

France-Paris: Survey conduction services
OJ S 38/2017 23/02/2017
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Comité régional du tourisme Paris Île-de-France

National registration number: 301 072 880 00091

Postal address: 11 rue du Faubourg Poissonnière

Town: Paris

Postal code: 75009

Country: France

E-mail: nouana@visitparisregion.com

Telephone: +33 173007764

Fax: +33 173007710

Internet address(es):

General address of the contracting authority: <http://www.visitparisregion.com>

I.2. Type of the contracting authority

Other: Association loi 1901

I.3. Main activity

Other: Tourisme

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Elaboration et mise en oeuvre d'un dispositif permanent d'enquêtes auprès des touristes venus à Paris en avion, en train et par la route.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 10: Market research and public opinion polling services

NUTS code FR France

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

Le champ de l'enquête concerne l'ensemble des séjours touristiques (voyages avec nuitées) réalisés par les clientèles touristiques françaises (non franciliennes) et internationales (non résidentes) à Paris Ile-de-France. La population cible est approchée via les moyens utilisés pour quitter la région: avion, train, route.

II.1.5. CPV code(s)

79311200 Survey conduction services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot**II.2.1. Total value of the contract/lot**

Value: 1 198 614 EUR
excluding VAT

Section IV: Procedure

IV.1. Type of procedure**IV.1.1. Type of procedure**

Open

IV.2. Award criteria**IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. La pertinence de la réponse proposée ainsi que le rigueur de la méthodologie. Weighting 30
2. Le prix de la prestation proposée. Weighting 20
3. Les moyens mis en oeuvre et le respect des délais. Weighting 20
4. Les compétences et références présentées et notamment une bonne maîtrise des études transports et/ou tourisme. Weighting 15
5. Le degré d'expertise sur le marché des études marketing. Weighting 15

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information**IV.3.1. File reference number attributed by the contracting authority****IV.3.2. Previous publication concerning this procedure****Contract notice**

Notice number in the OJ S: [2016/S 200-361800](#) of 15.10.2016

Section V: Award of contract

V.1. Date of conclusion of the contract

14.2.2017

V.2. Information about tenders

Number of tenders received: 2

V.3. Name and address of the contractor

Official name: BVA

Postal address: 75 rue Saint Jean BP 53110

Town: Balma
Postal code: 31131
Country: France

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

Official name: Tribunal de grande instance
Postal address: 4 boulevard du Palais
Town: Paris
Postal code: 75001
Country: France

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

21.2.2017