



Coach Operator Marketing Project 2015

Special action for coach operators from all over Europe who plan coach holidays in Emilia Romagna

Rules

Application

1. The application will be considered valid only after receiving by fax to +39 0541 430151 or email to i.benedettini@aptservizi.com the **application form** signed and stamped by the bus operator, which can be filled in online on the website www.aptservizi.com (banner on the homepage "Project for Bus Operators 2015"). You can register **from 10th September to 31st October 2014**.
2. You will have to fill in all parts of the form and indicate the **planning**, – even if approximate – of the coach trips to Emilia Romagna which are foreseen for 2015, thus specifying:
 - A. when the coach trips are taking place (from ... / to ...);
 - B. the ballpark figure of the paying people who will be carried by each coach as well as the number of overnights in **Emilia Romagna**;
 - C. the destination(s) of each return journey;
 - D. the name of the supposed accommodation provider or a possible incoming agency through which you will book your stay.After having filled in the online form and having printed and sent by fax/email the signed and stamped form, the bus operator will receive a confirmation email about the registration.
3. All the forms will be checked and a list of recipients will be drawn up according to the following criteria:
 - A. registration date;
 - B. compilation of all the form data.The list of credits will be published and updated in real time on the website aptservizi.com/busoperator under item "List of participants". If the data of point B are not complete, Apt Servizi reserves the right to consider the application suspended or invalid; in this case, the name of the bus operator will not appear in the list of recipients on the website of Apt Servizi.

Criteria for granting the subsidy

1. The total budget for this action amounts to € 180.000,00. Applications of the bus operators will be accepted until the end of the calculated budget.
2. After 31st October 2014, Apt Servizi will analyse all the applications and make a global estimate of the funds employed. Precedence will be given to the bus operators taking part in the project for the first time and the loyal partners proving to have extended their tourist services to Emilia Romagna compared to 2014 (for instance: introduction of new programmes and/or destinations in Emilia Romagna; increase in the number of accommodations to be found in the catalogue; introduction of new tourism products).
3. From 31st October to 31st December 2015 – after verifying the coach trips carried out, the stated sales figures and the proofs of the communication action received – the accounting balance will be officially communicated by confirmation letter to the bus operator.
(By "communication action" we mean the actions carried out by the bus operators being described in the sections "Co-marketing A", "Co-marketing B", "Co-marketing C").
4. In case of a remaining sum, which will be identified and calculated only after receiving from all the recipients the sales figures and the proofs of the communication action, Apt Servizi will confirm the subsidy also to the remaining recipients who will gradually succeed, according to the date of receipt of the credit application, but only after publishing at least the logo of the Region Emilia Romagna in their catalogue 2015 or any other commercial tool, next to the holiday offers to Emilia Romagna, and after carrying out at least 1 trip to Emilia Romagna (see section Conditions). The logo Emilia Romagna, which is different according to the market of reference, will be provided by Apt Servizi Emilia Romagna, after sending a request to i.benedettini@aptservizi.com ******.

Participation conditions and procedures

1. All the European bus operators for 2015 at least **1 coach trip there and back** from their home country to Emilia Romagna with at least **20 paying people** and at least **3 overnights in Emilia Romagna**, (which can be in different places and mustn't be consecutive, but must take place during the same coach trip) are entitled to participate. People will have to stay in hotels, campsites (caravans, mobile homes) or holiday villages within the Region. If the bus operator cooperates with **an incoming agency**, this one must be based in **Regione Emilia Romagna**. Therefore, the coach trip will have to be combined with the sale of stays in Emilia Romagna. A bus operator is a company with a licence as a tour operator or tour organiser that plans and sells **tourist coach trips and journeys**, owns its means (buses) or hires them for a certain period. In the latter case, the bus operator has to specify the rental company. The tour organisers renting a means from a transport company only one time for the coach trip from their home country to Emilia Romagna are not eligible to participate in the project.
2. **The period from 08.08 to 29.08.2015 is not included in the action.**

Subsidies for the 2015 edition

Co-marketing "A" (only combinable with co-marketing "C")

Printing of the advertising graphic layout Emilia Romagna

(for organisers of both round tours and trips there and back)



Apt Servizi participates in the first trip (co-marketing) with a sum of € 1.000,00. In the following trips, this sum amounts to € 500,00 up to max. 7 total trips for each company and a total sum of € 4.000,00.

