

**Finland-Rovaniemi: Supporting and auxiliary transport services; travel agencies services**  
**OJ S 114/2019 17/06/2019**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Lapin matkailuelinkeinon liitto ry  
National registration number: 2427886-7  
Postal address: Viirinkankaantie 1  
Town: Rovaniemi  
NUTS code: FI Suomi / Finland  
Postal code: 96300  
Country: Finland  
Contact person: Maikku Raittimo  
E-mail: [maikku.raittimo@lme.fi](mailto:maikku.raittimo@lme.fi)  
Telephone: +358 405679800

**Internet address(es):**

Main address: <https://visitarcticeurope.com/>  
Address of the buyer profile: <http://www.lme.fi/>

**I.1. Name and addresses**

Official name: Swedish Lapland Visitors Board  
National registration number: SE769607575801  
Postal address: Storgatan 30  
Town: Luleå  
NUTS code: FIZ Extra-Regio NUTS 1  
Country: Sweden  
Contact person: Erica Mattson  
E-mail: [erica@swedishlapland.com](mailto:erica@swedishlapland.com)

**Internet address(es):**

Main address: <https://www.swedishlapland.com/>

**I.1. Name and addresses**

Official name: NordNorsk Reiseliv AS  
National registration number: 994153862  
Postal address: Postboks 1163  
Town: Alta  
NUTS code: FIZ Extra-Regio NUTS 1  
Country: Norway  
Contact person: Trond Øverås  
E-mail: [trond@nordnorge.com](mailto:trond@nordnorge.com)

**Internet address(es):**

Main address: <https://nordnorge.com>

**I.2. Information about joint procurement**

The contract involves joint procurement  
In the case of joint procurement involving different countries, state applicable national procurement law:  
Finland

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

Other type: Tourist Board

**I.5. Main activity**

Other activity: Tourism

**Section II: Object**

---

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

**II.1.1. Title**

Invitation to Tender for Image Marketing in Visit Arctic Europe (VAE) 2 — Project

**II.1.2. Main CPV code**

63000000 Supporting and auxiliary transport services; travel agencies services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The coolest project in the Arctic is looking for an equally cool communication partner in order to inspire the best guests to visit our beautiful part of Europe.

The overall project goal for Visit Arctic Europe, phase 2 (VAE II) is to contribute to higher profitability for the tourism industry as whole, hence creating new opportunities for employment and entrepreneurship in the Arctic Europe.

The project aims to strengthen cross border networking and commercial cooperation in order to further develop the Visit Arctic Europe area as an all year around sustainable high-quality travel destination. Within the framework of networking and sustainability the project will concentrate on 3 main activities: marketing (image and tactical), accessibility (internal and external), competence development (digitalization, sustainability, market knowledge, product development).

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 500 000,00 EUR

**II.2. Description**

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

63515000 Travel services, 39294100 Information and promotion products, 63000000 Supporting and auxiliary transport services; travel agencies services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: FI Suomi / Finland

NUTS code: FIZ Extra-Regio NUTS 1

Main site or place of performance: FINLAND, SWEDEN, NORWAY.

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

The target of the procurement was to find a partner who has capability and skills to plan and implement most attractive image marketing entity noticing VAE II project targets in decided seasons and client segments.

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

Quality criterion - Name: Work plan / Weighting: 40

Quality criterion - Name: References of image marketing / Weighting: 40

Price - Weighting: 20

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

Options: yes

Description of options:

Possible if need for this is noticed during work.

#### **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: Visit Arctic Europe II -project (VAE II) [www.visitarcticeurope.com](http://www.visitarcticeurope.com)

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

### **Section IV: Procedure**

---

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

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

Open procedure

##### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2019/S 049-112591](#)

##### **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:** 1

**Title:**

Contract VAE II Image Marketing Flatlight Creative House

A contract/lot is awarded: yes

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

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

28/05/2019

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

Number of tenders received: 4

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 4

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

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

Official name: Flatlight Creative

National registration number: 2518480-3

Town: Rovaniemi

NUTS code: FI Suomi / Finland

Country: Finland

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 500 000,00 EUR

Total value of the contract/lot: 500 000,00 EUR

### **V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Value excluding VAT: 125 000,00 EUR Proportion: 25 % Short description of the part of the contract to be subcontracted:

Strategist & digital marketing

## **Section VI: Complementary information**

---

### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Markkinaoikeus

Postal address: Radanrakentajantie 5

Town: Helsinki

Postal code: 00520

Country: Finland

E-mail: [markkinaoikeus@oikeus.fi](mailto:markkinaoikeus@oikeus.fi)

Telephone: +358 295643300

Fax: +358 295643314

Internet address: <http://www.oikeus.fi/markkinaoikeus>

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

13/06/2019