

**Spain-Gijón: Promotional services**  
**OJ S 217/2017 11/11/2017**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**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: ES A74177734

Postal address: calle Luis Moya Blanco, 261

Town: Gijón

Postal code: 33203

Country: Spain

Contact person: Área de Contratación

For the attention of: José Miguel Vega Cuesta

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

Telephone: +34 985185858

Fax: +34 985185578

**Internet address(es):**

General address of the contracting authority: [www.turismoasturias.es](http://www.turismoasturias.es)

Electronic access to information: <https://www.turismoasturias.es/web/infoasturiasempresas/perfil-del-contratante>

**I.2. Type of the contracting authority**

Regional or local authority

**I.3. Main activity**

Recreation, culture and religion

Other: promoción turística y cultural

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Servicio de promoción del sector turístico asturiano y su conectividad aérea con el mercado turístico de Londres.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services

NUTS code ES120 Asturias

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

#### **II.1.4. Short description of the contract or purchase(s)**

Servicio de promoción del sector turístico asturiano y su conectividad aérea con el mercado turístico de Londres conforme a las características que figuran en el Pliego de Condiciones Técnicas.

#### **II.1.5. CPV code(s)**

79342200 Promotional services, 79341500 Aerial advertising services

#### **II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

### **II.2. Total value of the contract/lot**

#### **II.2.1. Total value of the contract/lot**

Value: 900 000 EUR  
excluding VAT

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Propuesta de conectividad aérea del aeropuerto de Asturias con el mercado turístico de Londres. Weighting 30
2. Mejoras de la conectividad aérea del aeropuerto de Asturias con el mercado turístico europeo. Weighting 30
3. Oferta económica. Weighting 25
4. Propuesta de acciones de promoción. Weighting 15

#### **IV.2.2. Information about electronic auction**

An electronic auction has been used: no

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting authority**

CM 09/16

#### **IV.3.2. Previous publication concerning this procedure**

##### **Contract notice**

Notice number in the OJ S: [2016/S 102-182866](#) of 28.5.2016

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

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### **V.1. Date of conclusion of the contract**

1.10.2016

### **V.2. Information about tenders**

Number of tenders received: 1

### **V.3. Name and address of the contractor**

Official name: Vueling Airlines, S.A., Compañía Operadora de Corto y Medio Radio Ibérica Express, S.A., Unión Temporal de Empresas Ley 18/82 de 26 de Mayo  
Postal address: calle Alcañiz, 23  
Town: Madrid  
Postal code: 28042  
Country: Spain

### **V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:  
Value: 1 000 000 EUR  
excluding VAT  
Total value of the procurement:  
Value: 900 000 EUR  
excluding VAT

### **V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

## **Section VI: Complementary information**

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### **VI.1. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

### **VI.2. Additional information**

### **VI.3. Procedures for review**

#### **VI.3.1. Review body**

Official name: Tribunal Administrativo Central de Recursos Contractuales (Ministerio de Hacienda y AAPP)  
Postal address: Avenida General Perón, 38, planta 8  
Town: Madrid  
Postal code: 28020  
Country: Spain  
E-mail: [tribunal\\_recursos.contratos@minhap.es](mailto:tribunal_recursos.contratos@minhap.es)  
Telephone: +34 913491319  
Fax: +34 913491441  
Internet address: <http://www.minhap.gob.es/es-ES/Servicios/Contratacion/TACRC/Paginas/Tribunal%20Administrativo%20Central%20de%20Recursos%20Contractuales.aspx>

#### **VI.3.2. Review procedure**

#### **VI.3.3. Service from which information about the review procedure may be obtained**

Official name: Área de Contratación  
Postal address: calle Luis Moya Blanco, 261  
Town: Gijón  
Postal code: 33203  
Country: Spain  
E-mail: [contratacion@turismoycultura.asturias.es](mailto:contratacion@turismoycultura.asturias.es)  
Telephone: +34 985185858

**VI.4. Date of dispatch of this notice**

8.11.2017