

521247-2026 - Competition

Spain – Tourist information services – Servicio de apertura de monumentos de la ciudad de Guadalajara y oficina de turismo Municipal, gestión y venta de entradas, tarjetas turísticas y artículos de recuerdo, desarrollo del servicio de visitas turísticas guiadas y prestación de otros servicios turísticos complementarios.

OJ S 143/2026 28/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Alcaldía del Ayuntamiento de Guadalajara

Email: contratacion@aytoguadalajara.es

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de apertura de monumentos de la ciudad de Guadalajara y oficina de turismo Municipal, gestión y venta de entradas, tarjetas turísticas y artículos de recuerdo, desarrollo del servicio de visitas turísticas guiadas y prestación de otros servicios turísticos complementarios.

Description: Servicio de apertura de monumentos de la ciudad de Guadalajara y oficina de turismo Municipal, gestión y venta de entradas, tarjetas turísticas y artículos de recuerdo, desarrollo del servicio de visitas turísticas guiadas y prestación de otros servicios turísticos complementarios.

Procedure identifier: c3abfeac-c8af-46c5-9b8c-f1dddedef00a

Internal identifier: CON-4713

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 63513000 Tourist information services

Additional classification (cpv): 63514000 Tourist guide services

2.1.2. Place of performance

Country subdivision (NUTS): Guadalajara (ES424)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 499 481,54 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: Según pliegos de cláusulas administrativas particulares.

5. Lot

5.1. Lot: LOT-0000

Title: Servicio de apertura de monumentos de la ciudad de Guadalajara y oficina de turismo Municipal, gestión y venta de entradas, tarjetas turísticas y artículos de recuerdo, desarrollo del servicio de visitas turísticas guiadas y prestación de otros servicios turísticos complementarios.

Description: Servicio de apertura de monumentos de la ciudad de Guadalajara y oficina de turismo Municipal, gestión y venta de entradas, tarjetas turísticas y artículos de recuerdo, desarrollo del servicio de visitas turísticas guiadas y prestación de otros servicios turísticos complementarios.

Internal identifier: CON-4713

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 63513000 Tourist information services

Additional classification (cpv): 63514000 Tourist guide services

5.1.2. Place of performance

Country subdivision (NUTS): Guadalajara (ES424)

Country: Spain

5.1.3. Estimated duration

Duration: 1 Year

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: Posibilidad de una prórroga anual.

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

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: Incremento horas administrativas.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 10

Criterion:

Type: Quality
Description: Incremento horas educativas.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 15

Criterion:

Type: Quality
Description: Incremento horas visitas.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 15

Criterion:

Type: Price
Description: Mejor precio ofertado.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 40

Criterion:

Type: Quality
Description: Gestión de la prestación del servicio.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 25

Criterion:

Type: Quality
Description: Mecanismos de Calidad.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 20

Criterion:

Type: Quality
Description: Medidas de actividades y/o actuaciones.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 15

Criterion:

Type: Quality
Description: Plan anual de comunicación.
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=D2KpzsMignV6nTs9LZ9RhQ%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=D2KpzsMignV6nTs9LZ9RhQ%3D%3D
Languages in which tenders or requests to participate may be submitted: Spanish
Electronic catalogue: Not allowed

Deadline for receipt of tenders: 26/08/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 27/08/2026 09:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Ayuntamiento de Guadalajara

Terms of contract:

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

Electronic invoicing: 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: Alcaldía del Ayuntamiento de Guadalajara - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: hasta 2026-08-14+02:00

8. Organisations

8.1. ORG-0001

Official name: Alcaldía del Ayuntamiento de Guadalajara

Registration number: 31015260145286

Registration number: P1915500A

Town: Guadalajara

Postcode: 19071

Country subdivision (NUTS): Guadalajara (ES424)

Country: Spain

Contact point: Alcaldía del Ayuntamiento de Guadalajara

Email: contratacion@aytoguadalajara.es

Telephone: +34 949887061

Fax: +34 949887058

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

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=RAD2PFw3TKgQK2TEfXGy%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@minhafp.es

Internet address: <https://www.hacienda.gob.es/es-ES/Areas%20Tematicas/Contratacion/TACRC/Paginas/Directorio.aspx>

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: 02d0ed2d-ca9a-45db-8fff-a07a5a96dde5 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 27/07/2026 12:18:11 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 521247-2026

OJ S issue number: 143/2026

Publication date: 28/07/2026