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Tender

PR Services in North America: Leisure

VisitScotland

Scottish Government - BrandScotland

F02: Contract notice

Notice identifier: 2025/S 000-062252

Procurement identifier (OCID): ocds-h6vhtk-035bd2

Published 3 October 2025, 3:36pm

Section I: Contracting authority

I.1) Name and addresses

VisitScotland

Waverley Court, 4 East Market Street

Edinburgh

EH8 8BG

Contact

kirsty Strowes

Email

kirsty.strowes@visitscotland.com

Telephone

+44 1314722222

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<http://www.visitscotland.org>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00118

I.1) Name and addresses

Scottish Government - BrandScotland

4 Atlantic Quay, 70 York St

Glasgow

G2 8EA

Contact

Steph Mcintosh

Email

Steph.Mcintosh@gov.scot

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

<http://www.scotland.gov.uk>

I.2) Information about joint procurement

The contract involves joint procurement

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.publiccontractsscotland.gov.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publiccontractsscotland.gov.uk>

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://www.publiccontractsscotland.gov.uk>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Marketing/Tourism

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

PR Services in North America: Leisure

Reference number

VSEH25026

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

VisitScotland is looking to contract a full-service Public Relations agency with specialised expertise in the travel sector to deliver a wide portfolio of PR activities in the US and Canada in support of VisitScotland's global brand strategy.

II.1.5) Estimated total value

Value excluding VAT: £615,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- US - United States

Main site or place of performance

New York

II.2.4) Description of the procurement

VisitScotland is looking to contract a full-service Public Relations agency with specialised expertise in the travel sector to deliver a wide portfolio of PR activities in the US and Canada in support of VisitScotland's global brand strategy.

There is a requirement for a Consumer-focused PR Service and this needs an agency with expert, current knowledge of both the US and Canadian leisure travel sector, media marketplace, trends and consumer insights, and travel trade media, and sound knowledge of Scotland and its attractions for North American visitors

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: £615,000

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

up to 2 x 12 month extensions

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 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: [2022/S 000-022455](#)

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

Date

4 November 2025

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: 12 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

4 November 2025

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 36 months

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=812007.

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx.

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(SC Ref:812007)

Download the ESPD document here:

https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=812007

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

27 Chambers St

Edinburgh

EH1 1LB

Country

United Kingdom