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Contract

## **VSEH25001 - Social Media China**

VisitScotland

F03: Contract award notice

Notice identifier: 2025/S 000-085824

Procurement identifier (OCID): ocds-h6vhtk-04f9b9

Published 23 December 2025, 12:55pm

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

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

VisitScotland

Waverley Court, 4 East Market Street

Edinburgh

EH8 8BG

#### **Contact**

Billy Hislop

#### **Email**

[billy.hislop@visitscotland.com](mailto:billy.hislop@visitscotland.com)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

VSEH25001 - Social Media China

Reference number

VSEH25001

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

- 79342000 - Marketing 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 Social Media Representation in China.

#### **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: £401,400

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

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

NUTS codes

- CN - China

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

VisitScotland is seeking to appoint a suitably qualified agency for the provision of Social Media Representation in China.

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

Quality criterion - Name: Applied understanding of the specific requirements of the contract / Weighting: 20

Quality criterion - Name: Demonstrable experience of delivering organic growth and engagement as well as paid activity / Weighting: 15

Quality criterion - Name: Applied knowledge and experience of the tourism sector / Weighting: 10

Quality criterion - Name: Account mgmt, inc demonstrable ability to support in UK, strategic planning and reporting. Provision for consistency in personnel and handover if changes. CVs and experience of proposed team. / Weighting: 10

Quality criterion - Name: Sustainability / Weighting: 5

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: [2025/S 000-011637](#)

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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 August 2025

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

Number of tenders received: 15

Number of tenders received from SMEs: 15

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

Number of tenders received from tenderers from non-EU Member States: 15

Number of tenders received by electronic means: 15

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

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

Dragon Trail International

Room 101, Building 2B Gui Gu Liang Cheng, No.1 Nong Da Nan Road, Haidian District,  
Beijing, China

Beijing

100084

Telephone

+86 13521652614

Country

China

NUTS code

- CN - China

The contractor is an SME

Yes

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

Total value of the contract/lot: £401,400

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## **Section VI. Complementary information**

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

(SC Ref:809760)

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

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

Edinburgh Sheriff Court

Edinburgh

Country

United Kingdom