

**Ireland-Dublin: Administrative services related to tourism affairs**  
**OJ S 60/2018 27/03/2018**  
**Contract 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 Limited

National registration number: N/A

Postal address: 5th Floor — Bishop's Square, Redmond's Hill

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D02 TD99

Country: Ireland

Contact person: Hannah Hughes

E-mail: [hhughes@tourismireland.com](mailto:hhughes@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.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [http://irl.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=126861&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=126861&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the following address:

Official name: Tourism Ireland

National registration number: n/a

Town: Dublin

Country: Ireland

E-mail: [hhughes@tourismireland.co](mailto:hhughes@tourismireland.co)

NUTS code: IE Éire / Ireland

**Internet address(es):**

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

**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**

Provision of Destination Marketing Services / General Sales Agency for Mainland China and Hong Kong

Reference number: EM/CHINA/2018

**II.1.2. Main CPV code**

75125000 Administrative services related to tourism affairs

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Tourism Ireland wishes to appoint a Destination Marketing / General Sales Agency for mainland China and Hong Kong. The successful agency will liaise with and report to Tourism Ireland's China Manager based in Shanghai and Tourism Ireland's Head of Emerging Markets based in London, and be responsible for developing, co-ordinating and executing a comprehensive trade, digital marketing and publicity programme for the island of Ireland in the Chinese market. The annual marketing plans are determined and agreed in conjunction with and approved by Tourism Ireland. A thorough knowledge of the tourism industry of the island of Ireland along with in-market trade, marketing, digital marketing and media expertise is required to successfully undertake these services. It is anticipated that work under the Contract will commence on 1.9.2018. Please refer to the RFT documentation attached for downloading.

**II.1.5. Estimated total value**

Value excluding VAT: 1 150 000,00 EUR

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description****II.2.2. Additional CPV code(s)**

79413000 Marketing management consultancy services

**II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

Main site or place of performance: Mainland China and Hong Kong.

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

Tourism Ireland wishes to appoint a Destination Marketing / General Sales Agency for mainland China and Hong Kong. The successful agency will liaise with and report to Tourism Ireland's China Manager based in Shanghai and Tourism Ireland's Head of Emerging Markets based in London, and be responsible for developing, co-ordinating and executing a comprehensive trade, digital marketing and publicity programme for the island of Ireland in the Chinese market. The annual marketing plans are determined and agreed in conjunction with and approved by Tourism Ireland. A thorough knowledge of the tourism industry of the island of Ireland along with in-market trade, marketing, digital marketing and media expertise is required to successfully undertake these services. The Contract Period will be for three [3] years with the option by Tourism Ireland to extend annually for up to a maximum further two [2] years subject to satisfactory budget, annual performance review, and other factors,

determined by Tourism Ireland. The contract will be reviewed after an initial six [6] month probationary period. It is anticipated that work under the Contract will commence on 1.9.2018. Please refer to the RFT documentation attached for downloading.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

Value excluding VAT: 1 150 000,00 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 60

This contract is subject to renewal: yes

Description of renewals:

The Contract Period will be for three [3] years with the option by Tourism Ireland to extend annually for up to a maximum further two [2] years subject to satisfactory budget, annual performance review, and other factors, determined by Tourism Ireland. The contract will be reviewed after an initial six [6] month probationary period.

**II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 5  
Objective criteria for choosing the limited number of candidates:

Proven working experience in Destination and digital marketing and established relationships with key trade and media for over 2 years. [50 %].

Understanding and knowledge of the island of Ireland [25%].

Adequate resources to fulfil the requirements of the contract [25%].

**II.2.10. Information about variants**

Variants will be accepted: no

**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**

Fluent spoken and written English and Chinese / Mandarin is essential.

Must have an operational base in Beijing, Shanghai, Guangzhou, Chengdu and Hong Kong.

