

**SPECIFIC TECHNICAL SPECIFICATIONS OF THE TENDER FOR
THE PROMOTION OF THE AIRPORT OF VITORIA AND VITORIA-
GASTEIZ, ALAVA AND THE BASQUE COUNTRY AS A
DESTINATION OF ECONOMIC AND TOURIST INTEREST:
CONSOLIDATION AND GROWTH (PAVIA03_2025)**



VITORIA International Airport
Promotion Agency **BASQUE COUNTRY**

1. Purpose of this Document

The purpose of these specifications is to contract services to promote Vitoria Airport and Vitoria-Gasteiz, Álava and the Basque Country as a destination of economic and tourist interest in its consolidation phase for 2025-27.

The consolidation of the airport activities object of the promotion and their auxiliary services are key elements as a turning point for channelling sustained growth at Vitoria Airport.

Accordingly, at a promotional level, an advertising and marketing strategy is required for 2025-27 operations in line with the aforementioned consolidation approach to strengthen the markets that are currently accessible and which have become strategic for Vitoria Airport and its area of influence.

In addition, the specifications include the possibility of realising growth opportunities that may arise during the performance of the contract, in line with VIA's goal of developing and promoting Vitoria Airport's activities.

In view of the above, VIA has decided to contract this promotional plan for 2 years with a 1-year extension, considering these terms to be sufficient to achieve the aforementioned consolidation and growth.

2. Background

The company VIA launched the Vitoria Airport Passenger Project in 2014.

During these 10 years, the airport has promoted its activities in its area of influence, and it has promoted Vitoria-Gasteiz, Álava, and the Basque Country as economic and tourist destinations in the markets to which it has access through agreements with regular airlines, charter airlines, and tour operators.

Among the initiatives implemented by VIA, promoting the airport in domestic and international markets has been vital in providing the infrastructure with sufficient operational capacity to maintain sustained activity, even at times of irregular growth due to specific circumstances.

In particular, the development of the airline business over the last four years has been shaped first by the absence of mobility during the pandemic and then by a recovery in demand that has been unprecedented in the airline market.

We are currently experiencing a readjustment in demand due to a downturn in consumer habits, which will directly impact airport activities in 2024 and 2025.

In addition, it is essential to note that the airline industry is experiencing a period of great uncertainty, mainly due to delays in aircraft deliveries.

Both factors have a more pronounced impact on airports of the size of Vitoria Airport, where any operational adjustment leads to substantial changes in passenger movements and their final numbers.

VIA's Board of Directors has established the company's objectives: the growth and diversification of airport activities over the next four years. This growth necessarily involves an initial phase of consolidation of the current level of activity to be able to move on to a sustained growth phase.

In this sense, based on previous experience and as argued in the report on the need for this tender, we consider that airlines are the companies that best adapt to the needs arising from the performance of this contract, as they hold precise information on the target public of a given market, and can promote the image of destinations through multi-channel promotional strategies, profiled by traveller and appropriate for all phases of the journey.

In addition, airlines are also the most suitable suppliers to achieve the aim of this tender, which is the consolidation and growth of the operations carried out from Vitoria Airport, as they have the capacity to impact multiple markets simultaneously to promote the same product. This could mean, for example, that a product from the Basque Country, Álava or Vitoria-Gasteiz can be publicised among different audiences by coordinating various promotional media.

Vitoria Airport is a tool at the service of the region. The existence of activities that provide established or planned accessibility from the airport infrastructures to the markets is a crucial element for their promotion and the consequent development of the socio-economic activity of the territories, in this case, Vitoria-Gasteiz, Álava and the Basque Country.

3. Promotional Budget

This contract has a term of **2 years** (31 March 2025 to 01 April 2027) and **may be extended for one year** (01 April 2027 to 31 March 2028).

The economic and technical approach defined in these specifications **always refers to the maximum three-year term of the contract**, i.e. the two years established plus the above-mentioned extension.

A maximum **overall budget of 6,270,000 euros, VAT excluded**, is hereby established to implement this tender, divided into two items:

P1: Promotional consolidation budget of €4,770,000 excluding VAT at €1,590,000 annually.

P2: Additional promotional budget for operational growth: €1.500.000 excl. VAT

4. Mandatory requirements concerning the bidding company

4.1.1. Certification of Air Carrier Activities

According to point 2 of these specifications and to the needs assessment report attached to this tender, it is considered that the characteristics and capacity of the bidding company to carry out a promotional strategy in accordance with the needs of the operation is essential for the proper performance and consolidation of Vitoria Airport's activities.