OPTION A.1

According to co-marketing, the coach operator commits itself to print the advertising graphic layout realised by Apt Servizi Emilia Romagna on its sales tool (catalogue 2015, flyer 2015, online catalogue 2015 on the website, newsletter) next to the holiday offers to Emilia Romagna.

Technical data on the layout provided by Apt Servizi Emilia Romagna

Apt Servizi will provide the specific graphic layout for the advertising page in the language preferred by the operator or, if not available, in English, as well as graphic layouts geared to the product and the target group.

Before printing, the coach operator will compulsorily have to ask Apt Servizi for the **ready for print** and use that specific layout in one of the following formats according to choice:



full page A4 format
minimum printing size: mm 210 x mm 297



half page A5 format
minimum printing size: mm 210 x mm 148

Attention The printing of the advertising graphic layout Emilia Romagna won't be considered valid if:

1. the layout doesn't comply with the minimum printing size provided by in the project (mm 210 x 297 if A4, mm 210 X 148 if A5); a maximum reduction of 10% will be accepted;
2. the layout printed refers to an edition before 2015;
3. the layout has not been printed next to the holiday offers to Emilia Romagna.

The bus operator will have to send **by 31st May 2015** a paper copy (supporting document) of the original sales tool on which the graphic layout has been printed (1 copy of the catalogue 2015, flyer 2015, newsletter) to *Apt Servizi Uff. Marketing, Piazzale Fellini 3 – 47921 Rimini* except for the online catalogue 2015, for which the web-link must be sent by e-mail to i.benedettini@aptservizi.com within the same time limit.

If the layout being published is not true to original, Apt Servizi can decide, depending on the individual case, to grant the bus operator the subsidy in any case, but reducing it by 50%.

OPTION A.2

According to co-marketing, the coach operator commits itself to publish a customised banner of Emilia Romagna linked to the website rivieradeiparchi.it on the homepage of its website or the page of the holiday offers to Emilia Romagna.

The banner, which is available in several formats, will be realised by Apt Servizi and made accessible to the bus operator through the **HTML code**, to be used on one's website.

The bus operator will have to inform Apt Servizi about the networking of the banner and provide the link **by 31st May 2015**.

Co-marketing "B" (only combinable with co-marketing "C")

Cost coverage for 1 on-site service.

(only for bus operators planning **round tours** to Emilia Romagna)

This action is valid only for bus operators planning round tours to Emilia Romagna with, **at least 20 paying people** for each coach trip and **at least 3 overnights** in the region, even though they are not consecutive.



Apt Servizi Emilia Romagna will grant the bus operator, for each round tour to Emilia Romagna, **the cost coverage for 1 on-site service** among those listed below, at the choice of the bus operator, for a maximum single amount of **€ 700,00 per coach and per round trip** - in one of the destinations in Emilia Romagna chosen by the bus operator:

1. one traditional lunch or dinner (ceiling amount € 35,00 per person);
or
2. one tasting with guided tour through a winery, a vinegar production site, a dairy factory or a mill;
or
3. one cooking course about Piadina Romagnola or pasta made by rolling pin;
or
4. entry and guided tour through Museo Ferrari or another museum at choice;
or
5. other services on demand.

The on-site services cannot be combined with each other.

The cost coverage for the on-site service amounts to max. € 700,00 for each round tour and will be paid directly to the operator by Apt Servizi. Such coverage will be granted for max. 8 round tours, that is a total amount of **€ 5.600,00**.

