

**Belgium-Brussels: Marketing services**

**OJ S 84/2023 28/04/2023**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: European Travel Commission / Commission Européenne du Tourisme

National registration number: BE0408138386

Postal address: Rue du Marché aux Herbes 61

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

E-mail: [info@visiteurope.com](mailto:info@visiteurope.com)

Telephone: +32 25490000

**Internet address(es):**

Main address: [www.etc-corporate.org](http://www.etc-corporate.org)

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://etc-corporate.org/requests-for-proposals/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://etc-corporate.org/requests-for-proposals/submission-form/>

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

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

Body governed by public law

**I.5. Main activity**

Other activity: Tourism

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**Section II: Object**

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

**II.1.1. Title**

Creative Cities of Central Europe OTA Campaign

Reference number: JPP4 - 4 - Creative Cities Central Europe

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

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

This procedure aims to conclude an agreement with an experienced contractor for the development and execution of an Online Travel Agent (OTA) campaign targeted towards the US market. The project subject of this procurement is implemented by ETC in partnership with four National Tourism Organisations.

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

Value excluding VAT: 315 000,00 EUR

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

This contract is divided into lots: no

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

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

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

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

The contractor is expected to deliver the following interconnected assignments:

##### **1) CREATION OF A LANDING PAGE/ MICROSITE**

The contractor is required to create a dedicated landing page / microsite featuring information about and products of the Central Europe region on an OTA platform.

The landing page/ microsite will feature at least the following:

- Information about the region with a special focus on the Creative Cities topic of the campaign in the form of text, pictures and videos;
- Branding of the region and Czechia, Poland, Hungary and Slovakia (V4 countries) as well as other publicity graphics (see below);
- Products (including but not limited to travel packages, airplane tickets, hotels etc.). Products involving at least two of the four countries of the V4 region will be preferred and will be given better score during the procurement process – the more countries involved in one product the better. Products involving at least two of the four countries must be given priority placement within the microsite;
- A maximum possible balance of visibility of and products from all V4 countries must be kept.

##### **2) PROMOTION OF THE LANDING PAGE/ MICROSITE**

The contractor is required to run online promotional campaigns partly image focused and partly conversion focused using the contractor's owned as well as external channels.

For the promotion of the microsite, the contractor can use both owned channels and external channels (paid media).

On the level of awareness, the output of the project is heightened awareness of potential US travellers about the character of the Central Europe destination as a whole with a special focus on Central Europe being not only historical heritage destination, but also modern and vibrant destination for city life enthusiasts, and about the specific destinations and products in each country of the V4.

On the technical level, the dedicated microsite of the Central Europe will be created on an OTA website that will serve as a source of information for potential travellers from the US. The website must be kept alive at least 6 months after the completion of the project.

#### **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: 315 000,00 EUR

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

Duration in months: 3

This contract is subject to renewal: no

**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:  
yes

Identification of the project: contract SI2.887430 grant number 326/G/GRO/SME/22/12753

**II.2.14. Additional information****Section III: Legal, economic, financial and technical information**

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**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**

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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: 30/05/2023 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

**IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

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

Date: 31/05/2023 Local time: 09:00

### **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: European Travel Commission/Commission Européenne du Tourisme

Town: Brussels

Country: Belgium

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

24/04/2023