Republic by Korean tourists with a clearly measurable campaign conversion.
- The implementer is obliged to respect the Contracting Authority's requirement for the campaign message, which is specified as follows: **The Czech Republic, especially Prague, is a popular destination that offers an authentic experience of European culture and the romance of its historical cities - with easy air connections, good infrastructure and lavish tourist amenities, with no cultural conflicts, all at a reasonable price. Prague is especially suitable for travellers who are looking for romance, an opportunity to dream, an escape from the stereotype or social and family stress within traditional society.**
- Promotion is conditional on the involvement of the Contracting Authority's brand, within the rules of cobranding cooperation and with respect for the brand of the OTA itself.

- The Supplier shall prepare the content on all necessary advertising media according to the media plan based on the documents supplied by the Contracting Authority. The Contracting Authority shall provide all documents including photographs, videos, texts, documents and other materials within five days of signing the Agreement.
- The values of the Czech Republic as a destination are defined by associations and competitive advantages, in particular:
 - Romantic Prague as a destination (stronger than the Czech Republic brand),
 - strong association of the destination with the unique cultural and historical heritage of UNESCO,
 - beer and cuisine,
 - lower prices, especially compared to Western Europe, and in particular a price/quality ratio that is still competitive,
 - safety, high standard of health care and hygiene,
 - the region is more authentic and less commercial than Western Europe, offering many well-preserved sites of European heritage and tradition.
 - easy transport access from major European cities.

4.2.3. In the fulfilment of the public contract, the Contracting Authority expects in particular:

- Implementation of a modern digital marketing campaign that will increase the number of Korean tourists travelling from Seoul to Prague.
- Delivery of an up-to-date market analysis, identifying profitable target groups and market opportunities that can provide a better understanding of the dynamics of the Korean market.
- Creation of new campaign content localized for Korea with attractive benefits and clearly measurable conversion, demonstrating the ratio of money spent to the return on investment - i.e. the number of hotel bookings or air tickets sold.
- Developing the quality of the bid within what is offered by one strong partner - a strong OTA in the Korean market.
- Engagement in marketing communication with a strong and successful partner in a difficult market with language and cultural barriers where generic global campaigns are difficult to implement.

5. Classification of the subject of the public contract

CPV

Name	number
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code CPV 79340000-9 | Advertising and Marketing Services

6. Estimated date and place of contract performance

The public contract will be performed by the selected Supplier from the moment the Agreement governing the performance and conditions of the campaign comes into force until the end of March 2025.

Campaign timetable

- The participant shall start the implementation of the campaign immediately after the Agreement comes into force, within five days of its signature.
- The campaign will be implemented in two successive phases as follows:

1st phase in 2024 (from the signing of the Agreement in the second half of November to the end of 2024)

- Creation of Media Plan and campaign concept
- Preparation of creative materials, content and banners for the campaign
- Launch of landing page

- Purchase of media space and launch of the campaign on a special website, online and on social media (Instagram Meta advertisement, advertisement website, app)
- Paid via an invoice issued until the end of 2024: 80% of the fixed price

2nd phase in 2025 (January-March)

- optimization of the campaign, sales promotion
 - CRM marketing
 - Online and social media advertisement (GDN, etc.)
 - Final Report
 - Paid via an invoice after delivery of reporting (Final Report) - 20% of fixed price
- The Contracting Authority points out that all deadlines are set with regard to the expected completion of the procurement procedure, the signing of the Agreement and its publication in the Register of Contracts. In the event that the Agreement is concluded later for any reason, the deadlines will be postponed.

The place of fulfilment is the Republic of Korea (South Korea).

7. Terms and conditions

The Contracting Authority's terms and conditions are set out in the binding draft Agreement for the performance of the public Agreement, which forms Annex 1 to this Tender Documentation ("TD"). **The bidder is obliged to submit a draft Contract in its bid** that fully corresponds to the binding draft Agreement set by the Contracting Authority. **The bidder** is entitled to enter into the draft Agreement only data marked as incomplete in the draft Agreement with the symbol "[•]" or marked with the words: **[TO BE ADDED]**, or in cases where it is implicitly required.

