

722216-2025 - Competition

Spain – Advertising and marketing services – Servicios para la elaboración y ejecución de un plan de medios, así como la organización de diversas jornadas de concienciación sobre la sostenibilidad social del turismo, en el marco del Plan de Sostenibilidad Social del Turismo integrado en el Plan de Recuperación, Transformación y Resiliencia financiado por la Unión Europea – Next Generation EU

OJ S 210/2025 31/10/2025

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Presidencia de Turisme Comunitat Valenciana

Email: contratacion_turisme@gva.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: Servicios para la elaboración y ejecución de un plan de medios, así como la organización de diversas jornadas de concienciación sobre la sostenibilidad social del turismo, en el marco del Plan de Sostenibilidad Social del Turismo integrado en el Plan de Recuperación, Transformación y Resiliencia financiado por la Unión Europea – Next Generation EU

Description: Servicios para la elaboración y ejecución de un plan de medios, así como la organización de diversas jornadas de concienciación sobre la sostenibilidad social del turismo, en el marco del Plan de Sostenibilidad Social del Turismo, integrado en el Plan de Recuperación, Transformación y Resiliencia financiado por la Unión Europea – Next Generation EU

Procedure identifier: 05407a1d-d57a-4f05-8486-b7cf2267fa61

Internal identifier: TCV17MRR/25

Type of procedure: Open

The procedure is accelerated: yes

Justification for the accelerated procedure: La urgencia se justifica en la necesidad de asegurar la ejecución de los fondos procedentes del PRTR dentro del calendario comprometido con la Comisión Europea, que finaliza el 30 de junio de 2026, de acuerdo con lo especificado por el Servicio de Sostenibilidad Social de la Secretaría de Estado de Turismo (entidad decisora).

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79950000 Exhibition, fair and congress organisation services, 79951000 Seminar organisation services, 79952000 Event services

2.1.2. Place of performance

Country subdivision (NUTS): Extra-Regio NUTS 3 (ESZZZ)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 880 994,02 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

Conflict of interest due to its participation in the procurement procedure: Conflicto de intereses

5. Lot

5.1. Lot: LOT-0001

Title: Lote 1: Elaboración y ejecución del plan de medios.

Description: Elaboración y ejecución del plan de medios.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79341200 Advertising management services, 79341400 Advertising campaign services

Options:

Description of the options: Ver apartado R del Anexo I al PCAP

5.1.2. Place of performance

Country subdivision (NUTS): Extra-Regio NUTS 3 (ESZZZ)

Country: Spain

5.1.3. Estimated duration

Duration: 7 Months

5.1.5. Value

Estimated value excluding VAT: 605 142,19 EUR

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): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

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: Price

Description: Oferta económica Lote 1.

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

Award criterion number: 55

Criterion:

Type: Quality

Description: Estrategia creativa y sostenibilidad social.

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

Award criterion number: 25

Criterion:

Type: Quality

Description: Estrategia por medios .

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Innovación .

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

Award criterion number: 4

Criterion:

Type: Quality

Description: Plan de seguimiento y métricas .

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

Award criterion number: 6

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=OUmsk1clf9OAAM7L03kM8A%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=OUmsk1clf9OAAM7L03kM8A%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 14/11/2025 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: 17/11/2025 10:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: Sede Central Turisme Comunitat Valenciana

Opening date: 02/12/2025 10:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: Sede Central Turisme Comunitat Valenciana

Opening date: 24/11/2025 10:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: Sede Central Turisme Comunitat Valenciana

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: Ver apartado X del Anexo I al PCAP.

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: Presidencia de Turisme Comunitat Valenciana - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: hasta 2025-11-14+01:00

Organisation providing more information on the review procedures: Presidencia de Turisme Comunitat Valenciana - Tribunal Administrativo Central de Recursos Contractuales

5.1. Lot: LOT-0002

Title: Lote 2: Organización de diversas jornadas de concienciación sobre la sostenibilidad social del turismo

Description: Organización de diversas jornadas de concienciación sobre la sostenibilidad social del turismo

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79950000 Exhibition, fair and congress organisation services, 79951000 Seminar organisation services, 79952000 Event services

Options:

Description of the options: Ver apartado R del Anexo I al PCAP

5.1.2. Place of performance

Country subdivision (NUTS): Extra-Regio NUTS 3 (ESZZZ)

Country: Spain

5.1.3. Estimated duration

Duration: 7 Months

5.1.5. Value

Estimated value excluding VAT: 275 851,83 EUR

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): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

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: Price

Description: Oferta económica Lote 2.

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

Award criterion number: 70

Criterion:

Type: Quality

Description: Logística sostenible .

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

Award criterion number: 3

Criterion:

Type: Quality

Description: Plan de comunicación .

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

Award criterion number: 4

Criterion:

Type: Quality

Description: Plan de contingencia y gestión de riesgos .

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

Award criterion number: 3

Criterion:

Type: Quality

Description: Plan de dinamización y participación .

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

Award criterion number: 5

Criterion:

Type: Quality

Description: Programa técnico y ponentes .

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

Award criterion number: 15

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=OUmsk1clf9OAAM7L03kM8A%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=OUmsk1clf9OAAM7L03kM8A%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 14/11/2025 23:59:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 2 Months

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Opening date: 17/11/2025 10:00:00 (UTC+01:00) Central European Time, Western European Summer Time

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Opening date: 02/12/2025 10:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: Sede Central Turisme Comunitat Valenciana

Opening date: 24/11/2025 10:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: Sede Central Turisme Comunitat Valenciana

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: Ver apartado X del Anexo I al PCAP.

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: Presidencia de Turisme Comunitat Valenciana - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: hasta 2025-11-14+01:00

Organisation providing more information on the review procedures: Presidencia de Turisme Comunitat Valenciana - Tribunal Administrativo Central de Recursos Contractuales

8. Organisations

8.1. ORG-0001

Official name: Presidencia de Turisme Comunitat Valenciana

Registration number: 40950620138822

Registration number: Q9655770G
Town: Valencia
Postcode: 46018
Country subdivision (NUTS): Valencia / València (ES523)
Country: Spain
Contact point: Presidencia de Turisme Comunitat Valenciana
Email: contratacion_turisme@gva.es
Telephone: 961209800
Fax: 961209937
Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=wjkdXDr8xJIQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales
Town: Madrid
Postcode: 28020
Country subdivision (NUTS): Madrid (ES300)
Country: Spain
Internet address: <https://www.hacienda.gob.es/es-ES/Areas%20Tematicas/Contratacion/TACRC/Paginas/Tribunal%20Administrativo%20Central%20de%20Recursos%20Contractuales.asp>

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales
Town: Madrid
Postcode: 28020
Country subdivision (NUTS): Extra-Regio NUTS 3 (ESZZZ)
Country: Spain
Internet address: <https://www.hacienda.gob.es/es-ES/Areas%20Tematicas/Contratacion/TACRC/Paginas/Tribunal%20Administrativo%20Central%20de%20Recursos%20Contractuales.asp>

Roles of this organisation:

Buyer
Review organisation
Organisation providing more information on the review procedures

Notice information

Notice identifier/version: d3fed1d2-8a25-4157-a2ed-7ba930002744 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 30/10/2025 09:17:36 (UTC+01:00) Central European Time, Western European Summer Time
Languages in which this notice is officially available: Spanish
Notice publication number: 722216-2025
OJ S issue number: 210/2025
Publication date: 31/10/2025