

542698-2026 - Competition

Portugal – Marketing management consultancy services – Aquisição de serviços de conceção e implementação de sistema integrado de produção e gestão de conteúdos 2026-2029

OJ S 149/2026 05/08/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Instituto do Turismo de Portugal, IP

Email: info@turismodeportugal.pt

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Aquisição de serviços de conceção e implementação de sistema integrado de produção e gestão de conteúdos 2026-2029

Description: Aquisição de serviços de conceção e implementação de um sistema integrado de produção e gestão de conteúdos para a comunicação do destino Portugal no período de 2026 a 2029, incluindo o desenvolvimento, operacionalização e suporte de uma solução que permita planear, produzir, organizar e difundir conteúdos de comunicação sobre o destino turístico Portugal em diversos canais e mercados, no âmbito de um concurso público internacional.

Procedure identifier: b559c835-9449-41f7-84a7-83f89966e58a

Internal identifier: P(33/2025)01/DAV/202602404-1

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: As constantes nas peças do procedimento

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

2.1.2. Place of performance

Town: Freguesia de Avenidas Novas

Country subdivision (NUTS): Grande Lisboa (PT1A0)

Country: Portugal

2.1.3. Value

Estimated value excluding VAT: 3 213 654,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

5. Lot

5.1. Lot: LOT-0000

Title: Aquisição de serviços de conceção e implementação de sistema integrado de produção e gestão de conteúdos 2026-2029

Description: Aquisição de serviços de conceção e implementação de um sistema integrado de produção e gestão de conteúdos para a comunicação do destino Portugal no período de 2026 a 2029, incluindo o desenvolvimento, operacionalização e suporte de uma solução que permita planear, produzir, organizar e difundir conteúdos de comunicação sobre o destino turístico Portugal em diversos canais e mercados, no âmbito de um concurso público internacional.

Internal identifier: P(33/2025)01/DAV/202602404-1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

5.1.2. Place of performance

Town: Freguesia de Avenidas Novas

Country subdivision (NUTS): Grande Lisboa (PT1A0)

Country: Portugal

5.1.3. Estimated duration

Duration: 36 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 3 213 654,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project not financed with EU Funds.

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Preço

Description: Preço

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

Award criterion number: 25

Criterion:

Type: Quality

Name: Qualidade

Description: Qualidade

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

Award criterion number: 75

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Portuguese

Address of the procurement documents: <https://community.vortal.biz/Public/public-tender-documents/eHlySHB3RE9vSWJHOE9ZR29jeTFSR0V5SWQ2ZUt3RzBoTXZkYS9sTmtlV3U1Z1NCcjJTQ2s3e>

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: <https://community.vortal.biz/public/>

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

Electronic catalogue: Not allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Description of the financial guarantee: seguro-caução

Deadline for receipt of tenders: 02/09/2026 23:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 200 Days

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: As constantes nas peças do procedimento.

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

Financial arrangement: As constantes nas peças do procedimento

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: Instituto do Turismo de Portugal, IP

Information about review deadlines: 5

8. Organisations**8.1. ORG-0001**

Official name: Instituto do Turismo de Portugal, IP

Registration number: 508666236

Postal address: Rua Ivone Silva, lote 6
Town: Freguesia de Avenidas Novas
Postcode: 1050-124
Country subdivision (NUTS): Grande Lisboa (PT1A0)
Country: Portugal
Email: info@turismodeportugal.pt
Telephone: 211140200
Fax: 211140200
Internet address: <https://www.turismodeportugal.pt>
Information exchange endpoint (URL): <https://community.vortal.biz/public/>

Roles of this organisation:

Buyer
Review organisation

8.1. ORG-0002

Official name: Imprensa Nacional-Casa da Moeda, S. A. (INCM)
Registration number: 500792887
Department: Unidade do Diário da República
Postal address: Avenida António José de Almeida
Town: Lisboa
Postcode: 1000-042
Country subdivision (NUTS): Grande Lisboa (PT1A0)
Country: Portugal
Contact point: Ponto de contacto
Email: 2serie@diariodarepublica.pt
Telephone: +351 217810870
Fax: +351 213945716
Internet address: <https://diariodarepublica.pt>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: c931c64f-88ec-4a6d-97bd-910b678f7aa6 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 03/08/2026 13:49:48 (UTC+01:00) Central European Time, Western European Summer Time
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Notice publication number: 542698-2026
OJ S issue number: 149/2026
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