

## 409690-2026 - Competition

Spain – World wide web (www) site design services – Definición e implantación de la estrategia de marketing digital y la prestación de los servicios de seguimiento, mantenimiento evolutivo y actualización del portal web corporativo y del entorno web de San Sebastián Turismo-Donostia Turismoa S.A.

OJ S 113/2026 15/06/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: San Sebastián Turismo-Donostia Turismoa S.A. - San Sebastián Turismo-Donostia Turismoa S.A.

Email: [sansebastianturismo@donostia.eus](mailto:sansebastianturismo@donostia.eus)

Legal type of the buyer: Regional authority

Activity of the contracting authority: Recreation, culture and religion

### 2. Procedure

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#### 2.1. Procedure

Title: Definición e implantación de la estrategia de marketing digital y la prestación de los servicios de seguimiento, mantenimiento evolutivo y actualización del portal web corporativo y del entorno web de San Sebastián Turismo-Donostia Turismoa S.A.

Description: Definición e implantación de la estrategia de marketing digital y la prestación de los servicios de seguimiento, mantenimiento evolutivo y actualización del portal web corporativo y del entorno web de San Sebastián Turismo-Donostia Turismoa S.A.

Procedure identifier: bbfaea19-62e4-4a83-b3f4-cfeacdf0154e

Internal identifier: DT\_003\_26

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Abierto

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72413000 World wide web (www) site design services

Additional classification (cpv): 72420000 Internet development services, 79340000 Advertising and marketing services, 79342200 Promotional services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Gipuzkoa (ES212)

Country: Spain

##### 2.1.3. Value

Estimated value excluding VAT: 297 520,68 EUR

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

## 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: Falsas declaraciones

## 5. Lot

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### 5.1. Lot: LOT-0001

Title: Definición e implantación de la estrategia de marketing digital y la prestación de los servicios de seguimiento, mantenimiento evolutivo y actualización del portal web corporativo y del entorno web de San Sebastián Turismo-Donostia Turismoa S.A.

Description: Definición e implantación de la estrategia de marketing digital y la prestación de los servicios de seguimiento, mantenimiento evolutivo y actualización del portal web corporativo y del entorno web de San Sebastián Turismo-Donostia Turismoa S.A.

Internal identifier: 0

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72413000 World wide web (www) site design services

Additional classification (cpv): 72420000 Internet development services, 79340000 Advertising and marketing services, 79342200 Promotional services

#### 5.1.2. Place of performance

Country subdivision (NUTS): Gipuzkoa (ES212)

Country: Spain

#### 5.1.3. Estimated duration

Duration: 1 Year

#### 5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: El contrato podrá prorrogarse anualmente por el Órgano de Contratación hasta un máximo de 3 años adicionales, mediando notificación fehaciente por parte de la entidad contratante al contratista al respecto, con al menos dos meses de antelación a la finalización del contrato o de la prórroga en curso, y será obligatoria para el contratista.

#### 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: Other economic or financial requirements

Description of selection criterion: Otros requisitos económicos o financieros

Criterion: Specific yearly turnover

Description of selection criterion: Volumen de negocios anual específico

Criterion: Relevant educational and professional qualifications

Description of selection criterion: Titulaciones educativas y profesionales relevantes

Criterion: References on specified services

Description of selection criterion: Referencias sobre servicios específicos

#### 5.1.10. Award criteria

**Criterion:**

Type: Cost

Description: Criterios evaluables mediante utilización de fórmulas

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

Award criterion number: 25

**Criterion:**

Type: Quality

Description: Criterios cuya cuantificación dependa de un juicio de valor

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

Award criterion number: 75

#### 5.1.11. Procurement documents

Address of the procurement documents: <https://www.contratacion.euskadi.eus>

#### 5.1.12. Terms of procurement

**Terms of submission:**

Electronic submission: Required

Address for submission: <https://www.contratacion.euskadi.eus/KPELicitacion>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 13/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 2 Months

**Information about public opening:**

Opening date: 05/08/2026 09:30:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Additional information: Apertura sobre 3

**Terms of contract:**

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

Electronic invoicing: Required

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: Órgano Administrativo de Recursos Contractuales

Information about review deadlines: Contra los actos susceptibles de recurso especial en materia de contratación podrá interponerse recurso especial ante el Órgano Administrativo de Recursos Contractuales de Euskadi en el plazo de 15 días hábiles, conforme a la LCSP.  
Organisation providing additional information about the procurement procedure: San Sebastián Turismo-Donostia Turismoa S.A. - San Sebastián Turismo-Donostia Turismoa S.A.

## 8. Organisations

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### 8.1. ORG-0001

Official name: Órgano Administrativo de Recursos Contractuales  
Registration number: 119356.0  
Postal address: Donostia-San Sebastián, 1 01010 Vitoria-Gasteiz  
Town: Vitoria-Gasteiz  
Postcode: 01010  
Country subdivision (NUTS): Araba/Álava (ES211)  
Country: Spain  
Email: [oararc@euskadi.eus](mailto:oararc@euskadi.eus)  
Telephone: +34 945019595

**Roles of this organisation:**

Review organisation

### 8.1. ORG-0003

Official name: San Sebastián Turismo-Donostia Turismoa S.A. - San Sebastián Turismo-Donostia Turismoa S.A.  
Registration number: A20188884  
Postal address: Boulevard 8 20003 Donostia/San Sebastián (Gipuzkoa)  
Town: Donostia / San Sebastián  
Postcode: 20003  
Country subdivision (NUTS): Gipuzkoa (ES212)  
Country: Spain  
Contact point: Mireia Unanue  
Email: [sansebastianturismo@donostia.eus](mailto:sansebastianturismo@donostia.eus)  
Telephone: +34 943481166  
Internet address: <http://www.sansebastianturismo.com>  
Buyer profile: <https://www.contratacion.euskadi.eus/>

**Roles of this organisation:**

Buyer

Organisation providing additional information about the procurement procedure

## Notice information

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Notice identifier/version: 8382f08e-4116-4a92-9c5c-98c9b61f837e - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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Languages in which this notice is officially available: Spanish

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