



## Request for a price offer for a marketing campaign in the UK

**Subject:** Marketing campaign in UK market

**Customer:**

**Name:** Región Vysoké Tatry, regional organization of tourism

**Address:** Starý Smokovec 1, 062 01 Vysoké Tatry

**VAT:** SK 2023468403

**Contact person:** Lucia Blašková,  
executive director

**Phone:** +421 911 092 137

**Web:** [www.regiontatry.sk](http://www.regiontatry.sk)

OOCR REGION VYSOKE TATRY is interested in promoting the whole Tatras mountain region in the countries of the UK market by **creating awareness of sport tourism potential** of the region. We politely ask you to present a price and campaign offer based on the following conditions:

**Deadline for sending the price offer: 16.10.2020**

**Duration of the campaign: 20th of October – 31th of December 2020**

### **Campaign description and expectations:**

- Placing a dedicated online section about the Tatras mountain region consisting of at least 6 content tools to a relevant website in the UK market, specialised to sport tourism
- Preparing and placing interviews with famous personalities from the Tatras mountain region (sports personality, touroperator, regional tourism board executive or similar) to a dedicated sports website
- Inclusion in the dedicated sports website social media posts/newsletters
- Creation and publication of a relevant press release about the sport tourism potential of the Tatras mountain region in the UK market
- Representing the Tatras mountain region on the WTM
- Other relevant marketing activities
- Paid-for digital campaign to drive traffic to the dedicated online section of the relevant website
- Connecting the [www.enjoytatras.com](http://www.enjoytatras.com) webpage with the chosen UK website where the dedicated online section about the Tatras mountain region will be placed

Please send the campaign proposal and price offer to: [office@regiontatry.sk](mailto:office@regiontatry.sk) and [gabriela.kohuthova@enjoytatras.com](mailto:gabriela.kohuthova@enjoytatras.com)

Best regards

Lucia Blašková  
Executive director, REGION VYSOKÉ TATRY, regional organisation of tourism

14th of October 2020