

Spain-Santa Cruz de Tenerife: Advertising and marketing services

OJ S 250/2021 24/12/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Consejo de Administración de Spet, Turismo de Tenerife, S.A.

National registration number: A38299061

Postal address: Avda. de la Constitución, 12

Town: Santa Cruz de Tenerife

NUTS code: ES709 Tenerife

Postal code: 38005

Country: Spain

Contact person: Consejo de Administración de Spet, Turismo de Tenerife, S.A.

E-mail: licitaciones@webtenerife.com**Internet address(es):**Main address: <http://www.webtenerife.com>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=H0rEdTHGU8FvYnTkQN0%2FZA%3D%3D>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=5uGjcnrGJ5qiEJrVRqloyA%3D%3D

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=H0rEdTHGU8FvYnTkQN0%2FZA%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**

Servicios de publicidad, asesoramiento, desarrollo de acciones promocionales, comunicación y relaciones con los medios y representación industria turística para la isla de Tenerife en general y por marcas en los mercados de Estados Unidos y Canadá

Reference number: 55/2021

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de publicidad, asesoramiento, desarrollo de acciones promocionales, comunicación y relaciones con los medios y representación industria turística para la isla de Tenerife en general y por marcas en los mercados de Estados Unidos y Canadá

II.1.5. Estimated total value

Value excluding VAT: 6 000 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79341200 Advertising management services, 79416200 Public relations consultancy services

II.2.3. Place of performance

NUTS code: ES709 Tenerife

II.2.4. Description of the procurement

Servicios de publicidad, asesoramiento, desarrollo de acciones promocionales, comunicación y relaciones con los medios y representación industria turística para la isla de Tenerife en general y por marcas en los mercados de Estados Unidos y Canadá

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Conocimiento de la industria turística / Weighting: 9

Quality criterion - Name: Propuesta técnica / Weighting: 40

Cost criterion - Name: Acreditaciones de adscripción a asociaciones internacionales de turismo y/o comunicación del Mercado de Reino / Weighting: 3

Cost criterion - Name: Carta recomendación de empresas privadas de actividad turística y públicas con las que haya trabajado / Weighting: 5

Cost criterion - Name: Precio / Weighting: 43

II.2.6. Estimated value

Value excluding VAT: 6 000 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Cabe la prórroga del contrato, permaneciendo inalterable las características del contrato durante el período de duración del número de prórrogas que se indican, señalándose, asimismo, el plazo máximo de duración del contrato:

-Número de prórrogas: DOS (2) prórrogas, por un periodo de DOCE (12) meses cada una.

-Plazo máximo de duración del contrato: TRES (3) AÑOS, pudiendo finalizar con anterioridad a la fecha prevista en caso de ejecutar la totalidad del presupuesto.

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Capacidad de obrar

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Otros

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Otros

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 25/01/2022 Local time: 23:59

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Spanish

IV.2.7. Conditions for opening of tenders

Date: 01/02/2022 Local time: 11:00

Place:

Spet, Turismo de Tenerife

Datos de Dirección:

Calle: Avenida La Constitución, nº 12

CP: 38005

Población: Santa Cruz de Tenerife

País: España

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Spet, Turismo de Tenerife

Postal address: Avenida La Constitución, 12

Town: Santa Cruz de Tenerife

Postal code: 38005

Country: Spain

VI.5. Date of dispatch of this notice

21/12/2021