

**Ireland-Dublin: Administrative services related to tourism affairs**  
**OJ S 34/2014 18/02/2014**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**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](mailto:hhughes@tourismireland.com)  
Telephone: +353 14763474  
Fax: +353 14763642  
**Internet address(es):**  
Address of the buyer profile: <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**

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**II.1. Description**

**II.1.1. Title**

Destination Marketing / General Sales Agency for South Africa.

**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: South Africa.  
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 highest scoring tenderer. Tourism Ireland sought to appoint a Destination Marketing / General Sales Agency for South Africa. The agency, based in South Africa, will report to Tourism Ireland's Asia Hub office and be responsible for developing, co-ordinating and executing a comprehensive trade and publicity programme for the island of Ireland in the South African 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**

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**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 and Operating Costs. Weighting 50
2. Quality of Proposed Marketing Plan. Weighting 30
3. Understanding of Tourism Ireland's requirements for South Africa. 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/SOUTH AFRICA/2013

**IV.3.2. Previous publication concerning this procedure****Contract notice**

Notice number in the OJ S: [2013/S 116-198122](#) of 18.6.2013

**Section V: Award of contract**

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Contract No: 1

Lot No: 1

- Lot title: Market Representation in South Africa

**V.1. Date of conclusion of the contract**

1.1.2014

**V.2. Information about tenders**

Number of tenders received: 2

**V.3. Name and address of the contractor**

Official name: Development Promotions PTY Ltd

Postal address: 23 Eaton Avenue, Bryanston

Town: Johannesburg

Postal code: 2196

Country: South Africa

Internet address: <http://www.devprom.co.za>

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

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

**Section VI: Complementary information**

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**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**

V.4) Information on value of contract

Initial estimated total value of the contract

Currency: EUR

Excluding VAT

Total final value of the contract

Currency: EUR

Excluding VAT

**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**

14.2.2014