The draft Agreement shall be dated and signed by a person authorised to act on behalf of the Supplier, **or will be accompanied by a power of attorney for a person authorised to act on behalf of the Supplier.**

8. Requirements for variations on bids

The Contracting Authority does not accept variations on bids.

9. Requirements for the unified method used to prepare the bid price

The price in this procurement procedure is set as the **highest possible and fixed price of CZK 909,090 excluding VAT¹**, identical for all bidders. This price is also set out as such in the binding draft Agreement.

The price thus determined is the maximum price and must include all costs incurred in connection with the comprehensive provision of the subject of the public contract.

No further change to the bid price for the performance of the public contract as defined in the brief is allowed by the Contracting Authority.

10. Requirements for demonstrating qualifications

10.1 Basic competence

¹ The amount may be paid to the Supplier in USD or KRW according to the current exchange rate published by the CNB on the date of payment.

In order to demonstrate basic competence, the bidder shall submit a signed affidavit confirming compliance with the basic competence requirements. This affidavit is attached as Annex 2 to this Tender Documentation - Supplier's Affidavit.

10.2 Professional competence

In order to demonstrate compliance with the professional competence requirements, the bidder shall submit:

- a. An extract from the Commercial Register or another similar register, if another legal regulation requires entry in such a register. If the bidder is not registered in the Commercial Register or another similar register, it shall submit a written affidavit to that effect. The document will be submitted in a plain copy.

10.3 Technical qualifications

The technical qualification requirements shall be met by the bidder who submits:

- a) **A list of significant destination digital OTA (online travel agency) campaigns** aimed at increasing online booking sales implemented by the bidder in the last 5 years prior to this procurement procedure (i.e. from September 2019 to September 2024) in the South Korean or Asian market. The list of significant services submitted must also include prices and times, as well as details of the client, which must show that the bidder has performed at least:
 - **3 major contracts**, the subject of each of which was the preparation and implementation of an OTA campaign to promote bookings and travel to a tourism destination, worth a total of at least CZK 1,000,000, excluding VAT, for three such major contracts. Such significant contracts must be already closed, reported and must always specify at least the basic commercial benefit (i.e. the increase in the number of bookings) and the chosen communication channels of the proposed strategy.
- b) **Practical experience with Korean inbound tourism to the Czech Republic - evidence** of the number of bookings made by Korean tourists travelling to the Czech Republic made in 2019 and 2023. The aim is to identify participants with sufficient knowledge and experience of the market who can realistically guarantee a commercial benefit and help to bring about the recovery of the market in travel from South Korea to the Czech Republic. The qualification criterion will be met by a company that has achieved at least 500 unit bookings (accommodation stays) in each of the two years.

A template for the List of Significant Services is attached as Annex 4 to this Tender Documentation. A template for entering the number of bookings in 2019 and 2023 is attached as Annex 7 to this Tender Documentation.

- c) Analogous to Section 79(2)(c) of the PPA, the Supplier shall demonstrate compliance with the technical qualification requirements by submitting a list of members of the implementation team who are to participate in the performance of the public contract, in conjunction with a certificate of education and professional qualifications pursuant to Section 79(2)(d) of the Act.

The bidder is required to submit to demonstrate compliance with the qualification requirements in this section:

- 1) by submitting the professional CVs of the members of the implementation team that the Contracting Authority considers necessary for the performance of the contract (see below). The submitted CVs must show the relationship to the OTA platform on which the campaign is to be implemented, as well as the fulfilment of any other requirements of the Contracting Authority for members of the implementation team

- 2) information on whether the person (member of the implementation team) is employed by contracted by the Supplier (if so, specify which).

The bidder meets this qualification requirement if it has at least the following persons - team members available for the successful performance of the public contract:

1. Executive Marketing Manager with decision-making authority for the European territory, who:

- has a minimum working level of Korean language skills,
- has at least 5 years' experience in tourism marketing (the professional CV must show the activities the person has carried out during the period in question),

2. Head of Tourism Product Sales, with decision-making authority for the European territory

- has a minimum working level of Korean language skills,
- has at least 5 years' experience in tourism sales and marketing (the professional CV must show the activities the person has carried out during the period in question),

The Supplier is obliged to make full use of the persons through whom it has demonstrated compliance with the technical qualification requirements for the performance of the public contract. Those persons may be replaced during the performance of the Agreement only with the prior written consent of the Contracting Authority, which has the right to request the necessary documents proving the qualifications of the new person involved in the performance of the contract.

