

594621-2026 - Competition

Norway – Travel agency, tour operator and tourist assistance services – Procurement of tourism services for Trondheim towards 2030.

OJ S 166/2026 28/08/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Trondheim kommune

Email: roar.nass@trondheim.kommune.no

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Procurement of tourism services for Trondheim towards 2030.

Description: Trondheim municipality, hereafter called the Contracting Authority, invites tenderers to an open tender competition with negotiations for a contract for tourism services for Trondheim towards 2030. The contracting authority is currently contributing with a grant to Visit Trondheim to sell, market, develop and brand building Trondheim as an attractive tourist destination, national and international. In 2026 the contracting authority expects to procure tourism services for a total of NOK 2,865,000 excluding VAT. In the terms of the grant, Trondheim municipality expects Visit Trondheim to be an active collaborating partner and contributor to major events that Trondheim municipality is involved in. The contracting authority shall now enter into an ongoing service contract for tourism services for Trondheim towards 2030 from 01.01.2027.

Procedure identifier: 5ad2e19d-9605-4ad5-a45f-dc8fa4ec16d2

Internal identifier: 2026/30027

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Tourism is an important industry for Trondheim municipality and the contracting authority needs assistance with tourism services. The importance of the industry for the city is increasing and the development potential is considered significant. Trondheim municipality takes responsibility for local tourism services because it is considered to be an important investment to build the reputation of Trondheim as an attractive tourist destination, nationally and internationally. The contracting authority intends to make Trondheim an attractive destination. The assignment shall contribute to the sale and marketing of Trondheim as an attractive destination, with increased visits within holidays and leisure travellers, business tourism and events, nationally and internationally. In general, the assignment shall contribute to a proactive role in the sale and marketing of the city's visitor industries and various events, and in particular it shall contribute to selling and marketing Trondheim as a history and cultural city with world-class dining experiences against the National Anniversary of 2030. Trondheim also depends on marketing and visibility of the technological powers in search, obtain and hold several international conventions, meetings and other major events against 2030. Good knowledge of existing markets and products with a

look for new markets and products is a prerequisite for success with the work. Likewise, the ability to early capture and convert new trends into possible positions and customers. The profiling shall not be based on assumptions, but on real time data, trend analyses and strategic digital presence. Trondheim destination shall be present in sales meetings, sales events and trade fairs with relevant tour operators and relevant travel agencies in the largest markets for Trondheim, nationally and internationally. This requires insight into national and international "business to business" markets. The destination shall have broad digital visibility and targeted digital campaigns on social channels with unique and good stories from Trondheim. Continuous search engine optimisation (SEO) and search engine marketing (SEM), will contribute to ensuring Trondheim's visibility in AI-based search engines and digital assistants, and ensure that Trondheim is well represented by the use of AI and "Search Generative Experiences" (SGE). SGE delivers to a greater degree tailored AI responses which means that the tenderer must be conscious of content production, optimisation and user experience in line with SGE. It shall be a plan for the content production connected to announcements and profiling of Trondheim in social media and on other platforms, adapted to different target groups in line with focus on SEO, SEM and SGE, nationally and internationally. The destination company shall have a local host role for visitors who arrive at the destination and run a tourist office. Destination development and branding Trondheim as a destination is more than the municipality or a destination company. This includes the sum of actors who make up Trondheim as a tourist destination. The contracting authority intends to work strategically and systematically in order for Trondheim to become an attractive and sustainable destination through reputation building and development of the experience industries in the city. The assignment shall contribute to a network arena for product development and cooperation for the professionalisation of the city's tourism and experiences. The executors must offer relevant tourism products and experiences to contribute to the growth and development of Trondheim as a tourist destination for holidays, leisure and business tourism. The assignment can be solved by inviting the most relevant tour operators and agents to Trondheim, and using the visits to put tour operators and product owners together to chisel out new experience products or adjust current products. The aim is to give participants insight about the most important markets and to build understanding and knowledge about what the city has to offer. Through press work, viewing trips and a joint profiling of Trondheim, the assignment will contribute to the tourism industry and public actors heading in the same direction with a uniform storytelling that ensures a desired position and brand as an attractive national and international destination, creating values for inhabitants, businesses and visitors. Trondheim can achieve the label "Sustainable Destination" from Innovation Norway. In achieving the sustainable destination label, the supplier can have a particular responsibility to initiate cooperation across the tourism industry and mobilise the actors so that the industry develops in a sustainable track in line with international requirements and standards. The voluntary sector is a specific target group that the tenderer shall cooperate with in the destination development. This is especially important for the liquidation of major events and for building identity up until the National Anniversary in 2030. The tenderer is expected to remain updated on the current trends, laws and guidelines nationally and internationally that can be of importance for tourism. Tenderers must be able to have dialogue and cooperation with both local, regional, national and international tourism networks, clusters, organisations and actors within the private and public sectors.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 63500000 Travel agency, tour operator and tourist assistance services

