



POLSKA
ORGANIZACJA
TURYSTYCZNA

Warsaw, 22 November 2018

Procedure No. 34/2018/BP
BA.261.BP..2018.1

Contractors applying for procurement award

Refers to: the procedure of public procurement award, conducted as an open tender, for the Comprehensive preparation and performance of the "V4 Australia".

ANSWERS TO QUESTIONS

Subject to the article 38, paragraph 2 of the Public Procurement Law Act of January 29, 2004 (Journal of Laws from 2018, item 1986, as amended), the Contracting authority provides answers to the questions received from contractors.

Question 1

Advertisements shall direct to the www.discover-ce.eu website, what in the content of this website is supposed to attract the recipient of the message?

Answer 1

Provided IP will be matched with V4 tourist products.

Question 2

Why an internet user who may potentially be interested in travelling to the countries of the Visegrad Group should visit this website and what is the purpose of the information on that website?

Answer 2

Internet users are directed to this website because it demonstrates V4 tourist products.

Question 3

Is there a possibility to include POT's Facebook profile posts into the course of the campaign?

Answer 3

No, the campaign shall be conducted in a manner set out in the media plan.

Question 4 Is the duration of the campaign mandatory (i.e. the period from entering into contract, assuming beginning of December, to 18 December 2018)?

Answer 4

Yes, the duration of the campaign (i.e. to 18 December 2018) is mandatory.

Chalubinskiego 8, 00 - 613 Warsaw, Poland
phone +48 (22) 536 70 70, fax. +48 22 536 70 04, e-mail: pot@pot.gov.pl
Polish Tourism Organisation International Offices:
Amsterdam, Berlin, Brussels, Kiev, Wien, London, Madrid, Moscow, New York, Paris, Beijing, Rome, Stockholm

websites: www.pot.gov.pl; www.polska.travel; www.poland-convention.pl; www.aktualnosciturystyczne.pl; www.edenpolska.pl;
www.pieknywschod.pl; www.ppr.pot.gov.pl; www.zarabiajnaturystyce.pl; www.polskapodajdalej.pl

Wicedyrektor
Departament Strategii i Marketingu
Artur Brandysiewicz
Artur Brandysiewicz