

United Kingdom-London: Administrative services related to tourism affairs
OJ S 183/2015 22/09/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

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

Telephone: +44 2075781112

Internet address(es):

General address of the contracting authority: 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

II.1. Description

II.1.1. Title

Ref. 659 — European Airline / Holiday Project Partnership.

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)

Administrative services related to tourism affairs. VisitBritain and Easyjet Airline Company Ltd agree in to a co-operative partnership to help build awareness of Britain's attractions as a tourism destination amongst those who have not yet visited Britain.

II.1.5. CPV code(s)

75125000 Administrative services related to tourism affairs

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: 1 000 000 GBP
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Reach. Weighting 35
2. Content. Weighting 10
3. Funding. Weighting 50
4. Market presence beyond those required (Switzerland, France, Germany, Italy, Spain and the Netherlands). 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

Ref. 659

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

Contract No: Ref. 659

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: EasyJet Airline Company Ltd
Postal address: Hangar 89, London Luton Airport
Town: Luton
Postal code: LU2 9PF
Country: United Kingdom
E-mail: ian.cairns@easyjet.com

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

Initial estimated total value of the contract/lot:

Value: 1 000 000 GBP

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=161558562>

GO Reference: GO-2015917-PRO-7078678.

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

17.9.2015