

IRL-Dublin: Administrative services related to tourism affairs

OJ S 116/2013 18/06/2013

Contract 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](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: PO Box 262746, 1st Floor, JAFZA View 18, Jebel Ali Free Zone

Town: Dubai

Country: United Arab Emirates

For the attention of: Aisling McDermott

E-mail: [amcdermott@tourismireland.com](mailto:amcdermott@tourismireland.com)

Internet address: <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 attributed to the contract by the contracting authority

Destination Marketing / General Sales Agency for South Africa.

#### 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: South Africa.  
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 South Africa. The agency, based in South Africa, will report to the Asia Hub and be responsible for developing, co-ordinating and executing a comprehensive trade and publicity programme for the island of Ireland in the South African 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 and media expertise is required to successfully undertake these services. Please refer to the Specification Document for full details of the services required. 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 and 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 1st January 2014

**II.1.6. CPV code(s)**

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

**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 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 and 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 1.1.2014.

Estimated value excluding VAT: 329 000 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**

Start 1.1.2014. Completion 1.1.2017

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

---

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

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

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

#### **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: An operational base in South Africa. A thorough knowledge of the tourism industry of the island of Ireland along with in-market trade, marketing and media expertise is required to successfully undertake these services.

### **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 documentation available for downloading.

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

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

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

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

List and brief description of conditions:

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

Minimum level(s) of standards possibly required:

Please refer to the request for tender documentation 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**

---

### **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 3: and Maximum number 5

Objective criteria for choosing the limited number of candidates: Based on 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/SOUTH AFRICA/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**

14.7.2013 - 12:00

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

10.9.2013

#### **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**

---

#### **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=66968&B=ETENDERS\\_SIMPLE](https://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=66968&B=ETENDERS_SIMPLE)

The supplier(s) must have an operational base in the South Africa.

It is anticipated that the duration of the contract will be for three years with an option at the discretion of Tourism Ireland to extend for two further periods of up to one year each.

Tourism Ireland requires all Tenders to adopt the standard, prescribed format set out in the Response document.

Tenders must be delivered in hard copy by the Tender Closing Date.

Tourism Ireland cannot accept responsibility for applications that are lost or damaged in the post.

Late applications will not be accepted. Applications by fax or by email will not be accepted.

Tourism Ireland will not be responsible for costs, charges or expenses incurred by participants, whether or not a final contract is awarded.

Tourism Ireland is subject to the provisions of the Code of Practice on Freedom of Information for North South Implementation Bodies and Tourism Ireland.

Award of this contract will be subject to approval by the Board of Tourism Ireland.

Award of this contract will be subject to selected candidate obtaining a Tax Clearance Certificate as required by the Irish Revenue Commissioners.

The contract will be subject to Irish law.

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. This notice does not represent a commitment to enter into any contract(s).

#### **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**

13.6.2013