

276975-2026 - Wettbewerb

Finnland – Werbe- und Marketingdienstleistungen – PR Agency Services for Lake Saimaa - Mikkeli Region Tourism, Finland - EU-funded Project: Saimaa Horizon 2030 – Invest & Grow
OJ S 79/2026 23/04/2026

Auftrags- oder Konzessionsbekanntmachung – Standardregelung
Dienstleistungen

1. Beschaffer

1.1. Beschaffer

Offizielle Bezeichnung: Mikkelin Kehitysyhtiö Miksei Oy

E-Mail: info@mikseimikkeli.fi

Rechtsform des Erwerbers: Von einer lokalen Gebietskörperschaft kontrollierte Einrichtung des öffentlichen Rechts

Tätigkeit des öffentlichen Auftraggebers: Wirtschaftliche Angelegenheiten

2. Verfahren

2.1. Verfahren

Titel: PR Agency Services for Lake Saimaa - Mikkeli Region Tourism, Finland - EU-funded Project: Saimaa Horizon 2030 – Invest & Grow

Beschreibung: Saimaa Horizon project introduction The objective of the Saimaa Horizon project (funded by South Savo Regional Council and EU) is to elevate Lake Saimaa – Mikkeli Region as a significant international year-round destination in Finland's Lakeland for sustainable tourism, to foster growth in overnights 15%-25% annually and in direct and indirect tourism revenue by promoting the region's international recognition, to support the readiness of local entrepreneurs for global markets and facilitate collaborative networks. Additionally, the project advances local businesses' capabilities to identify new business opportunities and models, develop customer-oriented products, services, and joint offerings, and enhance sales in international markets. Mikkeli Development Miksei Ltd. is responsible for Saimaa Horizon project management and promoting Mikkeli Region in international markets, improving companies' readiness for internationalization, product development, and marketing, and supporting sales efforts in the selected international markets. Furthermore, Mikkeli Development Ltd is tasked with increasing the region's awareness and executing media and PR work. Lake Saimaa - Mikkeli Region introduction The Mikkeli Region, encompassing Mikkeli, Puumala, and Mäntyharju, lies at the heart of the stunning Lake Saimaa region—the largest lake district in Finland. Known for its sparkling waters, endless green forests, and vast archipelago, the area offers thousands of miles of scenic shoreline dotted with charming lakeside resorts, historic manor houses, private villas, and traditional saunas. Rich in history and renowned for its local gastronomy, the Mikkeli Region combines authentic Finnish nature with a wide range of year-round activities, making it a captivating destination for both locals and international visitors. The primary goals of the tender: - To identify and contract a PR agency capable of delivering strategic communications that amplify Lake Saimaa – Mikkeli Region presence and appeal in UK, France, Spain and USA markets during the designated period. The project is planned to commence in June 2026 and must be completed by October 31, 2027. - The agency will be expected to develop and implement comprehensive PR activities, employing innovative approaches and local market expertise to position Lake Saimaa – Mikkeli Region as a must-visit destination for discerning travelers. - The scope of

work includes designing integrated media strategies, cultivating high-value partnerships with media, and creating impactful storytelling that distinguishes Lake Saimaa – Mikkeli Region from competitors. - The primary goal of the PR project: To maximize Lake Saimaa - Mikkeli Region's main tourism service providers visibility in media in UK, France, Spain and USA, to enhance the awareness of Lake Saimaa – Mikkeli Region and its highlights, and to boost the visitor numbers from UK, France, Spain and USA in 2026 and 2027. Expected Activities The selected agency will be responsible for strengthening the awareness of Lake Saimaa – Mikkeli Region by increasing visibility across selected key target markets, with a primary focus on the UK and France, and secondary attention on Spain and the USA. This includes securing high-quality media coverage in reputable travel and lifestyle outlets across both traditional and digital platforms, while leveraging culturally relevant storytelling and strategic media placements. In addition, the agency is expected to foster strong relationships with journalists to generate authentic interest and long-term advocacy. All communications should be carefully tailored to reflect the preferences, trends, and values of each target market, while maintaining a consistent and compelling brand message. The agency should also continuously measure and optimize campaign performance by providing transparent monthly reporting on all activities, media exposure and key performance indicators such as earned media value, share of voice, engagement rates, and resulting inquiries or bookings. Monthly report must be submitted and approved by the tenderer before invoicing. Finally, a deep understanding of local market dynamics, media landscapes, and regulatory requirements is essential to ensure both compliance and maximum campaign effectiveness. Primary focus will be on activities in main target markets UK and France, including the creation and distribution of press releases, thematic media pitching, and the organization at least one international group media trip (at least 4 media representatives in the group). Selected top-tier media representatives will also be invited on hosted individual press trips. Secondary focus will be on the USA and Spain, consisting of press release distribution, selective media pitching, and invitations for top-tier media representatives—such as New York Times, Condé Nast, or National Geographic—to participate in hosted individual media trips. The selected PR agency is expected to familiarize itself thoroughly with the Mikkeli region and Lake Saimaa area, including their key strengths, attractiveness factors, and the companies participating in the project. This familiarisation should be incorporated into the action plan submitted with the proposal. If the region is already familiar to the tenderer, this must be clearly described in the proposal.

