

61092-2026 - Competition

Spain – Aeral advertising services – Servicio de marketing promocional para el posicionamiento del destino Región de murcia en el norte de Francia y norte de Italia.

OJ S 19/2026 28/01/2026

Contract or concession notice – standard regime - Change notice
Services

1. Buyer

1.1. Buyer

Official name: Instituto de Turismo de la Región de Murcia (ITREM)

Email: contratacion-itrem@listas.carm.es

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de marketing promocional para el posicionamiento del destino Región de murcia en el norte de Francia y norte de Italia.

Description: El procedimiento y forma de adjudicación se llevará a cabo mediante PROCEDIMIENTO ABIERTO sujeto a regulación armonizada dividido en dos lotes, de conformidad con lo establecido en los artículos 156, 157 Y 158 de la LCSP.

Procedure identifier: b34d3673-c276-4729-b446-aabae885de04

Internal identifier: RC1732

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341500 Aeral advertising services

Additional classification (cpv): 79342000 Marketing services, 79342200 Promotional services

2.1.2. Place of performance

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 1 800 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Money laundering or terrorist financing: Los motivos recogidos en el DEUC

5. Lot

5.1. Lot: LOT-0001

Title: Servicio de Marketing promocional para el posicionamiento del destino Región de Murcia en el norte de Francia.

Description: Servicio de marketing promocional para el posicionamiento del destino Región de Murcia en el norte de Francia.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341500 Aerial advertising services

Additional classification (cpv): 79342000 Marketing services, 79342200 Promotional services

Options:

Description of the options: El contrato podra ser prorrogado por una año mas.

5.1.2. Place of performance

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

5.1.3. Estimated duration

Duration: 1 Year

5.1.4. Renewal

Maximum renewals: 1

5.1.5. Value

Estimated value excluding VAT: 900 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

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: Capacidad de penetración de la promoción a realizare a bordo (Llegadas + salidas).

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

Award criterion number: 30

Criterion:

Type: Quality

Description: Certificado medioambiental.

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

Award criterion number: 1

Criterion:

Type: Price

Description: Propuesta económica.

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

Award criterion number: 20

Criterion:

Type: Quality

Description: Planificación global.

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=evhUCAIBtEgmMOIAXxDEjw%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=evhUCAIBtEgmMOIAXxDEjw%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 26/02/2026 23:59:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 10/03/2026 10:29:00 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

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

Conditions relating to the performance of the contract: Evitar el uso de papel en los trabajos, empleando para ello medios digitales.

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Instituto de Turismo de la Región de Murcia (ITREM) - Tribunal administrativo central de Recursos de contratación

Information about review deadlines: Contra la presente resolución podrá interponerse potestativamente, previo a la interposición del contencioso-administrativo, recurso especial en materia de contratación previsto en el artículo 44 de la Ley de Contratos del Sector Público en el plazo de 15 días hábiles contados a partir del siguiente a aquel en que se haya notificado la presente resolución de conformidad con lo dispuesto en la disposición adicional decimoquinta. El plazo indicado de presentación de recurso es aproximado.

Organisation providing more information on the review procedures: Instituto de Turismo de la Región de Murcia (ITREM) - Instituto de Turismo de la Región de Murcia

5.1. Lot: LOT-0002

Title: Servicio de Marketing promocional para el posicionamiento del destino Región de Murcia en el norte de Italia.

Description: Servicio de marketing promocional para el posicionamiento del destino Región de Murcia en el norte de Italia.

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341500 Aerial advertising services

Additional classification (cpv): 79342000 Marketing services, 79342200 Promotional services

Options:

Description of the options: El contrato podra ser prorrogado por una año mas.

5.1.2. Place of performance

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

5.1.3. Estimated duration

Duration: 1 Year

5.1.4. Renewal

Maximum renewals: 1

5.1.5. Value

Estimated value excluding VAT: 900 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

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

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5.1.10. Award criteria

Criterion:

Type: Quality

Description: Capacidad de penetración de la promoción a realizare a bordo (Llegadas + salidas).

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Award criterion number: 30

Criterion:

Type: Quality

Description: Certificado medioambiental.

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

Award criterion number: 1

Criterion:

Type: Price

Description: Propuesta económica.

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

Award criterion number: 20

Criterion:

Type: Quality

Description: Planificación global.

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

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

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Electronic ordering will be used: no

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5.1.16. Further information, mediation and review

Review organisation: Instituto de Turismo de la Región de Murcia (ITREM) - Tribunal administrativo central de Recursos de contratación

Information about review deadlines: Contra la presente resolución podrá interponerse potestativamente, previo a la interposición del contencioso-administrativo, recurso especial en materia de contratación previsto en el artículo 44 de la Ley de Contratos del Sector Público en el plazo de 15 días hábiles contados a partir del siguiente a aquel en que se haya notificado la presente resolución de conformidad con lo dispuesto en la disposición adicional decimoquinta. El plazo indicado de presentación de recurso es aproximado.

Organisation providing more information on the review procedures: Instituto de Turismo de la Región de Murcia (ITREM) - Instituto de Turismo de la Región de Murcia

8. Organisations

8.1. ORG-0001

Official name: Instituto de Turismo de la Región de Murcia (ITREM)

Registration number: 51261750169935

Registration number: Q3000763G

Town: Murcia

Postcode: 30006

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

Contact point: Instituto de Turismo de la Región de Murcia (ITREM)

Email: contratacion-itrem@listas.carm.es

Telephone: 968357761

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

Other contact points:

Official name: Instituto de Turismo de la Región de Murcia

Town: Murcia

Postcode: 30006

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Telephone: 968357732

Internet address: <https://contrataciondelestado.es/wps/portal/plataforma>

Other contact points:

Official name: Tribunal administrativo central de Recursos de contratación

Town: Madrid

Postcode: 28020

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

Telephone: 913491451

Internet address: <https://www.hacienda.gob.es/es-ES/Areas%20Tematicas/Contratacion/TACRC/Paginas/Tribunal%20Administrativo%20Central%20de%20Recursos%20Contractuales.aspx>

Roles of this organisation:

Buyer

10. Change

Version of the previous notice to be changed

:

f801f7c8-906b-4870-acbd-2f7cc2c357fd-01

Main reason for change

:

Information updated

10.1. Change

Section identifier: LOT-0001

10.1. Change

Section identifier: LOT-0002

Notice information

Notice identifier/version: 15ca1fb2-097b-4ada-9638-e3de69a38288 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 27/01/2026 12:38:07 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 61092-2026

OJ S issue number: 19/2026

Publication date: 28/01/2026