The Contracting Authority requires by analogy, according to Section 105(1) of the Public Procurement Act, that the bidder, if it intends to subcontract part of the performance of the public contract to one or more subcontractors, indicate in its bid the parts of the contract it intends to perform through subcontractors or submit a list of subcontractors, if known to the Supplier, and indicate which part of the public contract each of the subcontractors will perform. If the Supplier does not intend to use a subcontractor, it shall not attach a declaration. The bidder may use the template affidavit attached as Annex 2 to this Tender Documentation.

The Contracting Authority expressly points out that if the relationship of the worker to the bidder is not an employment or similar relationship (performance agreement, work activity agreement), it is classed as a subcontractor.

10.4 General provisions on the demonstration of compliance with the qualification requirements

Evidence of qualification, i.e. copies of CVs, shall be submitted by bidders in their bids. During the procurement procedure, the Contracting Authority may request the submission of original or certified copies of the qualification documents.

In the event that a qualification was obtained abroad, it shall be proven by documents issued in accordance with the legal system of the country in which it was obtained, to the extent required by the Contracting Authority.

In the event that suppliers submit a joint bid, the basic competence and professional competence shall be demonstrated in accordance with Art. 10. 2. (a) by each Supplier individually.

11. Method used to evaluate bids

In this procurement procedure, the Contracting Authority has set a fixed price and will evaluate only the benefit and quality of the performance offered in the manner set out below.

Bids will be evaluated on the basis of the economic viability of the campaigns offered, based on the benefit gained from unit accommodation bookings and ticket sales that the bidder commits to against the fixed price of the contract. However, when evaluating bids, the Contracting Authority will take into account other sub-criteria such as overall strategy, originality of the campaign, number of targeted KPI parameters.

11.1 Requirements for the preparation of bids (documents for the evaluation of bids under the evaluation sub-criteria)

- **For the purpose of evaluating bids, the Contracting Authority requires that the bidder prepare and submit a clear commitment showing the guaranteed commercial benefit of the campaign - specified by the number of one-night stay bookings and the number of air tickets sold (see form in Annex 3 to the TD).**
- **A draft media plan for the campaign with a commitment to achieve the KPIs accompanying the marketing performance: number of CPMs, CPV/impressions, number of views (see form in Annex 8 to the TD).**
- **In addition, the bidder is required to submit a proposal in PDF format for a digital marketing campaign to promote the sale of hotel bookings and air tickets via the OTA - online travel agency, which will specify and evaluate the following:**
 - o **Up-to-date market analysis**
 - o **Definition of the target audience** for the implementation of a successful digital marketing campaign on the OTA digital platform to promote travel from South Korea to the Czech Republic.
 - o **Design of the marketing campaign concept** - including graphic design, choice of communication channels and definition of the "communication message". Texts, including headlines, must be designed in Korean and meet the requirements of professional-quality Korean marketing communication. Bids that are not up to Korean language native speaker quality will be eliminated.

The Contracting Authority points out that it considers the draft communication campaign to be a model brief, which may be further developed and modified on the basis of the Contracting Authority's comments during the actual performance of the public contract.

The Contracting Authority points out that failure to include all the above deliverables as required by the tender brief in the bidder's bid will result in the exclusion of the bidder from the procurement procedure as their bid will not be evaluated.

For the evaluation of bids, the bidder shall also prepare and submit a presentation of the proposal in a summary PowerPoint document or PDF or similar format - in Czech or English.

11.2 Evaluation criteria

The Contracting Authority has set a fixed price in this procurement procedure and will evaluate the bids by analogy to Section 116(4) of the PPA according to the commercial benefit and performance of the campaign, taking into account the overall strategy, originality and localisation of the campaign for the Asian market. The

individual aspects will be sub-criteria for the overall evaluation of the bids, with the weightings of these sub-criteria set out below.

