

594621-2026 - Wettbewerb

Norwegen – Dienstleistungen von Reisebüros und Reiseveranstaltern sowie Hilfstätigkeiten für Touristen – Procurement of tourism services for Trondheim towards 2030.

OJ S 166/2026 28/08/2026

**Auftrags- oder Konzessionsbekanntmachung – Standardregelung
Dienstleistungen**

1. Beschaffer

1.1. Beschaffer

Offizielle Bezeichnung: Trondheim kommune

E-Mail: roar.nass@trondheim.kommune.no

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

Tätigkeit des öffentlichen Auftraggebers: Allgemeine öffentliche Verwaltung

2. Verfahren

2.1. Verfahren

Titel: Procurement of tourism services for Trondheim towards 2030.

Beschreibung: Trondheim municipality, hereafter called the Contracting Authority, invites tenderers to an open tender competition with negotiations for a contract for tourism services for Trondheim towards 2030. The contracting authority is currently contributing with a grant to Visit Trondheim to sell, market, develop and brand building Trondheim as an attractive tourist destination, national and international. In 2026 the contracting authority expects to procure tourism services for a total of NOK 2,865,000 excluding VAT. In the terms of the grant, Trondheim municipality expects Visit Trondheim to be an active collaborating partner and contributor to major events that Trondheim municipality is involved in. The contracting authority shall now enter into an ongoing service contract for tourism services for Trondheim towards 2030 from 01.01.2027.

Kennung des Verfahrens: 5ad2e19d-9605-4ad5-a45f-dc8fa4ec16d2

Interne Kennung: 2026/30027

Verfahrensart: Offenes Verfahren

Das Verfahren wird beschleunigt: nein

Zentrale Elemente des Verfahrens: Tourism is an important industry for Trondheim municipality and the contracting authority needs assistance with tourism services. The importance of the industry for the city is increasing and the development potential is considered significant. Trondheim municipality takes responsibility for local tourism services because it is considered to be an important investment to build the reputation of Trondheim as an attractive tourist destination, nationally and internationally. The contracting authority intends to make Trondheim an attractive destination. The assignment shall contribute to the sale and marketing of Trondheim as an attractive destination, with increased visits within holidays and leisure travellers, business tourism and events, nationally and internationally. In general, the assignment shall contribute to a proactive role in the sale and marketing of the city's visitor industries and various events, and in particular it shall contribute to selling and marketing Trondheim as a history and cultural city with world-class dining experiences against the National Anniversary of 2030. Trondheim also depends on marketing and visibility of the technological powers in search, obtain and hold several international conventions, meetings

and other major events against 2030. Good knowledge of existing markets and products with a look for new markets and products is a prerequisite for success with the work. Likewise, the ability to early capture and convert new trends into possible positions and customers. The profiling shall not be based on assumptions, but on real time data, trend analyses and strategic digital presence. Trondheim destination shall be present in sales meetings, sales events and trade fairs with relevant tour operators and relevant travel agencies in the largest markets for Trondheim, nationally and internationally. This requires insight into national and international "business to business" markets. The destination shall have broad digital visibility and targeted digital campaigns on social channels with unique and good stories from Trondheim. Continuous search engine optimisation (SEO) and search engine marketing (SEM), will contribute to ensuring Trondheim's visibility in AI-based search engines and digital assistants, and ensure that Trondheim is well represented by the use of AI and "Search Generative Experiences" (SGE). SGE delivers to a greater degree tailored AI responses which means that the tenderer must be conscious of content production, optimisation and user experience in line with SGE. It shall be a plan for the content production connected to announcements and profiling of Trondheim in social media and on other platforms, adapted to different target groups in line with focus on SEO, SEM and SGE, nationally and internationally. The destination company shall have a local host role for visitors who arrive at the destination and run a tourist office. Destination development and branding Trondheim as a destination is more than the municipality or a destination company. This includes the sum of actors who make up Trondheim as a tourist destination. The contracting authority intends to work strategically and systematically in order for Trondheim to become an attractive and sustainable destination through reputation building and development of the experience industries in the city. The assignment shall contribute to a network arena for product development and cooperation for the professionalisation of the city's tourism and experiences. The executors must offer relevant tourism products and experiences to contribute to the growth and development of Trondheim as a tourist destination for holidays, leisure and business tourism. The assignment can be solved by inviting the most relevant tour operators and agents to Trondheim, and using the visits to put tour operators and product owners together to chisel out new experience products or adjust current products. The aim is to give participants insight about the most important markets and to build understanding and knowledge about what the city has to offer. Through press work, viewing trips and a joint profiling of Trondheim, the assignment will contribute to the tourism industry and public actors heading in the same direction with a uniform storytelling that ensures a desired position and brand as an attractive national and international destination, creating values for inhabitants, businesses and visitors. Trondheim can achieve the label "Sustainable Destination" from Innovation Norway. In achieving the sustainable destination label, the supplier can have a particular responsibility to initiate cooperation across the tourism industry and mobilise the actors so that the industry develops in a sustainable track in line with international requirements and standards. The voluntary sector is a specific target group that the tenderer shall cooperate with in the destination development. This is especially important for the liquidation of major events and for building identity up until the National Anniversary in 2030. The tenderer is expected to remain updated on the current trends, laws and guidelines nationally and internationally that can be of importance for tourism. Tenderers must be able to have dialogue and cooperation with both local, regional, national and international tourism networks, clusters, organisations and actors within the private and public sectors.