Additional classification (cpv): 55100000 Hotel services, 92500000 Library, archives, museums and other cultural services, 98300000 Miscellaneous services

2.1.2. Place of performance

Postal address: Erling skakkes gt.

Town: Torgarden

Postcode: 7004

Country subdivision (NUTS): Trøndelag/Tröndelage (NO060)

Country: Norway

2.1.4. General information

Legal basis:

Directive 2014/24/EU

Anskaffelsesforskriften - Procurement regulations and procurement regulations.

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0000

Title: Procurement of tourism services for Trondheim towards 2030.

Description: Trondheim municipality, hereafter called the Contracting Authority, invites tenderers to an open tender competition with negotiations for a contract for tourism services for Trondheim towards 2030. The contracting authority is currently contributing with a grant to Visit Trondheim to sell, market, develop and brand building Trondheim as an attractive tourist destination, national and international. In 2026 the contracting authority expects to procure tourism services for a total of NOK 2,865,000 excluding VAT. In the terms of the grant, Trondheim municipality expects Visit Trondheim to be an active collaborating partner and contributor to major events that Trondheim municipality is involved in. The contracting authority shall now enter into an ongoing service contract for tourism services for Trondheim towards 2030 from 01.01.2027.

Internal identifier: 2026/30027

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 63500000 Travel agency, tour operator and tourist assistance services

Additional classification (cpv): 55100000 Hotel services, 92500000 Library, archives, museums and other cultural services, 98300000 Miscellaneous services

5.1.2. Place of performance

Postal address: Erling skakkes gt.

Town: Torgarden

Postcode: 7004

Country subdivision (NUTS): Trøndelag/Tröndelage (NO060)

Country: Norway

5.1.3. Estimated duration

Start date: 31/12/2026

Duration end date: 31/12/2036

5.1.4. Renewal

Maximum renewals: 6

Other information about renewals: 4+1+1+1+1+1+1

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

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

5.1.7. Strategic procurement

The procurement falls within the scope of the European Parliament and Council 2009/33/EC (Clean Vehicles Directive – CVD)

The CVD legal basis to establish which category of procurement procedure applies:

Passenger road transport services

5.1.9. Selection criteria

Sources of selection criteria: Notice, European Single Procurement Document (ESPD)

Criterion: Enrolment in a trade register

Description of selection criterion: The tenderer is registered in a company register or a trade register in the member state in which the tenderer is established. As described in annex XI of directive 2014/24/EU; suppliers from certain member states may have to fulfil other requirements in the mentioned annex. Minimum qualification requirements Requirement: The tenderer shall be a legally established company. Documented by a Company Registration Certificate or equivalent.

Criterion: Other economic or financial requirements

Description of selection criterion: Regarding any other economic and financial requirements that have been stated in the notice or in the procurement documents, the tenderer declares that: Minimum qualification requirements Requirement: The tenderer shall have sufficient economic and financial capacity to carry out the assignment - the tenderer shall be credit worthy. Credit worthy with security is not accepted. A/N is sufficient for newly established tenderers. Documentation requirement: • Credit rating of the tenderer, not older than 6 months calculated from the deadline for receipt of tenders. The assessment shall be based on the last known fiscal figures with an indication of how the credit rating has evolved during the past three years. The result of the credit rating must be given as a graded value (letters or numbers) on a defined scale. Newly established tenderers must document the financial capacity to fulfil the assignment by other documentation, such as accounting figures and a bank guarantee.

Criterion: Measures for ensuring quality

Description of selection criterion: The tenderer utilises the following technical facilities and quality assurance measures and the tenderer's survey and research facility is as follows: Minimum qualification requirements Requirement: Tenderers shall have a functioning quality assurance system/quality management system. Documentation requirement: Description of the tenderer's quality assurance/quality management measures.