For this reason, it is a prerequisite that the bidding company be an active passenger air carrier with aircraft having a seating capacity of at least 170. Therefore, the company must provide documentation that certifies this condition as stated in point 12 of the Administrative Specifications Document (Annex 6).

4.1.2. Company Profile

Using this free-format document, the bidding company must provide the following information, which will be subject to a 10-point scoring process in accordance with the table below.

COMPANY PROFILE	INFORMATION TO BE PROVIDED	SCORING CRITERIA		
		INADEQUATE	ADEQUATE	GOOD
	Company profile	0	2.5	5
	Company growth strategy	0	2.5	5
				10

5. Mandatory promotional requirements.

5.1. Overall Promotional Strategy

Using this free-format document, the bidding company must set out its promotional strategy, which would apply to Vitoria-Gasteiz, Álava and the Basque Country globally.

The questions to be assessed under this heading and the scoring ranges, up to a maximum of 10 points, are set out below.

OVERALL PROMOTIONAL STRATEGY	ITEMS ASSESSED	SCORING CRITERIA		
		INADEQUATE	ADEQUATE	GOOD
	Adequacy of objectives to the territory	0	1.5	2.5
	Identification of your target customer	0	1.5	2.5
	Customer loyalty	0	1.5	2.5
	Measuring tools	0	1.5	2.5
				10

5.2. Promotional Action Plan for Consolidation.

For the promotional plan that is the subject of this section, P1 shall apply: **Promotional consolidation budget of €4,770,000 excluding VAT at a rate of €1,590,000 per year.**

The bidding company must present a promotional Action Plan to consolidate the markets served by Vitoria Airport in accordance with the following operational specifications.

Promotional Action Plan	Identification	Market	Airport	Season	Frequency**
	Consolidation 1	Italy	Milan Airports	Annual	135
	Consolidation 2	Belgium	Brussels Airports	Annual	95
	Consolidation 3	Andalusia	Seville	Annual	135
	Consolidation 4	Andalusia	Málaga	Annual	135
	Consolidation 5	Valencia	Alicante	Annual	135
	Consolidation 6	Balearic Islands	Majorca	Summer	95
TOTAL					730

***Frequency is defined as each air operation with one entry and one exit from/to Vitoria Airport to the airport of a given market.*

Annex 08 is provided for the detailed completion of the Promotional Action Plan for Consolidation.

When putting together the combination of actions that will make up the Action Plan's Mix of Actions, the bidding company must take the following into account:

- To facilitate the preparation of this proposal, markets 3, 4, 5 and 6 (domestic) have been merged as Domestic Markets.
- This promotional plan consists of online and offline actions that are considered necessary to continue with the promotional actions already carried out in the markets being consolidated.
Therefore, they will be included as **mandatory** in the proposal, indicated in bold in the table object of the Plan, and included in the corresponding annex.
- That the bidding company, according to its marketing approach, may present up to a **maximum of three promotional alternatives** to those established as mandatory inclusion, and it will be VIA, who will accept or not, these compensatory proposals.
- In addition, the bidding company is free to submit promotional actions other than those contained in the table in Annex 8. Such actions must be included in the same table in the "Additional Promotional Actions" section.
- The Action Plan shall be detailed for annual periods.
- The successful bidder must submit an Annual Promotion Report for the follow-up of the actions offered that will serve VIA to conduct its metrics and analysis.
- Based on this report, VIA, taking into account the recommendations contained therein and given the dynamic nature and versatility of the field of marketing and promotional actions, and to improve the purpose of the contract, may ask the company to amend any promotional actions it deems necessary.

- Due to the evolution of the demand, the bidding company, in agreement with VIA, will be allowed to amend the promotion depending on the changes to operations, under the terms established in point 28 of the Administrative Specifications.

5.2.1. Criteria Relating to the Promotional Action Plan for Consolidation Subject to Evaluation

The following are the scores for the established criteria governing the evaluation of the Mix of Actions.

This item is worth up to 20 points.

MIX OF CONSOLIDATION ACTIONS	ITEMS ASSESSED	SCORING CRITERIA		
		INADEQUATE	ADEQUATE	GOOD
	Adequacy of actions according to market	0	2.5	5
	Additional offline actions	0	2.5	5
	Additional online actions	0	2.5	5
	Balance in the Marketing Mix	0	2.5	5
				20

5.2.2. Criteria Governing the Promotional Action Plan for Consolidation Subject to a Mathematical Formula and Relating to Social Media and Online Tools.

The online environment and especially social networks have revolutionised marketing strategies, particularly in terms of new ways of connecting with consumers, segmenting audiences, attracting new customers, building customer loyalty, creating content and obtaining real-time feedback.

