

United Kingdom-London: Marketing services
OJ S 1/2020 02/01/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: British Tourist Authority

Town: London

NUTS code: UKI London

Postal code: SW1W 9SZ

Country: United Kingdom

E-mail: darsej.gjakiu@visitbritain.org

Telephone: +44 2075781072

Internet address(es):

Main address: www.visitbritain.org

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

BTA1189 — Microgapping Partnership

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Marketing campaign for microgapping.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 500 000,00 GBP

II.2. Description

II.2.3. Place of performance

NUTS code: UKI London

Main site or place of performance: London.

II.2.4. Description of the procurement

Joint marketing campaign.

II.2.5. Award criteria

Quality criterion - Name: Customer relevance / Weighting: 40

Quality criterion - Name: Campaign activity alignment / Weighting: 40

Quality criterion - Name: Product relevance / Weighting: 20

Cost criterion - Name: Criterion 1 / Weighting: 0

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: BTA1189A

Title:

Domestic Microgapping Partnership

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/03/2019

V.2.2. Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Travelscape LLC Expedia Group Media Solutions
Postal address: 10190 Covington Cross Drive, Suite 300, Las Vegas
Town: Nevada
NUTS code: UKI London
Postal code: 89144
Country: United States
Internet address: <https://www.expedia.co.uk/>
The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 250 000,00 GBP
Total value of the contract/lot: 500 000,00 GBP

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: BTA1189B

Title:

Domestic Microgapping Partnership

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/03/2019

V.2.2. Information about tenders

Number of tenders received: 5
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: LM Forward Ltd
National registration number: 11855830
Postal address: The Johnson Building, 77 Hatton Garden, London
Town: London
NUTS code: UKI London
Postal code: EC1N 8JS
Country: United Kingdom
Internet address: <https://www.lastminute.com/>
The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 250 000,00 GBP
Total value of the contract/lot: 500 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=460617058>

Go reference: GO-20191230-PRO-15750406

VI.4. Procedures for review**VI.4.1. Review body**

Official name: British Tourist Authority

Postal address: 151 Buckingham Palace Road

Town: London

Postal code: SW1W 9SZ

Country: United Kingdom

E-mail: darsej.gjakiu@visitbritain.org

Telephone: +44 2075781286

Internet address: www.visitbritain.org

VI.5. Date of dispatch of this notice

30/12/2019