Kennung des Verfahrens: ec9cd74b-0755-4754-bb3a-7dc856609ae3

Interne Kennung: 608233

Verfahrensart: Offenes Verfahren

Das Verfahren wird beschleunigt: nein

2.1.1. Zweck

Art des Auftrags: Dienstleistungen

Haupteinstufung (cpv): 79340000 Werbe- und Marketingdienstleistungen

Zusätzliche Einstufung (cpv): 63515000 Reisedienste, 79342000 Marketing

2.1.2. Erfüllungsort

Beliebiger Ort

Zusätzliche Informationen: Target markets for activities have been specified in the tender.

2.1.3. Wert

Geschätzter Wert ohne MwSt.: 30 000,00 EUR

2.1.4. Allgemeine Informationen

Zusätzliche Informationen: Requirements of the selected agency -The selected PR agency must have a physical presence (a registered business) and a designated expert in at least one of the target markets (UK, France, Spain, or USA), along with appointed experts covering the remaining markets. -The agency must be able to propose activities primarily in the UK and France, and secondarily in Spain and the USA, within the stated budget. - In addition to the core activities listed, the agency must demonstrate a proactive approach in identifying emerging trends and opportunities within the travel and lifestyle sectors, adapting strategies to remain ahead of the curve. - Expertise in digital storytelling and cross-market collaboration will be essential for driving sustained engagement and visibility. -The ability to present innovative ideas—grounded in data and tailored to the Lake Saimaa–Mikkeli Region—will be key in differentiating the destination amid a competitive international landscape. -Agencies with proven international experience, creative vision, operational capacity, and senior-level expertise to deliver measurable results for the Lake Saimaa–Mikkeli Region in the UK, France, Spain, and the USA will be prioritized in the selection process. - The agency must have a named operative team dedicated to execute Lake Saimaa–Mikkeli Region activities (the operative team’s competencies and seniority will be evaluated). Procurement procedure and budget for tender The procurement will be carried out as a reverse tendering process with a fixed service price. The evaluation of tenders will be based on qualitative factors. The total budget is EUR 30,000. All administrative costs, as well as the service provider’s team’s local travel and operational expenses (including banking fees), must be included in the retainer fee. The selected PR agency must include at least one familiarization trip to the Mikkeli Region within the retainer fee (this may be part of a media trip). Any additional costs paid by the client (e.g. travel costs for media, PR gifts, and PR events) must be separately approved by the client prior to execution. Questions related to the tender must be submitted via Cloudia platform by 4 pm Finland time May 15th, 2025. The tender must be submitted via Cloudia platform by 4 pm Finland time May 25th, 2025. Expected project timeline The project is scheduled to commence in June 2026 and must be completed by 31 October 2027. The agency is required to include a realistic project schedule and propose the project duration in its proposal. Value of the contract Value of the contract does not exceed national threshold of 60 000,00 € (low-value procurement). National procurement notice form has been selected for technicality reasons (visibility and transparency). Additional information The request for tender is subject to approval of amendment application of Saimaa Horizon project. All offers for this request for tenderers must be submitted in English. Supplier Support for Cloudia procurement - go to <https://tuki.cloudia.fi/hc/en-150> Guide for Cloudia procurement registration - guide for registration annexed to this procurement notice

