

203936-2026 - Planning

Spain – Advertising and marketing services – Contrato para la Creación e Implementación del Hub Inteligente Territorial de Sostenibilidad Turística de la Diputación de Valencia y d Digitalización de la Información Turística para el Centro de Turismo y Deportes de la Diputación de Valencia, del ACD de Valencia. Plan de Recuperación, Transformación y Resiliencia financiado por la Unión Europea Next Generation

OJ S 59/2026 25/03/2026

Prior information notice or a periodic indicative notice used to shorten time limits for receipt of tenders - Change notice

Services - Supplies

1. Buyer

1.1. Buyer

Official name: Presidencia de la Diputación Provincial de Valencia

Email: contrata@dival.es

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Contrato para la Creación e Implementación del Hub Inteligente Territorial de Sostenibilidad Turística de la Diputación de Valencia y d Digitalización de la Información Turística para el Centro de Turismo y Deportes de la Diputación de Valencia, del ACD de Valencia. Plan de Recuperación, Transformación y Resiliencia financiado por la Unión Europea Next Generation

Description: Contrato para la Creación e Implementación del Hub Inteligente Territorial de Sostenibilidad Turística de la Diputación de Valencia y d Digitalización de la Información Turística para el Centro de Turismo y Deportes de la Diputación de Valencia, del ACD de Valencia. Plan de Recuperación, Transformación y Resiliencia financiado por la Unión Europea Next Generation

Internal identifier: 1189/25/STU

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 30200000 Computer equipment and supplies, 30231310 Flat panel displays, 30236000 Miscellaneous computer equipment, 32321200 Audio-visual equipment, 38652100 Projectors, 39150000 Miscellaneous furniture and equipment, 72000000

IT services: consulting, software development, Internet and support, 72212224 Web page editing software development services, 72212900 Miscellaneous software development services and computer systems, 72220000 Systems and technical consultancy services, 72222300 Information technology services, 72263000 Software implementation services, 72300000 Data services, 72313000 Data capture services, 72319000 Data supply services, 72413000 World wide web (www) site design services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79822500 Graphic design services, 92111260 Information video-tape production

2.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 557 491,80 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: Lote 1 –Implementación técnica y suministro del hub inteligente territorial de sostenibilidad turística

Description: Lote 1 –Implementación técnica y suministro del hub inteligente territorial de sostenibilidad turística

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Supplies

Main classification (cpv): 30236000 Miscellaneous computer equipment

Additional classification (cpv): 30200000 Computer equipment and supplies, 30231310 Flat panel displays, 32321200 Audio-visual equipment, 38652100 Projectors, 39150000 Miscellaneous furniture and equipment

5.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

5.1.3. Estimated duration

Duration: 42 Days

5.1.5. Value

Estimated value excluding VAT: 129 268,29 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially 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 deliveries

Description of selection criterion: Trabajos realizados

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

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

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: 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: Presidencia de la Diputación Provincial de Valencia - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: El legalmente previsto

Organisation providing additional information about the procurement procedure: Presidencia de la Diputación Provincial de Valencia - Servicio de Turismo

Organisation providing more information on the review procedures: Presidencia de la Diputación Provincial de Valencia - Servicio de Contratación y Suministros

5.1. Lot: LOT-0002

Title: Lote 2. Diseño de identidad, marca y comunicación del HUB Inteligente Territorial de Sostenibilidad Turística

Description: LOTE 2. Diseño de identidad, marca y comunicación del HUB Inteligente Territorial de Sostenibilidad Turística

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79342000 Marketing services, 79413000 Marketing management consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

5.1.3. Estimated duration

Duration: 42 Days

5.1.5. Value

Estimated value excluding VAT: 33 057,85 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially 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

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

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

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: 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: Presidencia de la Diputación Provincial de Valencia - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: El legalmente previsto

Organisation providing additional information about the procurement procedure: Presidencia de la Diputación Provincial de Valencia - Servicio de Turismo

Organisation providing more information on the review procedures: Presidencia de la Diputación Provincial de Valencia - Servicio de Contratación y Suministros

5.1. Lot: LOT-0003

Title: Lote 3. Diseño y puesta en marcha de un sistema de adquisición de datos turísticos.

