

Belgium-Brussels: Marketing services
OJ S 175/2023 12/09/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: European Travel Commission / Commission Européenne du Tourisme

National registration number: BE0408138386

Postal address: Rue du Marché aux Herbes 61

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

E-mail: info@visiteurope.com

Telephone: +32 25490000

Internet address(es):

Main address: www.etc-corporate.org

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Tourism

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Creative Cities of Central Europe OTA Campaign

Reference number: JPP4 - 4 - Creative Cities Central Europe

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

This procedure aims to conclude an agreement with an experienced contractor for the development and execution of an Online Travel Agent (OTA) campaign targeted towards the US market. The project subject of this procurement is implemented by ETC in partnership with four National Tourism Organisations.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 315 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

II.2.4. Description of the procurement

The contractor is expected to deliver the following interconnected assignments:

1) CREATION OF A LANDING PAGE/ MICROSITE

The contractor is required to create a dedicated landing page / microsite featuring information about and products of the Central Europe region on an OTA platform.

The landing page/ microsite will feature at least the following:

- Information about the region with a special focus on the Creative Cities topic of the campaign in the form of text, pictures and videos;
- Branding of the region and Czechia, Poland, Hungary and Slovakia (V4 countries) as well as other publicity graphics (see below);
- Products (including but not limited to travel packages, airplane tickets, hotels etc.). Products involving at least two of the four countries of the V4 region will be preferred and will be given better score during the procurement process – the more countries involved in one product the better. Products involving at least two of the four countries must be given priority placement within the microsite;
- A maximum possible balance of visibility of and products from all V4 countries must be kept.

2) PROMOTION OF THE LANDING PAGE/ MICROSITE

The contractor is required to run online promotional campaigns partly image focused and partly conversion focused using the contractor's owned as well as external channels.

For the promotion of the microsite, the contractor can use both owned channels and external channels (paid media).

On the level of awareness, the output of the project is heightened awareness of potential US travellers about the character of the Central Europe destination as a whole with a special focus on Central Europe being not only historical heritage destination, but also modern and vibrant destination for city life enthusiasts, and about the specific destinations and products in each country of the V4.

On the technical level, the dedicated microsite of the Central Europe will be created on an OTA website that will serve as a source of information for potential travellers from the US. The website must be kept alive at least 6 months after the completion of the project.

II.2.5. Award criteria

Quality criterion - Name: Number of impressions; Conversion; Quality and relevance of the products offer; Other metrics in reporting; The landing page / microsite "keep-alive" period / Weighting: 70

Price - Weighting: 30

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: yes

Identification of the project: contract SI2.887430 grant number 326/G/GRO/SME/22/12753

II.2.14. Additional information

Section IV: Procedure

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 084-252145](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Title:

Creative Cities of Central Europe OTA Campaign

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

10/08/2023

V.2.2. Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Travelscape, LLC (doing business as Expedia Group Media Solutions)

Town: Springfield

NUTS code: US United States

Postal code: 65803

Country: United States

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 315 000,00 EUR

Total value of the contract/lot: 315 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: European Travel Commission/Commission Européenne du Tourisme

Town: Brussels

Country: Belgium

VI.5. Date of dispatch of this notice

07/09/2023