Rechtsgrundlage:

Richtlinie 2014/24/EU

2.1.6. Ausschlussgründe

Quellen der Ausschlussgründe: Auftragsunterlagen

5. Los

5.1. Los: LOT-0000

Titel: PR Agency Services for Lake Saimaa - Mikkeli Region Tourism, Finland - EU-funded Project: Saimaa Horizon 2030 – Invest & Grow

Beschreibung: Saimaa Horizon project introduction The objective of the Saimaa Horizon project (funded by South Savo Regional Council and EU) is to elevate Lake Saimaa – Mikkeli Region as a significant international year-round destination in Finland’s Lakeland for sustainable tourism, to foster growth in overnights 15%-25% annually and in direct and indirect

tourism revenue by promoting the region's international recognition, to support the readiness of local entrepreneurs for global markets and facilitate collaborative networks. Additionally, the project advances local businesses' capabilities to identify new business opportunities and models, develop customer-oriented products, services, and joint offerings, and enhance sales in international markets. Mikkeli Development Miksei Ltd. is responsible for Saimaa Horizon project management and promoting Mikkeli Region in international markets, improving companies' readiness for internationalization, product development, and marketing, and supporting sales efforts in the selected international markets. Furthermore, Mikkeli Development Ltd is tasked with increasing the region's awareness and executing media and PR work.

Lake Saimaa - Mikkeli Region introduction

The Mikkeli Region, encompassing Mikkeli, Puumala, and Mäntyharju, lies at the heart of the stunning Lake Saimaa region—the largest lake district in Finland. Known for its sparkling waters, endless green forests, and vast archipelago, the area offers thousands of miles of scenic shoreline dotted with charming lakeside resorts, historic manor houses, private villas, and traditional saunas. Rich in history and renowned for its local gastronomy, the Mikkeli Region combines authentic Finnish nature with a wide range of year-round activities, making it a captivating destination for both locals and international visitors.

The primary goals of the tender:

- To identify and contract a PR agency capable of delivering strategic communications that amplify Lake Saimaa – Mikkeli Region presence and appeal in UK, France, Spain and USA markets during the designated period. The project is planned to commence in June 2026 and must be completed by October 31, 2027.
- The agency will be expected to develop and implement comprehensive PR activities, employing innovative approaches and local market expertise to position Lake Saimaa – Mikkeli Region as a must-visit destination for discerning travelers.
- The scope of work includes designing integrated media strategies, cultivating high-value partnerships with media, and creating impactful storytelling that distinguishes Lake Saimaa – Mikkeli Region from competitors.
- The primary goal of the PR project: To maximize Lake Saimaa - Mikkeli Region's main tourism service providers visibility in media in UK, France, Spain and USA, to enhance the awareness of Lake Saimaa – Mikkeli Region and its highlights, and to boost the visitor numbers from UK, France, Spain and USA in 2026 and 2027.

Expected Activities

The selected agency will be responsible for strengthening the awareness of Lake Saimaa – Mikkeli Region by increasing visibility across selected key target markets, with a primary focus on the UK and France, and secondary attention on Spain and the USA. This includes securing high-quality media coverage in reputable travel and lifestyle outlets across both traditional and digital platforms, while leveraging culturally relevant storytelling and strategic media placements. In addition, the agency is expected to foster strong relationships with journalists to generate authentic interest and long-term advocacy. All communications should be carefully tailored to reflect the preferences, trends, and values of each target market, while maintaining a consistent and compelling brand message. The agency should also continuously measure and optimize campaign performance by providing transparent monthly reporting on all activities, media exposure and key performance indicators such as earned media value, share of voice, engagement rates, and resulting inquiries or bookings. Monthly report must be submitted and approved by the tenderer before invoicing. Finally, a deep understanding of local market dynamics, media landscapes, and regulatory requirements is essential to ensure both compliance and maximum campaign effectiveness. Primary focus will be on activities in main target markets UK and France, including the creation and distribution of press releases, thematic media pitching, and the organization at least one international group media trip (at least 4 media representatives in the group). Selected top-tier media representatives will also be invited on hosted individual press trips. Secondary focus will be on the USA and Spain, consisting of press release distribution, selective media pitching, and invitations for top-tier media representatives—such as New York Times, Condé Nast, or National Geographic—to

participate in hosted individual media trips. The selected PR agency is expected to familiarize itself thoroughly with the Mikkeli region and Lake Saimaa area, including their key strengths, attractiveness factors, and the companies participating in the project. This familiarisation should be incorporated into the action plan submitted with the proposal. If the region is already familiar to the tenderer, this must be clearly described in the proposal.

