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Tender

BTA1616 - B2C campaign with an OTA in India

VisitBritain/VisitEngland

F02: Contract notice

Notice identifier: 2021/S 000-023433

Procurement identifier (OCID): ocds-h6vhtk-02e2fc

Published 21 September 2021, 11:10am

Section I: Contracting authority

I.1) Name and addresses

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Contact

Alejandra Arroyo

Email

alejandra.arroyo@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-opportunities.secure.force.com/?searchtype=Projects>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://visitbritain-opportunities.secure.force.com/?searchtype=Projects>

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

I.4) Type of the contracting authority

National or federal Agency/Office

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

BTA1616 - B2C campaign with an OTA in India

Reference number

BTA1616

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

A three year joint co-operative consumer campaign via an Online Travel Agent (OTA) to raise awareness & distribute tourism products to the UK.

II.1.5) Estimated total value

Value excluding VAT: £1,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Open FTS

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

Duration in months

15

This contract is subject to renewal

Yes

Description of renewals

Twice, 12 months each

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.2) Conditions related to the contract

III.2.2) Contract performance conditions

In the invitation to tender.

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

Date

7 October 2021

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: 31 March 2022

IV.2.7) Conditions for opening of tenders

Date

20 October 2021

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

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

VI.4.2) Body responsible for mediation procedures

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Email

procurement@visitbritain.org

Country

United Kingdom

Internet address

www.visitbritain.org

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

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Email

procurement@visitbritain.org

Country

United Kingdom

Internet address

www.visitbritain.org