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Tender

## **Provision of Revenue Based Gift Cards**

VisitBritain/VisitEngland

F02: Contract notice

Notice identifier: 2022/S 000-034406

Procurement identifier (OCID): ocds-h6vhtk-038ace

Published 5 December 2022, 4:49pm

### **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

<http://www.visitbritain.org>

Buyer's address

<http://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

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## **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: £499,999

#### **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

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).

To register your interest in this tender opportunity, and to participate in the procurement, 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**

Start date

13 February 2023

End date

31 March 2026

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**

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

13 January 2023

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)

#### **IV.2.7) Conditions for opening of tenders**

Date

13 January 2023

Local time

12:00pm

Place

Electronic

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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)