

**Ireland-Dublin: Research services**  
**OJ S 6/2024 09/01/2024**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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## Section I: Contracting authority

### I.1. Name and addresses

Official name: Tourism Ireland CLG

National registration number: N/A

Postal address: 4th Floor - Bishop's Square, Redmond's Hill

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D02 TD99

Country: Ireland

Contact person: Procurement Officer

E-mail: [TenderResponse@tourismireland.com](mailto:TenderResponse@tourismireland.com)

**Internet address(es):**

Main address: <http://www.ireland.com>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1197>

### I.4. Type of the contracting authority

Body governed by public law

### I.5. Main activity

Other activity: Tourism - Destination Marketing

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## Section II: Object

### II.1. Scope of the procurement

#### II.1.1. Title

Research Services for Segmentation Refresh

Reference number: S&I/2022/1

#### II.1.2. Main CPV code

73110000 Research services

#### II.1.3. Type of contract

Services

#### II.1.4. Short description

Tourism Ireland procured a contract with a suitably qualified Research Services Provider for Research Services for Segmentation Refresh.

This project will engage a provider of research services to work with Tourism Ireland to deliver a new overseas customer segmentation to identify best prospects for tourism to the island of Ireland, specifically to achieve strong return on marketing investment and long-term sustainable inbound tourism to the whole of the island of Ireland.

Tourism Ireland reserves the right to commission the successful candidate to carry out follow-on research associated with these specific requirements, if needed.

COMPETITION CLOSED

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 850 000,00 EUR

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79300000 Market and economic research; polling and statistics, 79310000 Market research services

#### **II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

Main site or place of performance: Across Tourism Ireland's global network of markets.

#### **II.2.4. Description of the procurement**

Tourism Ireland procured a contract with a suitably qualified Research Services Provider for Research Services for Segmentation Refresh.

This project will engage a provider of research services to work with Tourism Ireland to deliver a new overseas customer segmentation to identify best prospects for tourism to the island of Ireland, specifically to achieve strong return on marketing investment and long-term sustainable inbound tourism to the whole of the island of Ireland.

Tourism Ireland reserves the right to commission the successful candidate to carry out follow-on research associated with these specific requirements, if needed.

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#### **II.2.5. Award criteria**

Quality criterion - Name: Approach to the Project / Weighting: 35%

Quality criterion - Name: Research Methodology/Methodologies / Weighting: 10%

Quality criterion - Name: Project Management / Weighting: 5%

Cost criterion - Name: Ultimate Cost / Weighting: 50%

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **II.2.14. Additional information**

### **Section IV: Procedure**

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#### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

#### **IV.2. Administrative information**

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2022/S 010-019839](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

### **Section V: Award of contract**

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**Contract No:** 1

**Title:**

Research Services for Segmentation Refresh

A contract/lot is awarded: yes

#### **V.2. Award of contract**

#### **V.2.1. Date of conclusion of the contract**

20/02/2023

#### **V.2.2. Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 5

The contract has been awarded to a group of economic operators: no

#### **V.2.3. Name and address of the contractor**

Official name: KANTAR UK LIMITED

National registration number: 3073845

Postal address: TNS House, Westgate

Town: London

NUTS code: UK United Kingdom

Postal code: W5 1UA

Country: United Kingdom

The contractor is an SME: no

#### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 900 000,00 EUR

Total value of the contract/lot: 850 000,00 EUR

#### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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**VI.3. Additional information**

CONTRACT AWARDED. COMPETITION CLOSED.

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: The High Court

Postal address: The Four Courts

Town: Dublin

Country: Ireland

**VI.5. Date of dispatch of this notice**

04/01/2024