

Spain-Palma de Mallorca: Public relations services
OJ S 210/2022 31/10/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Direcció de la Fundació Mallorca Turisme

National registration number: G57594558

Postal address: Plaza del Hospital, 4

Town: Palma de Mallorca

NUTS code: ES532 Mallorca

Postal code: 07012

Country: Spain

Contact person: Direcció de la Fundació Mallorca Turisme

E-mail: bbibiloni1@conselldemallorca.net

Internet address(es):

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=3PCFaRjQVdMBPRBxZ4nJ%2Fg%3D%3D>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicio de comunicación exterior y relaciones públicas en los mercados emisores para la Fundació Mallorca Turisme en los siguientes mercados:- Alemania- Reino Unido- España- Países Nórdicos: Dinamarca, Finlandia, Noruega, Islandia y Suecia- Francia, Bélgica y Luxemburgo

Reference number: 289/2022

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de comunicación exterior y relaciones públicas en los mercados emisores para la Fundació Mallorca Turisme en los siguientes mercados:- Alemania- Reino Unido- España-

Países Nórdicos: Dinamarca, Finlandia, Noruega, Islandia y Suecia- Francia, Bélgica y Luxemburgo

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 18 480,00 EUR

II.2. Description

II.2.1. Title

Servicio de comunicación exterior y relaciones públicas Alemania
Lot No: 1

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416100 Public relations management services,
79416200 Public relations consultancy services, 92312211 Writing agency services

II.2.3. Place of performance

NUTS code: DE Deutschland

II.2.4. Description of the procurement

Servicio de comunicación exterior y relaciones públicas Alemania

II.2.5. Award criteria

Cost criterion - Name: Newsletter extra / Weighting: 15
Cost criterion - Name: Reportaje extra / Weighting: 15
Cost criterion - Name: Oferta económica / Weighting: 70

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

Servicio de comunicación exterior y relaciones públicas Reino Unido
Lot No: 2

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416100 Public relations management services,
79416200 Public relations consultancy services, 92312211 Writing agency services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Servicio de comunicación exterior y relaciones públicas Reino Unido

II.2.5. Award criteria

Cost criterion - Name: Newsletter extra / Weighting: 15
Cost criterion - Name: Reportaje extra / Weighting: 15
Cost criterion - Name: Oferta económica / Weighting: 70

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

Servicio de comunicación exterior y relaciones públicas España
Lot No: 3

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416100 Public relations management services,
79416200 Public relations consultancy services, 92312211 Writing agency services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Servicio de comunicación exterior y relaciones públicas España

II.2.5. Award criteria

Cost criterion - Name: Newsletter extra / Weighting: 15
Cost criterion - Name: Reportaje extra / Weighting: 15
Cost criterion - Name: Oferta económica / Weighting: 70

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

Servicio de comunicación exterior y relaciones públicas Países Nórdicos: Dinamarca,
Finlandia, Noruega, Islandia y Suecia
Lot No: 4

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416100 Public relations management services,
79416200 Public relations consultancy services, 92312211 Writing agency services

II.2.3. Place of performance

NUTS code: DK Danmark

II.2.4. Description of the procurement

Servicio de comunicación exterior y relaciones públicas Países Nórdicos: Dinamarca, Finlandia, Noruega, Islandia y Suecia

II.2.5. Award criteria

Cost criterion - Name: Newsletter extra Lote 4 / Weighting: 15

Cost criterion - Name: Reportaje extra Lote 4 / Weighting: 15

Cost criterion - Name: Sede en diferentes ciudades / Weighting: 8

Cost criterion - Name: Oferta económica Lote 4 / Weighting: 62

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

Servicio de comunicación exterior y relaciones públicas Francia, Bélgica y Luxemburgo
Lot No: 5

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416100 Public relations management services,
79416200 Public relations consultancy services, 92312211 Writing agency services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Servicio de comunicación exterior y relaciones públicas Francia, Bélgica y Luxemburgo

II.2.5. Award criteria

Cost criterion - Name: Newsletter extra Lote 5 / Weighting: 15

Cost criterion - Name: Reportaje extra Lote 5 / Weighting: 15

Cost criterion - Name: Sede en diferentes ciudades Lote 5 / Weighting: 6

Cost criterion - Name: Oferta económica Lote 5 / Weighting: 64

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: [2022/S 136-389251](#)

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: 289/-3/2022

Lot No: 3

Title:

Servicio de comunicación exterior y relaciones públicas España

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

03/10/2022

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: ALFABETIKO PROMOTOURIST, S.L

National registration number: B64107972

Postal address: Avenida Diagonal 476, 1-3,

Town: Barcelona.

NUTS code: ES España

Postal code: 08006

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 57 851,24 EUR

Total value of the contract/lot: 18 480,00 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: Sede FMT

Postal address: Plaça de l'Hospital 4

Town: Palma

Postal code: 07012

Country: Spain

VI.5. Date of dispatch of this notice

27/10/2022