

44196-2026 - Competition

Austria – Market and economic research; polling and statistics – Lebensraum Tirol Holding GmbH - Marktforschung 2026
OJ S 14/2026 21/01/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Lebensraum Tirol Holding GmbH

Email: ausschreibungen@heid-partner.at

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Lebensraum Tirol Holding GmbH - Marktforschung 2026

Description: Abschluss einer Rahmenvereinbarung „Marktforschung“

Procedure identifier: ad37afec-41b3-4f45-9e26-dd8cb379fd7e

Internal identifier: LTH-1/25

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

Main features of the procedure: Siehe Teilnahmeunterlagen

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79300000 Market and economic research; polling and statistics

Additional classification (cpv): 79311000 Survey services, 79311100 Survey design services, 79311300 Survey analysis services

2.1.3. Value

Maximum value of the framework agreement: 6 000 000,00 EUR

2.1.4. General information

Additional information: Auf das Erfordernis einer behördlichen Entscheidung für die Zulässigkeit der Ausübung einer Tätigkeit in Österreich sowie auf die Verpflichtung gemäß § 21 Abs 1 BVergG 2018 wird hingewiesen.

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-5565

Title: Lebensraum Tirol Holding GmbH - Marktforschung
Description: Abschluss einer Rahmenvereinbarung „Marktforschung“
Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79300000 Market and economic research; polling and statistics
Additional classification (cpv): 79311000 Survey services, 79311100 Survey design services, 79311300 Survey analysis services

5.1.2. Place of performance

Country subdivision (NUTS): Innsbruck (AT332)
Country: Austria

5.1.3. Estimated duration

Start date: 01/07/2026
Duration: 72 Months

5.1.5. Value

Estimated value excluding VAT: 6 000 000,00 EUR
Maximum value of the framework agreement: 6 000 000,00 EUR

5.1.6. General information

The names and professional qualifications of the staff assigned to perform the contract must be given: Request to participate requirement
Procurement Project not 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: Die Rahmenvereinbarung wird für die Dauer von 6 Jahren mit einem Rahmenvereinbarungspartner abgeschlossen.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document
Information about the second stage of a two-stage procedure:
Minimum number of candidates to be invited for the second stage of the procedure: 4
Maximum number of candidates to be invited for the second stage of the procedure: 4
The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.10. Award criteria

Criterion:

Type: Quality
Description: Ausarbeitung Studienkonzept 1 – „Bekanntheits- und Imagestudie“
Category of award weight criterion: Weight (points, exact)
Award criterion number: 15

Criterion:

Type: Quality
Description: Ausarbeitung Studienkonzept 2 – „Segment Deep Dives“
Category of award weight criterion: Weight (points, exact)
Award criterion number: 15

Criterion:

Type: Quality

Description: Ausarbeitung Studienkonzept 3 – „TVB Deep-Dive-Studie Attraktivität der Tiroler Tourismusregionen“

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

Award criterion number: 15

Criterion:

Type: Quality

Description: Ausarbeitung Studienkonzept 4 – „Themenstudie Wandern“

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

Award criterion number: 15

Criterion:

Type: Quality

Description: Innovationskonzept

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

Award criterion number: 10

Criterion:

Type: Price

Description: Gesamtangebotspreis

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

Award criterion number: 30

5.1.11. Procurement documents

Address of the procurement documents: <https://heid.vergabeportal.at/Detail/233577>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://heid.vergabeportal.at/Detail/233577>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of requests to participate: 19/02/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

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

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

Legal form that must be taken by a group of tenderers that is awarded a contract:

Bietergemeinschaften müssen den Auftrag im Falle des Abschlusses der

Rahmenvereinbarung in Form einer solidarisch haftenden Arbeitsgemeinschaft (ARGE = Gesellschaft bürgerlichen Rechts) durchführen.

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 4

Justification for the duration of the framework agreement: Um eine Vergleichbarkeit der Studien garantieren zu können und aussagekräftige Zeitreihen für die Tirol Werbung und die 34 Tiroler Tourismusverbände zur Verfügung zu haben, ist es aufgrund des Gegenstandes der Rahmenvereinbarung gemäß § 154 Abs 5 BVergG 2018 erforderlich, während der Laufzeit der

Rahmenvereinbarung zwei Erhebungs- und Befragungswellen bei den einzelnen Studien im Abstand von 4 Jahren durchzuführen.

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Landesverwaltungsgericht Tirol

Information about review deadlines: Gemäß den entsprechenden gesetzlichen Vorgaben

Organisation providing offline access to the procurement documents: Heid und Partner

Rechtsanwälte GmbH

Organisation receiving requests to participate: Heid und Partner Rechtsanwälte GmbH

8. Organisations

8.1. ORG-4040

Official name: Lebensraum Tirol Holding GmbH

Registration number: 9110024518472

Postal address: Maria-Theresien-Straße 55

Town: Innsbruck

Postcode: 6020

Country subdivision (NUTS): Innsbruck (AT332)

Country: Austria

Email: ausschreibungen@heid-partner.at

Telephone: +43 019669786

Internet address: <https://www.lebensraum.tirol/>

Roles of this organisation:

Buyer

8.1. ORG-0712

Official name: Landesverwaltungsgericht Tirol

Registration number: 9110022139624

Postal address: Michael-Gaismair-Straße 1

Town: Innsbruck

Postcode: 6020

Country subdivision (NUTS): Innsbruck (AT332)

Country: Austria

Email: post@lvwg-tirol.gv.at

Telephone: +43 51290170

Internet address: <https://www.lvwg-tirol.gv.at/>

Roles of this organisation:

Review organisation

8.1. ORG-7873

Official name: Heid und Partner Rechtsanwälte GmbH

Registration number: 9110026507337

Postal address: Maria-Theresien-Straße 55

Town: Innsbruck

Postcode: 6020

Country subdivision (NUTS): Innsbruck (AT332)

Country: Austria

Contact point: RA Dr. Stephan Heid, RA MMag. Martina Windbichler

Email: ausschreibungen@heid-partner.at

Telephone: +43 19669786

Internet address: <https://www.heid-partner.at/>

Roles of this organisation:

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Notice information

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