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Contract

Visit Wales Marketing, TT & PR - Germany

Llywodraeth Cymru / Welsh Government

F03: Contract award notice

Notice identifier: 2023/S 000-034423

Procurement identifier (OCID): ocds-h6vhtk-03eea9

Published 21 November 2023, 2:52pm

Section I: Contracting authority

I.1) Name and addresses

Llywodraeth Cymru / Welsh Government

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services, Parc Cathays / Cathays Park

Caerdydd / Cardiff

CF10 3NQ

Email

CPSProcurementAdvice@gov.wales

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://gov.wales>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Visit Wales Marketing, TT & PR - Germany

Reference number

C079/2023/2024

II.1.2) Main CPV code

- 79416100 - Public relations management services

II.1.3) Type of contract

Services

II.1.4) Short description

Tourism is a highly competitive global industry. It is imperative not only to develop a dynamic customer focus, but also articulate clearly what makes Wales unique. Wales is well placed to compete with the best and can offer a rich culture and heritage, a landscape of high scenic quality, a unique coastline and a diversity of experiences contributing to our visitors' mental and physical well-being. It will be the experiences that differentiate Wales from other destinations that will resonate most memorably with our visitors.

The Welsh Government's Tourism and Marketing Division are responsible for delivering activities that support the sustainable development of the visitor economy, as well as activities to build Wales' reputation and performance as a place to visit, invest, work and study. The tourism and hospitality sector plays an important role to the Welsh economy, representing 11.8% and 9.6% of the Welsh workforce, respectively. The visitor economy also acts as a lynchpin for broader economic development, and these businesses provide important social and wellbeing hubs for our communities.

Our ambition is to grow tourism for the good of Wales. This means economic growth that delivers benefits for people and places, including environmental sustainability, social and cultural enrichment and health benefits. The tourism strategy takes as its basis Wales' distinctive Wellbeing of Future Generations (Wales) Act 2015, and 'mainstreams' its vision through everything we do.

The sector has still not fully recovered from the pandemic and the cost-of-living crisis is

hampering the recovery. We have always been clear that our work now is to concentrate on building back to pre-pandemic international visitor and spend figures and indeed grow those figures.

A German speaking expert team is required to work with Welsh Government's Tourism and Marketing department to deliver the market-facing consumer marketing campaign, on-territory Travel Trade service, Business Events exhibition support, and targeted activity, plus PR and Media Relations activity over the contract duration.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £526,040

II.2) Description

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services
- 48480000 - Sales, marketing and business intelligence software package
- 79310000 - Market research services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- DE - Germany

Main site or place of performance

The contract delivery will primarily take place in Germany.

II.2.4) Description of the procurement

Bidders are invited to submit Bids to be awarded the Contract for Visit Wales Marketing, TT & PR – Germany.

The Contract is for the delivery of the Services as described in the Specification and will endure for the time period set out in paragraph 5 below.

For information purposes the potential value of the Contract is estimated to be GBP260,000 exc. VAT (GBP312000 inc. VAT). The potential value of the possible extension is estimated to be GBP260,000 exc. VAT (GBP312000 inc. VAT).

E-Tender Information:

<https://etenderwales.bravosolution.co.uk>

- The first person from your Organisation to use the Platform will be required to register on behalf of the Organisation.
- Registration involves accepting a User Agreement, and providing basic information about your Organisation and about the User performing the Registration.
- The User who performs the Registration becomes the Super User for the Organisation.
- On registering on the Platform the Super User will select a Username and will receive a password.
- The Password will be sent by e-mail to the email address that was specified in the User Details section of the Registration page.
- In order to log-in to the Platform please enter your Username and Password.
- Note: If you forget your Password then visit the homepage and click “Forgot your password?”
- Registration should only be performed once for each Organisation.
- If you think that someone in your Organisation may have already registered on this Platform then you must not register again.
- Please contact the person who Registered (i.e. the Super User) in order to arrange access to the Platform.
- Contact the Helpdesk immediately if you are unable to contact the Super User (for

example if they have left your Organisation).

- Note: If your Organisation is already registered on the Platform then you must not make any additional registration. Please contact the Helpdesk to gain access to the Platform.

- Tenders must be uploaded to the BravoSolution portal by 2pm

How To Find The ITT:

- Once logged in you must click on 'ITT's Open to all Suppliers'

- The e-tender references for this contract are: itt_104778.

- Click on the title to access summary details of the contract. If you are still interested in submitting a tender, click the 'Express an Interest button'. This will move the ITT from the 'Open to all Suppliers' area to the 'My ITT's' on the home page.

- You will then see the full details of the ITT in the qualification and technical envelopes along with any relevant documents in the 'Attachments' area.

- Should you have any questions on the ITT, please use the 'Messages' area to contact the buyer directly – Please do not contact the named person at the top of this notice.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70

Price - Weighting: 30

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 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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-023398](#)

Section V. Award of contract

Contract No

C079/2023/2024

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 November 2023

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 3

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

expert PR & HWM Communications GmbH

Gutleutstrasse 100, Germany

Frankfurt

60329

Country

Germany

NUTS code

- DE712 - Frankfurt am Main, Kreisfreie Stadt

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £520,000

Total value of the contract/lot: £526,040

Section VI. Complementary information

VI.3) Additional information

(WA Ref:136672)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom