

276975-2026 - Competition

Finland – Advertising and marketing services – PR Agency Services for Lake Saimaa - Mikkeli Region Tourism, Finland - EU-funded Project: Saimaa Horizon 2030 – Invest & Grow
OJ S 79/2026 23/04/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Mikkelin Kehitysyhtiö Miksei Oy

Email: info@mikseimikkeli.fi

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: PR Agency Services for Lake Saimaa - Mikkeli Region Tourism, Finland - EU-funded Project: Saimaa Horizon 2030 – Invest & Grow

Description: Saimaa Horizon project introduction The objective of the Saimaa Horizon project (funded by South Savo Regional Council and EU) is to elevate Lake Saimaa – Mikkeli Region as a significant international year-round destination in Finland's Lakeland for sustainable tourism, to foster growth in overnights 15%-25% annually and in direct and indirect tourism revenue by promoting the region's international recognition, to support the readiness of local entrepreneurs for global markets and facilitate collaborative networks. Additionally, the project advances local businesses' capabilities to identify new business opportunities and models, develop customer-oriented products, services, and joint offerings, and enhance sales in international markets. Mikkeli Development Miksei Ltd. is responsible for Saimaa Horizon project management and promoting Mikkeli Region in international markets, improving companies' readiness for internationalization, product development, and marketing, and supporting sales efforts in the selected international markets. Furthermore, Mikkeli Development Ltd is tasked with increasing the region's awareness and executing media and PR work. Lake Saimaa - Mikkeli Region introduction The Mikkeli Region, encompassing Mikkeli, Puumala, and Mäntyharju, lies at the heart of the stunning Lake Saimaa region—the largest lake district in Finland. Known for its sparkling waters, endless green forests, and vast archipelago, the area offers thousands of miles of scenic shoreline dotted with charming lakeside resorts, historic manor houses, private villas, and traditional saunas. Rich in history and renowned for its local gastronomy, the Mikkeli Region combines authentic Finnish nature with a wide range of year-round activities, making it a captivating destination for both locals and international visitors. The primary goals of the tender: - To identify and contract a PR agency capable of delivering strategic communications that amplify Lake Saimaa – Mikkeli Region presence and appeal in UK, France, Spain and USA markets during the designated period. The project is planned to commence in June 2026 and must be completed by October 31, 2027. - The agency will be expected to develop and implement comprehensive PR activities, employing innovative approaches and local market expertise to position Lake Saimaa – Mikkeli Region as a must-visit destination for discerning travelers. - The scope of work includes designing integrated media strategies, cultivating high-value partnerships with

media, and creating impactful storytelling that distinguishes Lake Saimaa – Mikkeli Region from competitors. - The primary goal of the PR project: To maximize Lake Saimaa - Mikkeli Region's main tourism service providers visibility in media in UK, France, Spain and USA, to enhance the awareness of Lake Saimaa – Mikkeli Region and its highlights, and to boost the visitor numbers from UK, France, Spain and USA in 2026 and 2027. Expected Activities The selected agency will be responsible for strengthening the awareness of Lake Saimaa – Mikkeli Region by increasing visibility across selected key target markets, with a primary focus on the UK and France, and secondary attention on Spain and the USA. This includes securing high-quality media coverage in reputable travel and lifestyle outlets across both traditional and digital platforms, while leveraging culturally relevant storytelling and strategic media placements. In addition, the agency is expected to foster strong relationships with journalists to generate authentic interest and long-term advocacy. All communications should be carefully tailored to reflect the preferences, trends, and values of each target market, while maintaining a consistent and compelling brand message. The agency should also continuously measure and optimize campaign performance by providing transparent monthly reporting on all activities, media exposure and key performance indicators such as earned media value, share of voice, engagement rates, and resulting inquiries or bookings. Monthly report must be submitted and approved by the tenderer before invoicing. Finally, a deep understanding of local market dynamics, media landscapes, and regulatory requirements is essential to ensure both compliance and maximum campaign effectiveness. Primary focus will be on activities in main target markets UK and France, including the creation and distribution of press releases, thematic media pitching, and the organization at least one international group media trip (at least 4 media representatives in the group). Selected top-tier media representatives will also be invited on hosted individual press trips. Secondary focus will be on the USA and Spain, consisting of press release distribution, selective media pitching, and invitations for top-tier media representatives—such as New York Times, Condé Nast, or National Geographic—to participate in hosted individual media trips. The selected PR agency is expected to familiarize itself thoroughly with the Mikkeli region and Lake Saimaa area, including their key strengths, attractiveness factors, and the companies participating in the project. This familiarisation should be incorporated into the action plan submitted with the proposal. If the region is already familiar to the tenderer, this must be clearly described in the proposal.

