

600106-2026 - Competition

Spain – Event services – Servicios para la realización de las acciones de marketing, promoción e institucionales de Alicante como destino turístico

OJ S 168/2026 01/09/2026

Contract notice – light regime

Services

1. Buyer

1.1. Buyer

Official name: Presidencia del Patronato Municipal de Turismo y Playas de Alicante

Email: turismo.administracion@alicante.es

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicios para la realización de las acciones de marketing, promoción e institucionales de Alicante como destino turístico

Description: Servicios para la realización de las acciones de marketing, promoción e institucionales de Alicante como destino turístico

Procedure identifier: bc6464af-daa5-4cc7-b5f5-1c31a10254a5

Previous notice: 9f0b4312-ce84-4dc0-85ad-bbe46a194f6c-01

Internal identifier: 2-TUR-26

Type of procedure: Open

Main features of the procedure: Procedimiento abierto, tramitación ordinaria, sujeto a regulación armonizada

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79952000 Event services

2.1.2. Place of performance

Country subdivision (NUTS): Alicante / Alacant (ES521)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 1 840 335,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: Servicios para la realización de las acciones de marketing, promoción e institucionales de Alicante como destino turístico
Description: Servicios para la realización de las acciones de marketing, promoción e institucionales de Alicante como destino turístico
Internal identifier: 2-TUR-26

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79952000 Event services

5.1.2. Place of performance

Country subdivision (NUTS): Alicante / Alacant (ES521)
Country: Spain

5.1.3. Estimated duration

Start date: 23/11/2026
Duration: 36 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.
Procurement Project not financed with EU Funds.

5.1.9. Selection criteria

Sources of selection criteria: Notice
Criterion: General yearly turnover
Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services
Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Quality
Description: EXPERIENCIA DIRECTOR CONTRATO.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 15

Criterion:

Type: Quality
Description: EXPERIENCIA EMPRESA.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 10

Criterion:

Type: Quality
Description: FORMACIÓN.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 10

Criterion:

Type: Quality
Description: IDIOMAS.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 16

Criterion:

Type: Price

Description: OFERTA ECONÓMICA.

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

Award criterion number: 49

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=WlulRFa3DJJ%2FR5QFTIaM4A%3D%3D

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

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=WlulRFa3DJJ%2FR5QFTIaM4A%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 05/10/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Information about public opening:

Opening date: 05/10/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Apertura de ofertas

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques**Framework agreement:**

No framework agreement

5.1.16. Further information, mediation and review

Review organisation: Presidencia del Patronato Municipal de Turismo y Playas de Alicante - Principal

Information about review deadlines: Según lo establecido en LCSP

8. Organisations

8.1. ORG-0001

Official name: Presidencia del Patronato Municipal de Turismo y Playas de Alicante

Registration number: 31102850154045

Registration number: P0300035C

Town: Alicante

Postcode: 03002

Country subdivision (NUTS): Alicante / Alacant (ES521)

Country: Spain

Contact point: Presidencia del Patronato Municipal de Turismo y Playas de Alicante

Email: turismo.administracion@alicante.es

Telephone: +34 965314764

Internet address: <https://sedeelectronica.alicante.es/contratacion.php>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=CIIKi%2B1bx2V7h85%2Fpmmsfw%3D%3D>

Other contact points:

Official name: Principal

Town: Alicante

Postcode: 03002

Country subdivision (NUTS): Alicante / Alacant (ES521)

Country: Spain

Email: turismo.administracion@alicante.es

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: eea7954b-78f6-494b-99ad-e289f488dc89 - 01

Form type: Competition

Notice type: Contract notice – light regime

Notice subtype: 20

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