

Ireland-Dublin: Administrative services related to tourism affairs

OJ S 125/2018 03/07/2018

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Tourism Ireland Limited

National registration number: N/A

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

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D02 TD99

Country: Ireland

Contact person: Hannah Hughes

E-mail: hhughes@tourismireland.com**Internet address(es):**Main address: <http://www.ireland.com>Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1197>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=131521&B=ETENDERS_SIMPLE[PID=131521&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=131521&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Tourism — Destination Marketing

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Destination Marketing Services / General Sales Agency for Switzerland and Austria

Reference number: CE/GSA/SW/A/2018

II.1.2. Main CPV code

75125000 Administrative services related to tourism affairs

II.1.3. Type of contract

Services

II.1.4. Short description

Tourism Ireland wishes to appoint a Supplier(s) to provide the required services in Austria and Switzerland reporting in to the Central European office in Frankfurt. The required services are split into two [2] Lots:

Lot 1 — Destination Marketing Services in the Swiss Market

Lot 2 — Destination Marketing Services in the Austrian Market

Applicants may apply for either or both of the Lots.

The contract will be awarded for a period of two [2] years, with the option to extend annually for a further three [3] years, subject to satisfactory annual review. The contract term will commence on 1.10.2018. It will be reviewed after an initial nine month period.

II.1.5. Estimated total value

Value excluding VAT: 660 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Lot 1 — Destination Marketing Services / General Sales Agency for Switzerland

Lot No: 1

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Switzerland

II.2.4. Description of the procurement

Tourism Ireland wishes to appoint a Supplier(s) to provide the required services in Austria and Switzerland reporting in to the Central European office in Frankfurt. The required services are split into two [2] Lots:

Lot 1 — Destination Marketing Services in the Swiss Market

Lot 2 — Destination Marketing Services in the Austrian Market

Applicants may apply for either or both of the Lots.

Lot 1 — Destination Marketing Services in Switzerland

To co-ordinate and execute a comprehensive marketing programme for the island of Ireland in the Swiss market on behalf of Tourism Ireland and to represent Tourism Ireland in Switzerland.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Demonstrated ability to develop a consumer marketing plan for the island of Ireland together with the trade partners in the market / Weighting: 10

Quality criterion - Name: Quality of strategy for applying their contacts in the travel trade to develop a plan to promote the island of Ireland as a holiday destination in the market / Weighting: 20

Quality criterion - Name: Quality of strategy for applying their 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

Cost criterion - Name: Cost / Weighting: 50

II.2.6. Estimated value

Value excluding VAT: 330 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

The contract will be awarded for a period of two [2] years, with the option to extend annually for a further three [3] years, subject to satisfactory annual review. The contract term will commence on 1.10.2018. It will be reviewed after an initial nine month period.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lot 2 — Destination Marketing / General Sales Agency for Austria

Lot No: 2

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Austria

II.2.4. Description of the procurement

Tourism Ireland wishes to appoint a Supplier(s) to provide the required services in Austria and Switzerland reporting in to the Central European office in Frankfurt. The required services are split into two [2] Lots:

Lot 1 — Destination Marketing Services in the Swiss Market

Lot 2 — Destination Marketing Services in the Austrian Market

Applicants may apply for either or both of the Lots.

Lot 2 — Destination Marketing Services in Austria

To co-ordinate and execute a comprehensive marketing programme for the island of Ireland in the Swiss market on behalf of Tourism Ireland and to represent Tourism Ireland in Austria

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Demonstrated ability to develop a consumer marketing plan for the island of Ireland together with the trade partners in the market / Weighting: 10

Quality criterion - Name: Quality of strategy for applying their contacts in the travel trade to develop a plan to promote the island of Ireland as a holiday destination in the market / Weighting: 20

Quality criterion - Name: Quality of strategy for applying their 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

Cost criterion - Name: Cost / Weighting: 50

II.2.6. Estimated value

Value excluding VAT: 330 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

The contract will be awarded for a period of two [2] years, with the option to extend annually for a further three [3] years, subject to satisfactory annual review. The contract term will commence on 1.10.2018. It will be reviewed after an initial nine month period.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: no

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Please refer to the tender documents available for downloading.

III.2.3. 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

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 02/08/2018 Local time: 15:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.7. Conditions for opening of tenders

Date: 02/08/2018 Local time: 15:00

Place:

Tourism Ireland Offices — Dublin

Information about authorised persons and opening procedure: Procurement personnel

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

1) Interested parties must register their interest on the eTenders website (www.etenders.gov.ie) in order to be included on the mailing list for clarifications. All information relating to attachments, including clarifications and changes, will be published on the Irish Government procurement opportunities portal (www.etenders.gov.ie) only. Tourism Ireland will not accept responsibility for information relayed (or not relayed) via third parties.

2) This is the sole call for request for Tenders for this contract/framework;

3) The Contracting Authority will not be responsible for any costs, charges or expenses incurred by candidates or tenderers;

4) Contract award will be subject to the approval of the Board of Tourism Ireland;

5) It will be a condition of award that the successful tenderer is and remains tax compliant;

6) At its absolute discretion, the Contracting Authority may elect to terminate this procurement process, the framework or any contract awarded under the framework agreement at any time;

7) Please note in relation to all documents, that where reference is made to a particular standard, make, source, process, trademark, type or patent, that this is not to be regarded as a de facto requirement. In all such cases it should be understood that such indications are to be treated strictly and solely for reference purposes only, to which the words "or equivalent" will always be appended;

8) Without prejudice to the principle of equal treatment, the Contracting Authority is not obliged to engage in a clarification process in respect of the procurement documents with missing or incomplete information. Therefore, respondents are advised to ensure that they return completed documentation in order to avoid the risk of elimination from the competition;

9) Applicants must be fully compliant with Tourism Ireland GDPR policy;

- 10) Tenders must be delivered as per the Instructions;
- 11) Tourism Ireland will not accept or consider Tenders delivered after this deadline;
- 12) Tourism Ireland will not be responsible for costs, charges or expenses incurred by applicants, whether or not a final contract is awarded;
- 13) Tourism Ireland is subject to the provisions of the Code of Practice on Freedom of information for North/South Implementation Bodies and Tourism Ireland, which is available on Tourism Ireland's website;
- 14) The contract/framework will be subject to Irish law;
- 15) 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.

VI.4. Procedures for review

VI.4.1. Review body

Official name: The High Court
Postal address: The Four Courts
Town: Dublin 7
Country: Ireland

VI.5. Date of dispatch of this notice

29/06/2018