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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

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

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

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

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](#)

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

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