Procedure identifier: ec9cd74b-0755-4754-bb3a-7dc856609ae3

Internal identifier: 608233

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 63515000 Travel services, 79342000 Marketing services

2.1.2. Place of performance

Anywhere

Additional information: Target markets for activities have been specified in the tender.

2.1.3. Value

Estimated value excluding VAT: 30 000,00 EUR

2.1.4. General information

Additional information: Requirements of the selected agency -The selected PR agency must have a physical presence (a registered business) and a designated expert in at least one of

the target markets (UK, France, Spain, or USA), along with appointed experts covering the remaining markets. -The agency must be able to propose activities primarily in the UK and France, and secondarily in Spain and the USA, within the stated budget. - In addition to the core activities listed, the agency must demonstrate a proactive approach in identifying emerging trends and opportunities within the travel and lifestyle sectors, adapting strategies to remain ahead of the curve. - Expertise in digital storytelling and cross-market collaboration will be essential for driving sustained engagement and visibility. -The ability to present innovative ideas—grounded in data and tailored to the Lake Saimaa–Mikkeli Region—will be key in differentiating the destination amid a competitive international landscape. -Agencies with proven international experience, creative vision, operational capacity, and senior-level expertise to deliver measurable results for the Lake Saimaa–Mikkeli Region in the UK, France, Spain, and the USA will be prioritized in the selection process. - The agency must have a named operative team dedicated to execute Lake Saimaa–Mikkeli Region activities (the operative team’s competencies and seniority will be evaluated). Procurement procedure and budget for tender The procurement will be carried out as a reverse tendering process with a fixed service price. The evaluation of tenders will be based on qualitative factors. The total budget is EUR 30,000. All administrative costs, as well as the service provider’s team’s local travel and operational expenses (including banking fees), must be included in the retainer fee. The selected PR agency must include at least one familiarization trip to the Mikkeli Region within the retainer fee (this may be part of a media trip). Any additional costs paid by the client (e.g. travel costs for media, PR gifts, and PR events) must be separately approved by the client prior to execution. Questions related to the tender must be submitted via Cludia platform by 4 pm Finland time May 15th, 2025. The tender must be submitted via Cludia platform by 4 pm Finland time May 25th, 2025. Expected project timeline The project is scheduled to commence in June 2026 and must be completed by 31 October 2027. The agency is required to include a realistic project schedule and propose the project duration in its proposal. Value of the contract Value of the contract does not exceed national threshold of 60 000,00 € (low-value procurement). National procurement notice form has been selected for technicality reasons (visibility and transparency). Additional information The request for tender is subject to approval of amendment application of Saimaa Horizon project. All offers for this request for tenderers must be submitted in English. Supplier Support for Cludia procurement - go to <https://tuki.cloudia.fi/hc/en-150> Guide for Cludia procurement registration - guide for registration annexed to this procurement notice

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: PR Agency Services for Lake Saimaa - Mikkeli Region Tourism, Finland - EU-funded Project: Saimaa Horizon 2030 – Invest & Grow

