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Contract

## **Sales Agency Services in North America**

VisitScotland

F03: Contract award notice

Notice identifier: 2025/S 000-085818

Procurement identifier (OCID): ocds-h6vhtk-0485f7

Published 23 December 2025, 12:51pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

VisitScotland

Waverley Court, 4 East Market Street

Edinburgh

EH8 8BG

#### **Email**

[kirsty.strowes@visitscotland.com](mailto: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](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00118)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**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**

Sales Agency Services in North America

Reference number

VEH24005

#### **II.1.2) Main CPV code**

- 79416000 - Public relations services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

VisitScotland is seeking to appoint a suitably qualified vendor for the provision of Sales Agency Representation to the North American market to support Business Events activity.

#### **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: £254,448

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79416000 - Public relations services
- 79416100 - Public relations management services

#### **II.2.3) Place of performance**

NUTS codes

- US - United States

Main site or place of performance

North America

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

VisitScotland is seeking to appoint a suitably qualified vendor for the provision of Sales Agency Representation to the North American market to support Business Events activity.

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

Quality criterion - Name: Applied Understanding of the Business Events Market and track record of generating new business in the North America-speaking MICE market / Weighting: 20

Quality criterion - Name: Proposed strategic approach to delivering on our business expectations in terms of generating enquiries and promoting Scotland as a destination for Business Events / Weighting: 15

Quality criterion - Name: Creativity of proposed approach including marketing communications, promotional events and potential collaborative opportunities / Weighting: 15

Quality criterion - Name: Sustainability / Weighting: 10

Price - Weighting: 40

#### **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: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-023792](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

11 December 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

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

Number of tenders received by electronic means: 1

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

#### **V.2.3) Name and address of the contractor**

DCI

215 Park Ave S

New York

10003

Telephone

+647 2701221

Country

United States

NUTS code

- US - United States

The contractor is an SME

Yes

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

Total value of the contract/lot: £254,448

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## **Section VI. Complementary information**

### **VI.3) Additional information**

(SC Ref:810122)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Edinburgh Sheriff Court

Edinburgh

Country

United Kingdom