

331416-2026 - Result

Spain – Advertising and marketing services – Servicios para la realización de acciones promocionales y de marketing dirigidas al mercado París, en soportes y medios de las compañías aéreas que operen o puedan operar en Cantabria con el mercado París objetivo de la campaña.

OJ S 93/2026 15/05/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Sociedad Regional Cántabra de Promoción Turística S.A. CANTUR S.A.

Email: contratacion@cantur.com

Legal type of the buyer: Public undertaking, controlled by a regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicios para la realización de acciones promocionales y de marketing dirigidas al mercado París, en soportes y medios de las compañías aéreas que operen o puedan operar en Cantabria con el mercado París objetivo de la campaña.

Description: Servicios para la realización de acciones promocionales y de marketing dirigidas al mercado París, en soportes y medios de las compañías aéreas que operen o puedan operar en Cantabria con el mercado París objetivo de la campaña

Procedure identifier: 7c45e380-1e6f-41bf-b866-f041e600c810

Previous notice: 52673a07-f258-441a-ab36-9b1e215fba0b-01

Internal identifier: EXP.26.0028.PRO.SE

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Cantabria (ES130)

Country: Spain

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0000

Title: Servicios para la realización de acciones promocionales y de marketing dirigidas al mercado París, en soportes y medios de las compañías aéreas que operen o puedan operar en Cantabria con el mercado París objetivo de la campaña.

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Internal identifier: EXP.26.0028.PRO.SE

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Cantabria (ES130)

Country: Spain

5.1.6. General information

Procurement Project not financed with EU Funds.

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

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Conectividad.

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

Award criterion number: 16

Criterion:

Type: Quality

Description: Impactos offline.

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

Award criterion number: 6

Criterion:

Type: Quality

Description: Impactos online.

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

Award criterion number: 10

Criterion:

Type: Price

Description: Precio.

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

Award criterion number: 15

Criterion:

Type: Quality

Description: Propuesta técnica.

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

Award criterion number: 48

Criterion:

Type: Quality

Description: Vinilado.

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

Award criterion number: 5

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: Sociedad Regional Cántabra de Promoción Turística S.A. CANTUR S.A. - CANTUR, S.A.

Information about review deadlines: hasta 2026-02-16+01:00

Organisation providing more information on the review procedures: Sociedad Regional Cántabra de Promoción Turística S.A. CANTUR S.A. - CANTUR, S.A.

6. Results

Value of all contracts awarded in this notice: 600 000,00 EUR

6.1. Result lot identifier: LOT-0000

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: VUELING AIRLINES S.A.

Tender:

Tender identifier: REF TEN-0001/LOT-0000

Identifier of lot or group of lots: LOT-0000

Value of the tender: 600 000,00 EUR

The tender was ranked: no

Subcontracting: No

Contract information:

Identifier of the contract: 1

Date on which the winner was chosen: 25/03/2026

Date of the conclusion of the contract: 27/04/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders

Number of tenders or requests to participate received: 2

8. Organisations

8.1. ORG-0001

Official name: Sociedad Regional Cántabra de Promoción Turística S.A. CANTUR S.A.

Registration number: 51050770148837

Registration number: A39008073

Town: Santander

Postcode: 39011

Country subdivision (NUTS): Cantabria (ES130)

Country: Spain

Contact point: Sociedad Regional Cántabra de Promoción Turística S.A. CANTUR S.A.

Email: contratacion@cantur.com

Telephone: +34 942318950

Fax: +34 942212080

Internet address: <http://www.cantur.com>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=uyWiYn2Mhj8QK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: CANTUR, S.A.

Town: Santander

Postcode: 39011

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: contratacion@cantur.com

Telephone: +34 942318950

Other contact points:

Official name: CANTUR, S.A.

Town: Santander

Postcode: 39011

Country subdivision (NUTS): Cantabria (ES130)

Country: Spain

Email: contratacion@cantur.com

Telephone: +34 942318950

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: VUELING AIRLINES S.A.

Size of the economic operator: Large

Registration number: A63422141

Town: VILADECANS

Postcode: 08840

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: mayra.berciano@vueling.com

Telephone: +034 669512203

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: Spain

Winner of these lots: LOT-0000

Notice information

Notice identifier/version: bfa89cd9-24a0-4475-a8bc-8737e641de56 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 13/05/2026 09:18:59 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

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OJ S issue number: 93/2026

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