

Ireland-Dublin: Administrative services related to tourism affairs

OJ S 183/2018 22/09/2018

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

Telephone: +353 14763474

Fax: +353 14763642

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/rwlentrance_s.asp?PID=135468&B=ETENDERS_SIMPLE[PID=135468&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=135468&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=135468&B=ETENDERS_SIMPLE

Tenders or requests to participate must be submitted to the following address:

Official name: Tourism Ireland

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

Town: Dublin

Postal code: D02 TD99

Country: Ireland

E-mail: TenderResponse@tourismireland.com

NUTS code: IE Éire / Ireland

Internet address(es):Main address: <http://www.ireland.com>**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(s) for Mainland China and Hong Kong

Reference number: EM/CHINA2/2018

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

The Shanghai office of Tourism Ireland wishes to enter into a contract(s) with service provider (s) for market representation services in Mainland China and Hong Kong.

The successful agency(s) will report in to Tourism Ireland's China manager based in Shanghai and Tourism Ireland's Head of New and Emerging Markets based in London. The required services are split in to four [4] lots:

- Lot 1: general sales agency – B2B – Travel Trade Mainland China,
- Lot 2: destination marketing services – Digital – Mainland China and Hong Kong,
- Lot 3: destination marketing services – Public relations/publicity – Mainland China,
- Lot 4: destination marketing services – General sales agency – Hong Kong.

Applicants may apply for 1, 2, 3 or all of the Lots.

It is anticipated that work under the Contracts will commence on the 1.4.2019. For detailed information please refer to the tender documentation attached for downloading.

II.1.5. Estimated total value

Value excluding VAT: 2 715 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Applicants may apply for 1, 2, 3 or all of the Lots.

An applicant, based on the outcome of the evaluation process for each Lot may be awarded a contract for more than one, or all of the Lots; dependent upon the quality of Tenders received.

II.2. Description

II.2.1. Title

Lot 1 – General Sales Agency – B2B – Travel Trade Mainland China

Lot No: 1

II.2.2. Additional CPV code(s)

63516000 Travel management services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Mainland China

II.2.4. Description of the procurement

The winning company will be responsible for developing, coordinating and executing a comprehensive trade/B2B marketing programme for the island of Ireland in Mainland China with a focus on Shanghai, Beijing, Guangzhou and Chengdu.

The annual activity plans and budgets are determined and agreed in conjunction with and approved by Tourism Ireland. Tourism Ireland has indicated an estimated total budget figure but we have confirmed budget for years 1 and 2 only. Additional funding may be available in later years as it is our aim to further develop our activity in the China market. We would anticipate that additional resources will be made available in years 3, 4 and 5. A knowledge of the tourism industry of the island of Ireland along with in-market trade expertise is required to successfully undertake these services. Please refer to the specification document – Schedule 2 for full details of the services required.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 670 000,00 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 period will be for three [3] years with the option by Tourism Ireland to extend annually for up to a maximum further two [2] years subject to satisfactory budget and annual performance review, and other factors, determined by Tourism Ireland. The contract will be reviewed after an initial six [6] month probationary period.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5 Objective criteria for choosing the limited number of candidates :

5, subject to quality of applications received.

Suitability criteria:

Proven working experience in destination B2B marketing and established relationships with key travel trade for over 3 years.

Understanding and knowledge of the island of Ireland.

Adequate resources to fulfil the requirements of the contract.

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 Services – Digital – Mainland China and Hong Kong
Lot No: 2

II.2.2. Additional CPV code(s)

63516000 Travel management services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Mainland China and Hong Kong

II.2.4. Description of the procurement

The winning company will be responsible for developing, coordinating and executing a comprehensive digital marketing programme for the island of Ireland in Mainland China and Hong Kong with a focus on Shanghai, Beijing, Guangzhou and Chengdu.

The annual activity plans and budgets are determined and agreed in conjunction with and approved by Tourism Ireland. Tourism Ireland has indicated an estimated total budget figure but we have confirmed budget for years 1 and 2 only. Additional funding may be available in later years as it is our aim to further develop our activity in the China market. We would anticipate that additional resources will be made available in years 3, 4 and 5. A knowledge of tourism on the island of Ireland and a thorough knowledge of digital marketing in Mainland China is required to successfully undertake these services. Please refer to the Specification Document for full details of the services required

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 770 000,00 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 Period will be for three [3] years with the option by Tourism Ireland to extend annually for up to a maximum further two [2] years subject to satisfactory budget and annual performance review, and other factors, determined by Tourism Ireland. The contract will be reviewed after an initial six [6] month probationary period.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5 Objective criteria for choosing the limited number of candidates
:

5, subject to quality of applications received.

