

France-Colmar: Market and economic research; polling and statistics
OJ S 210/2023 31/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: agence Régionale du Tourisme Grand Est

Postal address: 24, rue de Verdun

Town: Colmar

NUTS code: FRF Grand Est

Postal code: 68000

Country: France

E-mail: laetitia.weyant@art-grandest.fr

Telephone: +33 389298162

Internet address(es):

Main address: <https://art-grandest.fr>

Address of the buyer profile: <https://marchespublics.grandest.fr/entreprise>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

enquête Marketing des Clientèles 2024

Reference number: 2023_4

II.1.2. Main CPV code

79300000 Market and economic research; polling and statistics

II.1.3. Type of contract

Services

II.1.4. Short description

mise en place d'un dispositif permettant de recueillir des informations concernant les touristes et les excursionnistes en visite dans la région Grand Est, pour mieux connaître leur profil, leurs attentes et leurs dépenses. Accord cadre à bon de commandes sans minimum et avec un max de 500.000 euros HT sur la durée du marché

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 500 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79300000 Market and economic research; polling and statistics

II.2.3. Place of performance

NUTS code: FRF Grand Est

II.2.4. Description of the procurement

mise en place d'un dispositif permettant de recueillir des informations concernant les touristes et les excursionnistes en visite dans la région Grand Est, pour mieux connaître leur profil, leurs attentes et leurs dépenses. Accord cadre à bon de commandes sans minimum et avec un max de 500.000 euros HT sur la durée du marché

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 70

Cost criterion - Name: prix / 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: feder

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

The procurement involves the establishment of a framework agreement

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 119-377124](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/10/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: bva

Postal address: 75 rue saint jean

Town: Balma

NUTS code: FR France

Postal code: 31130

Country: France

Internet address: <http://www.bva.fr>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 500 000,00 EUR

Total value of the contract/lot: 314 160,00 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 Administratif de Strasbourg

Postal address: 31 avenue de la Paix

Town: Strasbourg

Postal code: 67070

Country: France

E-mail: greffe.ta-strasbourg@juradm.fr

Internet address: <http://strasbourg.tribunal-administratif.fr/>

VI.5. Date of dispatch of this notice

27/10/2023