

Spain-Madrid: Marketing services

OJ S 115/2023 16/06/2023

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Instituto de Turismo de España (TURESPAÑA)

National registration number: Q2829013H

Postal address: Poeta Joan Maragall, 41 (Antigua Capitan Haya, 41)

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28020

Country: Spain

Contact person: Instituto de Turismo de España (TURESPAÑA)

E-mail: contratacion@tourspain.es**Internet address(es):**Main address: <https://contrataciondelestado.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=y%2F1YSTMvSNUQK2TEfXGy%2BA%3D%3D>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=OLDfQ3XDpaXzAq95uGTrDQ%3D%3D

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=y%2F1YSTMvSNUQK2TEfXGy%2BA%3D%3D>[2F1YSTMvSNUQK2TEfXGy%2BA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=y%2F1YSTMvSNUQK2TEfXGy%2BA%3D%3D)**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Contratación de servicios de apoyo a la gestión de las redes sociales para la promoción de la marca turística España

Reference number: 020023C00036

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Contratación de servicios de apoyo a la gestión de las redes sociales para la promoción de la marca turística España

II.1.5. Estimated total value

Value excluding VAT: 11 520 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description**II.2.3. Place of performance**

NUTS code: ES300 Madrid

II.2.4. Description of the procurement

Contratación de servicios de apoyo a la gestión de las redes sociales para la promoción de la marca turística España

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Criterios basados en juicios de valor / Weighting: 49

Cost criterion - Name: Criterios cuantificables de forma automática / Weighting: 51

II.2.6. Estimated value

Value excluding VAT: 11 520 000,00 EUR

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

Duration in months: 24

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.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Capacidad de obrar

No prohibición para contratar

No estar incurso en incompatibilidades

Cumplimiento con las obligaciones con la Seguridad Social

Cumplimiento con las obligaciones tributarias

Para las empresas extranjeras, declaración de sometimiento a la legislación española.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio

Minimum level(s) of standards possibly required:

Umbral: 17280000

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Otros

Minimum level(s) of standards possibly required:

Umbral: 1439669

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

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: 10/07/2023 Local time: 23:59

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

Spanish

IV.2.7. Conditions for opening of tenders

Date: 17/07/2023 Local time: 10:00

Place:

Turespaña

Datos de Dirección:

Calle: Poeta Joan Maragall, 41

CP: 28020

Población: Madrid

País: España

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Ministerio de Industria, Comercio y Turismo

Postal address: Paseo de la Castellana, 162

Town: Madrid

Postal code: 28046

Country: Spain

VI.5. Date of dispatch of this notice

12/06/2023