

Spain-Murcia: Promotional services

OJ S 50/2023 10/03/2023

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: INSTITUTO DE TURISMO DE LA REGIÓN DE MURCIA

National registration number: Q3000763G

Postal address: Avda. Juana Jugán, 2

Town: MURCIA

NUTS code: ES620 Murcia

Postal code: 30006

Country: Spain

Contact person: PILAR SABATER SANCHEZ

E-mail: pilar.sabater@carm.es

Telephone: +34 968357761

Fax: +34 968357705/968357767

Internet address(es):Main address: <http://drdm.es?fOtEL>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://drdm.es?e18QQ>

Additional information can be obtained from the abovementioned address

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

I.4. Type of the contracting authority

Other type: Entidad pública empresarial

I.5. Main activity

Other activity: Turismo

Section II: Object

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

Campañas de marketing para el posicionamiento del destino Región de Murcia en diferentes mercados turísticos emisores nacionales, de la Unión Europea y de la conectividad aérea con el AIRM.

Reference number: RC1557

II.1.2. Main CPV code

79342200 Promotional services

II.1.3.

Type of contract

Services

II.1.4. Short description

El objeto general de este contrato es el desarrollo de campañas de marketing para el posicionamiento del destino Región de Murcia en diferentes mercados turísticos emisores nacionales y de la Unión Europea y de la conectividad aérea con el Aeropuerto Internacional Región de Murcia.

II.1.5. Estimated total value

Value excluding VAT: 5 727 272,72 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 3

II.2. Description

II.2.1. Title

Campaña de marketing para el posicionamiento del destino Región de Murcia en aeropuertos HUBS Peninsulares

Lot No: 1

II.2.2. Additional CPV code(s)

79341500 Aerial advertising services, 79342200 Promotional services

II.2.3. Place of performance

NUTS code: ES62 Región de Murcia

II.2.4. Description of the procurement

Campaña de marketing para el posicionamiento del destino Región de Murcia en aeropuertos HUBS Peninsulares

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 4 504 132,26 EUR

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

Duration in months: 18

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá ser prorrogado año a año, hasta un máximo de dos años más, teniendo cada una de las prórrogas una duración de doce meses.

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

II.2. Description

II.2.1. Title

Campaña de marketing para el posicionamiento del destino Región de Murcia en Galicia
Lot No: 2

II.2.2. Additional CPV code(s)

79342200 Promotional services, 79341500 Aerial advertising services

II.2.3. Place of performance

NUTS code: ES62 Región de Murcia

II.2.4. Description of the procurement

Campaña de marketing para el posicionamiento del destino Región de Murcia en Galicia

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 438 016,52 EUR

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

Duration in months: 18

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá ser prorrogado año a año, hasta un máximo de dos años más, teniendo cada una de las prórrogas una duración de doce meses.

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

II.2. Description

II.2.1. Title

Campaña de marketing para el posicionamiento del destino Región de Murcia en Francia.
Lot No: 3

II.2.2. Additional CPV code(s)

79341500 Aerial advertising services, 79342200 Promotional services

II.2.3. Place of performance

NUTS code: ES62 Región de Murcia

II.2.4. Description of the procurement

Campaña de marketing para el posicionamiento del destino Región de Murcia en Francia.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 785 123,93 EUR

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

Duration in months: 18

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá ser prorrogado año a año, hasta un máximo de dos años más, teniendo cada una de las prórrogas una duración de doce meses.

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

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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

Date: 20/04/2023 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

English, Spanish

IV.2.7. Conditions for opening of tenders

Date: 24/04/2023 Local time: 10:00

Place:

Esta fecha es aproximada.

Section VI: Complementary information

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

Town: MADRID

Country: Spain

VI.5. Date of dispatch of this notice

06/03/2023