2.1.1. Zweck

Art des Auftrags: Dienstleistungen

Haupteinstufung (cpv): 63500000 Dienstleistungen von Reisebüros und Reiseveranstaltern sowie Hilfstätigkeiten für Touristen
Zusätzliche Einstufung (cpv): 55100000 Dienstleistungen von Hotels, 92500000 Dienstleistungen von Bibliotheken, Archiven, Museen und anderen kulturellen Einrichtungen, 98300000 Diverse Dienstleistungen

2.1.2. Erfüllungsort

Postanschrift: Erling skakkes gt.
Stadt: Torgarden
Postleitzahl: 7004
Land, Gliederung (NUTS): Trøndelag/Tröndelage (NO060)
Land: Norwegen

2.1.4. Allgemeine Informationen

Rechtsgrundlage:

Richtlinie 2014/24/EU
Anskaffelsesforskriften - Procurement regulations and procurement regulations.

2.1.6. Ausschlussgründe

Quellen der Ausschlussgründe: Einheitliche Europäische Eigenerklärung (EEE)

5. Los

5.1. Los: LOT-0000

Titel: Procurement of tourism services for Trondheim towards 2030.

Beschreibung: Trondheim municipality, hereafter called the Contracting Authority, invites tenderers to an open tender competition with negotiations for a contract for tourism services for Trondheim towards 2030. The contracting authority is currently contributing with a grant to Visit Trondheim to sell, market, develop and brand building Trondheim as an attractive tourist destination, national and international. In 2026 the contracting authority expects to procure tourism services for a total of NOK 2,865,000 excluding VAT. In the terms of the grant, Trondheim municipality expects Visit Trondheim to be an active collaborating partner and contributor to major events that Trondheim municipality is involved in. The contracting authority shall now enter into an ongoing service contract for tourism services for Trondheim towards 2030 from 01.01.2027.

Interne Kennung: 2026/30027

5.1.1. Zweck

Art des Auftrags: Dienstleistungen
Haupteinstufung (cpv): 63500000 Dienstleistungen von Reisebüros und Reiseveranstaltern sowie Hilfstätigkeiten für Touristen
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5.1.2. Erfüllungsort

Postanschrift: Erling skakkes gt.
Stadt: Torgarden
Postleitzahl: 7004
Land, Gliederung (NUTS): Trøndelag/Tröndelage (NO060)
Land: Norwegen

5.1.3. Geschätzte Dauer

Datum des Beginns: 31/12/2026

Enddatum der Laufzeit: 31/12/2036

5.1.4. Verlängerung

Maximale Verlängerungen: 6

Weitere Informationen zur Verlängerung: 4+1+1+1+1+1+1

5.1.6. Allgemeine Informationen

Vorbehaltene Teilnahme:

Teilnahme ist nicht vorbehalten.

