

**United Kingdom-London: Direct marketing services**  
**OJ S 181/2015 18/09/2015**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: VisitBritain

Postal address: Sanctuary Buildings, 20 Great Smith Street

Town: London

Postal code: SW1P 3BT

Country: United Kingdom

E-mail: [procurement@visitbritain.org](mailto:procurement@visitbritain.org)

Telephone: +44 2075781112

**Internet address(es):**

General address of the contracting authority: [www.visitbritain.com](http://www.visitbritain.com)

**I.2. Type of the contracting authority**

Body governed by public law

**I.3. Main activity**

Recreation, culture and religion

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

VB654-132 Marketing Partnerships.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 10: Market research and public opinion polling services

NUTS code UK United Kingdom

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

Direct marketing services. Marketing management consultancy services. Forming a Marketing Partnership with VisitBritain; the "Online Travel Marketing Partnership.

**II.1.5. CPV code(s)**

79342100 Direct marketing services, 79413000 Marketing management consultancy services

**II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

## **II.2. Total value of the contract/lot**

### **II.2.1. Total value of the contract/lot**

Value: 2 000 000 GBP

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Restricted

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Reach. Weighting 30
2. Content. Weighting 20
3. Funding. Weighting 40
4. Additional Support (est value of Marketing in Kind MIK). Weighting 5
5. Market Presence beyond those required (Aus/NZ/USA/Nordics). Weighting 5

#### **IV.2.2. Information about electronic auction**

An electronic auction has been used: no

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting authority**

VB654-132

#### **IV.3.2. Previous publication concerning this procedure**

no

## **Section V: Award of contract**

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Contract No: VB654-132

### **V.1. Date of conclusion of the contract**

14.9.2015

### **V.2. Information about tenders**

Number of tenders received: 1

Number of tenders received by electronic means: 1

### **V.3. Name and address of the contractor**

Official name: Expedia Inc

Postal address: HQ 333 108th Avenue NE, 407 St John Street, Bellevue

Town: Washington

Postal code: 98004

Country: United States

E-mail: [rkocher@expedia.com](mailto:rkocher@expedia.com)

### **V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:

Value: 2 000 000 GBP

excluding VAT  
Total value of the procurement:  
Value: 2 000 000 GBP  
excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

**Section VI: Complementary information**

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**VI.1. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

**VI.2. Additional information**

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=161239837>

GO Reference: GO-2015915-PRO-7068918.

**VI.3. Procedures for review**

**VI.3.1. Review body**

Official name: Visit Britain  
Postal address: 1 Palace Street, Victoria  
Town: London  
Postal code: SW1E 5HX  
Country: United Kingdom

**VI.3.2. Review procedure**

**VI.3.3. Service from which information about the review procedure may be obtained**

**VI.4. Date of dispatch of this notice**

15.9.2015