

Spain-Murcia: Advertising services

OJ S 209/2021 27/10/2021

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

## Section I: Contracting authority

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### I.1. Name and addresses

Official name: INSTITUTO DE TURISMO DE LA REGIÓN DE MURCIA

National registration number: Q3000763G

Postal address: Avda. Juana Jugán, 2

Town: MURCIA

NUTS code: ES620 Murcia

Postal code: 30006

Country: Spain

Contact person: PILAR SABATER SANCHEZ

E-mail: [pilar.sabater@carm.es](mailto:pilar.sabater@carm.es)

Telephone: +34 968357761

Fax: +34 968357767

**Internet address(es):**

Main address: <https://goo.gl/2qT9JL>

### I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://drdm.es?z72MZ>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <http://drdm.es?z72MZ>

Tenders or requests to participate must be submitted to the abovementioned address

### I.4. Type of the contracting authority

Other type: Entidad pública empresarial

### I.5. Main activity

Other activity: Turismo

## Section II: Object

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### II.1. Scope of the procurement

#### II.1.1. Title

CAMPAÑAS DE CO-MARKETING PROMOCIONAL ENTRE EL ITREM Y EMPRESAS DE TRANSPORTE Y/U OPERADORES TURÍSTICOS CON PRESENCIA EN EL MERCADO BRITÁNICO E IRLANDÉS

Reference number: RC1482

#### II.1.2. Main CPV code

79341000 Advertising services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

Contratación de campañas de co-marketing promocional entre el Itrem y empresas de transporte y/u operadores turísticos con presencia en el mercado británico e irlandés que comercialicen servicios de transporte de personas y otros servicios turísticos complementarios con destino a la Región de Murcia.

### **II.1.5. Estimated total value**

Value excluding VAT: 800 000,00 EUR

### **II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 1

## **II.2. Description**

### **II.2.1. Title**

CAMPAÑAS DIRIGIDAS AL ÁMBITO 1: GRANDES CIUDADES DE REINO UNIDO Y REPÚBLICA DE IRLANDA – SEGMENTO COSMOPOLITA.

Lot No: 1

### **II.2.2. Additional CPV code(s)**

79341000 Advertising services

### **II.2.3. Place of performance**

NUTS code: ES620 Murcia

### **II.2.4. Description of the procurement**

Contratación de campañas de co-marketing promocional entre el ITREM y empresas de transporte y/o operadores turísticos con presencia en el mercado británico e irlandés que comercialicen servicios de transporte y otros servicios turísticos complementarios con destino a la Región de Murcia en campañas dirigidas al ámbito 1: Grandes ciudades de Reino Unido y República de Irlanda-Segmento Cosmopolita.

### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6. Estimated value**

Value excluding VAT: 400 000,00 EUR

### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Puede ser prorrogado por doce meses más.

### **II.2.10. Information about variants**

Variants will be accepted: no

### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

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

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

CAMPAÑAS DIRIGIDAS AL ÁMBITO 2: NORTE DE REINO UNIDO – MULTISEGMENTO.  
Lot No: 2

##### **II.2.2. Additional CPV code(s)**

79341000 Advertising services

##### **II.2.3. Place of performance**

NUTS code: ES620 Murcia

##### **II.2.4. Description of the procurement**

Campañas de co-marketing promocional entre el Itrem y empresas de transporte y/u operadores turísticos con presencia en el mercado británico e irlandés que comercialicen servicios de transporte de personas y otros servicios turísticos complementarios con destino a la Región de Murcia en campañas dirigidas al ámbito 2: Norte de Reino Unido – Multisegmento.

##### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

##### **II.2.6. Estimated value**

Value excluding VAT: 200 000,00 EUR

##### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá ser prorrogado por doce meses más.

##### **II.2.10. Information about variants**

Variants will be accepted: no

##### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

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

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

CAMPAÑAS DIRIGIDAS AL ÁMBITO 3: SUR DE REINO UNIDO – MULTISEGMENTO.  
Lot No: 3

**II.2.2. Additional CPV code(s)**

79341000 Advertising services

**II.2.3. Place of performance**

NUTS code: ES620 Murcia

**II.2.4. Description of the procurement**

Contratación de campañas de co-marketing promocional entre el Itrem y empresas de transporte y/u operadores turísticos con presencia en el mercado británico e irlandés que comercialicen servicios de transporte de personas y otros servicios turísticos complementarios con destino a la Región de Murcia en campañas dirigidas al ámbito 3: Sur de Reino Unido – Multisegmento.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

Value excluding VAT: 200 000,00 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El contrato podrá ser prorrogado por doce meses más.

**II.2.10. Information about variants**

Variants will be accepted: no

**II.2.11. Information about options**

Options: no

**II.2.13. Information about European Union funds**

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

**II.2.14. Additional information****Section III: Legal, economic, financial and technical information**

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**III.1. Conditions for participation****III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

**III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

**III.2. Conditions related to the contract****III.2.2. Contract performance conditions**

Se establece como condición especial de ejecución del contrato la adopción de alguna medida para favorecer la conciliación del trabajo y la vida familiar, todo ello respecto del personal encargado de la ejecución del contrato, tales como la flexibilidad horaria o el teletrabajo. Dicha condición será acreditada mediante un certificado de la empresa

adjudicataria del servicio, que deberá ir firmado o rubricado por las trabajadoras beneficiarias de la misma.

## **Section IV: Procedure**

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### **IV.1. Description**

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

Open procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

### **IV.2. Administrative information**

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 22/11/2021 Local time: 23:59

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Spanish

#### **IV.2.7. Conditions for opening of tenders**

Date: 25/11/2021 Local time: 14:00

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: TRIBUNAL ADMINISTRATIVO CENTRAL DE RECURSOS CONTRACTUALES

Town: MADRID

Country: Spain

### **VI.5. Date of dispatch of this notice**

22/10/2021