Evaluation sub-criteria	Weight in %
A) Guaranteed Economic Benefit of the Campaign	60 %
B) KPI Performance and Reach of the Digital Marketing Campaign	20 %
C) Quality of the Digital Marketing Campaign Design	20 %

a) Evaluation criterion Guaranteed Economic Benefit of the Campaign

For the purpose of evaluating bids under the criterion "Guaranteed Economic Benefit of the Campaign" ("Economic Benefit" for short), the bidder shall make a **commitment to sell a minimum number of one-night bookings at mass commercial accommodation facilities in the Czech Republic or unit air tickets from Seoul to Prague** that it can **guarantee on its OTA platform in the Korean market within a specified period of two months (60 days)**.

The proposals from each bidder will be judged on who can offer the greatest number of stay bookings and number of tickets sold, with the two categories measured separately and according to the weight of the sub-criteria in the chart below.

Summary of weight of Economic Benefit sub-criterion	Criterion weight
Cost of the campaign to promote air tickets sold - or the relative cost of the campaign to sell one guaranteed air ticket	30%
Cost of the campaign to promote accommodation bookings - or the relative cost of the campaign to create one guaranteed night in a hotel	30%

The bids under the Economic Benefit criterion will be evaluated in CZK excluding VAT by comparing the promised value for money of the campaign - i.e. by comparing the cost of the campaign to sell one guaranteed ticket and one guaranteed night's stay in mass accommodation within the bidder's bid, see the calculation below:

according to the following calculation:

$$\text{Cost of supporting the booking of one guaranteed air ticket in the campaign.} = \frac{\text{Fixed campaign price excluding VAT}}{\text{Number of guaranteed air ticket sales}}$$

$$\text{Cost of supporting the booking of one guaranteed night in a hotel} = \frac{\text{Fixed campaign price excluding VAT}}{\text{Number of guaranteed nights in a hotel}}$$

The resulting values of both sub-criteria will be calculated so that the most advantageous and efficient bid for the Contracting Authority will be the one with the lowest cost of a campaign to promote a single product, a one-night booking in a hotel or a single ticket. Figures will always be rounded to 2 decimal places according to the mathematical rounding rules.

Efficiency of bid price against guaranteed ticket sales:

Number of points for the sub-criterion: Bid prices (air tickets)	lowest cost of supporting the booking of 1 air ticket in the campaign = ----- x 30% weight of the criterion evaluated cost of supporting the booking of 1 air ticket in the campaign
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Efficiency of the bid price in relation to the guaranteed number of nights in a hotel:

Sub-criterion score Bid prices (hotel bookings)	lowest cost of supporting the booking of 1 night in a hotel = ----- x 30% weight of the criterion evaluated cost of supporting the booking of 1x night in a hotel
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The two scores that a bid received in the sub-category of the evaluation criteria, the Economic Benefit category, will be weighted together. This will result in an overall score for the Economic Contribution criterion.

The duly completed Annex 3 to the TD shall form an annex and an integral part of the Agreement and shall be binding for the performance of the public contract.

b) Evaluation criterion KPI Performance and Reach of the Digital Marketing Campaign

This evaluation sub-criterion refers to the performance of the campaign in achieving the marketing KPI parameters, i.e. the **guaranteed number of units** (number of video views and/or ad impressions in online channels in the Korean market) that the participant commits to in the implementation of the campaign based on the campaign proposal and media plan.

The rating is not based on the absolute sum of the guaranteed reaches, but on a weighted sum. Each type of reach is weighted within the overall assessment. The weighted sum is calculated according to the following weights and formula:

Weights of each type for the evaluation calculation of the guaranteed reach

Image	Programmatic impressions	CPM	10% weight of sub-criterion	20 % weight of criterion
Video	Programmatic views	CPV	10% weight of sub-criterion	

For the purpose of evaluating bids, the bidder shall fill in the number of guaranteed reaches offered in Annex 8 for the calculation of the points. The bidder shall fill in all the coloured (yellow) cells of the annex. The bidder is not entitled to make any further modifications to Annex 8 other than filling in the coloured (yellow) cells.