Therefore, their ability to reach large interest groups, particularly the target audience, makes online media a highly effective tool.

Therefore, to evaluate those companies with greater online promotional capacity and with social networks, the bidding company must complete Annex 09 and 10, to which the ranges and mathematical formulas detailed below will be applied for each of the following concepts.

5.2.2.1. Regarding Online Positioning

The data requested from the bidding company in this point must be submitted by filling in the statement in Annex 09.

The score corresponding to 'Online positioning' will result from the sum of the points obtained under the two headings below: Average yearly organic traffic and keywords.

- Average yearly organic traffic

Organic traffic is considered to be the number of spontaneous visitors to a website.

This indicator shows a website's capacity to attract visitors through search engines and provide relevant, interesting and trustworthy content for the user, contributing to the positioning and visibility of the brand.

For this item, we request the yearly average between April 2024 and March 2025, inclusive.

The bidding company must declare the resulting figure in point 1 of Annex 09, and it will be applied to the table below for scoring.

AVERAGE ORGANIC TRAFFIC	VISITS		
	From 1 to 5 million	From 5 to 10 million	More than 10 million
	2.5	5	10

- Keywords

Keywords refer to the number of keywords that a company can attract to its domain for a given period, and they represent the user's intention to search for the brand on the internet.

Keywords optimise the process of attracting visitors, aligning content with users' search intentions. This complements organic traffic metrics to achieve an SEO strategy that attracts high-quality visitors and improves relevance and search engine rankings.

For this item, we request the number of keywords for April 2025 in Spain, given the weight of the Spanish markets in Vitoria Airport's operations.

To obtain the score under this item, the figure declared in point 2 of Annex 09 shall be applied to the range in the table below.

KEYWORDS	Number of Keywords - September 2024		
	Up to 100,000	Between 100,000 and 200,000	More than
	1	2.5	5

5.2.2.2. Regarding Social Media

Followers are a highly relevant indicator for a brand on social media, as they represent the size of its potential audience and reflect the reach of its posts.

Having a significant number of followers adds to the image of popularity and authority and is an indispensable metric for assessing general interest in the brand.

The score under this item shall be the sum of the points allocated according to the range set out in the table below and according to the information declared in Annex 10.

SOCIAL MEDIA FOLLOWERS	SOCIAL MEDIA		FOLLOWERS	
	Facebook	Up to 1.5 million	From 1 to 3 million	More than 3 million
		2	2.5	5
	Instagram	Up to 100,000	From 100,000 to 750,000	More than 750,000
		2	2.5	5
	Tik Tok	Up to 100,000	From 100,000 to 500,000	More than 500,000
		2	2.5	5
				15

6. Promotional Plan Linked to Operational Growth

VIA's goal is the constant development and sustained increase of activity at Vitoria Airport. This growth, as outlined in the Promotional Plan covered by this contract, may be realised through increased flight frequencies in consolidating markets and through the opening of new markets.

To accommodate this potential increase in activity and, consequently, in promotional actions, VIA has established **P2, an Additional Promotional Budget for Operational Growth, amounting to €1,500,000 (excluding VAT)**, as outlined in point 3 of these specifications, which can be activated at any time during the performance of the contract.

Please note that bidding for **P1, Promotional Consolidation Budget**, implicitly contemplates the possibility of executing **P2, Additional Promotional Budget for Operational Growth**, during the performance of the contract.

Extensions resulting from this budget shall comply with the following implementation protocol:

- The successful bidder shall submit to VIA a detailed proposal for the use of the additional budget.
- VIA will assess the relevance of the proposed markets, taking into account the entity's strategic goals.
- Once the proposal has been approved, the extension will be formalised by means of an addendum to the contract.

The economic conditions governing this section shall be established according to the type of growth and the minimum number of flight frequencies required per market, as follows:

- Growth in consolidating markets
 - Minimum flight frequency: Increases of at least 1 frequency.
 - The same parameters set out in the P1 budget (Promotional Consolidation Budget, point 3 of this document), as awarded, shall apply.

- Growth in new domestic markets
 - Minimum flight frequency: 60 frequencies per year.
 - The promotion payment amount established in the P1 budget shall be increased by 5 %.
- Growth in new international markets
 - Minimum flight frequency: 60 frequencies per year.
 - The promotion payment amount established in the P1 budget shall be increased by 10 %.

7. Assessment.

By way of summary, the following scoring table is provided:

ASSESSMENT OF THE BID				
TECHNICAL OFFER	70	Value Judgement	10	Company Profile
			10	Overall promotional strategy
			20	A mix of Promotional Actions
		Application of the Formula	15	Online positioning
			15	Social Media