

**Belgium-Brussels: Marketing services**

OJ S 102/2021 28/05/2021

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**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

Contact person: Yasemin Volders

E-mail: [yasemin.volders@visiteurope.com](mailto:yasemin.volders@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/proposal/nordic-tourism-in-china-campaign-2021/>

Additional information can be obtained from the abovementioned address

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

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Nordic Tourism in China Campaign 2021

Reference number: ETC2021-5

**II.1.2. Main CPV code**

79342000 Marketing services - FG23

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The European Travel Commission intends to commission the development and execution of a digital promotional campaign (also referred to as the project) to a marketing agency (hereinafter referred to as the contractor). The promotional campaign is targeted and must be well-suited for the niche community of travellers with a specific interest in adventure, nature and outdoor experiences. The project is aimed at engaging medium- to high-end consumers from first and second tier cities in China with a comparatively high awareness of sustainability and promoting the Nordic countries as a role model in terms of sustainable travel habits and lifestyle.

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

Value excluding VAT: 235 000,00 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 project must specifically appeal to affluent (semi-)Free Independent Travellers (FITs) from urban 'melting pots' travelling for leisure who are at the dreaming, consideration and/or sharing stage of their travel cycle. There is a particular interest in engaging repeat visitors to Europe as opposed to first-time visitors from long-haul markets.

The scope of this project is the promotion of nature and outdoors experiences with a special focus on sustainability in Europe as a whole and in Denmark, Finland and Sweden in particular. These inspiring experiences and stories must appeal to and engage FITs and other members of the interest-based community (B2C) from the Chinese market. The project is aimed at engaging medium- to high-end consumers from first and second tier cities in China with a comparatively high awareness of sustainability and promoting the Nordic countries as a role model in terms of sustainable travel habits and lifestyle.

This project comprises the three interconnected and indivisible assignments which are described in the following paragraphs:

##### **1) Creative and Content Production**

Creative design, development and production of inspiring and engaging editorial and/or video content. The campaign should focus on inspirational messages, rather than a call to action.

The content must cover a range of experiences that highlight Europe in general and the destinations in focus, in particular around the editorial theme of nature and outdoors. The content must be developed and edited in the local language (Mandarin Chinese), presenting a bespoke and tailored approach for the target interest-based community (B2C) in China.

Additionally, the content must have a focus on sustainability.

##### **2) Content Distribution**

Digital distribution and advertisement of the content to B2C target audiences at scale in China, increasing the total media exposure for the three Nordic countries. The contractor may launch a campaign landing page to allow users (e.g. travellers, influencers, travel experts, governments and other partners) to join the conversation and share user-generated content.

##### **3) Offline Press Event**

Organisation of an offline press conference to report on the main campaign results, involving relevant media outlets and Key Opinion Leaders (KOLs) in China.

#### **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: 235 000,00 EUR

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

Start: 05/07/2021 End: 30/09/2021

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: The activities subject of this tender are co-financed by the European Commission (contract SI2.809653) in the framework of the grant number 294/G /GRO/SME/18/C/066 Promoting trans-European tourism products in third countries.

#### **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 Accelerated procedure Justification:

The state of urgency is created by the extraordinary circumstances instigated by the COVID-19 pandemic, which has brought the European travel and tourism industry to a standstill and in critical need of assistance to stimulate demand and restore consumer confidence in travel to mitigate the socio-economic impact of the pandemic and maintain Europe as the world's leading tourist destination in terms of value, quality, sustainability and innovation.

In addition, the services subject of this tender are related to the promotion of Europe as a tourism destination in China. The success of a marketing campaign depends on its timing. In order to influence potential traveller's decision on their next holiday destination, the campaign should be active before travelling takes place (mostly around a big national holiday in the beginning of October). Therefore, the campaign should start as soon as possible.

**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: 13/06/2021 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: 3 (from the date stated for receipt of tender)

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

Date: 14/06/2021 Local time: 09:30

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

**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**

24/05/2021