Description: Saimaa Horizon project introduction The objective of the Saimaa Horizon project (funded by South Savo Regional Council and EU) is to elevate Lake Saimaa – Mikkeli Region as a significant international year-round destination in Finland’s Lakeland for sustainable tourism, to foster growth in overnights 15%-25% annually and in direct and indirect tourism revenue by promoting the region's international recognition, to support the readiness of local entrepreneurs for global markets and facilitate collaborative networks. Additionally, the project

advances local businesses' capabilities to identify new business opportunities and models, develop customer-oriented products, services, and joint offerings, and enhance sales in international markets. Mikkeli Development Miksei Ltd. is responsible for Saimaa Horizon project management and promoting Mikkeli Region in international markets, improving companies' readiness for internationalization, product development, and marketing, and supporting sales efforts in the selected international markets. Furthermore, Mikkeli Development Ltd is tasked with increasing the region's awareness and executing media and PR work.

Lake Saimaa - Mikkeli Region introduction

The Mikkeli Region, encompassing Mikkeli, Puumala, and Mäntyharju, lies at the heart of the stunning Lake Saimaa region—the largest lake district in Finland. Known for its sparkling waters, endless green forests, and vast archipelago, the area offers thousands of miles of scenic shoreline dotted with charming lakeside resorts, historic manor houses, private villas, and traditional saunas. Rich in history and renowned for its local gastronomy, the Mikkeli Region combines authentic Finnish nature with a wide range of year-round activities, making it a captivating destination for both locals and international visitors.

The primary goals of the tender:

- To identify and contract a PR agency capable of delivering strategic communications that amplify Lake Saimaa – Mikkeli Region presence and appeal in UK, France, Spain and USA markets during the designated period. The project is planned to commence in June 2026 and must be completed by October 31, 2027.
- The agency will be expected to develop and implement comprehensive PR activities, employing innovative approaches and local market expertise to position Lake Saimaa – Mikkeli Region as a must-visit destination for discerning travelers.
- The scope of work includes designing integrated media strategies, cultivating high-value partnerships with media, and creating impactful storytelling that distinguishes Lake Saimaa – Mikkeli Region from competitors.
- The primary goal of the PR project: To maximize Lake Saimaa - Mikkeli Region's main tourism service providers visibility in media in UK, France, Spain and USA, to enhance the awareness of Lake Saimaa – Mikkeli Region and its highlights, and to boost the visitor numbers from UK, France, Spain and USA in 2026 and 2027.

Expected Activities

The selected agency will be responsible for strengthening the awareness of Lake Saimaa – Mikkeli Region by increasing visibility across selected key target markets, with a primary focus on the UK and France, and secondary attention on Spain and the USA. This includes securing high-quality media coverage in reputable travel and lifestyle outlets across both traditional and digital platforms, while leveraging culturally relevant storytelling and strategic media placements. In addition, the agency is expected to foster strong relationships with journalists to generate authentic interest and long-term advocacy. All communications should be carefully tailored to reflect the preferences, trends, and values of each target market, while maintaining a consistent and compelling brand message. The agency should also continuously measure and optimize campaign performance by providing transparent monthly reporting on all activities, media exposure and key performance indicators such as earned media value, share of voice, engagement rates, and resulting inquiries or bookings. Monthly report must be submitted and approved by the tenderer before invoicing. Finally, a deep understanding of local market dynamics, media landscapes, and regulatory requirements is essential to ensure both compliance and maximum campaign effectiveness. Primary focus will be on activities in main target markets UK and France, including the creation and distribution of press releases, thematic media pitching, and the organization of at least one international group media trip (at least 4 media representatives in the group). Selected top-tier media representatives will also be invited on hosted individual press trips. Secondary focus will be on the USA and Spain, consisting of press release distribution, selective media pitching, and invitations for top-tier media representatives—such as New York Times, Condé Nast, or National Geographic—to participate in hosted individual media trips. The selected PR agency is expected to familiarize itself thoroughly with the Mikkeli region and Lake Saimaa area, including their key strengths,

attractiveness factors, and the companies participating in the project. This familiarisation should be incorporated into the action plan submitted with the proposal. If the region is already familiar to the tenderer, this must be clearly described in the proposal.

