

**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)**



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

File No.	<b>PAVIA03/2025</b>
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 (PAVIA03_2025)
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	19.06.2025
Deadline for the submission of bids	11.07.2025 13:00h
Address for the submission of bids	At the head office of VIA, Vitoria Airport Promotion Agency
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	<b>Overall Budget:</b> 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; <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
Opening Date of Envelopes A and C	15.07.2025 13:00h
	18.07.2025 10:00h
Contact persons	Ruth González
Contact email:	<a href="mailto:registro@via.com.es">registro@via.com.es</a>

