

Ireland-Dublin: Administrative services related to tourism affairs
OJ S 32/2014 14/02/2014
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
Internet address(es):
General address of the contracting authority: <http://www.ireland.com>

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 Services / General Sales Agency in New Zealand.

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: New Zealand.
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 awarded to most economically advantageous tender. Tourism Ireland has completed a competitive tender process to appoint a Destination Marketing / General Sales Agency for New Zealand. The agency, to be based in New Zealand, will report to the ADM regional office in Sydney and will be responsible for developing, co-ordinating and executing a

comprehensive trade and publicity programme for the island of Ireland in the new Zealand 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: no

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. Experience in Destination Marketing, handling similar contracts with relevant contacts in the travel trade and media in New Zealand. Weighting 30
2. Strong established relationship with relevant contacts in the travel trade and media in New Zealand. Weighting 30
3. Understanding and knowledge of the island of Ireland. Weighting 20
4. Adequate resources to fulfil the requirements of the contract. 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/NZ/2013

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2013/S 92-156942](#) of 14.5.2013

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Market Representation in New Zealand

V.1. Date of conclusion of the contract

6.1.2014

V.2. Information about tenders

Number of tenders received: 1

V.3. Name and address of the contractor

Official name: Rodney Walshe Ltd
Postal address: PO Box 279
Town: Auckland
Postal code: 1140
Country: New Zealand

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**

12.2.2014