

Spain-Malaga: Advertising services
OJ S 110/2021 09/06/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S. A.

National registration number: A-93/090744

Postal address: C/ Compañía, 40

Town: Málaga

NUTS code: ES617 Málaga

Postal code: 29008

Country: Spain

Contact person: C/ Compañía, 40

E-mail: contratacion@andalucia.org

Telephone: +34 951299300

Internet address(es):

Main address: <https://juntadeandalucia.es/temas/contratacion-publica/perfiles-licitaciones/licitaciones-publicadas.html?perfilContratante=TYC05&organismo=>

I.4. Type of the contracting authority

Other type: Empresa pública

I.5. Main activity

Other activity: Promocionar el turismo y el deporte

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Acciones de mercadotecnia que repercutan en los diferentes productos turísticos de Andalucía y su conectividad aérea con mercados internacionales durante 2021

Reference number: C101-06AMM-0121-0015

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Acciones de mercadotecnia que repercutan en los diferentes productos turísticos de Andalucía y su conectividad aérea con mercados internacionales durante 2021.

II.1.6.

Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 826 446,28 EUR

II.2. Description

II.2.1. Title

Acciones de marketing para la conectividad aérea del mercado doméstico (España)

Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Acciones de marketing para la conectividad aérea del mercado doméstico (España).

II.2.5. Award criteria

Quality criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100

Cost criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100

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

Acciones de marketing para la conectividad aérea de mercados europeos 1 (Reino Unido)

Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: UKI London

II.2.4. Description of the procurement

Acciones de marketing para la conectividad aérea de mercados europeos 1 (Reino Unido).

II.2.5. Award criteria

Quality criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100

Cost criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100

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

Acciones de marketing para la conectividad aérea de mercados europeos (Alemania)
Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: DE Deutschland

II.2.4. Description of the procurement

Acciones de marketing para la conectividad aérea de mercados europeos (Alemania).

II.2.5. Award criteria

Quality criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100
Cost criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100

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

Acciones de marketing para la conectividad aérea de mercados europeos (Francia, Italia, Irlanda y Benelux)
Lot No: 4

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Acciones de marketing para la conectividad aérea de mercados europeos (Francia, Italia, Irlanda y Benelux).

II.2.5. Award criteria

Quality criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100
Cost criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100

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

Acciones de marketing para la conectividad aérea de mercados europeos, países nórdicos
(Dinamarca, Suecia, Noruega, Finlandia)

Lot No: 5

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: DK Denmark

II.2.4. Description of the procurement

Acciones de marketing para la conectividad aérea de mercados europeos, países nórdicos
(Dinamarca, Suecia, Noruega, Finlandia),

II.2.5. Award criteria

Quality criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100

Cost criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100

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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 030-073760](#)

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: 1

Lot No: 1

Title:

Acciones de marketing para la conectividad aérea del mercado doméstico (España)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/05/2021

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: Vueling Airlines, S. A.

Town: Barcelona

NUTS code: ES511 Barcelona

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 123 966,95 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Acciones de marketing para la conectividad aérea de mercados europeos 1 (Reino Unido)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

31/05/2021

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: Jet2.Com, Ltd.

Town: Leeds

NUTS code: UKE42 Leeds

Country: United Kingdom

The contractor is an SME: no

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

Total value of the contract/lot: 206 611,57 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 3

Lot No: 3

Title:

Acciones de marketing para la conectividad aérea de Mercados Europeos (Alemania)

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

31/05/2021

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: Ryanair DAC

Town: Swords

NUTS code: IE061 Dublin

Country: Ireland

The contractor is an SME: no

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

Total value of the contract/lot: 206 611,57 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 4

Lot No: 4

Title:

Acciones de marketing para la conectividad aérea de mercados europeos (Francia, Italia, Irlanda y Benelux)

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

31/05/2021

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: Ryanair DAC

Town: Swords

NUTS code: IE061 Dublin

Country: Ireland

The contractor is an SME: no

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

Total value of the contract/lot: 209 256,19 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 5

Lot No: 5

Title:

Acciones de marketing para la conectividad aérea de mercados europeos, países nórdicos (Dinamarca, Suecia, Noruega, Finlandia)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/05/2021

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: Ryanair DAC

Town: Swords

NUTS code: IE061 Dublin

Country: Ireland

The contractor is an SME: no

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

Total value of the contract/lot: 80 000,00 EUR

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

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Tribunal Administrativo de Recursos Contractuales

Town: Sevilla

Country: Spain

VI.5. Date of dispatch of this notice

04/06/2021