Internal identifier: 608233

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

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5.1.2. Place of performance

Anywhere

Additional information: Target markets for activities have been specified in the tender.

5.1.3. Estimated duration

Start date: 01/06/2026

Duration end date: 31/10/2027

5.1.5. Value

Estimated value excluding VAT: 30 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

Additional information: Requirements of the selected agency -The selected PR agency must have a physical presence (a registered business) and a designated expert in at least one of the target markets (UK, France, Spain, or USA), along with appointed experts covering the remaining markets. -The agency must be able to propose activities primarily in the UK and France, and secondarily in Spain and the USA, within the stated budget. - In addition to the core activities listed, the agency must demonstrate a proactive approach in identifying emerging trends and opportunities within the travel and lifestyle sectors, adapting strategies to remain ahead of the curve. - Expertise in digital storytelling and cross-market collaboration will be essential for driving sustained engagement and visibility. -The ability to present innovative ideas—grounded in data and tailored to the Lake Saimaa–Mikkeli Region—will be key in differentiating the destination amid a competitive international landscape. -Agencies with proven international experience, creative vision, operational capacity, and senior-level expertise to deliver measurable results for the Lake Saimaa–Mikkeli Region in the UK, France, Spain, and the USA will be prioritized in the selection process. - The agency must have a named operative team dedicated to execute Lake Saimaa–Mikkeli Region activities (the operative team’s competencies and seniority will be evaluated). Procurement procedure and budget for tender The procurement will be carried out as a reverse tendering process with a fixed service price. The evaluation of tenders will be based on qualitative factors. The total budget is EUR 30,000. All administrative costs, as well as the service provider’s team’s local travel and operational expenses (including banking fees), must be included in the retainer fee. The selected PR agency must include at least one familiarization trip to the Mikkeli Region within the retainer fee (this may be part of a media trip). Any additional costs paid by the client (e.g. travel costs for media, PR gifts, and PR events) must be separately approved by the client prior to execution. Questions related to the tender must be submitted via Cludia platform by 4 pm Finland time May 15th, 2025. The tender must be submitted via Cludia

platform by 4 pm Finland time May 25th, 2025. Expected project timeline The project is scheduled to commence in June 2026 and must be completed by 31 October 2027. The agency is required to include a realistic project schedule and propose the project duration in its proposal. Value of the contract Value of the contract does not exceed national threshold of 60 000,00 € (low-value procurement). National procurement notice form has been selected for technicality reasons (visibility and transparency). Additional information The request for tender is subject to approval of amendment application of Saimaa Horizon project. All offers for this request for tenderers must be submitted in English. Supplier Support for Cloudia procurement - go to <https://tuki.cloudia.fi/hc/en-150> Guide for Cloudia procurement registration - guide for registration annexed to this procurement notice

5.1.7. Strategic procurement

Social objective promoted: Fair working conditions

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Name: References

Description: References of the specialist team dedicated for this project (travel and hospitality industry). 1. Similarity and relevance with the tenderers project (projects for DMO's or individual tourism companies), 2. outcome and 3. impact of the reference projects (qualitative and quantitative). (10 points each criteria) (max. 10 project references within 5 years) (document max 5 A4 pages) references within 5 years)

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Quality

Name: Competence

Description: 1. Seniority and experience in travel and hospitality industry projects, 2. travel and hospitality industry stakeholder networks in the markets, 3. proven existing relationships with key members of the travel media, across all stakeholder groups - trade, consumer publications and newspapers; and special interest and lifestyle media who support the destination special interest markets, 4. proven methodology for measurement/ROI of communications investment. (10 points each criteria)

Category of award weight criterion: Weight (points, exact)

Award criterion number: 40

Criterion:

