

100250-2026 - Competition

Spain – Promotional services – Servicio de marketing para la mejora del posicionamiento del destino Región de Murcia en mercados emisores nacionales

OJ S 30/2026 12/02/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Instituto de Turismo de la Región de Murcia (ITREM)

Email: contratacion-itrem@listas.carm.es

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de marketing para la mejora del posicionamiento del destino Región de Murcia en mercados emisores nacionales

Description: El procedimiento y forma de adjudicación se llevará a cabo mediante PROCEDIMIENTO ABIERTO sujeto a regulación armonizada dividido en tres lotes, de conformidad con lo establecido en los artículos 22, 156, 157 Y 158 de la LCSP.

Procedure identifier: 3ea74b2e-0cd5-43bc-9824-fb48cf75acb5

Internal identifier: RC1741

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342200 Promotional services

Additional classification (cpv): 79341500 Aerial advertising services, 79342000 Marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 1 216 033,06 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 3

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Agreements with other economic operators aimed at distorting competition: Según lo indicado en el DEUC

5. Lot

5.1. Lot: LOT-0001

Title: Campaña de marketing para la mejora del posicionamiento del destino Región de Murcia en OVIEDO.

Description: Campaña de marketing para la mejora del posicionamiento del destino Región de Murcia en OVIEDO.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342200 Promotional services

Additional classification (cpv): 79341500 Aerial advertising services, 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

5.1.3. Estimated duration

Start date: 31/07/2026

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: El contrato podrá contar con dos prórrogas como máximo, con una duración de 12 meses cada una, en caso de los lotes 1 y 2, y de tres prórrogas como máximo, con una duración de 12 meses cada una, en el caso del lote 3.

5.1.5. Value

Estimated value excluding VAT: 438 016,53 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Acreditación criterios de gestión medioambiental.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 1

Criterion:

Type: Quality

Description: Capacidad de penetración de la promoción a realizar a bordo (Llegadas+salidas).

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Price

Description: Propuesta económica.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Quality

Description: Planificación global.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 49

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=tmHAvF7pGw0QyBAnWzHfCg%3D%3D

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=tmHAvF7pGw0QyBAnWzHfCg%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 16/03/2026 23:59:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 13/04/2026 12:57:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Evitar el uso de papel en sus trabajos, empleando para ello medios digitales tanto en el envío de notificaciones, como comunicaciones y gestión de los trabajos..

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques**Framework agreement:**

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Instituto de Turismo de la Región de Murcia (ITREM) - Tribunal administrativo central de Recursos contractuales

Information about review deadlines: Plazo aproximado

Organisation providing more information on the review procedures: Instituto de Turismo de la Región de Murcia (ITREM) - Instituto de Turismo de la Región de Murcia

5.1. Lot: LOT-0002

Title: Campaña de marketing para la mejora del posicionamiento del destino Región de Murcia en BILBAO.

Description: Campaña de marketing para la mejora del posicionamiento del destino Región de Murcia en BILBAO.

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342200 Promotional services

Additional classification (cpv): 79341500 Aerial advertising services, 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

5.1.3. Estimated duration

Start date: 31/07/2026

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: El contrato podrá contar con dos prórrogas como máximo, con una duración de 12 meses cada una, en caso de los lotes 1 y 2, y de tres prórrogas como máximo, con una duración de 12 meses cada una, en el caso del lote 3.

5.1.5. Value

Estimated value excluding VAT: 438 016,53 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Acreditación criterios de gestión medioambiental.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 1

Criterion:

Type: Quality

Description: Capacidad de penetración de la promoción a realizar a bordo (Llegadas+salidas).

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Price

Description: Propuesta económica.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Quality

Description: Planificación global.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 49

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=tmHAvF7pGw0QyBAnWzHfCg%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=tmHAvF7pGw0QyBAnWzHfCg%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 16/03/2026 23:59:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 13/04/2026 12:57:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Evitar el uso de papel en sus trabajos, empleando para ello medios digitales tanto en el envío de notificaciones, como comunicaciones y gestión de los trabajos..

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Instituto de Turismo de la Región de Murcia (ITREM) - Tribunal administrativo central de Recursos contractuales

Information about review deadlines: Plazo aproximado

Organisation providing more information on the review procedures: Instituto de Turismo de la Región de Murcia (ITREM) - Instituto de Turismo de la Región de Murcia

5.1. Lot: LOT-0003

Title: Campaña de marketing para la mejora del posicionamiento del destino Región de Murcia en LAS PALMAS DE GRAN CANARIA.

Description: Campaña de marketing para la mejora del posicionamiento del destino Región de Murcia en LAS PALMAS DE GRAN CANARIA.

Internal identifier: 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342200 Promotional services

Additional classification (cpv): 79341500 Aerial advertising services, 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

5.1.3. Estimated duration

Start date: 31/07/2026

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: El contrato podrá contar con dos prórrogas como máximo, con una duración de 12 meses cada una, en caso de los lotes 1 y 2, y de tres prórrogas como máximo, con una duración de 12 meses cada una, en el caso del lote 3.

5.1.5. Value

Estimated value excluding VAT: 340 000,00 EUR

5.1.6. General information**Reserved participation:**

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services
Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Acreditación criterios de gestión medioambiental.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 1

Criterion:

Type: Quality

Description: Capacidad de penetración de la promoción a realizar a bordo (Llegadas+salidas).

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Price

Description: Propuesta económica.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Quality

Description: Planificación global.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 49

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=tmHAvF7pGw0QyBAnWzHfCg%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=tmHAvF7pGw0QyBAnWzHfCg%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 16/03/2026 23:59:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 13/04/2026 12:57:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Evitar el uso de papel en sus trabajos, empleando para ello medios digitales tanto en el envío de notificaciones, como comunicaciones y gestión de los trabajos..

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Instituto de Turismo de la Región de Murcia (ITREM) - Tribunal administrativo central de Recursos contractuales

Information about review deadlines: Plazo aproximado

Organisation providing more information on the review procedures: Instituto de Turismo de la Región de Murcia (ITREM) - Instituto de Turismo de la Región de Murcia

8. Organisations

8.1. ORG-0001

Official name: Instituto de Turismo de la Región de Murcia (ITREM)

Registration number: 51261750169935

Registration number: Q3000763G

Town: Murcia

Postcode: 30006

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

Contact point: Instituto de Turismo de la Región de Murcia (ITREM)

Email: contratacion-itrem@listas.carm.es

Telephone: 968357761

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=LQqfUsDW%2FgSiEJrVRqloyA%3D%3D>

Other contact points:

Official name: Instituto de Turismo de la Región de Murcia

Town: Murcia

Postcode: 30006

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: silvia.martinez24@carm.es

Telephone: 968357732

Internet address: <https://contrataciondelestado.es/wps/portal/plataforma>

Other contact points:

Official name: Tribunal administrativo central de Recursos contractuales

Town: Madrid

Postcode: 28020

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

Telephone: 913491441

Internet address: <https://www.hacienda.gob.es/es-ES/Areas%20Tematicas/Contratacion/TACRC/Paginas/Tribunal%20Administrativo%20Central%20de%20Recursos%20Contractuales.aspx>

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 38253f5c-2ee4-46cd-9876-6d68569fab0d - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 11/02/2026 13:10:04 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 100250-2026

OJ S issue number: 30/2026

Publication date: 12/02/2026