The number of Nx points obtained for each type of unit will be calculated according to a formula taking into account the weight of each Image and Video indicator, where Nx will be calculated sequentially for the types of KPI parameters measured (2 Nx values in total):

The number of points obtained on the basis of the above evaluation, i.e. the number of points obtained in N1 to N2, will then be added together and the total points thus obtained for evaluation criterion B will be adjusted according to the weight set for criterion B, i.e. 20 %.

$$\text{Number of } N_x \text{ points} = \left(\frac{\text{Number of guaranteed reaches of a given type from the evaluated bid}}{\text{Highest number of guaranteed reaches of the given type out of all the bids}} \right) \times \text{weight of the given type in \%}$$

The duly completed Annex 8 to the TD shall form an annex and an integral part of the Agreement and shall be binding for the performance of the public contract.

c) Evaluation criterion Quality of the Digital Marketing Campaign Design

For the purpose of evaluating bids in this criterion, the bidder shall prepare the three parts of the brief referred to in the third bullet point of Article 11.1 of the Tender Documentation, which shall be evaluated according to a well-defined evaluation scale - see below. The length of each elaboration should be limited to a maximum of 1500 characters of written text without spaces (this includes various graphs, diagrams, tables, etc.).

This evaluation criterion includes three sub-criteria that also serve as a basis for the design of the digital campaign to be later implemented by the selected participant.

- Current market analysis
- Identification of a suitable target group
- Design of content for digital marketing campaign.

Under this criterion, the bid will be evaluated in relation to the communication objectives defined by the Contracting Authority and the required qualified results of the campaign. The best bid within the criteria will be the one that best fulfils the requirements and objectives (preferences) set by the Contracting Authority in this Tender Documentation, in the aspects described below.

At the same time, it will be evaluated whether and how the proposed solution corresponds to the brief and whether the proposed solution is distinctive within the tourism category.

Up-to-date market analysis

In assessing the quality of the prepared up-to-date market analysis, the Contracting Authority will award a better score in the evaluation to:

1. Higher quality insight into the Korean market in travel to Europe and the Czech Republic, highlighting demographic specifics, the appeal of Czech destinations and Prague and their positioning in Korea;
2. Better use of illustrative data to document travel trends, seasonality and post-Covid recovery on outgoing tourism, formulation of market capacity, estimation of client creditworthiness based on OTA insights; and
3. Better portrayal of current trends in travel from Korea to the Czech Republic as part of the post-Covid recovery of the tourism industry.

Identification of a suitable target group

In assessing the quality of the prepared identification of the suitable target group for the campaign, the Contracting Authority will award a better score in the evaluation to:

1. A clearer definition and a more detailed and logical justification of the selected, recommended target group that deserves to be supported within the OTA platform in accordance with the communication preferences of the Contracting Authority and point 4.1;
2. A more accurate description of consumer behaviour, preferred specifics and estimates of the development and overall capacity of this target group; and
3. A greater degree of clarity and definition of the message that can be used to reach the selected target group in the campaign.

Content design for a digital marketing campaign

In assessing the prepared digital marketing campaign content proposal, the Contracting Authority will award a better score in the evaluation to:

1. More original and interesting design of the visuals and content of the campaign according to the communication preferences defined in Article 4.1 and the principle of cobranding. The bidder can use photographs and materials from the Supplier's photo library at: media.visitczechia.com;
2. Better marketing communication in the Korean language. All text, claims and storytelling proposals must be drafted directly in Korean to enable a relevant understanding of the extent to which the bidder is able to create a marketing communication proposal localized for Korea; and
3. Better execution of the media plan with a more interesting mix of media channels, involvement of other digital marketing tools directed at online or social networks - in order to effectively benefit from increased bookings on OTAs.

The score for this sub-criterion will be allocated according to the following weightings.

For the purpose of evaluating the bids in the criterion, the evaluator shall draw up the following table in this Tender Documentation.

