

662997-2026 - Competition

Spain – Marketing services – Serveis especialitzats d'analítica digital, anàlisi, optimització i seguiment del posicionament del portal web Catalunya.com

OJ S 186/2026 25/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Agència Catalana de Turisme

Email: contractacio.act@gencat.cat

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

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Serveis especialitzats d'analítica digital, anàlisi, optimització i seguiment del posicionament del portal web Catalunya.com

Description: Serveis especialitzats d'analítica digital, anàlisi, optimització i seguiment del posicionament del portal web Catalunya.com en motors de cerca i en entorns digitals basats en intel·ligència artificial (SEO/SEM/AEO/GEO), amb l'objectiu de millorar-ne la visibilitat, el rendiment i la capacitat de captació en mercats nacionals i internacionals.

Procedure identifier: 101ffc8f-49b8-4944-8917-f8fe4a52b56f

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

2.1.2. Place of performance

Country: Spain

Anywhere in the given country

Additional information: Catalunya

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: Serveis especialitzats d'analítica digital, anàlisi, optimització i seguiment del posicionament del portal web Catalunya.com

Description: Serveis especialitzats d'analítica digital, anàlisi, optimització i seguiment del posicionament del portal web Catalunya.com en motors de cerca i en entorns digitals basats en intel·ligència artificial (SEO/SEM/AEO/GEO), amb l'objectiu de millorar-ne la visibilitat, el rendiment i la capacitat de captació en mercats nacionals i internacionals.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

5.1.2. Place of performance

Country: Spain

Anywhere in the given country

Additional information: Catalunya

5.1.3. Estimated duration

Start date: 28/01/2027

Duration end date: 31/12/2027

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/206004>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/206004>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 23/10/2026 14:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 2 Months

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: no

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: Tribunal Català de Contractes del Sector Públic

Information about review deadlines: De acuerdo con la cláusula 43 del PCAP.

8. Organisations

8.1. ORG-0001

Official name: Agència Catalana de Turisme

Registration number: 206004

Postal address: Carrer Aragó, 244

Town: No consta

Postcode: 08007

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: contractacio.act@gencat.cat

Telephone: 934849900

Fax: 934849888

Internet address: <http://act.gencat.cat/>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal Català de Contractes del Sector Públic

Registration number: 999999999

Postal address: Carrer del Foc, 57

Town: No consta

Postcode: 08038

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: tccsp@gencat.cat

Telephone: 933162000

Internet address: <https://contractacio.gencat.cat/ca/contacte/tccsp/>

Roles of this organisation:

Review organisation

Notice information

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