

383073-2026 - Competition

Spain – Advertising and marketing services – Contrato de servicios para la realización de acciones promocionales y de marketing dirigidas al mercado Milán, en soportes y medios de las compañías aéreas que operen o puedan operar en Cantabria con dicho mercado como origen, para atraer turistas a nuestra Comunidad Autónoma de Cantabria y dinamizar, por tanto, la economía de la región.

OJ S 106/2026 04/06/2026

Contract or concession 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: Contrato de servicios para la realización de acciones promocionales y de marketing dirigidas al mercado Milán, en soportes y medios de las compañías aéreas que operen o puedan operar en Cantabria con dicho mercado como origen, para atraer turistas a nuestra Comunidad Autónoma de Cantabria y dinamizar, por tanto, la economía de la región.

Description: Contrato de servicios para la realización de acciones promocionales y de marketing dirigidas al mercado Milán, en soportes y medios de las compañías aéreas que operen o puedan operar en Cantabria con dicho mercado como origen, para atraer turistas a nuestra Comunidad Autónoma de Cantabria y dinamizar, por tanto, la economía de la región.

Procedure identifier: e76a082d-a93b-4f94-bc6d-1dcdd596ff9a

Internal identifier: EXP.26.0306.PRO.SE

Type of procedure: Open

The procedure is accelerated: no

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

2.1.3. Value

Estimated value excluding VAT: 3 400 800,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations set under purely national exclusion grounds: Ver pliego de cláusulas administrativas particulares

5. Lot

5.1. Lot: LOT-0000

Title: Contrato de servicios para la realización de acciones promocionales y de marketing dirigidas al mercado Milán, en soportes y medios de las compañías aéreas que operen o puedan operar en Cantabria con dicho mercado como origen, para atraer turistas a nuestra Comunidad Autónoma de Cantabria y dinamizar, por tanto, la economía de la región.

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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

5.1.3. Estimated duration

Duration: 1 Year

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: El contrato se podrá prorrogar por un máximo de 3 periodos anuales

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

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

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

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: Vinilado.

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

Award criterion number: 5

Criterion:

Type: Quality

Description: Propuesta técnica.

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

Award criterion number: 48

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=NIGx6aUVe6e8ebB%2FXTwy0A%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Not allowed

Justification for why electronic submission is not possible: Tools, devices, or file formats not generally available

Description: Herramientas no disponibles

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 06/07/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 1 Year

Information about public opening:

Opening date: 08/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: CANTUR, S.A.

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Ver pliego de cláusulas administrativas particulares.

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: no

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 Cantabra de Promoción Turística S.A. CANTUR S.A. - CANTUR, S.A.

Information about review deadlines: Ver pliego de cláusulas administrativas particulares

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

8. Organisations

8.1. ORG-0001

Official name: Sociedad Regional Cantabra 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 Cantabra 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

Notice information

Notice identifier/version: 6d5a3a31-b329-459e-bbdd-9eb5355f9092 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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