

Spain-Gijón: Aerial advertising services
OJ S 238/2020 07/12/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias, S. A. U.

National registration number: A74177734

Postal address: C/ Luis Moya Blanco, 261

Town: Gijón

NUTS code: ES120 Asturias

Postal code: 33203

Country: Spain

Contact person: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias, S. A. U.

E-mail: contratacion@turismoycultura.asturias.es

Telephone: +034 985185858

Fax: +034 985185578

Internet address(es):

Main address: <http://www.turismoasturias.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=4kDiKZZIHtQQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicio de promoción turística, cultural y polo de actividad económica a través de su conectividad aérea directa con Andalucía y Comunidad Valenciana

Reference number: CM 20/20

II.1.2. Main CPV code

79341500 Aerial advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de promoción turística, cultural y polo de actividad económica a través de su conectividad aérea directa con Andalucía y Comunidad Valenciana.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 600 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: ES120 Asturias

Main site or place of performance: Laboral Ciudad de la Cultura, c/ Luis Moya Blanco, 261, 33203 Gijón.

II.2.4. Description of the procurement

Servicio de promoción turística, cultural y polo de actividad económica a través de su conectividad aérea directa con Andalucía y Comunidad Valenciana.

II.2.5. Award criteria

Quality criterion - Name: Argumentación de la estrategia / Weighting: 5

Quality criterion - Name: Capacidad de difusión de la campaña en los distintos soportes publicitarios / Weighting: 10

Cost criterion - Name: Aeropuertos de destino de las conexiones aéreas / Weighting: 32

Cost criterion - Name: Propuesta conectividad aérea / Weighting: 28

Cost criterion - Name: Oferta económica / Weighting: 25

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

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: [2020/S 165-400773](#)

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

Contract No: CM 20/20

Title:

Servicio de promoción turística, cultural y polo de actividad económica a través de su conectividad aérea directa con Andalucía y Comunidad Valenciana

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/11/2020

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

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

V.2.3. Name and address of the contractor

Official name: Volotea, S. L.

National registration number: B64841927

Postal address: Travessera de Gràcia, 56

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08006

Country: Spain

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 2 809 917,36 EUR

Total value of the contract/lot: 2 600 000,00 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: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38, 8.^a planta

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: tribunal_recursos.contratos@hacienda.gob.es

Telephone: +034 913491319

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

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38, 8.^a planta

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: tribunal_recursos.contratos@hacienda.gob.es

Telephone: +034 913491319

VI.5. Date of dispatch of this notice

02/12/2020