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Opportunity

BTA1993 - Dynamic Purchasing System (DPS) - Commercial Partnerships & Related Services

VisitBritain/VisitEngland

F02: Contract notice

Notice reference: 2023/S 000-023729

Published: 14 August 2023, 2:23pm

Section I: Contracting authority

I.1) Name and addresses

VisitBritain/VisitEngland

3 Grosvenor Gardens

London

SW1W 0BD

Contact

Procurement Team

Email

procurement@visitbritain.org

Country

United Kingdom

NUTS code

UKI3 - Inner London – West

Internet address(es)

Main address

www.visitbritain.org

Buyer's address

<https://visitbritain.force.com/s/Welcome>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://visitbritain.force.com/s/Welcome>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Tourism

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

BTA1993 - Dynamic Purchasing System (DPS) - Commercial Partnerships & Related Services

Reference number

BTA1993

II.1.2) Main CPV code

- 75125000 - Administrative services related to tourism affairs

II.1.3) Type of contract

Services

II.1.4) Short description

VisitBritain's (VB) Commercial Partnerships Team has the responsibility for creating commercial partnerships between VB and third party suppliers (or partners) for mutual benefit. In these commercial partnerships, the association of both brands generates a specific financial, or other advantage, which is applied for the benefit of both parties.

In some cases, VB will match on a 50% : 50% basis the funding provided by the third party supplier (partner) to enhance the scope of the commercial arrangement, which results in added value benefits for all. The Commercial Partnerships Team has used a Dynamic Partner Register (DPR) to manage and award agreements to third party suppliers (partners).

VB are now seeking to replace the DPR established in 2015 with a new Dynamic Purchasing System (DPS) for Commercial Partnerships & Related Services. VB intends to set up the DPS for a period of 24 months, with any Call Off Agreement awarded under the DPS not exceeding beyond 24 months of the DPS closing date.

This DPS is being procured under the Light Touch Regime (LTR), and is subject to limited regulations, in accordance with Regulations 74-76 PCR2015.

The DPS will be structured according to the following six (6) Lots:

- Lot 1 – Carriers (Airlines, Ferries, Trains, Roads)

- Lot 2 – Intermediaries (Online Travel Agencies, Metasearch, Tour Operators & Wholesalers
- Lot 3 – Accommodation
- Lot 4 – Product (attractions, experiences, airports)
- Lot 5 – Brands
- Lot 6 – Inbound Operators and/or Destination Management Companies (DMCs)

Lot 6 Services are considered to be 'Related Services' for Commercial Partnerships. Accordingly, these services are not subject to 50% : 50% match funding requirements.

Suppliers are invited to complete an online Selection Questionnaire (SQ) Submission to join one, all or any of the Lot(s) they are interested in being appointed to. Suppliers are free to join the DPS at any time up to the DPS closing date of 23:59 on 10 September 2025.

II.1.5) Estimated total value

Value excluding VAT: £16,800,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 6

II.2) Description

II.2.1) Title

Accommodation

Lot No

4

II.2.2) Additional CPV code(s)

- 75125000 - Administrative services related to tourism affairs

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

II.2.4) Description of the procurement

Offering overnight accommodation for holidays in Britain, e.g. hotels, holiday homes, B&B's, campsites & hostels:

VisitBritain's focus across the next two years is to make Britain the destination of choice for Experience seekers in the biggest opportunity markets. We want to work with accommodation providers to increase that consideration to visit Britain in the next 12-24 months and shift consumer perceptions towards seeing Britain as a welcoming, dynamic, diverse, sustainable and inclusive destination, prioritising regional and seasonal dispersal. We want to continue building back visitor spend as quickly as possible, and support the recovery of the UK tourism industry.

Over the next 24 months we will have various opportunities to partner with accommodation providers in key international markets to deliver high impact, innovative and best in class campaigns to our Experience Seeker audience.

Subject to applicable Government spend control approval, VB estimate the value of this Lot to be up to £1M over the next 24 months.

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: £1,000,000

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

Start date

11 September 2023

End date

10 September 2025

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) Description

II.2.1) Title

Brands

Lot No

5

II.2.2) Additional CPV code(s)

- 75125000 - Administrative services related to tourism affairs

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

II.2.4) Description of the procurement

Any brand (outside of tourism) where it might be mutually beneficial to partner For example, the brand has a strong link to Britain, and audiences strongly align:

VisitBritain's focus across the next two years is to make Britain the destination of choice for Experience seekers in the biggest opportunity markets. We want to work with relevant non-tourism brands to increase that consideration to visit Britain in the next 12-24 months and shift consumer perceptions towards seeing Britain as a welcoming, dynamic, diverse, sustainable and inclusive destination, prioritising regional and seasonal dispersal. We want to continue building back visitor spend as quickly as possible, and support the recovery of the UK tourism industry.

