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Tender

Provision of Revenue Based Gift Cards

VisitBritain/VisitEngland

F01: Prior information notice

Call for competition

Notice identifier: 2022/S 000-034215

Procurement identifier (OCID): ocids-h6vhtk-038a46

Published 2 December 2022, 2:39pm

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

www.visitbritain.org

Buyer's address

www.visitbritain.org

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 electronically via

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

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

Provision of Revenue Based Gift Cards

Reference number

BTA1821

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
- 75125000 - Administrative services related to tourism affairs

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

London

II.2.4) Description of the procurement

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).

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>

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

36

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

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 expressions of interest

Date

13 January 2023

Local time

12:00pm

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

English

IV.2.5) Scheduled date for start of award procedures

13 February 2023

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