Description: Lote 3. Diseño y puesta en marcha de un sistema de adquisición de datos turísticos.

Internal identifier: 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

Additional classification (cpv): 72300000 Data services, 72313000 Data capture services, 72319000 Data supply services

5.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

5.1.3. Estimated duration

Duration: 42 Days

5.1.5. Value

Estimated value excluding VAT: 90 909,09 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially 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

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

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

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: 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: Presidencia de la Diputación Provincial de Valencia - Tribunal

Administrativo Central de Recursos Contractuales

Information about review deadlines: El legalmente previsto

Organisation providing additional information about the procurement procedure: Presidencia de la Diputación Provincial de Valencia - Servicio de Turismo

Organisation providing more information on the review procedures: Presidencia de la Diputación Provincial de Valencia - Servicio de Contratación y Suministros

5.1. Lot: LOT-0004

Title: Lote 4. Diseño, desarrollo, implantación y mantenimiento de la página web del Centro de Turismo de la Diputación de Valencia y del sistema de contenidos y backoffice de realidad aumentada

Description: Lote 4. Diseño, desarrollo, implantación y mantenimiento de la página web del Centro de Turismo de la Diputación de Valencia y del sistema de contenidos y backoffice de realidad aumentada
Internal identifier: 4

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

Additional classification (cpv): 72212224 Web page editing software development services, 72212900 Miscellaneous software development services and computer systems, 72220000 Systems and technical consultancy services, 72263000 Software implementation services, 72413000 World wide web (www) site design services, 79822500 Graphic design services, 92111260 Information video-tape production

5.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

5.1.3. Estimated duration

Duration: 42 Days

5.1.5. Value

Estimated value excluding VAT: 304 256,57 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially 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

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

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

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: 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: Presidencia de la Diputación Provincial de Valencia - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: El legalmente previsto

Organisation providing additional information about the procurement procedure: Presidencia de la Diputación Provincial de Valencia - Servicio de Turismo

Organisation providing more information on the review procedures: Presidencia de la Diputación Provincial de Valencia - Servicio de Contratación y Suministros

8. Organisations

8.1. ORG-0001

Official name: Presidencia de la Diputación Provincial de Valencia

Registration number: 30813010125061

Registration number: P4600000F

Town: Valencia

Postcode: 46003

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

Contact point: Presidencia de la Diputación Provincial de Valencia

Email: contrata@dival.es

Telephone: 963882526

Internet address: <http://www.dival.es/contratacion>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=zAsDYcT6makQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Servicio de Contratación y Suministros

Town: Valencia

Postcode: 46003

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Postcode: 28020

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Internet address: <https://sedeminhap.gob.es/es-ES/Sedes/TACRC/Procedimientos/Paginas/default.aspx?IdProcedimiento=1658&p=1>

Other contact points:

Official name: Servicio de Turismo

Town: Valencia

Postcode: 46003

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Review organisation

Organisation providing more information on the review procedures

10. Change

Version of the previous notice to be changed

:

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Main reason for change

:

Information updated

10.1. Change

Section identifier: PROCEDURE

10.1. Change

Section identifier: LOT-0001

10.1. Change

Section identifier: LOT-0002

10.1. Change

Section identifier: LOT-0003

10.1. Change

Section identifier: LOT-0004

Notice information

Notice identifier/version: 3b83451e-a63e-4448-991e-afe9a5957f6c - 01

Form type: Planning

Notice type: Prior information notice or a periodic indicative notice used to shorten time limits for receipt of tenders

Notice subtype: 7

Notice dispatch date: 23/03/2026 17:07:17 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: Spanish

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