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Contract

BTA1529 Commercial Partnership Opportunity for Online Travel Marketplace

VisitBritain/VisitEngland

F03: Contract award notice

Notice identifier: 2023/S 000-003175

Procurement identifier (OCID): ocids-h6vhtk-03671f

Published 1 February 2023, 4:28pm

Section I: Contracting authority

I.1) Name and addresses

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Contact

Procurement Team

Email

procurement@visitbritain.org

Country

United Kingdom

Region code

UKI3 - Inner London – West

Internet address(es)

Main address

<http://www.visitbritain.org>

Buyer's address

<http://www.visitbritain.org>

I.4) Type of the contracting authority

Other type

Tourism Board

I.5) Main activity

Other activity

Tourism

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

BTA1529 Commercial Partnership Opportunity for Online Travel Marketplace

Reference number

BTA1529

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 has awarded a contract for a major metasearch / online travel marketplace partner in the APMEA region to work with over the next twelve months to assist in promoting holidays into London and key regional cities across Britain. This notice is being published for transparency purposes.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £1,200,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

Europe

II.2.4) Description of the procurement

VisitBritain has awarded a contract for a major metasearch / online travel marketplace partner in the APMEA region to work with over the next twelve months to assist in promoting holidays into London and key regional cities across Britain. This notice is being published for transparency purposes.

II.2.5) Award criteria

Price

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 IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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: [2022/S 000-025304](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 December 2022

V.2.2) Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Wego PTE Ltd

1 Harbour Place

Singapore

Country

Singapore

NUTS code

- SG - Singapore

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £1,200,000

Total value of the contract/lot: £1,200,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Email

procurement@visitbritain.org

Country

United Kingdom

Internet address

www.visitbritain.org