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Planning

Provision of Revenue Based Gift Cards

VisitBritain/VisitEngland

F01: Prior information notice

Prior information only

Notice identifier: 2022/S 000-021718

Procurement identifier (OCID): ocds-h6vhtk-0359c7

Published 8 August 2022, 12:37pm

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

NUTS code

UKI3 - Inner London – West

Internet address(es)

Main address

www.visitbritain.org

Buyer's address

www.visitbritain.org

I.3) Communication

Additional information can be obtained from the above-mentioned 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://visitbritain.force.com/s/Welcome>

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

Provision of Revenue Based Gift Cards

Reference number

BTA1742

II.1.2) Main CPV code

- 79342200 - Promotional services

II.1.3) Type of contract

Services

II.1.4) Short description

VisitBritain (VB) is looking at opportunities to grow the visitor economy through the creation of Gift Cards as a currency for consumers to purchase tourism products. In addition, we are looking to penetrate a new market for revenue generation through the sale of the Gift Cards in the B2B and corporate/incentives market.

II.1.5) Estimated total value

Value excluding VAT: £7,500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 75125000 - Administrative services related to tourism affairs

II.2.3) Place of performance

NUTS codes

- UKI3 - Inner London – West

Main site or place of performance

London

II.2.4) Description of the procurement

This is a Prior Information Notice to commence market testing for the provision of a Revenue Based Gift Card supplier.

VB is looking for a Gift Card provider that offers a sale and redemption solution of Gift Card products for the tourism industry.

VB would sell and redeem the Gift Card (B2C) on its e-commerce site (VB Shop) and in addition, we are looking for a Gift Card provider to facilitate the sale and redemption of Gift Cards in the B2B space through its existing network of partnerships.

The VB Gift Card would have approximately 30-40 key attractions across the UK and be available as a minimum in the UK domestic market, and potentially in the international markets.

VB would like to sell the Gift Card through its VisitBritain shop online platform (B2C) and also would like the VB Gift Card to be sold to the corporate/incentives markets/shopping centres/3rd parties (B2B).

We would be interested in resposdee's views on the minimum contract period to ensure commercial viability, particularly with breakage.

The market should note that the estimated contract value cannot be quantified at this stage, therefore this estimated range for this 'concession' contract is £0.01 - £7,500,000.

To register your interest in this potential opportunity, and to participate in the Prior Information Market Testing, please register using the following link:

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

Intererested suppliers MUST firstly complete and return the Mutual NDA. Upon completion, VB will provide these suppliers with access to VB shop financial information. Finally, interested suppliers must then complete & return the Market Testing Questionnaire no later than 16:00pm on Friday 19 August 2022 on via the Atamis eSourcing portal.

II.3) Estimated date of publication of contract notice

5 September 2022

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No