

Spain-Murcia: Aeral advertising services

OJ S 86/2023 03/05/2023

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: 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](mailto: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?fOtEL>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <http://drdm.es?fOtEL>

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

Other type: Entidad pública empresarial

**I.5. Main activity**

Other activity: Turismo

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**Section II: Object**

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

**II.1.1. Title**

DESARROLLO DE CAMPAÑAS DE CO-MARKETING PARA EL POSICIONAMIENTO DEL DESTINO REGIÓN DE MURCIA EN DIFERENTES MERCADOS TURÍSTICOS EMISORES NACIONALES.

Reference number: RC1566

**II.1.2. Main CPV code**

79341500 Aeral advertising 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 co-marketing para el posicionamiento del destino Región de Murcia en diferentes mercados turísticos emisores nacionales, incluida la conectividad aérea con el Aeropuerto Internacional Región de Murcia, cuyo coste será asumido el 50 % por el ITREM y el otro 50% por la empresa adjudicataria.

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

Value excluding VAT: 1 685 950,41 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 co-marketing para el posicionamiento del destino Región de Murcia en Oviedo

Lot No: 1

### **II.2.2. Additional CPV code(s)**

79341500 Aerial advertising services

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

NUTS code: ES España

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

Campaña de co-marketing para el posicionamiento del destino Región de Murcia en Oviedo.

### **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**

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá contar con dos prórrogas como máximo con una duración de 12 meses cada una.

### **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 co-marketing para el posicionamiento del destino Región de Murcia en Bilbao.  
Lot No: 2

#### **II.2.2. Additional CPV code(s)**

79342000 Marketing services

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

NUTS code: ES España

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

Campaña de co-marketing para el posicionamiento del destino Región de Murcia en Bilbao

#### **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**

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá contar con dos prórrogas como máximo con una duración de 12 meses cada una.

#### **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 co-marketing para el posicionamiento del destino Región de Murcia en Santander  
Lot No: 3

#### **II.2.2. Additional CPV code(s)**

79341500 Aerial advertising services

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

NUTS code: ES España

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

Campaña de co-marketing para el posicionamiento del destino Región de Murcia en Santander

### **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**

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá contar con dos prórrogas como máximo con una duración de 12 meses cada una.

### **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 co-marketing para el posicionamiento del destino Región de Murcia en Menorca.  
Lot No: 4

#### **II.2.2. Additional CPV code(s)**

79341500 Aerial advertising services

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

NUTS code: ES España

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

Campaña de co-marketing para el posicionamiento del destino Región de Murcia en Menorca.

#### **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**

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá contar con dos prórrogas como máximo con una duración de 12 meses cada una.

#### **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 co-marketing para el posicionamiento del destino Región de Murcia en Las Palmas de Gran Canaria  
Lot No: 5

##### **II.2.2. Additional CPV code(s)**

79341500 Aerial advertising services

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

NUTS code: ES España

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

Campaña de co-marketing para el posicionamiento del destino Región de Murcia en Las Palmas de Gran Canaria

##### **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**

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá contar con dos prórrogas como máximo con una duración de 12 meses cada una.

### **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 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, Spanish

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

Date: 31/05/2023 Local time: 10:00

Place:

Esta fecha es orientativa.

**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: TRIBUNAL ADMINISTRATIVO CENTRAL DE RECURSOS CONTRACTUALES

Town: MADRID

Country: Spain

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

28/04/2023