

**OPEN PROCEDURE TO CONTRACT THE
PROMOTION OF VITORIA AIRPORT AND OF
VITORIA-GASTEIZ, ÁLAVA AND THE BASQUE
COUNTRY AS A DESTINATION OF ECONOMIC
AND TOURISTIC INTEREST: CONSOLIDATION
AND GROWTH (PAVIA02_2024)**



VIA

VITORIA International Airport
Promotion Agency **BASQUE COUNTRY**

File No.	PAVIA02/2024
Awarding Entity	VIA, Promoción del Aeropuerto de Vitoria SA
Name of the Tender	CONTRACT FOR THE PROMOTION OF VITORIA AIRPORT AND VITORIA-GASTEIZ, ÁLAVA AND THE BASQUE COUNTRY AS A DESTINATION OF ECONOMIC AND TOURISTIC INTEREST: CONSOLIDATION AND GROWTH (PAVIA02_2024)
Type of Tender	OPEN CONTRACTING PROCEDURE
CPV Code	79342200-5
Process	The open procedure set forth in Articles 157 to 161 of the Revised Text of the Public Sector Contracts Act.
Date of publication on the BG Contracting Party Profile site	05.12.2024
Deadline for the submission of bids	31.01.2025 13:00 hrs
Address for the submission of bids	Online. https://www.contratacion.euskadi.eus/
Contracting Authority	Body appointed by the Board of Directors of VIA, Promoción del Aeropuerto de Vitoria S.A., formed by the Chairperson, the Company Manager, and the Secretary of the Board of Directors.
Budget	Overall Budget: six million, two hundred and seventy thousand euros, (€6,270,000), Value Added Tax excluded.
Division into batches	Not applicable
Extension permitted	Yes
Place of Contract Performance	Vitoria-Gasteiz
Term of the Contract	2 years
Score	100 maximum points, divided into; VALUE JUDGEMENT: 40 Company Profile 10 Overall promotional strategy 10 Mix of Promotional Actions 50 MATHEMATICAL FORMULA: 60 . Online positioning 15 . Social Media 15 . Economic bid 30
Opening Date of Envelopes A and C	04.02.2025 09:30 hrs
Opening Date of Envelope B	11.02.2025 11:00 hrs
Contact persons	Ruth González
Contact email:	registro@via.com.es