

Ireland-Dublin: Administrative services related to tourism affairs
OJ S 31/2014 13/02/2014
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Tourism Ireland
Postal address: 5th Floor - Bishop's Square, Redmond's Hill
Town: Dublin
Postal code: 2
Country: Ireland
For the attention of: Hannah Hughes
E-mail: hhughes@tourismireland.com
Telephone: +353 14763474
Fax: +353 14763642

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Other: Tourism Marketing

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Destination Marketing / General Sales Agency for Mainland China & Hong Kong.

II.1.2. Type of contract and place of performance or delivery

Services
Service category No 27: Other services
Main site or place of performance: China
NUTS code IE Éire / Ireland

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

CONTRACT AWARD for the appointment of a Destination Marketing / General Saless Agency for mainland China and Hong Kong. The Agency, based in mainland China, will report to the Asia Hub office of Tourism Ireland and will be responsible for developing, co-ordinating and executing a comprehensive trade and publicity programme for the island of Ireland in the Chinese Market.

II.1.5. CPV code(s)

75125000 Administrative services related to tourism affairs

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure
Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Fees & Operating Costs. Weighting 50
2. Quality of Proposed Marketing Plan. Weighting 30
3. Understanding of Tourism Ireland's Requirements for China. Weighting 20

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority
ADM/CHINA/2013

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2013/S 34-054116](#) of 16.2.2013

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Market Representation in Mainland China & Hong Kong

V.1. Date of conclusion of the contract

2.9.2013

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: Travel Link Marketing Ltd

Postal address: Room 412, Lido Office Tower Building, No. 6 Jiangtail Road

Town: Beijing

Postal code: 100004
Country: China
Internet address: <http://www.tldchina.com>

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: excluding VAT
Total value of the procurement:
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

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

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

11.2.2014