Interne Kennung: 608233

5.1.1. Zweck

Art des Auftrags: Dienstleistungen

Haupteinstufung (cpv): 79340000 Werbe- und Marketingdienstleistungen

Zusätzliche Einstufung (cpv): 63515000 Reisedienste, 79342000 Marketing

5.1.2. Erfüllungsort

Beliebiger Ort

Zusätzliche Informationen: Target markets for activities have been specified in the tender.

5.1.3. Geschätzte Dauer

Datum des Beginns: 01/06/2026

Enddatum der Laufzeit: 31/10/2027

5.1.5. Wert

Geschätzter Wert ohne MwSt.: 30 000,00 EUR

5.1.6. Allgemeine Informationen

Vorbehaltene Teilnahme:

Teilnahme ist nicht vorbehalten.

Auftragsvergabeprojekt ganz oder teilweise aus EU-Mitteln finanziert

Die Beschaffung fällt unter das Übereinkommen über das öffentliche Beschaffungswesen: ja

Diese Auftragsvergabe ist auch für kleine und mittlere Unternehmen (KMU) geeignet: ja

Zusätzliche Informationen: Requirements of the selected agency -The selected PR agency must have a physical presence (a registered business) and a designated expert in at least one of the target markets (UK, France, Spain, or USA), along with appointed experts covering the remaining markets. -The agency must be able to propose activities primarily in the UK and France, and secondarily in Spain and the USA, within the stated budget. - In addition to the core activities listed, the agency must demonstrate a proactive approach in identifying emerging trends and opportunities within the travel and lifestyle sectors, adapting strategies to remain ahead of the curve. - Expertise in digital storytelling and cross-market collaboration will be essential for driving sustained engagement and visibility. -The ability to present innovative ideas—grounded in data and tailored to the Lake Saimaa–Mikkeli Region—will be key in differentiating the destination amid a competitive international landscape. -Agencies with proven international experience, creative vision, operational capacity, and senior-level expertise to deliver measurable results for the Lake Saimaa–Mikkeli Region in the UK, France, Spain, and the USA will be prioritized in the selection process. - The agency must have a named operative team dedicated to execute Lake Saimaa–Mikkeli Region activities (the operative team's competencies and seniority will be evaluated). Procurement procedure and budget for tender The procurement will be carried out as a reverse tendering process with a fixed service price. The evaluation of tenders will be based on qualitative factors. The total budget is EUR 30,000. All administrative costs, as well as the service provider's team's local travel and operational expenses (including banking fees), must be included in the retainer fee. The selected PR agency must include at least one familiarization trip to the Mikkeli Region within the retainer fee (this may be part of a media trip). Any additional costs paid by the client (e.g. travel costs for media, PR gifts, and PR events) must be separately approved by the

client prior to execution. Questions related to the tender must be submitted via Cloudia platform by 4 pm Finland time May 15th, 2025. The tender must be submitted via Cloudia platform by 4 pm Finland time May 25th, 2025. Expected project timeline The project is scheduled to commence in June 2026 and must be completed by 31 October 2027. The agency is required to include a realistic project schedule and propose the project duration in its proposal. Value of the contract Value of the contract does not exceed national threshold of 60 000,00 € (low-value procurement). National procurement notice form has been selected for technicality reasons (visibility and transparency). Additional information The request for tender is subject to approval of amendment application of Saimaa Horizon project. All offers for this request for tenderers must be submitted in English. Supplier Support for Cloudia procurement - go to <https://tuki.cloudia.fi/hc/en-150> Guide for Cloudia procurement registration - guide for registration annexed to this procurement notice

