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Tender

## **BTA1779 - European Airline Carrier Commercial Partnership**

VisitBritain/VisitEngland

F02: Contract notice

Notice identifier: 2022/S 000-024858

Procurement identifier (OCID): ocids-h6vhtk-0365f5

Published 5 September 2022, 4:57pm

### **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](mailto:procurement@visitbritain.org)

#### **Country**

United Kingdom

#### **Region code**

UKI3 - Inner London – West

**Internet address(es)**

Main address

[www.visitbritain.org](http://www.visitbritain.org)

Buyer's address

[www.visitbritain.org](http://www.visitbritain.org)

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

[www.visitbritain.org/cooperative-partnership-registration](http://www.visitbritain.org/cooperative-partnership-registration)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Tenders or requests to participate must be submitted to 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**

Other type

Tourism Board

**I.5) Main activity**

Other activity

Tourism

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

BTA1779 - European Airline Carrier Commercial Partnership

Reference number

BTA1779

#### **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 are seeking to procure a collaboration with a suitably capable airline carrier covering European locations including France, Germany, Spain, Italy and Netherlands to work with, from September 2022 - March 2023 to encourage European consumers to travel to Britain.

The activity will have a 360 degree marketing approach, encompassing everything from specific tactical campaigns, which have impact at every stage of the consumer journey, from inspiration through to consideration, planning, booking and advocacy. The airline partner should also have the capability to create and package new British tourism products, based on VisitBritain priorities. This activity must align with VisitBritain's global brand campaign and this will be visible at every consumer touchpoint.

The investment required must be up to £614,336 from the European Airline Partner for the contract period. It is BTA's ambition that we match fund this investment.

#### **II.1.5) Estimated total value**

Value excluding VAT: £1,228,672

#### **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

- UK - United Kingdom

Main site or place of performance

Europe.

### **II.2.4) Description of the procurement**

This opportunity is being advertised in FTS and Contracts Finder as an above-threshold Light Touch Regime process guidance, for services under category 'Social and Other Specific Services – UK — Administrative services related to Tourism Affairs'. It was originally notified by means of a prior information notice entitled 'Administrative Services Related to Tourism Affairs' (Tenders Electronic Daily ref 273606-2015) dated 30 July 2015.

This Invitation to Tender, along with all other tender documentation, is being made available without restriction and with full direct access free of charge from the date of publication in the FTS tender notice. It is available via VisitBritain's free-to-register Atamis eProcurement platform:

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

Please note that registration into VisitBritain's Commercial Partnerships Dynamic Partner Register (DPR, accessible at: <https://www.visitbritain.org/cooperative-partnership-registration>) is mandatory to all interested bidders, as is the completion of the qualifying questionnaire in the DPR platform.

Tenderers who do not pass this qualifying questionnaire will receive an 'Unsuccessful' electronic letter (email) advising them of the rationale and their scores and of the disqualification from the tender process.

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

7

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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted 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

16 September 2022

Local time

12:00pm

#### **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**

Duration in months: 3 (from the date stated for receipt of tender)

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## **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](mailto:procurement@visitbritain.org)

Country

United Kingdom

Internet address

[www.visitbritain.org](http://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](mailto:procurement@visitbritain.org)

Country

United Kingdom

Internet address

[www.visitbritain.org](http://www.visitbritain.org)