Type: Quality

Name: Project plan

Description: Submit a proposal including the following elements: 1. Project strategy (describe the relevancy for Lake Saimaa- Mikkeli Region) 2. Preliminary list of target media in the target markets (describe the relevancy for Lake Saimaa- Mikkeli Region) 3. Suggest realistic activities (based on relevancy and cost effectiveness) 4. Timeline (project timeline must be realistic) 5. Reporting plan (describe the metrics used and the relevancy for Lake Saimaa - Mikkeli Region) Criteria: 1. Project strategy feasibility and relevance 12p 2. Relevance, quality and number of preliminary list of media per target market 8p 3. Feasibility, relevance and the number of the suggested activities per target market 12p 4. Feasibility of the timeline 12p 5. Reporting plan comprehensiveness 8p

Category of award weight criterion: Weight (points, exact)

Award criterion number: 52

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English

Deadline for requesting additional information: 15/05/2026 13:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tarjouspalvelu.fi/mikkeli?id=608233&tpk=cce7378d-27f9-484f-aa1b-9b31d7c667fd>

Ad hoc communication channel:

URL: <https://tarjouspalvelu.fi/Default/Index>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tarjouspalvelu.fi/mikkeli?id=608233&tpk=cce7378d-27f9-484f-aa1b-9b31d7c667fd>

Languages in which tenders or requests to participate may be submitted: Finnish

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 25/05/2026 13:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 60 Days

Information about public opening:

Opening date: 26/05/2026 06:00:00 (UTC+00:00) Western European Time, GMT

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

A non-disclosure agreement is required: no

Electronic invoicing: Required

Electronic ordering will be used: yes

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

Mediation organisation: Markkinaoikeus

Review organisation: Markkinaoikeus

Information about review deadlines: 14 days after the Contract Award Decision. Mikkelin kehitysyhtiö Miksei Oy Maaherrankatu 9-11 50100 Mikkeli, Finland CEO Timo Paakki [timo.paakki@mikseimikkeli.fi](mailto:paakki@mikseimikkeli.fi)

Organisation providing more information on the review procedures: Mikkelin Kehitysyhtiö Miksei Oy

Organisation receiving requests to participate: Mikkelin Kehitysyhtiö Miksei Oy

Organisation processing tenders: Mikkelin Kehitysyhtiö Miksei Oy

8. Organisations

8.1. ORG-0001

Official name: Markkinaoikeus
Registration number: 3006157-6
Postal address: Radanrakentajantie 5
Town: Helsinki
Postcode: 00520
Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)
Country: Finland
Email: markkinaoikeus@oikeus.fi
Telephone: +358 295643300
Internet address: <http://www.oikeus.fi/markkinaoikeus>

Roles of this organisation:

Review organisation
Mediation organisation

8.1. ORG-0002

Official name: Mikkelin Kehitysyhtiö Miksei Oy
Registration number: 0600598-8
Postal address: Maaherrankatu 9-11
Town: Mikkeli
Postcode: 50100
Country subdivision (NUTS): Etelä-Savo (FI1DA)
Country: Finland
Contact point: Virastotalo
Email: info@mikseimikkeli.fi
Telephone: +358 15361600
Internet address: <https://www.mikseimikkeli.fi/>

Roles of this organisation:

Buyer
Organisation receiving requests to participate
Organisation processing tenders
Organisation providing more information on the review procedures

8.1. ORG-0003

Official name: Hansel Oy (Hilma)
Registration number: FI09880841
Postal address: Mannerheiminaukio 1a
Town: Helsinki
Postcode: 00100
Country subdivision (NUTS): Helsinki-Uusimaa (FI1B1)
Country: Finland
Contact point: eSender
Email: tekninen@hankintailmoitukset.fi
Telephone: 029 55 636 30
Internet address: <http://hankintailmoitukset.fi>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 3494d50e-faf9-448f-a82b-fe72f5f5c4bf - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 22/04/2026 11:58:21 (UTC+00:00) Western European Time, GMT

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Languages in which this notice is officially available: Finnish

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