

167690-2026 - Competition

Spain – Advertising services – Servicio de creación de contenidos de carácter publicitario que respondan a las necesidades de la Agencia Catalana de Turismo con el único objetivo de promocionar el destino.

OJ S 49/2026 11/03/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Agencia Catalana de Turismo

Email: contractacio.act@gencat.cat

Legal type of the buyer: Regional authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Servicio de creación de contenidos de carácter publicitario que respondan a las necesidades de la Agencia Catalana de Turismo con el único objetivo de promocionar el destino.

Description: Servicio de creación de contenidos de carácter publicitario que respondan a las necesidades de la Agencia Catalana de Turismo con el único objetivo de promocionar el destino.

Procedure identifier: 9524561b-575e-4b78-a9ca-1324962b1b87

Internal identifier: ACT-2026-18

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Additional information: El lugar de ejecución estará definido en los pliegos de la contratación

2.1.3. Value

Estimated value excluding VAT: 247 941,60 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Servicio de creación de contenidos de carácter publicitario que respondan a las necesidades de la Agencia Catalana de Turismo con el único objetivo de promocionar el destino

Description: Servicio de creación de contenidos de carácter publicitario que respondan a las necesidades de la Agencia Catalana de Turismo con el único objetivo de promocionar el destino

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341100 Advertising consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

5.1.3. Estimated duration

Start date: 19/06/2026

Duration end date: 31/12/2027

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Catalan

Address of the procurement documents: <https://contractaciopublica.cat/perfil/act>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/perfil/act>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 10/04/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 2 Months

Terms of contract:

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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

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: Tribunal Català de Contractes del Sector Públic

Information about review deadlines: 15 días hábiles

8. Organisations

8.1. ORG-0002

Official name: Tribunal Català de Contractes del Sector Públic

Registration number: S0811001G

Postal address: Carrer del Foc, 57

Town: Barcelona

Postcode: 08038

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: tccsp@gencat.cat

Telephone: +34934024600

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Agencia Catalana de Turismo

Registration number: S0800470G

Postal address: Calle Aragó, 244, Planta 4

Town: Barcelona

Postcode: 08007

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: contractacio.act@gencat.cat

Telephone: 934849900

Buyer profile: <https://contractaciopublica.cat/perfil/act>

Roles of this organisation:

Buyer

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: d0525f2a-cb65-4084-8002-105c9dc4ca3f - 01

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