

**United Kingdom-London: Travel agency, tour operator and tourist assistance services**  
**OJ S 119/2016 22/06/2016**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: VisitBritain

Postal address: Sanctuary Buildings, 20 Great Smith Street

Town: London

NUTS code: UK United Kingdom

Postal code: SW1P 3BT

Country: United Kingdom

E-mail: [procurement@visitbritain.org](mailto:procurement@visitbritain.org)

Telephone: +44 2075781112

**Internet address(es):**

Main address: [www.visitbritain.com](http://www.visitbritain.com)

**I.4. Type of the contracting authority**

Other type: ALB of DCMS

**I.5. Main activity**

Other activity: travel

---

**Section II: Object**

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

**II.1.1. Title**

VB 711 — Online Travel Agent (OTA).

Reference number: 711

**II.1.2. Main CPV code**

63500000 Travel agency, tour operator and tourist assistance services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

VisitBritain is seeking an Online Travel Agent (OTA) to partner with, for brand and tactical activity across France, Germany and the U.S.A, with the potential to leverage assets and extend the activity into additional markets (e.g. other European markets, Australia and India).

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 9 700 000,00 GBP

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

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

NUTS code: UK United Kingdom

Main site or place of performance: United Kingdom.

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

Visit Britain is seeking an Online Travel Agent (OTA) to partner with, for brand and tactical activity across France, Germany and the U.S.A, with the potential to leverage assets and extend the activity into additional markets (e.g. other European markets, Australia and India).

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

Price

#### **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 IV: Procedure**

---

### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Restricted 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.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

## **Section V: Award of contract**

---

**Contract No:** VB 711

A contract/lot is awarded: yes

### **V.2. Award of contract**

#### **V.2.1. Date of conclusion of the contract**

15/06/2016

**V.2.2. Information about tenders**

Number of tenders received: 1

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Travelscape LLC d/b/a Expedia Media Solutions

Postal address: 10190 Covington Cross Drive, Suite 300, Nevada

Town: Las Vegas

NUTS code: UK United Kingdom

Postal code: 89144-7044

Country: United States

E-mail: [kbritland@expedia.com](mailto:kbritland@expedia.com)

Telephone: +44 2070192536

The contractor is an SME: no

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 9 700 000,00 GBP

Total value of the contract/lot: 9 700 000,00 GBP

**V.2.5. Information about subcontracting****Section VI: Complementary information**

---

**VI.3. Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=206995531>

GO Reference: GO-2016617-PRO-8375148.

**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Visit Britain

Postal address: 1 Palace Street, Victoria

Town: London

Postal code: SW1E 5HX

Country: United Kingdom

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

17/06/2016