

314539-2026 - Competition

Ireland – World wide web (www) site design services – Upgrade of Visit Wexford marketing assets - website upgrade, social media review and new multilingual branded marketing stand
OJ S 88/2026 07/05/2026

Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Visit Wexford Tourism Ltd

Email: Billy.byrne@wexfordcoco.ie

Legal type of the buyer: Body governed by public law

The buyer is a contracting entity

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Upgrade of Visit Wexford marketing assets - website upgrade, social media review and new multilingual branded marketing stand

Description: Visit Wexford Tourism CLG is seeking to engage a suitably qualified and experienced individual/company to review and enhance Visit Wexford's digital ecosystem and visitor-facing digital presence. The required services include: 1. A review of Visit Wexford's digital ecosystem, including social media platforms, communications tools, media platforms, website tools, data tracking and analytics. This will include establishing a cost-effective dashboard, baseline KPIs, and updated branding guidelines aligned with the Wexford Destination and Experience Development Plan. The current logo will not change. 2. An upgrade of the Visit Wexford website, including a refreshed mobile-first design, improved navigation, enhanced visitor content, itinerary planning, interactive maps, AI-based visitor supports, sustainable tourism messaging, lead-generation functionality for local tourism and hospitality businesses, hosting and domain management, and future-proofed technology. 3. A multilingual branded marketing stand with interchangeable panels for key markets, including Great Britain, France, Spain and Germany.

Procedure identifier: 3b333d5d-82d6-489e-9806-d6e90e58f25f

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72413000 World wide web (www) site design services

Additional classification (cpv): 79342000 Marketing services

2.1.2. Place of performance

Country subdivision (NUTS): South-East (IE052)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 80 000,00 EUR

2.1.4. General information

Legal basis:

Other

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Upgrade of Visit Wexford marketing assets - website upgrade, social media review and new multilingual branded marketing stand

Description: Visit Wexford Tourism CLG is seeking to engage a suitably qualified and experienced individual/company to review and enhance Visit Wexford's digital ecosystem and visitor-facing digital presence. The required services include: 1. A review of Visit Wexford's digital ecosystem, including social media platforms, communications tools, media platforms, website tools, data tracking and analytics. This will include establishing a cost-effective dashboard, baseline KPIs, and updated branding guidelines aligned with the Wexford Destination and Experience Development Plan. The current logo will not change. 2. An upgrade of the Visit Wexford website, including a refreshed mobile-first design, improved navigation, enhanced visitor content, itinerary planning, interactive maps, AI-based visitor supports, sustainable tourism messaging, lead-generation functionality for local tourism and hospitality businesses, hosting and domain management, and future-proofed technology. 3. A multilingual branded marketing stand with interchangeable panels for key markets, including Great Britain, France, Spain and Germany.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72413000 World wide web (www) site design services

Additional classification (cpv): 79342000 Marketing services

Quantity: 1

5.1.2. Place of performance

Country subdivision (NUTS): South-East (IE052)

Country: Ireland

5.1.3. Estimated duration

Duration: 12 Months

5.1.5. Value

Estimated value excluding VAT: 80 000,00 EUR

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

EU funds programme: European Agricultural Fund for Rural Development (EAFRD) (2021 /2027)

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

5.1.7. Strategic procurement

Aim of strategic procurement: Innovative purchase

Description: This procurement is designed to deliver an innovative, sustainable digital and physical marketing solution for Visit Wexford. The contract includes a comprehensive review of the existing digital ecosystem, the development of a modern, scalable website, and the integration of AI-based tools to enhance visitor engagement and support more efficient content management. These elements aim to reduce duplication, streamline processes and improve data-driven decision-making, thereby reducing resource use over time. Environmental considerations are embedded through the requirement for energy-efficient, optimised web solutions, minimised hosting impacts, and the promotion of sustainable tourism practices within website content and user journeys. The digital-first approach also reduces reliance on printed materials. Social objectives are addressed by ensuring the website is accessible, inclusive and user-friendly for a wide range of audiences, including international visitors. The project supports local tourism and hospitality businesses by improving visibility, lead generation and access to markets, contributing to regional economic development. The procurement also includes the design of a modular, reusable marketing stand with interchangeable panels, reducing waste and extending the lifecycle of physical assets across multiple markets. Overall, the procurement supports innovation through the adoption of new technologies, enhances sustainability through digital optimisation and reuse, and contributes to inclusive economic development within the region.

Innovation procurement: The procured works, supplies, or services entail product innovation

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

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: 19/05/2026 16:00:00 (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=8054712>

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=8054712>

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

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of tenders: 26/05/2026 16:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 365 Days

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: Visit Wexford Tourism Ltd

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation receiving requests to participate: Visit Wexford Tourism Ltd

Organisation processing tenders: Visit Wexford Tourism Ltd

8. Organisations

8.1. ORG-0001

Official name: Visit Wexford Tourism Ltd

Registration number: 515957

Postal address: c/o County Hall Carricklawn

Town: Wexford

Postcode: Y35 WY93

Country subdivision (NUTS): South-East (IE052)

Country: Ireland

Email: Billy.byrne@wexfordcoco.ie

Telephone: 0539196000

Internet address: <http://www.visitwexford.ie>

Buyer profile: <http://www.visitwexford.ie>

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

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

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

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