Table of weights of the sub-criteria Quality of the Digital Marketing Campaign Design	Criterion weight
Up-to-date market analysis	5%
Identification of a suitable target group	5%
Design of the content of the digital marketing campaign	10%

A scoring scale of 0 to 10 will be used to assess all three sub-criteria. Each individual bid will be assigned a point value that reflects the success of the bid in question under the evaluation criterion Design of the Digital Campaign. The evaluation committee shall rank the bids from most suitable to least suitable and assign each bid a score that reflects the degree to which the criterion is met in relation to the requirements and preferences of the Contracting Authority.

The bids will be evaluated in relation to the individual sub-criteria so that the most advantageous bid for the Contracting Authority is always the bid that best fulfils the brief and on the basis of the degree of fulfilment of the criterion (according to the aforementioned preferences of the Contracting Authority). The Contracting Authority, or the appointed evaluation committee, will rank the bid in one of the following categories on a scale of 1 to 10, where 10 is the maximum score. the awarding of points under each sub-criterion shall also be duly justified by the Contracting Authority.

Sub-criterion Up-to-date market analysis

10 - 8 points: The most advantageous bid reflects the maximum success rate of the bid in question under the sub-criterion. It has met the highest standards as regards producing an informed analysis of the Korean market, with sufficient insight and knowledge of trends, dynamics, local specifics. It has managed to realistically reflect the position of the Czech Republic on the market and its development opportunities.

7 - 5 points: It has acceptably fulfilled the brief, with partial knowledge of the market and the specifics of the Korean market. However, the Contracting Authority has certain significant comments on the proposal that will need to be supplemented or better explained in consultation with the Contracting Authority.

3 - 5 points: The bidder has insufficiently fulfilled the brief, with no in-depth knowledge of the market and with only partial knowledge or disparate knowledge. Thus, it cannot guarantee the realistic design of a digital marketing campaign to promote Korean inbound tourism to the Czech Republic.

0– 2 points: The bidder has failed to meet the brief for the Korean market analysis and has not demonstrated the ability to understand the trends, dynamics and opportunities in the Korean market.

The Contracting Authority explicitly states that the most advantageous bid does not have to obtain 10 points under the sub-criterion and the preferences in question.

$$\text{Number of points for sub-criterion Market analysis} = \frac{\text{Number of sub-criterion points awarded}}{\text{Maximum possible points for sub-criterion}} \times 5\% \text{ sub-criterion weight}$$

Sub-criterion Identification of a suitable target group

10 - 8 points: The most advantageous bid reflects the maximum success rate of the bid in question under the sub-criterion. The bidder has managed to accurately identify and describe an interesting and profitable target group within the segmentation of the Korean inbound market to the Czech Republic, indicating its specifics, affinity to Prague and the Czech Republic, consumer behaviour patterns, and an outline of the dynamics of development in the future.

7 - 5 points: It has satisfactorily fulfilled the brief, and has managed to identify a relevant target market group that offers potential for future development. However, in order to develop a truly high quality digital marketing campaign strategy, this selection will need to be refined or better targeted in consultation and collaboration with the Contracting Authority.

3 - 5 points: The bidder has insufficiently fulfilled the brief, failing to identify a suitable and profitable target group for market segmentation. Thus, it cannot guarantee the targeted design of a digital marketing campaign that could seek to promote Korean inbound tourism to the Czech Republic.

0– 2 points: The bidder has failed to identify the appropriate target group for the Korean market and failed to demonstrate the ability to correctly identify the relevant target group for the purpose of creating a digital marketing campaign localized for Korea.

The Contracting Authority explicitly states that the most advantageous bid does not have to obtain 10 points under the sub-criterion and the preferences in question.

$$\text{Number of points for Identification of target group} = \frac{\text{Number of points awarded under sub-criterion}}{\text{Maximum points for sub-criterion}} \times 5\% \text{ sub-criterion weight}$$

Sub-criterion Design of content for digital marketing campaign

10 - 8 points: The most advantageous bid reflects the maximum success rate of the bid in question under the sub-criterion. The participant fulfilled the brief to the highest standards as regards creating a digital marketing campaign, designing original content, including the use of marketing and targeted campaign messages localized for the Korean language and cultural environment in line with current trends.

7 - 5 points: It has a satisfactorily fulfilled the brief with the design of content for a campaign that can be implemented in Korea - taking into account the specifics and language barrier in the market. Yet to conduct it successfully, some sub-proposals or inadequately developed content needs to be consulted and refined - in consultation with the Contracting Authority.

