

292129-2026 - Competition

Spain – Advertising management services – Contratación del servicio especializado de planificación, gestión, ejecución, seguimiento y optimización de campañas de Search Engine Marketing (SEM) para el ecosistema web institucional de TURISMO DE TENERIFE

OJ S 83/2026 29/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Consejo de Administración de Spet, Turismo de Tenerife, S.A.

Email: licitaciones@webtenerife.com

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Contratación del servicio especializado de planificación, gestión, ejecución, seguimiento y optimización de campañas de Search Engine Marketing (SEM) para el ecosistema web institucional de TURISMO DE TENERIFE

Description: Contratación del servicio especializado de planificación, gestión, ejecución, seguimiento y optimización de campañas de Search Engine Marketing (SEM) para el ecosistema web institucional de TURISMO DE TENERIFE

Procedure identifier: 4cb5f677-79d7-41f5-9cdf-e306a3074163

Internal identifier: 02/2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79341400 Advertising campaign services, 79342200

Promotional services

2.1.2. Place of performance

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 600 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

5. Lot

5.1. Lot: LOT-0000

Title: Contratación del servicio especializado de planificación, gestión, ejecución, seguimiento y optimización de campañas de Search Engine Marketing (SEM) para el ecosistema web institucional de TURISMO DE TENERIFE

Description: Contratación del servicio especializado de planificación, gestión, ejecución, seguimiento y optimización de campañas de Search Engine Marketing (SEM) para el ecosistema web institucional de TURISMO DE TENERIFE

Internal identifier: 02/2026

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79341400 Advertising campaign services, 79342200 Promotional services

5.1.2. Place of performance

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

5.1.3. Estimated duration

Duration: 1 Year

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: Otros

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Equipo adicional.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 10

Criterion:

Type: Price

Description: Oferta económica.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 38

Criterion:

Type: Quality

Description: Reducción del plazo de entrega del Plan Operativo de campañas SEM (Fase 2) .

Category of award weight criterion: Weight (points, exact)

Award criterion number: 8

Criterion:

Type: Quality

Description: Propuesta técnica.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 44

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=62spOUIfeuWqb7rCcv76BA%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=62spOUIfeuWqb7rCcv76BA%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 02/06/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Years

Information about public opening:

Opening date: 22/06/2026 09:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Spet, Turismo de Tenerife

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Consejo de Administración de Spet, Turismo de Tenerife, S.A. - Spet, Turismo de Tenerife

Information about review deadlines: 15 días hábiles

Organisation providing more information on the review procedures: Consejo de Administración de Spet, Turismo de Tenerife, S.A. - Spet, Turismo de Tenerife

8. Organisations

8.1. ORG-0001

Official name: Consejo de Administración de Spet, Turismo de Tenerife, S.A.

Registration number: 41107800154540

Registration number: A38299061
Town: Santa Cruz de Tenerife
Postcode: 38005
Country subdivision (NUTS): Tenerife (ES709)
Country: Spain
Contact point: Consejo de Administración de Spet, Turismo de Tenerife, S.A.
Email: licitaciones@webtenerife.com
Telephone: +34 922237870
Internet address: <http://www.webtenerife.com>
Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=H0rEdTHGU8FvYnTkQN0%2FZA%3D%3D>

Other contact points:

Official name: Spet, Turismo de Tenerife
Town: Santa Cruz de Tenerife
Postcode: 38005
Country subdivision (NUTS): Madrid (ES300)
Country: Spain

Other contact points:

Official name: Spet, Turismo de Tenerife
Town: Santa Cruz de Tenerife
Postcode: 38005
Country subdivision (NUTS): Tenerife (ES709)
Country: Spain

Roles of this organisation:

Buyer
Review organisation
Organisation providing more information on the review procedures

Notice information

Notice identifier/version: a32d54cd-b0e2-4c9f-a8e2-c13ac59dcf03 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 28/04/2026 11:12:08 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: Spanish
Notice publication number: 292129-2026
OJ S issue number: 83/2026
Publication date: 29/04/2026