

## 268692-2026 - Competition

Ireland – Public relations services – Public Relations Services for Tourism Ireland in the German Market

OJ S 76/2026 20/04/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Tourism Ireland CLG

Email: [hhughes@tourismireland.com](mailto:hhughes@tourismireland.com)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

### 2. Procedure

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#### 2.1. Procedure

Title: Public Relations Services for Tourism Ireland in the German Market

Description: The Frankfurt office of Tourism Ireland wishes to procure the services of a suitably qualified Public Relations Agency to provide strategic publicity support in Germany for the Island of Ireland's European growth objectives, delivering high#quality earned media reach in close partnership with Tourism Ireland's in#house publicity team. This work is amplified through targeted paid media and brand partnerships. The Contract Period will be for a maximum contract term of up to five [5] years subject to budget, satisfactory annual performance review, and other factors. It is anticipated that work under the Contract will commence on 1st November 2026. PLEASE REFER TO THE CFT DOCUMENTATION AVAILABLE FOR DOWNLOADING FOR FURTHER DETAILS OF THE SPECIFIC REQUIREMENTS.

Procedure identifier: 8a816c87-670d-4b50-995c-d1df758a8766

Type of procedure: Restricted

The procedure is accelerated: no

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services, 79416200 Public relations consultancy services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information: The services will be provided in the German market.

##### 2.1.3. Value

Estimated value excluding VAT: 525 000,00 EUR

##### 2.1.4. General information

Legal basis:

#### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

## 5. Lot

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### 5.1. Lot: LOT-0001

Title: Public Relations Services for Tourism Ireland in the German Market

Description: The Frankfurt office of Tourism Ireland wishes to procure the services of a suitably qualified Public Relations Agency to provide strategic publicity support in Germany for the Island of Ireland's European growth objectives, delivering high#quality earned media reach in close partnership with Tourism Ireland's in#house publicity team. This work is amplified through targeted paid media and brand partnerships. The Contract Period will be for a maximum contract term of up to five [5] years subject to budget, satisfactory annual performance review, and other factors. It is anticipated that work under the Contract will commence on 1st November 2026. PLEASE REFER TO THE CFT DOCUMENTATION AVAILABLE FOR DOWNLOADING FOR FURTHER DETAILS OF THE SPECIFIC REQUIREMENTS.

Internal identifier: DACHPR2026

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services, 79416200 Public relations consultancy services

#### 5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

#### 5.1.3. Estimated duration

Duration: 5 Years

#### 5.1.5. Value

Estimated value excluding VAT: 525 000,00 EUR

#### 5.1.6. General information

##### Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

#### 5.1.7. Strategic procurement

Aim of strategic procurement: Reduction of environmental impacts

Description: Tenderers are required, as part of their Stage 1 submission, to provide details of their company Sustainability policy plus accreditations, if any.

Approach to reducing environmental impacts: Other

Green Procurement Criteria: No Green Public Procurement criteria

#### 5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 5  
Maximum number of candidates to be invited for the second stage of the procedure: 5  
The procedure will take place in successive stages. At each stage, some participants may be eliminated

#### **5.1.11. Procurement documents**

Languages in which the procurement documents are officially available: English  
Languages in which the procurement documents (or their parts) are unofficially available: English  
Deadline for requesting additional information: 05/05/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time  
Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7925416>

#### **5.1.12. Terms of procurement**

##### **Terms of submission:**

Electronic submission: Required  
Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=7925416>

Languages in which tenders or requests to participate may be submitted: English  
Electronic catalogue: Not allowed  
Tenderers may submit more than one tender: Not allowed  
Deadline for receipt of requests to participate: 19/05/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

##### **Terms of contract:**

The execution of the contract must be performed within the framework of sheltered employment programmes: No  
Electronic invoicing: Allowed  
Electronic ordering will be used: no  
Electronic payment will be used: yes

#### **5.1.15. Techniques**

##### **Framework agreement:**

No framework agreement

##### **Information about the dynamic purchasing system:**

No dynamic purchase system

#### **5.1.16. Further information, mediation and review**

Review organisation: The High Court of Ireland  
Organisation providing offline access to the procurement documents: Tourism Ireland CLG  
Organisation providing more information on the review procedures: The High Court of Ireland  
Organisation receiving requests to participate: Tourism Ireland CLG  
Organisation processing tenders: Tourism Ireland CLG

## **8. Organisations**

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### **8.1. ORG-0001**

Official name: Tourism Ireland CLG  
Registration number: 336370  
Postal address: 4th Floor - Bishop's Square, Redmond's Hill  
Town: Dublin

Postcode: D02 TD99  
Country subdivision (NUTS): Dublin (IE061)  
Country: Ireland  
Email: [hhughes@tourismireland.com](mailto:hhughes@tourismireland.com)  
Telephone: +35314763400  
Internet address: <https://www.tourismireland.com/>  
Buyer profile: <https://www.tourismireland.com/>

**Roles of this organisation:**

Buyer  
Organisation providing offline access to the procurement documents  
Organisation receiving requests to participate  
Organisation processing tenders

**8.1. ORG-0002**

Official name: The High Court of Ireland  
Registration number: The High Court of Ireland  
Department: The High Court of Ireland  
Postal address: Four Courts, Inns Quay, Dublin 7  
Town: Dublin  
Postcode: D07 WDX8  
Country subdivision (NUTS): Dublin (IE061)  
Country: Ireland  
Email: [HighCourtCentralOffice@courts.ie](mailto:HighCourtCentralOffice@courts.ie)  
Telephone: +353 1 8886000

**Roles of this organisation:**

Review organisation  
Organisation providing more information on the review procedures

**8.1. ORG-0003**

Official name: European Dynamics S.A.  
Registration number: 002024901000  
Department: European Dynamics S.A.  
Town: Athens  
Postcode: 15125  
Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)  
Country: Greece  
Email: [eproc-esender@eurodyn.com](mailto:eproc-esender@eurodyn.com)  
Telephone: +30 2108094500

**Roles of this organisation:**

TED eSender

## Notice information

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Notice identifier/version: 6af26606-7b67-4543-8b20-52615a5f00b4 - 01  
Form type: Competition  
Notice type: Contract or concession notice – standard regime  
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