There is an option of operating Hong Kong from Guangzhou but there must be a staff member with at least 50 % time for HK. This staff member could cover the PRD and HK regions.

**Section III: Legal, economic, financial and technical information**

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**III.1. Conditions for participation**

**III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Please refer to the RFT documentation attached for downloading.

### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

Proven working experience in Destination and digital marketing and established relationships with key trade and media for over 2 years.

Understanding and knowledge of the island of Ireland.

Adequate resources to fulfil the requirements of the contract.

Minimum level(s) of standards possibly required:

Fluent spoken and written English and Chinese / Mandarin is essential.

Must have an operational base in Beijing, Shanghai, Guangzhou, Chengdu and Hong Kong.

There is an option of operating Hong Kong from Guangzhou but there must be a staff member with at least 50% time for HK. This staff member could cover the PRD and HK regions.

## **III.2. Conditions related to the contract**

### **III.2.2. Contract performance conditions**

Please refer to the RFT documentation attached for downloading.

### **III.2.3. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

## **Section IV: Procedure**

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

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

Restricted 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: yes

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

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 23/04/2018 Local time: 12:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

Date: 08/05/2018

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 8 (from the date stated for receipt of tender)

## **Section VI: Complementary information**

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### **VI.1.**

## Information about recurrence

This is a recurrent procurement: no

### VI.3. Additional information

- 1) Interested parties must register their interest on the eTenders website ([www.etenders.gov.ie](http://www.etenders.gov.ie)) in order to be included on the mailing list for clarifications. All information relating to attachments, including clarifications and changes, will be published on the Irish Government Procurement Opportunities Portal ([www.etenders.gov.ie](http://www.etenders.gov.ie)) only. Registration is free of charge. Tourism Ireland will not accept responsibility for information relayed (or not relayed) via third parties.
- 2) This is the 1st stage in a 2-stage Restricted Tender process. This is the sole call for requests to participate for this contract.
- 3) The contracting authority will not be responsible for any costs, charges or expenses incurred by candidates or tenderers.
- 4) Contract award will be subject to the approval of the Board of Tourism Ireland.
- 5) It will be a condition of award that the successful tenderer is and remains tax compliant.
- 6) At its absolute discretion, the contracting authority may elect to terminate this procurement process, the framework or any contract awarded under the framework agreement at any time.
- 7) Please note in relation to all documents, that where reference is made to a particular standard, make, source, process, trademark, type or patent, that this is not to be regarded as a de facto requirement. In all such cases it should be understood that such indications are to be treated strictly and solely for reference purposes only, to which the words "or equivalent" will always be appended.
- 8) Without prejudice to the principle of equal treatment, the contracting authority is not obliged to engage in a clarification process in respect of the procurement documents with missing or incomplete information. Therefore, respondents are advised to ensure that they return completed documentation in order to avoid the risk of elimination from the competition.
- 9) At Section II.2.9 we have indicated that 5 applicants will be invited to tender, please note that the contracting authority reserves the right to invite at least 5 subject to that number qualifying.
- 10) Requests to Participate must be delivered as per the Instructions.
- 11) Tourism Ireland will not accept or consider Requests to Participate delivered after this deadline.
- 12) Tourism Ireland will not be responsible for costs, charges or expenses incurred by applicants, whether or not a final contract is awarded.
- 13) Tourism Ireland is subject to the provisions of the Code of Practice on Freedom of Information for North/South Implementation Bodies and Tourism Ireland, which is available on Tourism Ireland's website.
- 14) To the extent that any Personal Data is processed in connection with the provision of the Services or otherwise, the provisions set out in Tourism Ireland's ICT and GDPR guidelines shall apply to such processing.
- 15) The contract will be subject to Irish law.
- 16) Tourism Ireland reserves the right without advance notice (and without giving reasons unless so required by law and without liability to the applicants) to amend or otherwise change the process or to terminate the process.

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: The High Court

Town: Dublin

Country: Ireland

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

23/03/2018