The bus operator will have to let Apt Servizi S.r.l. know the dates of the desired services, even if approximate, as well as the regional destinations of the on-site services early enough to be able to carry out the standard booking procedures for such services, and in any case not later than 31st May 2015.

According to co-marketing, the coach operator commits itself to print the logo Emilia Romagna:

1. next to the holiday offers to Emilia Romagna;
2. on its sales tool (catalogue 2015, flyer 2015, online catalogue 2015, website, newsletter);
3. within the travel programme and voucher given to the final consumer.

The logo Emilia Romagna, which is different according to the market of reference, will be provided by Apt Servizi Emilia Romagna at any moment, after sending a request to i.benedettini@aptservizi.com **.

Before the round tour, the coach operator will have to send a **draft of the documents with the logo Emilia Romagna for approval and, later, a copy of all the original proofs** by e-mail to i.benedettini@aptservizi.com or by post to *Apt Servizi Uff. Marketing, Piazzale Fellini 3 – 47921 Rimini, for the attention of Ms Isabella Benedettini.*

Co-marketing "C" (combinable with co-marketing "A" or "B")

Customisation of the bus with combined graphics bus operator/Emilia Romagna

(single option which can be combined with co-marketing "A" and "B" by organisers of both trips and round tours)



For the 2015 edition there will be an **additional benefit** of min. € 3.000,00 for the customisation of one side of the bus and max. € 4.500,00 for the customisation of both sides of the bus.

According to co-marketing, the coach operator commits itself to customise at least one side of its bus with graphics worked out and shared by Apt Servizi Emilia Romagna. The graphic designer delegated by the bus operator will receive the source file with the graphics to be printed on the bus. The costs for the graphic work as well as the realisation/printing of the stickers will be borne by the bus operator itself.

The bus operator will have to ask Apt Servizi for the **ready for print** before deciding on the bus. The customisation of the bus will have to be carried out by 31st May 2015 and within this time limit the bus operator will have to provide Apt Servizi with at least 3 photos of the customised bus being used by e-mail to i.benedettini@aptservizi.com.

On demand, however, Apt Servizi can also establish different time limits for the customisation of the bus, which must take place in any case by the end of 2015.

The customised bus will have to be part of the means used for coach trips from/to the home country and/or to any other European country, and will have a minimum duration of 2 years.

The graphics for the customisation of the bus will have to be worked out and shared by Apt Servizi Emilia Romagna, which will provide the graphic designer delegated by the bus operator the source file with the graphics to be printed on the bus.

The graphic work as well as the realisation/printing of the stickers will be borne by the bus operator itself, which will have to ask Apt Servizi for the ready for print before deciding on the bus.

The customisation of the bus will have to be dedicated to the destination and the product Emilia Romagna only, without referring to any other Italian or foreign regions, and will have to make use of the graphics provided by Apt Servizi S.r.l., such as:

1. a map of Italy highlighting the region Emilia Romagna;
2. the slogan "Emilia Romagna. Land with a soul, people with a smile" (geared to the market/language);
3. the logo Emilia Romagna (geared to the market);
4. Logo Emilia Romagna (declinato a mercato)
5. some pictures of the landscape and inhabitants of Emilia Romagna drawn from the photo archive of Apt Servizi: aptservizi.com, menu "Videos & photo gallery".

All the above-mentioned material will be provided by Apt Servizi S.r.l. at any moment, after sending a request to i.benedettini@aptservizi.com.



Some customised buses of the Project for Bus Operators, 2014 edition.

If your planning Emilia Romagna 2015 does not meet the above-mentioned requirements for participation but you intend to send anyway a co-marketing proposal for 2015 to Apt Servizi Emilia Romagna, please write to:
i.benedettini@aptservizi.com

** The logo "Emilia Romagna Original Italienisch" for the German-speaking markets has been replaced by a new logo, "Emilia Romagna Land mit Seele", which must be asked for by email to i.benedettini@aptservizi.com. The actions that won't make use of the logo "Emilia Romagna Original Italienisch" will **not** be considered valid.