5.1.7. Strategische Auftragsvergabe

Gefördertes soziales Ziel: Faire Arbeitsbedingungen

5.1.9. Eignungskriterien

Quellen der Eignungskriterien: Auftragsunterlagen

5.1.10. Zuschlagskriterien

Kriterium:

Art: Qualität

Bezeichnung: References

Beschreibung: References of the specialist team dedicated for this project (travel and hospitality industry). 1. Similarity and relevance with the tenderers project (projects for DMO's or individual tourism companies), 2. outcome and 3. impact of the reference projects (qualitative and quantitative). (10 points each criteria) (max. 10 project references within 5 years) (document max 5 A4 pages) references within 5 years)

Kategorie des Gewicht-Zuschlagskriteriums: Gewichtung (Punkte, genau)

Zuschlagskriterium — Zahl: 30

Kriterium:

Art: Qualität

Bezeichnung: Competence

Beschreibung: 1. Seniority and experience in travel and hospitality industry projects, 2. travel and hospitality industry stakeholder networks in the markets, 3. proven existing relationships with key members of the travel media, across all stakeholder groups - trade, consumer publications and newspapers; and special interest and lifestyle media who support the destination special interest markets, 4. proven methodology for measurement/ROI of communications investment. (10 points each criteria)

Kategorie des Gewicht-Zuschlagskriteriums: Gewichtung (Punkte, genau)

Zuschlagskriterium — Zahl: 40

Kriterium:

Art: Qualität

Bezeichnung: Project plan

Beschreibung: Submit a proposal including the following elements: 1. Project strategy (describe the relevancy for Lake Saimaa- Mikkeli Region) 2. Preliminary list of target media in the target markets (describe the relevancy for Lake Saimaa- Mikkeli Region) 3. Suggest realistic activities (based on relevancy and cost effectiveness) 4. Timeline (project timeline must be realistic) 5. Reporting plan (describe the metrics used and the relevancy for Lake Saimaa - Mikkeli Region) Criteria: 1. Project strategy feasibility and relevance 12p 2. Relevance, quality and number of preliminary list of media per target market 8p 3. Feasibility,

relevance and the number of the suggested activities per target market 12p 4. Feasibility of the timeline 12p 5. Reporting plan comprehensiveness 8p

Kategorie des Gewicht-Zuschlagskriteriums: Gewichtung (Punkte, genau)

Zuschlagskriterium — Zahl: 52

5.1.11. Auftragsunterlagen

Sprachen, in denen die Auftragsunterlagen offiziell verfügbar sind: Englisch

Frist für die Anforderung zusätzlicher Informationen: 15/05/2026 13:00:00 (UTC+00:00)

Westeuropäische Zeit, GMT

Internetadresse der Auftragsunterlagen: <https://tarjouspalvelu.fi/mikkeli?id=608233&tpk=cce7378d-27f9-484f-aa1b-9b31d7c667fd>

Ad-hoc-Kommunikationskanal:

URL: <https://tarjouspalvelu.fi/Default/Index>

5.1.12. Bedingungen für die Auftragsvergabe

Bedingungen für die Einreichung:

Elektronische Einreichung: Erforderlich

Adresse für die Einreichung: <https://tarjouspalvelu.fi/mikkeli?id=608233&tpk=cce7378d-27f9-484f-aa1b-9b31d7c667fd>

Sprachen, in denen Angebote oder Teilnahmeanträge eingereicht werden können: Finnisch

Elektronischer Katalog: Nicht zulässig

Die Bieter können mehrere Angebote einreichen: Nicht zulässig

Frist für den Eingang der Angebote: 25/05/2026 13:00:00 (UTC+00:00) Westeuropäische Zeit, GMT

Dauer, während der das Angebot gültig bleiben muss: 60 Tage

Informationen über die öffentliche Angebotsöffnung:

Eröffnungstermin: 26/05/2026 06:00:00 (UTC+00:00) Westeuropäische Zeit, GMT

Auftragsbedingungen:

Die Auftragsausführung muss im Rahmen von Programmen für geschützte

Beschäftigungsverhältnisse erfolgen: Nein

Es ist eine Geheimhaltungsvereinbarung erforderlich: nein

Elektronische Rechnungsstellung: Erforderlich

Aufträge werden elektronisch erteilt: ja

Zahlungen werden elektronisch geleistet: ja

5.1.15. Techniken

Rahmenvereinbarung:

Keine Rahmenvereinbarung

Informationen über das dynamische Beschaffungssystem:

Kein dynamisches Beschaffungssystem

5.1.16. Weitere Informationen, Schlichtung und Nachprüfung

Schlichtungsstelle: Markkinaoikeus

Überprüfungsstelle: Markkinaoikeus

Informationen über die Überprüfungsfristen: 14 days after the Contract Award Decision.

Mikkelin kehitysyhtiö Miksei Oy Maaherrankatu 9-11 50100 Mikkeli, Finland CEO Timo Paakki
timo.paakki@mikseimikkeli.fi

Organisation, die weitere Informationen für die Nachprüfungsverfahren bereitstellt: Mikkelin Kehitysyhtiö Miksei Oy

Organisation, die Teilnahmeanträge entgegennimmt: Mikkelin Kehitysyhtiö Miksei Oy

Organisation, die Angebote bearbeitet: Mikkelin Kehitysyhtiö Miksei Oy

8. Organisationen

8.1. ORG-0001

Offizielle Bezeichnung: Markkinaoikeus

Registrierungsnummer: 3006157-6

Postanschrift: Radanrakentajantie 5

Stadt: Helsinki

Postleitzahl: 00520

Land, Gliederung (NUTS): Helsinki-Uusimaa (FI1B1)

Land: Finnland

E-Mail: markkinaoikeus@oikeus.fi

Telefon: +358 295643300

Internetadresse: <http://www.oikeus.fi/markkinaoikeus>

Rollen dieser Organisation:

Überprüfungsstelle

Schlichtungsstelle

8.1. ORG-0002

Offizielle Bezeichnung: Mikkelin Kehitysyhtiö Miksei Oy

Registrierungsnummer: 0600598-8

Postanschrift: Maaherrankatu 9-11

Stadt: Mikkeli

Postleitzahl: 50100

Land, Gliederung (NUTS): Etelä-Savo (FI1DA)

Land: Finnland

Kontaktperson: Virastotalo

E-Mail: info@mikseimikkeli.fi

Telefon: +358 15361600

Internetadresse: <https://www.mikseimikkeli.fi/>

Rollen dieser Organisation:

Beschaffer

Organisation, die Teilnahmeanträge entgegennimmt

Organisation, die Angebote bearbeitet

Organisation, die weitere Informationen für die Nachprüfungsverfahren bereitstellt

8.1. ORG-0003

Offizielle Bezeichnung: Hansel Oy (Hilma)

Registrierungsnummer: FI09880841

Postanschrift: Mannerheiminaukio 1a

Stadt: Helsinki

Postleitzahl: 00100

Land, Gliederung (NUTS): Helsinki-Uusimaa (FI1B1)

Land: Finnland

Kontaktperson: eSender

E-Mail: tekninen@hankintailmoitukset.fi

Telefon: 029 55 636 30

Internetadresse: <http://hankintailmoitukset.fi>

Rollen dieser Organisation:

TED eSender

Informationen zur Bekanntmachung

Kennung/Fassung der Bekanntmachung: 3494d50e-faf9-448f-a82b-fe72f5f5c4bf - 01

Formulartyp: Wettbewerb

Art der Bekanntmachung: Auftrags- oder Konzessionsbekanntmachung – Standardregelung

Unterart der Bekanntmachung: 16

Datum der Übermittlung der Bekanntmachung: 22/04/2026 11:58:21 (UTC+00:00)

Westeuropäische Zeit, GMT

Bekanntmachung — eSender-Übermittlungsdatum: 22/04/2026 11:58:22 (UTC+00:00)

Westeuropäische Zeit, GMT

Sprachen, in denen diese Bekanntmachung offiziell verfügbar ist: Finnisch

Veröffentlichungsnummer der Bekanntmachung: 276975-2026

ABl. S – Nummer der Ausgabe: 79/2026

Datum der Veröffentlichung: 23/04/2026