Criterion: Supply chain management

Description of selection criterion: The tenderer will be able to use the following management of the supply chain and tracing systems for the execution of the contract: Minimum qualification

requirements Requirement: Tenderers shall have a system for managing and tracing the delivery chain. Documentation requirement: Description of the tenderer's system for managing and tracing the delivery chain.

Criterion: Environmental management measures

Description of selection criterion: Tenderers can employ the following environmental management measures in connection with the execution of the contract: Minimum qualification requirements Requirement: Tenderers shall have a system and routines for reducing the most important environmental impact from their activities and shall use environmental management measures throughout the contract period. Therefore it is a requirement that the company has an environmental management system, such as Miljøfyrtårn, EMAS, ISO 14001 or equivalent. If the entire company is environmentally labelled with a type 1 environmental label, such as the Swan Ecolabel or equivalent, this is also approved. Documentation: Tenderers shall complete the attached Environmental Self-Declaration, as well as enclose a certificate of environmental management system.

5.1.10. Award criteria

Criterion:

Type: Quality

Name: Quality and assignment comprehension

Description: What is the most important thing that is assessed with regard to quality: the tenderer's understanding of challenges and possibilities for tourism in Trondheim. the tenderer's understanding of the assignment, including the tenderer's proposal and a description of the methodology for goal achievement. the tenderer's degree of local knowledge and a network among tourism parties in Trondheim. the tenderer's experience and competence. the tenderer's organisation and efficiency in internal processes. the tenderer's digital systems. the tenderer's innovative systems. the tenderer's local and regional co-operation the tenderer's quality assurance.

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

Award criterion number: 50

Criterion:

Type: Quality

Name: Environment

Description: What the most important thing that is assessed with regard to the environment: supplier's contribution to Trondheim being a sustainable destination. the tenderer's proposal for sustainable events. tenderers shall promote circular solutions and dividing economy in tourism. tenderers shall contribute to environmentally friendly distribution.

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

Award criterion number: 30

Criterion:

Type: Price

Name: Price

Description: The price in the current agreement is for information and the tenderer must offer a price according to what they believe is correct in relation to the quality requirements. The price assessed is excluding VAT.

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

Award criterion number: 20

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Norwegian

Deadline for requesting additional information: 25/09/2026 10:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://permalink.mercell.com/289742088.aspx>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://permalink.mercell.com/289742088.aspx>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 02/10/2026 10:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

Information that can be supplemented after the submission deadline:

No documents can be submitted later.

Information about public opening:

Opening date: 02/10/2026 10:00:00 (UTC+00:00) Western European Time, GMT

Terms of contract:

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

A non-disclosure agreement is required: no

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

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

Mediation organisation: Trøndelag tingrett

Review organisation: Trøndelag tingrett

Information about review deadlines: Ten Days

Organisation providing more information on the review procedures: Trøndelag tingrett

Organisation receiving requests to participate: Trondheim kommune

Organisation processing tenders: Trondheim kommune

8. Organisations

8.1. ORG-0001

Official name: Trondheim kommune

Registration number: 942110464

Postal address: Erling Skakkes gate 14

Town: TRONDHEIM

Postcode: 7004

Country subdivision (NUTS): Trøndelag/Trööndelage (NO060)

Country: Norway

Contact point: Roar Næss
Email: roar.nass@trondheim.kommune.no
Telephone: +47 72540000
Internet address: <https://www.trondheim.kommune.no>

Roles of this organisation:

Buyer
Organisation receiving requests to participate
Organisation processing tenders

8.1. ORG-0002

Official name: Trøndelag tingrett
Registration number: 926722794
Postal address: www.trondheim.kommune.no
Town: TRONDHEIM
Postcode: 7004
Country subdivision (NUTS): Trøndelag/Tröndelage (NO060)
Country: Norway
Email: trondelag.tingrett@domstol.no
Telephone: 73542400

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures
Mediation organisation

Notice information

Notice identifier/version: e3782211-bca1-474a-aa3a-53fe7f1c6abd - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 26/08/2026 05:29:30 (UTC+00:00) Western European Time, GMT
Notice dispatch date (eSender): 26/08/2026 06:43:33 (UTC+00:00) Western European Time, GMT
Languages in which this notice is officially available: English
Notice publication number: 594621-2026
OJ S issue number: 166/2026
Publication date: 28/08/2026