Auftragsvergabeprojekt nicht aus EU-Mitteln finanziert

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

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

5.1.7. Strategische Auftragsvergabe

Die Auftragsvergabe fällt in den Anwendungsbereich der Richtlinie 2009/33/EG des Europäischen Parlaments und des Rates (Richtlinie zur Förderung sauberer Fahrzeuge — CVD))

Die Rechtsgrundlage für CVD, um den anzuwendenden Typ von Vergabeverfahren festzulegen: Dienstleistungen der Personenbeförderung auf der Straße

5.1.9. Eignungskriterien

Quellen der Eignungskriterien: Bekanntmachung, Einheitliche Europäische Eigenerklärung (EEE)

Kriterium: Eintragung in das Handelsregister

Beschreibung des Eignungskriteriums: The tenderer is registered in a company register or a trade register in the member state in which the tenderer is established. As described in annex XI of directive 2014/24/EU; suppliers from certain member states may have to fulfil other requirements in the mentioned annex. Minimum qualification requirements Requirement: The tenderer shall be a legally established company. Documented by a Company Registration Certificate or equivalent.

Kriterium: Andere wirtschaftliche oder finanzielle Anforderungen

Beschreibung des Eignungskriteriums: Regarding any other economic and financial requirements that have been stated in the notice or in the procurement documents, the tenderer declares that: Minimum qualification requirements Requirement: The tenderer shall have sufficient economic and financial capacity to carry out the assignment - the tenderer shall be credit worthy. Credit worthy with security is not accepted. A/N is sufficient for newly established tenderers. Documentation requirement: • Credit rating of the tenderer, not older than 6 months calculated from the deadline for receipt of tenders. The assessment shall be based on the last known fiscal figures with an indication of how the credit rating has evolved during the past three years. The result of the credit rating must be given as a graded value (letters or numbers) on a defined scale. Newly established tenderers must document the financial capacity to fulfil the assignment by other documentation, such as accounting figures and a bank guarantee.

Kriterium: Maßnahmen zur Sicherstellung der Qualität

Beschreibung des Eignungskriteriums: The tenderer utilises the following technical facilities and quality assurance measures and the tenderer's survey and research facility is as follows: Minimum qualification requirements Requirement: Tenderers shall have a functioning quality

assurance system/quality management system. Documentation requirement: Description of the tenderer's quality assurance/quality management measures.

Kriterium: Supply-Chain-Management

Beschreibung des Eignungskriteriums: The tenderer will be able to use the following management of the supply chain and tracing systems for the execution of the contract: Minimum qualification requirements Requirement: Tenderers shall have a system for managing and tracing the delivery chain. Documentation requirement: Description of the tenderer's system for managing and tracing the delivery chain.

Kriterium: Umweltmanagementmaßnahmen

Beschreibung des Eignungskriteriums: Tenderers can employ the following environmental management measures in connection with the execution of the contract: Minimum qualification requirements Requirement: Tenderers shall have a system and routines for reducing the most important environmental impact from their activities and shall use environmental management measures throughout the contract period. Therefore it is a requirement that the company has an environmental management system, such as Miljøfyrtårn, EMAS, ISO 14001 or equivalent. If the entire company is environmentally labelled with a type 1 environmental label, such as the Swan Ecolabel or equivalent, this is also approved. Documentation: Tenderers shall complete the attached Environmental Self-Declaration, as well as enclose a certificate of environmental management system.

5.1.10. Zuschlagskriterien

Kriterium:

Art: Qualität

Bezeichnung: Quality and assignment comprehension

Beschreibung: What is the most important thing that is assessed with regard to quality: the tenderer's understanding of challenges and possibilities for tourism in Trondheim. the tenderer's understanding of the assignment, including the tenderer's proposal and a description of the methodology for goal achievement. the tenderer's degree of local knowledge and a network among tourism parties in Trondheim. the tenderer's experience and competence. the tenderer's organisation and efficiency in internal processes. the tenderer's digital systems. the tenderer's innovative systems. the tenderer's local and regional co-operation the tenderer's quality assurance.

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

Zuschlagskriterium — Zahl: 50

Kriterium:

Art: Qualität

Bezeichnung: Environment

Beschreibung: What the most important thing that is assessed with regard to the environment: supplier's contribution to Trondheim being a sustainable destination. the tenderer's proposal for sustainable events. tenderers shall promote circular solutions and dividing economy in tourism. tenderers shall contribute to environmentally friendly distribution.

