

**Finland-Helsinki: Software-related services**  
**OJ S 57/2023 21/03/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Business Finland Oy  
National registration number: 2725690-3  
Postal address: PL 358  
Town: Helsinki  
NUTS code: FI1B Helsinki-Uusimaa  
Postal code: 00101  
Country: Finland  
E-mail: [kilpailutus@businessfinland.fi](mailto:kilpailutus@businessfinland.fi)  
**Internet address(es):**  
Main address: <https://www.businessfinland.fi/>

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

Other type: Government owned company

**I.5. Main activity**

Economic and financial affairs

---

**Section II: Object**

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

**II.1.1. Title**

Destination Insights Tool  
Reference number: 479/27/2022

**II.1.2. Main CPV code**

72260000 Software-related services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The object of the procurement is Visa Destination Insights reporting service tool (hereinafter also 'the Destination Insights Tool') that compiles aggregated and depersonalized Visa cardholder transaction data for selected market segments of international travelers, to help generate insights on inbound tourist trends.

The value of the Destination Insights Tool for the contract term of two (2) years (2023-2024) is maximum 180 000 Euros (VAT 0 %). Business Finland reserves an option to procure additional expert services related to data analysis and reports from the Service Provider with maximum value of 40 000 (VAT 0 %) Euros.

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

This contract is divided into lots: no

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

Value excluding VAT: 220 000,00 EUR

## **II.2. Description**

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

73000000 Research and development services and related consultancy services

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

NUTS code: FI Suomi / Finland

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

The object of the procurement is Visa Destination Insights reporting service tool (hereinafter also 'the Destination Insights Tool') that compiles aggregated and depersonalized Visa cardholder transaction data for selected market segments of international travelers, to help generate insights on inbound tourist trends.

The value of the Destination Insights Tool for the contract term of two (2) years (2023-2024) is maximum 180 000 Euros (VAT 0 %) . Business Finland reserves an option to procure additional expert services related to data analysis and reports from the Service Provider with maximum value of 40 000 (VAT 0 %) Euros.

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

Price

### **II.2.11. Information about options**

Options: yes

Description of options:

Business Finland reserves an option to procure additional expert services related to data analysis and reports from the Service Provider with maximum value of 40 000 (VAT 0 %) Euros.

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
yes

Identification of the project: The procurement is funded by the Recovery and Resilience Facility under the regulation (EU) 2021/241 of the European Parliament and of the Council of 12 February 2021 establishing the Recovery and Resilience Facility and subject to the Commission's principle of Do No Significant Harm (DNSH).

### **II.2.14. Additional information**

## **Section IV: Procedure**

---

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

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

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons

Explanation:

In accordance with the Act on Public Procurement and Concession Contracts Section 40.2.2, a contracting entity may opt for direct procurement if only a certain supplier can implement the procurement for a technical reason, or for a reason related to protecting an exclusive right; it shall be a further condition that there are no reasonable alternatives or substitute solutions, and that the absence of competition is not due to an artificial narrowing of the terms and conditions of the procurement.

The object of the procurement is Visa Destination Insights reporting service that compiles aggregated and depersonalized Visa cardholder transaction data for selected market segments of international travelers, to help generate insights on inbound tourist trends. Business Finland has selected Visa Europe Limited as the supplier because it is in a unique position enabling it to produce accurate large-scale numeric data on the inbound tourist trends and benchmarks for Visa cards in the required format, dimensions and metrics. By utilizing Visa's VisaNet data, Visa Europe Limited can produce accurate cross-border tourism data in frequent intervals to Visit Finland. The service enables Business Finland to access aggregated and depersonalized travel transaction data from Visa cardholders such as visitor origin, year-on-year growth metrics, market segment spend aggregate amount within designated reporting areas and other ad hoc query analysis.

#### **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.2.8. 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:** 479/27/2022

**Title:**

Destination Insights Tool

A contract/lot is awarded: yes

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

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

01/03/2023

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

Number of tenders received: 1

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

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

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

Official name: Visa Europe Limited  
National registration number: 0-5139966  
Postal address: 1 Sheldon Square  
Town: London  
NUTS code: UK United Kingdom  
Postal code: W2 6TT  
Country: United Kingdom  
The contractor is an SME: no

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

Total value of the contract/lot: 220 000,00 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: Markkinaoikeus  
Postal address: Sörnäistenkatu 1  
Town: Helsinki  
Postal code: 00580  
Country: Finland  
E-mail: [markkinaoikeus@oikeus.fi](mailto:markkinaoikeus@oikeus.fi)  
Telephone: +358 295643300  
Internet address: <http://www.oikeus.fi/markkinaoikeus>

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

16/03/2023