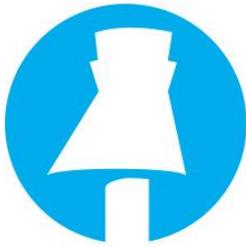


**OPEN PROCEDURE TO CONTRACT THE  
PROMOTION OF VITORIA AIRPORT AND OF  
VITORIA-GASTEIZ, ÁLAVA AND THE BASQUE  
COUNTRY AS A DESTINATION OF ECONOMIC  
AND TOURISTIC INTEREST: CONSOLIDATION  
AND GROWTH (PAVIA03\_2025)**



**VIA**

**VITORIA** International Airport  
Promotion Agency **BASQUE COUNTRY**

<b>File No.</b>	<b>PAVIA03/2025</b>
<b>Awarding Entity</b>	VIA, Promoción del Aeropuerto de Vitoria SA
<b>Name of the Tender</b>	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 (PAVIA03_2025)
<b>Type of Tender</b>	OPEN CONTRACTING PROCEDURE
<b>CPV Code</b>	79342200-5
<b>Process</b>	The open procedure set forth in Articles 157 to 161 of the Revised Text of the Public Sector Contracts Act.
<b>Date of publication on the BG Contracting Party Profile site</b>	19.06.2025
<b>Deadline for the submission of bids</b>	11.07.2025 13:00h
<b>Address for the submission of bids</b>	At the head office of VIA, Vitoria Airport Promotion Agency
<b>Contracting Authority</b>	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.
<b>Budget</b>	<b>Overall Budget:</b> six million, two hundred and seventy thousand euros, (€6,270,000), Value Added Tax excluded.
<b>Division into batches</b>	Not applicable
<b>Extension permitted</b>	Yes
<b>Place of Contract Performance</b>	Vitoria-Gasteiz
<b>Term of the Contract</b>	2 years
<b>Score</b>	100 maximum points, divided into; <b>VALUE JUDGEMENT: 40</b> Company Profile 10 Overall promotional strategy 10 Mix of Promotional Actions 20 <b>MATHEMATICAL FORMULA: 60</b> . Online positioning 15 . Social Media 15 . Economic bid 30
<b>Opening Date of Envelopes A and C</b>	15.07.2025 13:00h
<b>Opening Date of Envelope B</b>	18.07.2025 08:00h
<b>Contact persons</b>	Ruth González
<b>Contact email:</b>	<a href="mailto:registro@via.com.es">registro@via.com.es</a>

