

494869-2026 - Result

Austria – Market and economic research; polling and statistics – Lebensraum Tirol Holding GmbH - Marktforschung
OJ S 136/2026 17/07/2026
Contract or concession award 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

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

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

Estimated value excluding VAT: 6 000 000,00 EUR

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

2.1.4. General information

Legal basis:

Directive 2014/24/EU

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

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

5.1.3. Estimated duration

Start date: 15/07/2026
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

Procurement Project not financed with EU Funds.
The procurement is covered by the Government Procurement Agreement (GPA): yes
Additional information: Die Rahmenvereinbarung wird für die Dauer von 6 Jahren mit einem Rahmenvereinbarungspartner abgeschlossen. Der für die Laufzeit der Rahmenvereinbarung geschätzte Netto-Gesamtwert aller Aufträge (abrufbare Höchstmenge an Leistungen) ist mit rund EUR 6 Mio (exkl USt) begrenzt.

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

5.1.15. Techniques**Framework agreement:**

Framework agreement, without reopening of competition

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

6. Results

Maximum value of the framework agreements in this notice: 6 000 000,00 EUR

6.1. Result lot identifier: LOT-5565

Winner selection status: At least one winner was chosen.

Framework agreement:

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

6.1.2. Information about winners**Winner:**

Official name: marketmind GmbH

Tender:

Tender identifier: Lebensraum Tirol Holding GmbH - Marktforschung

Identifier of lot or group of lots: LOT-5565

The tender was ranked: yes

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: Lebensraum Tirol Holding GmbH - Marktforschung

Title: Lebensraum Tirol Holding GmbH - Marktforschung

Date of the conclusion of the contract: 15/07/2026

6.1.4. Statistical information**Received tenders or requests to participate:**

Type of received submissions: Tenders

Number of tenders or requests to participate received: 4

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

8.1. ORG-1718

Official name: marketmind GmbH
Registration number: 9110016886985
Postal address: Porzellangasse 32
Town: Wien
Postcode: 1090
Country subdivision (NUTS): Wien (AT130)
Country: Austria
Email: office@marketmind.at
Telephone: +43 136946260

Roles of this organisation:

Tenderer
Winner of these lots: LOT-5565

Notice information

Notice identifier/version: b39c32bf-394d-4c5f-9b38-12767433bed9 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
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