3 - 5 points: The bidder has fulfilled the brief of a proposal that was to present the content of a possible digital marketing campaign, but to an insufficient standard. It has failed to demonstrate a sufficient understanding of local specifics, marketing trends or language and cultural localisation. It therefore cannot guarantee the real result of this campaign to promote Korean inbound tourism to the Czech Republic.

0– 2 points: The bidder failed to fulfil the brief of designing content for a digital marketing campaign that could be successfully implemented and localised in Korea.

The Contracting Authority explicitly states that the most advantageous bid does not have to obtain 10 points under the sub-criterion and the preferences in question.

$$\text{Number of points for Content of digital campaign} = \frac{\text{number of points awarded under sub-criterion}}{\text{Maximum points for sub-criterion}} \times 10\% \text{ sub-criterion weight}$$

For all three sub-categories, i.e. Market analysis, Identification of the target group and Originality of the digital campaign content, each rating is multiplied by the sub-criteria coefficient, see table above. The resulting scores are then added together to determine the score for sub-criterion c) **Digital Campaign Design**. Figures will always be rounded to 2 decimal places according to the mathematical rounding rules.

11.3 Compiling the overall ranking

The sum of the reduced (i.e., weighted by the set weight) point scores from all three (3) sub-criteria shall determine the final point score of the bid.

The formula for calculating the overall ranking is:

$$\text{Total number of points} = \text{number of weighted points from criterion (A)} + \text{number of weighted points from criterion (B)} + \text{number of weighted points from criterion (C)}$$

The overall ranking of the bids is determined by the absolute value of the bid's point score, so that the most advantageous bid is the one awarded the highest total number of points.

In the event that the scores of two or more bids are equal, the ranking in the Economic Benefit criterion will determine the overall ranking of the bids. If, even in this case, the scores of two or more bids are the same, the ranking of the bids shall be decided by lot in the presence of the bidders whose bids received identical scores.

12. Conditions and requirements for the preparation of the bid

- 12.1. Suppliers are obliged to incorporate all the Contracting Authority's requirements arising from the tender conditions. The bid will be drawn up in Czech or English. If any documents or papers in the bid are submitted in another language, they must be submitted together with a translation into Czech or English. Translations do not have to be officially certified. If the Contracting Authority has doubts about the accuracy of the translation, it may request the submission of an officially certified translation of the document into Czech by an interpreter registered in the list of experts and interpreters.
- 12.2. A Supplier may submit only one bid. The Contracting Authority shall exclude a bidder who has submitted multiple bids individually or jointly with other suppliers, or who has submitted a bid and

is also the person through whom another bidder demonstrates compliance with the qualification requirements.

- 12.3. This public contract is awarded electronically using the NEN electronic tool available at <https://nen.nipez.cz/profil/Czechtourism>, which is also the Contracting Authority's profile. The Supplier's bid may only be submitted in writing in electronic format via this electronic tool. All acts forming part of the bid shall be carried out electronically and all communication between the contracting authority and the supplier shall be carried out electronically via the NEN electronic tool.
- 12.4. In the case of electronic delivery, the moment of delivery is deemed to be the moment the electronic message is delivered to the addressee.
- 12.5. Detailed information about the NEN e-tool is available on the Internet at <https://nen.nipez.cz/>, in particular in the "Information for users" section under the subsections "Operating rules" and "User guides".
- 12.6. The Contracting Authority points out to the Supplier that it is the Supplier's responsibility to submit the bid by the bid submission deadline. In this context, the Contracting Authority points out that the electronic tool (NEN) may be affected by an outage for which the Contracting Authority is not responsible.
- 12.7. The Contracting Authority also points out that the Supplier must register in order to submit a bid. Registration is not immediate and is subject to approval by the system operator, who has 2 working days to accept or reject the registration if the registration request does not contain all the required elements.

13. Requirements for the method used to prepare the bid

- 13.1. The bid is to be submitted in Czech or English.