Over the next 24 months we will have various opportunities to partner with various non-tourism brands in key international markets to deliver high impact, innovative and best in class campaigns to our Experience Seeker audience.

Subject to applicable Government spend control approval, VB estimate the value of this Lot to be up to £1M over the next 24 months.

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: £1,000,000

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

Start date

11 September 2023

End date

10 September 2025

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) Description

II.2.1) Title

Carriers (Airlines, Ferries, Trains, Roads)

Lot No

1

II.2.2) Additional CPV code(s)

- 75125000 - Administrative services related to tourism affairs

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

II.2.4) Description of the procurement

Providing transport options to facilitate travel to and throughout Britain:

VisitBritain's focus across the next two years is to make Britain the destination of choice for Experience seekers in the biggest opportunity markets. We want to work with carrier/s to

increase that consideration to visit Britain in the next 12-24 months and shift consumer perceptions towards seeing Britain as a welcoming, dynamic, diverse, sustainable and inclusive destination, prioritising regional and seasonal dispersal. We want to continue building back visitor spend as quickly as possible, and support the recovery of the UK tourism industry.

Over the next 24 months we will have various opportunities to partner with a carrier/s, targeting air/sea/rail routes from key international cities, to key British gateways, delivering high impact, innovative and best in class campaigns to our Experience Seeker audience.

Subject to applicable Government spend control approval, the estimated value of this Lot is up to £6M over the next 24 months.

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: £6,000,000

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

Start date

11 September 2023

End date

10 September 2025

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) Description

II.2.1) Title

Inbound Operators and/or Destination Management Companies (DMCs)

Lot No

6

II.2.2) Additional CPV code(s)

- 75125000 - Administrative services related to tourism affairs

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

II.2.4) Description of the procurement

To assist with the planning and operational execution of familiarisation trips for key overseas travel trade personnel that holds positions of influence within organisations that see the UK, in the key inbound markets:

VisitBritain's mission is to make tourism one of the most successful and productive sectors for the UK economy. One of the main facilitators for this is to actively encourage overseas visitors to holiday in Great Britain. Our role is to drive ongoing tourism recovery and growth, by continuing to build back visitor spend as quickly as possible and supporting the industry.

Over the next 24 months VisitBritain will host educational visits to Great Britain for senior

personnel and key decision makers from the most prominent and/or upcoming outbound operators, based in VisitBritain markets. These visits will serve to ensure: Great Britain continues to be featured in operator programs, new regions are discovered and experienced leading to new and further product development, opportunities for regional suppliers to meet and build 121 relationships with overseas providers.

Subject to applicable Government spend control approval, VB estimate the value of this Lot to be up to £800,000 over the next 24 months.

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: £800,000

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

Start date

11 September 2023

End date

10 September 2025

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

Additional CPV Code: 63500000 - Travel agency, tour operator and tourist assistance services

II.2) Description

II.2.1) Title

Intermediaries (Online Travel Agencies, Metasearch, Tour Operators & Wholesalers

Lot No

2

II.2.2) Additional CPV code(s)

- 75125000 - Administrative services related to tourism affairs

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

II.2.4) Description of the procurement

These suppliers allow the end user to be able to search / book tickets, packaged holidays & tours for Britain. This can be direct to consumer (B2C) or via business channels (B2B):

VisitBritain's focus across the next two years is to make Britain the destination of choice for Experience seekers in the biggest opportunity markets. We want to work with intermediaries to increase that consideration to visit Britain in the next 12-24 months and shift consumer perceptions towards seeing Britain as a welcoming, dynamic, diverse, sustainable and inclusive destination, prioritising regional and seasonal dispersal. We want to continue building back visitor spend as quickly as possible, and support the recovery of the UK

tourism industry.

Over the next 24 months we will have various opportunities to partner with various intermediaries in key international markets to deliver high impact, innovative and best in class campaigns to our Experience Seeker audience.

Subject to applicable Government spend control approval, VB estimate the value of this Lot to be up to £6M over the next 24 months.

