

**Spain-Santa Cruz de Tenerife: Advertising and marketing services**

OJ S 25/2022 04/02/2022

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Consejo de Administración de Spet, Turismo de Tenerife, S.A.

National registration number: A38299061

Postal address: Avda. de la Constitución, 12

Town: Santa Cruz de Tenerife

NUTS code: ES709 Tenerife

Postal code: 38005

Country: Spain

Contact person: Consejo de Administración de Spet, Turismo de Tenerife, S.A.

E-mail: [licitaciones@webtenerife.com](mailto:licitaciones@webtenerife.com)**Internet address(es):**Main address: <http://www.webtenerife.com>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=H0rEdTHGU8FvYnTkQN0%2FZA%3D%3D>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=xGk5ZW1slxR7h85%2Fpmmsfw%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=xGk5ZW1slxR7h85%2Fpmmsfw%3D%3D)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=H0rEdTHGU8FvYnTkQN0%2FZA%3D%3D>**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

General public services

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Servicios de publicidad, asesoramiento, desarrollo de acciones promocionales, comunicación y relaciones con los medios y representación industria turística para la isla de Tenerife en general y por marcas en los mercados de Alemania, Austria y Suiza.

Reference number: 01/2022

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicios de publicidad, asesoramiento, desarrollo de acciones promocionales, comunicación y relaciones con los medios y representación industria turística para la isla de Tenerife en general y por marcas en los mercados de Alemania, Austria y Suiza.

**II.1.5. Estimated total value**

Value excluding VAT: 7 500 000,00 EUR

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description**

**II.2.2. Additional CPV code(s)**

79341100 Advertising consultancy services, 79341200 Advertising management services, 79416200 Public relations consultancy services

**II.2.3. Place of performance**

NUTS code: ES709 Tenerife

**II.2.4. Description of the procurement**

Servicios de publicidad, asesoramiento, desarrollo de acciones promocionales, comunicación y relaciones con los medios y representación industria turística para la isla de Tenerife en general y por marcas en los mercados de Alemania, Austria y Suiza.

**II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Conocimiento de la industria turística / Weighting: 9

Quality criterion - Name: Propuesta técnica / Weighting: 40

Cost criterion - Name: Acreditaciones de adscripción a asociaciones internacionales de turismo y/o comunicación del Mercado de Reino / Weighting: 3

Cost criterion - Name: Carta recomendación de empresas privadas de actividad turística y públicas con las que haya trabajado / Weighting: 5

Cost criterion - Name: Precio / Weighting: 43

**II.2.6. Estimated value**

Value excluding VAT: 7 500 000,00 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de cuatro (4) prórrogas, por otros doce (12) meses cada una, hasta un máximo de 5 años en total, debiendo formalizarse las prórrogas por escrito y permanecer inalterable las características del contrato.

**II.2.10.**

### **Information about variants**

Variants will be accepted: no

### **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 III: Legal, economic, financial and technical information**

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### **III.1. Conditions for participation**

#### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Capacidad de obrar

#### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Otros

#### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

- Otros

## **Section IV: Procedure**

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### **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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 07/03/2022 Local time: 23:59

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Spanish

#### **IV.2.7. Conditions for opening of tenders**

Date: 14/03/2022 Local time: 10:00

Place:

Spet, Turismo de Tenerife  
Datos de Dirección:  
Calle: Avenida La Constitución, 12  
CP: 38007  
Población: Santa Cruz de Tenerife  
País: España

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Spet, Turismo de Tenerife  
Postal address: Avenida La Constitución, 12  
Town: Santa Cruz de Tenerife  
Postal code: 38007  
Country: Spain

### **VI.5. Date of dispatch of this notice**

31/01/2022