

Spain-Gijón: Promotional services

OJ S 37/2023 21/02/2023

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

## Section I: Contracting authority

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### I.1. Name and addresses

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

National registration number: A74177734

Postal address: Luis Moya Blanco, 261

Town: Gijón

NUTS code: ES120 Asturias

Postal code: 33203

Country: Spain

Contact person: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

E-mail: [contratacion@turismoycultura.asturias.es](mailto:contratacion@turismoycultura.asturias.es)

Telephone: +034 985185858

Fax: +034 985185578

**Internet address(es):**

Main address: <http://www.turismoasturias.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=4kDiKZZIHtQQK2TEfXGy%2BA%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=s0jxFVwYI%2FPnSoTX3z%2F7wA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=s0jxFVwYI%2FPnSoTX3z%2F7wA%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=4kDiKZZIHtQQK2TEfXGy%2BA%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**

Servicio de promoción turística, cultural y polo de actividad económica del Principado de Asturias a través de su conectividad aérea directa con la región del Véneto (Italia)  
Reference number: CM 07/23

#### **II.1.2. Main CPV code**

79342200 Promotional services

#### **II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Servicio de promoción turística, cultural y polo de actividad económica del Principado de Asturias a través de su conectividad aérea directa con la región del Véneto (Italia)

#### **II.1.5. Estimated total value**

Value excluding VAT: 450 000,00 EUR

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

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

79341500 Aerial advertising services

#### **II.2.3. Place of performance**

NUTS code: ES120 Asturias

Main site or place of performance: Los trabajos se desarrollarán en las instalaciones del contratista. .

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

Servicio de promoción turística, cultural y polo de actividad económica del Principado de Asturias a través de su conectividad aérea directa con la región del Véneto (Italia)

#### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Propuesta campaña de marketing y acciones / Weighting: 13.63

Cost criterion - Name: Capacidad de penetración Online / Weighting: 18.18

Cost criterion - Name: Número de frecuencias semanales ofertadas por encima del mínimo exigido / Weighting: 22.73

Cost criterion - Name: Número de plazas semanales ofertadas por encima del mínimo exigido / Weighting: 22.73

Cost criterion - Name: Oferta economica / Weighting: 22.73

#### **II.2.6. Estimated value**

Value excluding VAT: 450 000,00 EUR

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

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

Llegado a su vencimiento el plazo de ejecución del contrato no podrá ser prorrogado

#### **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

Preferencia para empresas con trabajadores con discapacidad

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

List and brief description of selection criteria:

Cifra anual de negocio

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

List and brief description of selection criteria:

- Trabajos realizados

#### **III.2. Conditions related to the contract**

##### **III.2.2. Contract performance conditions**

Consideraciones de tipo social. Descripción: Según lo establecido en el Pliego de Condiciones Jurídicas

Consideraciones de tipo medioambiental. Descripción: Según lo establecido en el Pliego de Condiciones Jurídicas

### **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: 20/03/2023 Local time: 10:00

**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.2.6. Minimum time frame during which the tenderer must maintain the tender**  
Duration in months: 3 (from the date stated for receipt of tender)

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

Date: 20/03/2023 Local time: 11:00

Place:

Laboral Ciudad de la Cultura

Datos de Dirección:

Calle: Calle Luis Moya Blanco 261

CP: 33203

Población: Gijón

País: España

Information about authorised persons and opening procedure: Descripción:

## **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: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38, planta 8

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: [tribunal\\_recursos.contratos@hacienda.gob.es](mailto:tribunal_recursos.contratos@hacienda.gob.es)

Telephone: +034 913491319

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

Postal address: Luis Moya Blanco, 261

Town: Gijón

Postal code: 33203

Country: Spain

E-mail: [contratacion@turismoycultura.asturias.es](mailto:contratacion@turismoycultura.asturias.es)

Telephone: +034 985185858

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

16/02/2023