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: £6,000,000

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

Start date

11 September 2023

End date

10 September 2025

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) Description

II.2.1) Title

Product (attractions, experiences, airports)

Lot No

3

II.2.2) Additional CPV code(s)

- 75125000 - Administrative services related to tourism affairs

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

II.2.4) Description of the procurement

Facilities or services; natural, cultural or manmade attractions, facilities, activities or services that support British holidays:

VisitBritain's focus across the next two years is to make Britain the destination of choice for Experience seekers in the biggest opportunity markets. We want to work with attractions, experiences and airports to increase that consideration to visit Britain in the next 12-24 months and shift consumer perceptions towards seeing Britain as a welcoming, dynamic, diverse, sustainable and inclusive destination, prioritising regional and seasonal dispersal. We want to continue building back visitor spend as quickly as possible, and support the recovery of the UK tourism industry.

Over the next 24 months we will have various opportunities to partner with attractions, experiences and airports in key international markets to deliver high impact, innovative and best in class campaigns to our Experience Seeker audience.

Subject to applicable Government spend control approval, VB estimate the value of this Lot to be up to £2M over the next 24 months.

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: £2,000,000

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

Start date

11 September 2023

End date

10 September 2025

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

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

Suppliers will be assessed on their response to the selection criteria as stated in the online SQ in their request to participate for appointment on the BTA1993 DPS - Commercial Partnerships & Related Services. The online SQ and procurement documentation can be accessed free of charge via the following URL address:

<https://visitbritain.force.com/s/Welcome>

Please read the Invitation to Participate (ITP) documentation first for a full overview of the procurement process and read the instructions carefully. If you have recently registered on the Atamis eProcurement portal for another VisitBritain requirement, you can use the same account. If not, you will first need to register your organisation on the portal.

To register, you will need to:

1. Go to the URL: <https://visitbritain.force.com/s/Welcome>
2. Select 'Click here to register!'
3. Read and agree to the portal user agreement
4. Complete the registration form, providing information including:
 - The full legal name of your organisation,
 - Your company registration number,
 - Your DUNS number-a unique nine-digit number provided to organisations free of charge by Dun & Bradstreet.
 - Whether your organisation is a Small –Medium Sized Enterprise (SME)
 - User and contact details.

The procurement will be managed electronically via VB. The value provided in Section II.1.5) is only an estimate. We cannot guarantee to suppliers any business through this DPS Agreement. This procurement offering does not guarantee any minimum spend and there will be no form of exclusivity or volume guarantee under this DPS. As part of this contract notice, upon registration for this opportunity, the following documents can be accessed using the link provided above:

- 1) Invitation to Participate (ITP)

- 2) Online SQ including Selection Criteria
- 3) DPS Agreement
- 4) Collaboration Agreement (Lots 1 - 5 only)
- 5) Standard Terms & Conditions for Services (Lot 6 only)
- 6) Call Off Agreement Template

By submitting an online SQ Submission, Suppliers accept and agree to be bound by the terms of the ITP and the terms of the DPS Agreement (including their appendices and schedules) without further negotiation or amendment. VB cannot accept any qualifications to the ITP or SQ Submission. Any qualifications recorded in the submitted documentation may result in an SQ Submission being disqualified.

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the setting up of 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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-009990](#)

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

Date

29 August 2025

Local time

12:00pm

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

11 September 2023

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 10 September 2025

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

The value provided in Section II.1.5) is only an estimate. VB cannot guarantee any exclusivity to any supplier or any business through this DPS Agreement. VB expressly reserves the right:

(i) not to award any DPS Agreement as a result of the procurement process commenced by publication of this notice; and

(ii) to make whatever changes it may see fit to the content and structure of the further competition; and in no circumstances will VB be liable for any costs incurred by the suppliers.

Further details are provided in the online SQ and procurement documentation.

VI.4) Procedures for review

VI.4.1) Review body

VisitBritain/VisitEngland

3 Grosvenor Gardens

London

SW1W 0BD

Email

procurement@visitbritain.org

Country

United Kingdom

Internet address

www.visitbritain.org

VI.4.2) Body responsible for mediation procedures

Royal Court of Justice, The Strand

The High Court, Royal Court of Justice, The Strand, London, WC2A 2LL

London

WC2A 2LL

Email

generaloffice@administrativecourtoffice.justice.gov.uk

Country

United Kingdom

Internet address

www.gov.uk/courts-tribunals

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

VisitBritain/VisitEngland

3 Grosvenor Gardens

London

SW1W 0BD

Email

procurement@visitbritain.org

Country

United Kingdom

Internet address

www.visitbritain.org