

Germany-Coblenz: Marketing services

OJ S 150/2018 07/08/2018

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Rheinland-Pfalz Tourismus GmbH

National registration number: DE813090658

Postal address: Löhrrstraße 103-105

Town: Koblenz

NUTS code: DEB1 Koblenz

Postal code: 56068

Country: Germany

E-mail: vergabe@gastlandschaften.de

Internet address(es):

Main address: <https://rlp.tourismusnetzwerk.info/ueber-uns/ausschreibungen/>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.vergabe.rlp.de/VMPCenter/notice/CXPDYD7Y610>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.vergabe.rlp.de/VMPCenter/notice/CXPDYD7Y610>

I.4. Type of the contracting authority

Other type: Landesmarketingorganisation

I.5. Main activity

Other activity: Tourismusmarketing

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Koordination und Vermarktung der Romantic Cities

Reference number: 20180802_AA

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Für den Marketingzusammenschluss der Romantic Cities wird eine Agentur gesucht, die das Projekt vom 1. 1.2019 bis zum 31.12.2022 begleitet und koordiniert, einen Jahres-Marketingplan erstellt sowie entsprechende Vertriebs- und Marketingmaßnahmen in ausgewählten Quellmärkten im In- und Ausland durchführt.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: DEB1 Koblenz

Main site or place of performance: Rheinland-Pfalz Tourismus GmbH Löhrrstraße 103-105
56068 Koblenz

II.2.4. Description of the procurement

Für den Marketingzusammenschluss der Romantic Cities wird eine Agentur gesucht, die das Projekt vom 1. 1.2019 bis zum 31.12.2022 begleitet und koordiniert, einen Jahres-Marketingplan erstellt sowie entsprechende Vertriebs- und Marketingmaßnahmen in ausgewählten Quellmärkten im In- und Ausland durchführt. Mitglieder der „Romantic Cities“ sind die Städte Idar-Oberstein, Koblenz, Mainz, Speyer, Trier und Worms sowie die Generaldirektion kulturelles Erbe Rheinland-Pfalz (GDKE). Ziel des Marketingzusammenschlusses ist es, die Bekanntheit der genannten rheinlandpfälzischen Städte zu steigern und die Zahl der Gästeankünfte und Übernachtungen aus den genannten Märkten zu erhöhen.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/01/2019 End: 31/12/2022

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 10/09/2018 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

German

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 19/10/2018

IV.2.7. Conditions for opening of tenders

Date: 10/09/2018 Local time: 13:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

Herbst 2022

VI.3. Additional information

Bekanntmachungs-ID: CXPDYD7Y610

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer Rheinland-Pfalz

Town: Mainz

Country: Germany

VI.5. Date of dispatch of this notice

02/08/2018