

**Belgium-Brussels: Survey services**  
**OJ S 55/2022 18/03/2022**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Toerisme Vlaanderen

National registration number: 0225.944.375\_16717

Postal address: Grasmarkt 61

Town: Brussel

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

Contact person: Robby Swiggers

E-mail: [robby.swiggers@toerismevlaanderen.be](mailto:robby.swiggers@toerismevlaanderen.be)

Telephone: +32 25040337

**Internet address(es):**

Main address: <http://www.toerismevlaanderen.be>

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=440147>

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

Body governed by public law

**I.5. Main activity**

Other activity: Toerisme

---

**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Kunststedenonderzoek 2022

Reference number: Toerisme Vlaanderen-TVL/2021/1471/KEN-F03\_1

**II.1.2. Main CPV code**

79311000 Survey services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Het voorwerp van de opdracht bestaat uit een bevraging van recreatieve toeristen in onze 6 kunststeden: Antwerpen, Brugge, Brussel, Gent, Leuven en Mechelen. Dit is een cyclisch onderzoek dat om de 5 à 6 jaar herhaald wordt. Het levert belangrijke informatie op over die bezoeker (activiteiten, motivatie, tevredenheid, bestedingen, ...).

De opdracht bestaat uit 3 (drie) percelen, waarbij percelen 1 en 2 elk bestaan uit een vast en een voorwaardelijk deel:

- PERCEEL 1 : Verblijfstoerisme

Dit perceel heeft betrekking op het verwerven van informatie en inzicht over verschillende aspecten van de actuele verblijfstoerist en zijn trip in de kunststeden.

- PERCEEL 2 : Dagtoerisme

Dit perceel heeft betrekking op het verwerven van informatie en inzicht over verschillende aspecten van de actuele dagtoerist en zijn trip in de kunststeden.

- PERCEEL 3 : Cruises

Dit perceel heeft betrekking op het verwerven van informatie en inzicht over verschillende aspecten van de actuele cruisetoerist.

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

This contract is divided into lots: yes

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

Value excluding VAT: 350 000,00 EUR

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

#### **II.2.1. Title**

PERCEEL 1 'Verblijfstoerisme'

Lot No: 1

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

79311000 Survey services

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

NUTS code: BE Belgique / België

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

PERCEEL 1 'Verblijfstoerisme'

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

Quality criterion - Name: De kwaliteit / Weighting: 50

Price - 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**

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

#### **II.2.1. Title**

PERCEEL 2 'Dagtoerisme'

Lot No: 2

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

79311000 Survey services

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

NUTS code: BE Belgique / België

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

PERCEEL 2 'Dagtoerisme'

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

Quality criterion - Name: De kwaliteit / Weighting: 50

Price - 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**

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

##### **II.2.1. Title**

PERCEEL 3 'cruises'

Lot No: 3

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

79311000 Survey services

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

NUTS code: BE Belgique / België

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

PERCEEL 1 'Verblijfstoerisme'

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

Quality criterion - Name: De kwaliteit / Weighting: 50

Price - 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**

---

### **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: [2021/S 206-537894](#)

##### **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**

---

**Contract No:** TVL/2021/1471/KEN

**Lot No:** 1

**Title:**

Perceel 1: Verblijfstoerisme

A contract/lot is awarded: yes

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

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

14/03/2022

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

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received by electronic means: 4

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

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

Official name: Haystack Consulting nv

National registration number: 0474816879

Postal address: Romeinse Straat 4

Town: Leuven

NUTS code: BE242 Arr. Leuven

Postal code: 3010

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 134 521,56 EUR

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

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

---

**Contract No:** TVL/2021/1471/KEN

**Lot No:** 2

**Title:**

Perceel 2: Dagtoerisme

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

14/03/2022

**V.2.2. Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received by electronic means: 4

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

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

Official name: Haystack Consulting nv

National registration number: 0474816879

Postal address: Romeinse Straat 4

Town: Leuven

NUTS code: BE242 Arr. Leuven

Postal code: 3010

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 119 484,86 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

---

**Contract No:** TVL/2021/1471/KEN

**Lot No:** 3

**Title:**

Perceel 3: Dagtoerisme

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

14/03/2022

**V.2.2. Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 2

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

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

Official name: Haystack Consulting nv

National registration number: 0474816879  
Postal address: Romeinse Straat 4  
Town: Leuven  
NUTS code: BE242 Arr. Leuven  
Postal code: 3010  
Country: Belgium  
The contractor is an SME: yes

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

Total value of the contract/lot: 51 111,58 EUR

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

---

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Raad van State  
Postal address: Wetenschapsstraat 33  
Town: Brussel  
Postal code: 1040  
Country: Belgium

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Raad van State  
Postal address: Wetenschapsstraat 33  
Town: Brussel  
Postal code: 1040  
Country: Belgium

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

15/03/2022