

**Spain-Gijón: Promotional services**

**OJ S 119/2023 22/06/2023**

**Contract award notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

---

## **Section I: Contracting authority**

### **I.1. Name and addresses**

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

National registration number: A74177734

Postal address: Luis Moya Blanco, 261

Town: Gijón

NUTS code: ES120 Asturias

Postal code: 33203

Country: Spain

Contact person: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

E-mail: [contratacion@turismoycultura.asturias.es](mailto:contratacion@turismoycultura.asturias.es)

Telephone: +034 985185858

Fax: +034 985185578

**Internet address(es):**

Main address: <http://www.turismoasturias.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=4kDiKZZIHtQQK2TEfXGy%2BA%3D%3D>

### **I.4. Type of the contracting authority**

Body governed by public law

### **I.5. Main activity**

General public services

---

## **Section II: Object**

### **II.1. Scope of the procurement**

#### **II.1.1. Title**

Servicio de promoción turística, cultural y polo de actividad económica del Principado de Asturias a través de su conectividad aérea directa con Granada

Reference number: CM 06/23

#### **II.1.2. Main CPV code**

79342200 Promotional services

#### **II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Servicio de promoción turística, cultural y polo de actividad económica del Principado de Asturias a través de su conectividad aérea directa con Granada

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Value excluding VAT: 890 000,00 EUR

**II.2. Description**

**II.2.2. Additional CPV code(s)**

79341500 Aeral advertising services

**II.2.3. Place of performance**

NUTS code: ES120 Asturias

Main site or place of performance: Los trabajos se desarrollarán en las instalaciones del contratista. .

**II.2.4. Description of the procurement**

Servicio de promoción turística, cultural y polo de actividad económica del Principado de Asturias a través de su conectividad aérea directa con Granada

**II.2.5. Award criteria**

Quality criterion - Name: Propuesta campaña de marketing y acciones / Weighting: 13.63

Cost criterion - Name: Capacidad de penetración Online / Weighting: 18.18

Cost criterion - Name: Número de frecuencias semanales ofertadas por encima del mínimo exigido / Weighting: 22.73

Cost criterion - Name: Número de plazas semanales ofertadas por encima del mínimo exigido / Weighting: 22.73

Cost criterion - Name: Oferta economica / Weighting: 22.73

**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 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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2023/S 037-109227](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

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

---

**Contract No:** CM 06/23

**Title:**

Servicio de promoción turística, cultural y polo de actividad económica del Principado de Asturias a través de su conectividad aérea directa con Granada

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

01/06/2023

##### **V.2.2. Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 0

The contract has been awarded to a group of economic operators: no

##### **V.2.3. Name and address of the contractor**

Official name: VOLOTEA, SL

National registration number: B64841927

Postal address: Aeropuerto de Asturias - Santiago del Monte

Town: Castrillón

NUTS code: ES120 Asturias

Postal code: 33459

Country: Spain

The contractor is an SME: no

##### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 900 000,00 EUR

Total value of the contract/lot: 890 000,00 EUR

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

---

#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38, planta 8

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: [tribunal\\_recursos.contratos@hacienda.gob.es](mailto:tribunal_recursos.contratos@hacienda.gob.es)

Telephone: +034 913491319

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

Postal address: Luis Moya Blanco, 261

Town: Gijón

Postal code: 33203

Country: Spain

E-mail: [contratacion@turismoycultura.asturias.es](mailto:contratacion@turismoycultura.asturias.es)

Telephone: +034 985185858

**VI.5. Date of dispatch of this notice**

20/06/2023