

Spain-Santiago de Compostela: Advertising services

OJ S 252/2022 30/12/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Agencia Turismo de Galicia
National registration number: Q1500394J
Postal address: Carretera Santiago-Noia, Km 3
Town: SANTIAGO DE COMPOSTELA
NUTS code: ES11 Galicia
Postal code: 15897
Country: Spain
Contact person: Agencia Turismo de Galicia
E-mail: contratacion-turismo.cpr@xunta.es
Telephone: +34 981547499

Internet address(es):

Main address: <https://www.contratosdegalicia.gal/licitacion?N=806460>
Address of the buyer profile: <https://www.contratosdegalicia.gal/licitacion?N=806460>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.contratosdegalicia.gal/licitacion?N=806460>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.conselleriadefacenda.es/silex>

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://www.conselleriadefacenda.es/silex>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: FOMENTO DEL TURISMO DE GALICIA

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Elaboración, producción y plan de medios de la campaña de promoción de los recursos naturales, culturales y gastronómicos de Galicia

Reference number: 2023/006

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

El objeto del presente pliego es la contratación de un servicio para la ejecución e implementación del plan de medios de ámbito gallego y nacional para la Agencia Turismo de Galicia durante un año, con la intención de promocionar entre la población los recursos naturales, culturales y gastronómicos de Galicia,

II.1.5. Estimated total value

Value excluding VAT: 5 714 876,03 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description**II.2.3. Place of performance**

NUTS code: ES España

NUTS code: ES11 Galicia

Main site or place of performance: España

II.2.4. Description of the procurement

El objeto del contrato comprende los costes de estrategia, investigación, planificación, ejecución, justificación y evaluación de las campañas de medios durante la vigencia del acuerdo marco, así como el coste de adquisición de espacios publicitarios en todos los medios /soportes que se determinen, incluyendo en este apartado todos los gastos, tasas, e impuestos derivados de la compra de los espacios publicitarios.

Dependiendo de las necesidades de difusión y comunicación, está prevista la realización de un mínimo de cuatro oleadas, de impacto autonómico y nacional a lo largo del período de vigencia: 1) Promoción turística de Galicia en el verano; 2) Concienciación y acogida de visitantes (campaña interna de concienciación para ofrecer un buen trato a los turistas que visitan nuestra comunidad), 3) Promoción turística de Galicia en el otoño; 4) Promoción turística de Galicia durante la primavera 2024.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 5 714 876,03 EUR

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

Duration in months: 12

This contract is subject to renewal: no

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.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Se establecen en los pliegos.

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
Framework agreement with several operators
Envisaged maximum number of participants to the framework agreement: 3

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

Date: 25/01/2023 Local time: 14:00

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, Galician

IV.2.7. Conditions for opening of tenders

Date: 26/01/2023 Local time: 09:00

Place:

Agencia Turismo de Galicia. Carretera Santiago-Noia, Km. 3. A Barcia. Santiago de Compostela.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Tribunal Administrativo de Contratación Pública de la Comunidad Autónoma de Galicia

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: tacgal@xunta.gal

Telephone: +34 881995480

VI.4.2. Body responsible for mediation procedures

Official name: AGENCIA TURISMO DE GALICIA

Postal address: Estrada Santiago- Noia, Km 3

Town: Santiago de Compostela

Postal code: 15897

Country: Spain

E-mail: contratacion-turismo.cpr@xunta.es

Telephone: +34 981547499

Internet address: <https://www.contratosdegalicia.gal/licitacion?N=806460>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Recurso especial en materia de contratación: 15 días hábiles

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Agencia Turismo de Galicia

Postal address: Estrada Santiago-Noia, km 3

Town: Santiago de Compostela

Postal code: 15897

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VI.5. Date of dispatch of this notice

26/12/2022