

477166-2026 - Competition

Spain – Aeral advertising services – Servicio de promoción turística, cultural y polo de actividad económica del Principado de Asturias mediante servicios publicitarios y promocionales en el mercado de Londres, utilizando como soporte ac

OJ S 131/2026 10/07/2026

**Contract or concession notice – standard regime - Change notice
Services**

1. Buyer

1.1. Buyer

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

Email: contratacion@turismoycultura.asturias.es

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de promoción turística, cultural y polo de actividad económica del Principado de Asturias mediante servicios publicitarios y promocionales en el mercado de Londres, utilizando como soporte ac

Description: Las características de las prestaciones a desarrollar así como del procedimiento e información sobre la totalidad de las normas del procedimiento son las señaladas en los Pliegos de Condiciones Jurídicas (PCJ) y Técnicas (PCT).

Procedure identifier: b7f4db50-1cf1-450f-8965-19058110fb3e

Internal identifier: CM 64/26

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341500 Aeral advertising services

Additional classification (cpv): 79342200 Promotional services

2.1.2. Place of performance

Country subdivision (NUTS): Asturias (ES120)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 1 750 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

5. Lot

5.1. Lot: LOT-0000

Title: Servicio de promoción turística, cultural y polo de actividad económica del Principado de Asturias mediante servicios publicitarios y promocionales en el mercado de Londres, utilizando como soporte ac

Description: Las características de las prestaciones a desarrollar así como del procedimiento e información sobre la totalidad de las normas del procedimiento son las señaladas en los Pliegos de Condiciones Jurídicas (PCJ) y Técnicas (PCT).

Internal identifier: CM 64/26

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341500 Aerial advertising services

Additional classification (cpv): 79342200 Promotional services

5.1.2. Place of performance

Country subdivision (NUTS): Asturias (ES120)

Country: Spain

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 4

Other information about renewals: Dicho plazo de ejecución podrá ser prorrogado por periodos mínimos de UN (1) AÑO y hasta un máximo de CINCO (5) AÑOS incluido el plazo original.

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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

Approach to reducing environmental impacts: Other

Social objective promoted: Other

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: Price

Description: Oferta económica.

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

Award criterion number: 15

Criterion:

Type: Quality

Description: Capacidad de penetración Online.

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

Award criterion number: 25

Criterion:

Type: Quality

Description: Capacidad potencial de impacto publicitario asociada a la conectividad.

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

Award criterion number: 25

Criterion:

Type: Quality

Description: Propuesta acciones publicitarias off line.

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

Award criterion number: 25

Criterion:

Type: Quality

Description: Propuesta de otras acciones publicitarias.

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

Award criterion number: 10

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=dFjPfHvAzamzz8fXU2i3eQ%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=dFjPfHvAzamzz8fXU2i3eQ%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 10/08/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Months

Information about public opening:

Opening date: 10/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias SAU

Terms of contract:

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

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

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 Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U. - Tribunal Administrativo Central de Recursos Contractuales
Information about review deadlines: Cabe interponer recurso especial en materia de contratación ante el Tribunal Central de Recursos Contractuales en el plazo máximo de quince días hábiles a contar a partir del día siguiente a aquel en que se reciba la notificación de la adjudicación

8. Organisations

8.1. ORG-0001

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

Registration number: 40546610096161

Registration number: A74177734

Town: Gijón

Postcode: 33203

Country subdivision (NUTS): Asturias (ES120)

Country: Spain

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

Email: contratacion@turismoycultura.asturias.es

Telephone: +034 985185858

Fax: +034 985185578

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

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

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Postcode: 28020

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: tribunal_recursos.contratos@hacienda.gob.es

Telephone: 913491319

Roles of this organisation:

Buyer

Review organisation

10. Change

Version of the previous notice to be changed
:

b1f86ab2-3979-4b5a-bc30-358d12206a01-01

Main reason for change

:

Information updated

10.1. Change

Section identifier: LOT-0000

Notice information

Notice identifier/version: 784bfd28-3cdb-4f08-b9d7-a147a9bcf702 - 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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OJ S issue number: 131/2026

Publication date: 10/07/2026