- 13.2. The Supplier's bid must include:

d) Identification data of the Supplier:

- the Supplier's trade name or name, registered office, legal form, identification number (if assigned), in the case of a legal entity,
- the Supplier's trade name or name and surname, place of business or place of permanent residence, identification number, if assigned, in the case of a natural person,
- the person(s) authorised to act and sign on behalf of the Supplier,
- contact person,
- telephone number,
- email address,
- data box identifier (if assigned and accessible).

- e) **Draft Agreement for the performance of the public contract**, with the required information added and signed (**Annex 1 to the Tender Documentation**)

- f) **Affidavit (Annex 2 to the Tender Documentation)**

- **Completed form of guaranteed performance of the commercial benefit pledged by the bidder (Annex 3 to the Tender Documentation)**

- **Completed List of Significant Services (Annex 4 to the Tender Documentation)**
- **List of members of the implementation team (Annex 6 to the Tender Documentation) with CVs to document the technical qualifications - experience of the members of the implementation team**
- **OTA performance - number of bookings to the Czech Republic (2019 and 2023) - (Annex 7 to the Tender Documentation)**
- **KPIs of the marketing value of the campaign - (Annex 8 to the Tender Documentation)**
- **The required outputs according to point 11.1, third bullet point of the Tender Documentation, i.e.**
 - Creation of the design for the digital marketing campaign (PDF or PPT) according to point 11.1, third bullet point of the Tender Documentation, including up-to-date market analysis, identification of the target group, proposal of the campaign content (using the resources of partners, CzechTourism brand), broken down as follows:
 - Up-to-date market analysis
 - Identification of a suitable target group
 - Design of the content of the digital marketing campaign
- **An affidavit clearly stating that neither the Supplier nor the subcontractor through whom it demonstrates compliance with the qualification requirements (if any) has violated the requirement of Section 4b¹ of Act No. 159/2006 Coll., on Conflict of Interest, as amended ("Conflict of Interest Act"). The Supplier is entitled to use the sample affidavit that is attached as Annex 2 to the TD for this purpose.**

The affidavits and the service agreement shall be signed by a person authorised to act on behalf of the Supplier. If the document is signed by a representative under a power of attorney, this fact will be explicitly stated in the document and a copy of the power of attorney will be attached to the bid.

14. Responsible public procurement

The Contracting Authority is interested in awarding the public contract in accordance with the principles of responsible public procurement.

In accordance with Section 6(4) of the Act, the Contracting Authority requires that the Supplier comply with the principles of socially and environmentally responsible procurement as defined by the Act in the performance of the subject of the public contract. The Supplier is obliged to ensure legal employment, fair working conditions, an adequate level of safety of persons who will be involved in the performance of the public contract and to take into account the impact of the performance of the public contract on the environment. The Supplier is obliged to ensure that its subcontractors comply with the above requirement. Aspects of responsible procurement are reflected in the contractual terms.

15. Bid submission deadline

The deadline for the submission of bids is indicated on the Contracting Authority's profile in the NEN electronic tool.

16. Other terms and rights of the Contracting Authority

The Contracting Authority reserves the right to:

- a) subsequently specify or modify the terms of the tender before the bid submission deadline;
- b) verify the facts declared by the Supplier in the bid;
- c) allow bidders to withdraw their bid before the bid submission deadline;
- d) not reimburse the costs of participation in the procurement procedure, not return bids to bidders,
- e) cancel the procurement procedure at any time without giving any reason.

17. Other parts of the Tender Documentation - annexes

- **Annex 1 - Binding Model Agreement**
- **Annex 2 - Supplier's Affidavit (Bid Form)**
- **Annex 3 - Form for completing the bidder's guaranteed performance under the contract**
- **Annex 4 - List of Significant Services**
- **Annex 5 - Minutes from the preliminary market consultation**
- **Annex 6 - List of members of the implementation team**
- **Annex 7 - Economic results for the Czech market for 2019 and 2023**
- **Annex 8 - Form for filling in the targeted KPIs of the planned campaign**

In Prague on [see electronic signature]

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František Reismüller, Ph.D.
Director of ČCCR - CzechTourism

v.z.
Mgr. Veronika Janečková
Director of product management, research and B2B relations
signed electronically