

IRL-Dublin: Administrative services related to tourism affairs  
OJ S 92/2013 14/05/2013  
Contract 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

**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

**Tenders or requests to participate must be submitted:** Official name: Tourism Ireland

Postal address: Level 5, 36 Carrington Street  
Town: Sydney  
Postal code: NSW 2000  
Country: Ireland  
For the attention of: Diane Butler  
E-mail: [dbutler@tourismireland.com](mailto:dbutler@tourismireland.com)  
Internet address: <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 attributed to the contract by the contracting authority**

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**

The notice involves a public contract

**II.1.4. Information about framework agreement**

**II.1.5. Short description of the contract or purchase(s)**

Tourism Ireland wishes 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.1.6. CPV code(s)**

75125000 Administrative services related to tourism affairs

**II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

**II.1.8. Lots**

This contract is divided into lots: no

**II.1.9. Information about variants**

Variants will be accepted: no

**II.2. Scope of the procurement**

**II.2.1. Total quantity or scope**

The contract period will be for 3 years with the option, at Tourism Ireland's discretion, to extend annually for up to a maximum of 2 further years subject to budget, satisfactory performance and other factors determined by Tourism Ireland.

Estimated value excluding VAT:

Range: between 200 000 and 271 000 EUR

**II.2.2. Information about options**

Options: no

**II.2.3. Information about renewals**

**II.3. Duration of the contract or time limit for completion**

Duration in months: 60 (from the award of the contract)

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

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**III.1. Conditions related to the contract**

**III.1.1. Deposits and guarantees required**

Please refer to the request for tender documentaton available for downloading.

**III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

Please refer to the request for tender documentaton available for downloading.

### **III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

A grouping, if successful, must contract as a single entity having joint and several liability.

### **III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: Applicants must have an in-depth understanding of the New Zealand travel market and a strong established relationship with key travel trade and media contacts in NZ. A knowledge of the island of Ireland as a tourism destination must also be demonstrated. The successful candidate must have an operational base in NZ and be financially stable.

## **III.2. Conditions for participation**

### **III.2.1. 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 request for tender documentaton available for downloading.

### **III.2.2. Economic and financial ability**

List and brief description of conditions: Please refer to the request for tender documentaton available for downloading.

Minimum level(s) of standards possibly required: Please refer to the request for tender documentaton available for downloading.

### **III.2.3. Technical and professional ability**

List and brief description of conditions:

Please refer to the request for tender documentaton available for downloading.

Minimum level(s) of standards possibly required:

Please refer to the request for tender documentaton available for downloading.

### **III.2.4. Information about reserved contracts**

## **III.3. Conditions specific to services contracts**

### **III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

### **III.3.2. 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: yes

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

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

Restricted

#### **IV.1.2. Information about the limits on the number of candidates to be invited**

Envisaged minimum number 5: and Maximum number 8

Objective criteria for choosing the limited number of candidates: Subject to the quality of applications received.

**IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

**IV.2. Award criteria**

**IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

**IV.2.2. Information about electronic auction**

An electronic auction will be 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**

no

**IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Payable documents: no

**IV.3.4. Time limit for receipt of tenders or requests to participate**

10.6.2013 - 12:00

**IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

**IV.3.6. Languages in which tenders or requests to participate may be submitted**

English.

**IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

**IV.3.8. Conditions for opening of tenders**

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.2. Information about European Union funds**

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

**VI.3. Additional information**

To receive more information about this tender, including any amendments and/or clarifications and to request any clarifications and/or to respond to this tender, you must register your interest to this tender on the following site: [https://irl.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=65899&B=ETENDERS\\_SIMPLE](https://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=65899&B=ETENDERS_SIMPLE)

**VI.4. Procedures for review**

**VI.4.1. Review body**

**VI.4.2. Review procedure**

**VI.4.3. Service from which information about the review procedure may be obtained**

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

10.5.2013