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

Zuschlagskriterium — Zahl: 30

Kriterium:

Art: Preis

Bezeichnung: Price

Beschreibung: The price in the current agreement is for information and the tenderer must offer a price according to what they believe is correct in relation to the quality requirements. The price assessed is excluding VAT.

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

Zuschlagskriterium — Zahl: 20

5.1.11. Auftragsunterlagen

Sprachen, in denen die Auftragsunterlagen offiziell verfügbar sind: Norwegisch

Frist für die Anforderung zusätzlicher Informationen: 25/09/2026 10:00:00 (UTC+00:00)

Westeuropäische Zeit, GMT

Internetadresse der Auftragsunterlagen: <https://permalink.mercell.com/289742088.aspx>

5.1.12. Bedingungen für die Auftragsvergabe

Bedingungen für die Einreichung:

Elektronische Einreichung: Erforderlich

Adresse für die Einreichung: <https://permalink.mercell.com/289742088.aspx>

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

Elektronischer Katalog: Nicht zulässig

Varianten: Nicht zulässig

Die Bieter können mehrere Angebote einreichen: Nicht zulässig

Frist für den Eingang der Angebote: 02/10/2026 10:00:00 (UTC+00:00) Westeuropäische Zeit, GMT

Dauer, während der das Angebot gültig bleiben muss: 6 Monate

Informationen, die nach Ablauf der Einreichungsfrist ergänzt werden können:

Fehlende Bieterunterlagen können nicht nach Fristablauf nachgereicht werden.

Informationen über die öffentliche Angebotsöffnung:

Eröffnungstermin: 02/10/2026 10:00:00 (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: nein

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: Trøndelag tingrett

Überprüfungsstelle: Trøndelag tingrett

Informationen über die Überprüfungsfristen: Ten Days

Organisation, die weitere Informationen für die Nachprüfungsverfahren bereitstellt: Trøndelag tingrett

Organisation, die Teilnahmeanträge entgegennimmt: Trondheim kommune

Organisation, die Angebote bearbeitet: Trondheim kommune

8. Organisationen

8.1. ORG-0001

Offizielle Bezeichnung: Trondheim kommune

Registrierungsnummer: 942110464

Postanschrift: Erling Skakkes gate 14

Stadt: TRONDHEIM

Postleitzahl: 7004

Land, Gliederung (NUTS): Trøndelag/Tröndelage (NO060)

Land: Norwegen

Kontaktperson: Roar Næss

E-Mail: roar.nass@trondheim.kommune.no

Telefon: +47 72540000

Internetadresse: <https://www.trondheim.kommune.no>

Rollen dieser Organisation:

Beschaffer

Organisation, die Teilnahmeanträge entgegennimmt

Organisation, die Angebote bearbeitet

8.1. ORG-0002

Offizielle Bezeichnung: Trøndelag tingrett

Registrierungsnummer: 926722794

Postanschrift: www.trondheim.kommune.no

Stadt: TRONDHEIM

Postleitzahl: 7004

Land, Gliederung (NUTS): Trøndelag/Tröndelage (NO060)

Land: Norwegen

E-Mail: trondelag.tingrett@domstol.no

Telefon: 73542400

Rollen dieser Organisation:

Überprüfungsstelle

Organisation, die weitere Informationen für die Nachprüfungsverfahren bereitstellt

Schlichtungsstelle

Informationen zur Bekanntmachung

Kennung/Fassung der Bekanntmachung: e3782211-bca1-474a-aa3a-53fe7f1c6abd - 01

Formulartyp: Wettbewerb

Art der Bekanntmachung: Auftrags- oder Konzessionsbekanntmachung – Standardregelung

Unterart der Bekanntmachung: 16

Datum der Übermittlung der Bekanntmachung: 26/08/2026 05:29:30 (UTC+00:00)

Westeuropäische Zeit, GMT

Bekanntmachung — eSender-Übermittlungsdatum: 26/08/2026 06:43:33 (UTC+00:00)

Westeuropäische Zeit, GMT

Sprachen, in denen diese Bekanntmachung offiziell verfügbar ist: Englisch

Veröffentlichungsnummer der Bekanntmachung: 594621-2026

ABl. S – Nummer der Ausgabe: 166/2026

Datum der Veröffentlichung: 28/08/2026