

IRL-Dublin: Administrative services related to tourism affairs

OJ S 106/2013 04/06/2013

Contract award notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Tourism Ireland

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

Town: Dublin

Postal code: D2

Country: Ireland

For the attention of: Hannah Hughes

E-mail: hhughes@tourismireland.com

Telephone: +353 14763474

Fax: +353 14763642

Internet address(es):General address of the contracting authority: <http://www.tourismireland.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

II.1. Description**II.1.1. Title**

Contract Award for Destination Marketing Services in the Swiss and Austrian Markets.

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: Switzerland and Austria.

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 award for Destination Marketing Services in the Swiss and Austrian Markets Lot 1 - Swiss Market awarded to Airline and Tourism Center GmbH Zurich; and Lot 2 - Austrian Market awarded to Aviareps.

II.1.5. CPV code(s)

75125000 Administrative services related to tourism affairs, 79413000 Marketing management consultancy services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Cost. Weighting 50
2. Demonstrated understanding of Tourism Ireland's task/objectives in marketing the island of Ireland as a whole. Weighting 10
3. Quality of strategy for applying contacts in the travel trade to develop a plan to promote the island of Ireland as a holiday destination in the market. Weighting 20
4. Quality of strategy for applying contacts in the media sector to develop a plan to interest suitable media to visit/report on the island of Ireland as a holiday destination in the market. 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

CE/GSA/AUS/2012.

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2012/S 159-266020](#) of 21.8.2012

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Destination Marketing Services in the Swiss Market

V.1. Date of conclusion of the contract

18.4.2013

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: Airline & Tourism Center GmbH
Postal address: Badenerstrasse 15
Town: Zurich
Postal code: 8004
Country: Switzerland

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: Destination Marketing Services in Austria

V.1. Date of conclusion of the contract

18.4.2013

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: Aviareps Airline Management Service Ges.m.b.H
Postal address: Argentinierstr. 2
Town: Vienna
Postal code: 4 A-1040
Country: Austria

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

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

31.5.2013