

Clarification:

Alto Adige Marketing informs that the point 3 of the technical offer is modified as follow:

3. For the evaluation criterion “Three-year strategic plan” (PR)

A report must be included, pointing out:

- a) An analysis, based on the current state of the art, on a PR job carried out for **the destination of South Tyrol/Südtirol**
- b) the three-year PR and Media strategy that the applicant intends to carry out, keeping into consideration the indications included in the document “Briefing for agencies” relating to the positioning.