

**Spain-Pamplona: Travel agency, tour operator and tourist assistance services**

OJ S 175/2023 12/09/2023

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: NAVARRA DE SERVICIOS Y TECNOLOGIAS, S.A.

National registration number: A31098064

Postal address: AVDA. SAN JORGE, 81 entreplanta izda.

Town: PAMPLONA

NUTS code: ES España

Postal code: 31012

Country: Spain

Contact person: Beatriz Ezquieta Yaben

E-mail: [licitacion@nasertic.es](mailto:licitacion@nasertic.es)

Telephone: +34 848420500

Fax: +34 848427448

**Internet address(es):**Main address: <http://www.nasertic.es>Address of the buyer profile: [http://www.navarra.es/home\\_es/Servicios/PortalContratacion/](http://www.navarra.es/home_es/Servicios/PortalContratacion/)**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://portalcontratacion.navarra.es/es/>

Additional information can be obtained from the abovementioned address

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

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

Other type: SOCIEDAD PUBLICA

**I.5. Main activity**

General public services

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Sistema Dinámico de Compra para acciones de promoción, divulgación y análisis de mercados

Reference number: MA23/0005

**II.1.2. Main CPV code**

63500000 Travel agency, tour operator and tourist assistance services

**II.1.3. Type of contract**

Services

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

El presente procedimiento incluye la contratación de soporte y asistencia técnica para el desarrollo de acciones de promoción directas e inversas, viajes de benchmark, eventos de innovación y transformación digital, captación y rastreo online, la compra de publicidad, la compra de datos móviles y la prospección de mercados/segmentos turísticos.

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

Value excluding VAT: 2 000 000,00 EUR

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

This contract is divided into lots: yes  
Tenders may be submitted for all lots

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

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

Categoría 1: Acciones de promoción inversas (presstrip, blogtrip y famtrip a Navarra) o directas (en destinos de origen).

Lot No: 1

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

63500000 Travel agency, tour operator and tourist assistance services

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

NUTS code: ES22 Comunidad Foral de Navarra

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

Con estas acciones se quiere contribuir a la difusión y promoción de la imagen y oferta turística de Navarra atendiendo a las visitas de profesionales del ámbito turístico, de los medios de comunicación y otros profesionales de interés al destino.

#### **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: 300 000,00 EUR

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

Duration in months: 48

This contract is subject to renewal: no

#### **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**

Categoría: Acciones de Benchmark Live.  
Lot No: 2

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

63500000 Travel agency, tour operator and tourist assistance services

**II.2.3. Place of performance**

NUTS code: ES22 Comunidad Foral de Navarra

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

Con estas acciones se quiere contribuir a que los asistentes, tanto presenciales como virtuales conozcan las mejores prácticas y claves de éxito del sector turismo en diversas regiones internacionales.

**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: 300 000,00 EUR

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

Duration in months: 48  
This contract is subject to renewal: no

**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**

Categoría 3: Eventos de innovación y transformación digital.  
Lot No: 3

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

79952000 Event services

**II.2.3. Place of performance**

NUTS code: ES22 Comunidad Foral de Navarra

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

Organización de eventos de innovación y transformación digital (generales, avanzados y/o especializados en diferentes sectores como Turismo, etc.,) que pueden incluir presentaciones, formaciones especializadas in situ, conferencias y clases magistrales sobre herramientas tecnológicas, procesos creativos, etc.

**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: 48

This contract is subject to renewal: no

**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**

Categoría 4: Captación y rastreo online.  
Lot No: 4

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

72300000 Data services

**II.2.3. Place of performance**

NUTS code: ES22 Comunidad Foral de Navarra

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

De cara a la captación y rastreo online se precisa disponer de una fuente automática fiable para estimar la ocupación prevista antes de la publicación de Datos oficiales. servicios de rastreo, webscrapping, inteligencia artificial y en general captación información online.

**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: 100 000,00 EUR

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

Duration in months: 48

This contract is subject to renewal: no

**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**

Categoría 5: Compra de publicidad.  
Lot No: 5

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

79341000 Advertising services

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

NUTS code: ES22 Comunidad Foral de Navarra

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

NASERTIC planifica diferentes campañas de publicidad ajustadas a los requisitos de los encargos que realiza dentro de sus funciones de cara a la promoción y comunicación. Estas campañas pueden estar orientadas a mercado nacional o a mercados estratégicos a nivel internacional.

##### **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: 48  
This contract is subject to renewal: no

### **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**

Categoría 6: Compra datos móviles.  
Lot No: 6

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

79341000 Advertising services

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

NUTS code: ES22 Comunidad Foral de Navarra

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

Se quiere monitorizar los flujos turísticos con el fin de facilitar la gestión sostenible del turismo, así como ofrecer datos útiles para la gestión sostenible del turismo, así como ofrecer datos útiles para la gestión de los recursos turísticos y para estudios de marketing turístico.

### **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: 48

This contract is subject to renewal: no

### **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**

Categoría 7: Estudios de mercado.

Lot No: 7

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

79310000 Market research services

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

NUTS code: ES22 Comunidad Foral de Navarra

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

La presente categoría se divide, a su vez, en 3 subcategorías diferentes, pudiendo presentar oferta a una, varias o todas ellas:

-Subcategoría 1: Prospección de mercados y segmentos de estudios existentes de demanda turística.

-Subcategoría 2: Estudios de mercados en origen.

-Subcategoría 3: Estudios Ad HOC.

#### **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: 500 000,00 EUR

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

Duration in months: 48

This contract is subject to renewal: no

**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 IV: Procedure**

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**IV.1. Description****IV.1.1. Type of procedure**

Restricted procedure

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

The procurement involves the setting up of a dynamic purchasing system

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

The procurement is covered by the Government Procurement Agreement: yes

**IV.2. Administrative information****IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 08/09/2023 Local time: 14:00

**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

**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 Contratos Públicos de Navarra

Town: Pamplona

Country: Spain

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

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Tribunal Contratos Públicos de Navarra

Town: Pamplona

Country: Spain

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

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

07/09/2023