Suitability Criteria

Proven working experience in digital destination marketing for over 3 years

Understanding and knowledge of the island of Ireland

Adequate resources to fulfil the requirements of the contract

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

To the extent that any Personal Data is processed by the successful bidder in connection with the provision of the services for this Lot or otherwise, the provisions set out in Tourism Ireland's Minimum Conditions of Contract under 'Data Processing Terms' shall apply to such processing

II.2. Description

II.2.1. Title

Lot 3 – Destination Marketing Services – Public Relations/Publicity – Mainland China
Lot No: 3

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Mainland China

II.2.4. Description of the procurement

The winning company will be responsible for developing, co-ordinating and executing a comprehensive offline publicity programme for the island of Ireland in Mainland China with a focus on Shanghai, Beijing, Guangzhou and Chengdu.

The annual activity plans and budgets are determined and agreed in conjunction with and approved by Tourism Ireland. Tourism Ireland has indicated an estimated total budget figure but we have confirmed budget for years 1 and 2 only. Additional funding may be available in later years as it is our aim to further develop our activity in the China market. We would anticipate that additional resources will be made available in years 3, 4 and 5. A knowledge of tourism on the island of Ireland and a comprehensive network of offline media contacts in Mainland China is required to successfully undertake these services. Please refer to the Specification Document – Schedule 1 for full details of the services required.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 500 000,00 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 Period will be for three [3] years with the option by Tourism Ireland to extend annually for up to a maximum further two [2] years subject to satisfactory budget and annual performance review, and other factors, determined by Tourism Ireland. The contract will be reviewed after an initial six [6] month probationary period.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5
Objective criteria for choosing the limited number of candidates :

5 — subject to the quality of applications received.

Suitability criteria:

Proven working experience in destination public relations for over 2 years.

Understanding and knowledge of the island of Ireland.

Adequate resources to fulfil the requirements of the contract.

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

To the extent that any personal data is processed by the successful bidder in connection with the provision of the services for this Lot or otherwise, the provisions set out in Tourism Ireland's Minimum Conditions of Contract under 'Data Processing Terms' shall apply to such processing.

II.2. Description

II.2.1. Title

Lot 4 – Destination Marketing Services – General Sales Agency – Hong Kong

Lot No: 4

II.2.2. Additional CPV code(s)

63516000 Travel management services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Hong Kong

II.2.4. Description of the procurement

The winning company will be responsible for developing, coordinating and executing a comprehensive trade and publicity programme for the island of Ireland in Hong Kong.

The annual marketing plans and budgets are determined and agreed in conjunction with and approved by Tourism Ireland. Tourism Ireland has indicated an estimated total budget figure but we have confirmed budget for years 1 and 2 only. Additional funding may be available in later years as it is our aim to further develop our activity in the China market. We would anticipate that additional resources will be made available in years 3, 4 and 5. A knowledge of the tourism industry of the island of Ireland along with in-depth knowledge of the trade,

marketing and media contacts in Hong Kong is required to successfully undertake these services. Please refer to the Specification Document – Schedule 1 for full details of the services required.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 775 000,00 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 Period will be for three [3] years with the option by Tourism Ireland to extend annually for up to a maximum further two [2] years subject to satisfactory budget and annual performance review, and other factors, determined by Tourism Ireland. The contract will be reviewed after an initial six [6] month probationary period.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5 Objective criteria for choosing the limited number of candidates :

5 — subject to the quality of applications received.

Proven working experience in destination marketing and established relationships with key trade and media in Hong Kong for over 2 years.

Understanding and knowledge of the island of Ireland.

Adequate resources to fulfil the requirements of the contract.

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.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Please refer to the documents available for downloading.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Please refer to the documents available for downloading.

Minimum level(s) of standards possibly required:
Please refer to the documents available for downloading.

III.1.3. Technical and professional ability

List and brief description of selection criteria:
Please refer to the documents available for downloading.
Minimum level(s) of standards possibly required:
Please refer to the documents available for downloading.

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Please refer to the 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

Restricted 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: 18/10/2018 Local time: 12:00

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

Date: 01/11/2018

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

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 12 (from the date stated for receipt of tender)

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. Registration is free of charge.

- Tourism Ireland will not accept responsibility for information relayed (or not relayed) via third parties;
- 2) This is the 1st stage in a 2-stage restricted tender process. This is the sole call for requests to participate for this contract;
 - 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) At Section II.2.9 we have indicated that 5 applicants will be invited to tender, please note that the Contracting Authority reserves the right to invite at least 5 subject to that number qualifying;
 - 10) Requests to Participate must be delivered as per the Instructions;
 - 11) Tourism Ireland will not accept or consider Requests to Participate 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) To the extent that any personal data is processed by the successful bidder in connection with the provision of the services for this Lot or otherwise, the provisions set out in Tourism Ireland's minimum conditions of contract under "Data Processing Terms" shall apply to such processing;
 - 15) The contract(s) will be subject to Irish law;
 - 16) 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
Country: Ireland

VI.5. Date of dispatch of this notice

20/09/2018