

Ireland-Dublin: Administrative services related to tourism affairs
OJ S 194/2023 09/10/2023
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Tourism Ireland CLG
Postal address: 4th Floor - Bishop's Square, Redmond's Hill
Town: Dublin
NUTS code: IE Éire / Ireland
Postal code: D02 TD99
Country: Ireland
Contact person: Procurement Officer
E-mail: Tenderresponse@tourismireland.com
Internet address(es):
Main address: <https://www.etenders.gov.ie>
Address of the buyer profile: <https://www.etenders.gov.ie>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.etenders.gov.ie>
Additional information can be obtained from the abovementioned address
Tenders or requests to participate must be submitted electronically via: <https://www.etenders.gov.ie>
Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://www.etenders.gov.ie>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Destination Marketing

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

DESTINATION MARKETING SERVICES – NEW ZEALAND
Reference number: DM/NZ/2024

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 Sydney office of Tourism Ireland wishes to enter into a contract with a Supplier for Destination Marketing / General Sales Agency in New Zealand. The successful candidate must have an operational base in a major city in New Zealand – Auckland, Wellington or Christchurch and will liaise closely with Tourism Ireland’s Sydney team to provide marketing services to ensure the island of Ireland is at the forefront of consumer minds, driving tourism to the island of Ireland. 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. The contract will commence in early 2024. FOR FURTHER DETAILS OF THE REQUIREMENTS, PLEASE REFER TO THE RFT DOCUMENTATION AVAILABLE FOR DOWNLOADING AT www.etenders.gov.ie

II.1.5. Estimated total value

Value excluding VAT: 400 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE0 Ireland

NUTS code: UKN Northern Ireland

Main site or place of performance: New Zealand

II.2.4. Description of the procurement

The Sydney office of Tourism Ireland wishes to enter into a contract with a Supplier for Destination Marketing / General Sales Agency in New Zealand. The successful candidate must have an operational base in a major city in New Zealand – Auckland, Wellington or Christchurch and will liaise closely with Tourism Ireland’s Sydney team to provide marketing services to ensure the island of Ireland is at the forefront of consumer minds, driving tourism to the island of Ireland. 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. The contract will commence in early 2024. FOR FURTHER DETAILS OF THE REQUIREMENTS, PLEASE REFER TO THE RFT DOCUMENTATION AVAILABLE FOR DOWNLOADING AT www.etenders.gov.ie

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Account Team Exclusivity / Weighting: 15%

Quality criterion - Name: Account Team Knowledge and Expertise including demonstrated understanding of the Ireland Brand / Weighting: 10%

Quality criterion - Name: Vision for achieving results and understanding of Tourism Ireland's requirements and business priorities for New Zealand / Weighting: 15%

Quality criterion - Name: Added Value / Weighting: 10%

Cost criterion - Name: Ultimate Cost / Weighting: 50%

II.2.6. Estimated value

Value excluding VAT: 400 000,00 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 initial Contract term will be for three [3] years [subject to satisfactory performance] 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.2.10. 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

Estimated contract value detailed in this Notice is based on a maximum 5-year term.

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:

The successful candidate must have an operational base in a major city in New Zealand – Auckland, Wellington or Christchurch. PLEASE REFER TO THE RFT DOCUMENTATION AVAILABLE FOR DOWNLOADING

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Evidence of satisfactory financial standing and insurance cover. Full compliance with Tourism Ireland's GDPR and ICT Security Policy requirements. PLEASE REFER TO THE RFT DOCUMENTATION AVAILABLE FOR DOWNLOADING

Minimum level(s) of standards possibly required:

PLEASE REFER TO THE RFT DOCUMENTATION AVAILABLE FOR DOWNLOADING

III.1.3. Technical and professional ability

List and brief description of selection criteria:

PLEASE REFER TO THE RFT DOCUMENTATION AVAILABLE FOR DOWNLOADING

Minimum level(s) of standards possibly required:

PLEASE REFER TO THE RFT DOCUMENTATION AVAILABLE FOR DOWNLOADING

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

The successful candidate must have an operational base in a major city in New Zealand – Auckland, Wellington or Christchurch. PLEASE REFER TO THE RFT DOCUMENTATION 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

Open 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: 13/11/2023 Local time: 12:00

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

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: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 13/11/2023 Local time: 12:30

Place:

Unlocking of eTenders electronic postbox facility

Information about authorised persons and opening procedure: 2 x authorised Tourism Ireland staff members

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. The Contracting Authority will not accept responsibility for information relayed (or not relayed) via third parties.. 2) Suppliers must register their interest on the eTenders website (www.etenders.gov.ie) in order to be included on the mailing list for clarifications and to respond electronically to the competition. . 3) Should you experience difficulty when uploading documents please contact the eTenders Support Desk for technical assistance. 4) All queries regarding this tender requirement or process must be submitted through the Irish Procurement Opportunities www.etenders.gov.ie as a specific question. Responses will be circulated to those tenderers that have registered an interest in this Notice on www.etenders.gov.ie The details of the person making the query will not be disclosed when circulating the response.. 5) This is the sole call for competition for these services. . 6) The Contracting Authority will not be responsible for any costs, charges or expenses incurred by candidates or tenderers, whether or not a final contract is awarded... 7) Contract award will be subject to the approval of the Board of Tourism Ireland. . 8) It will be a condition of award that the successful tenderer is and remains tax compliant. . 9) The Contracting Authority reserves the right to permit its sister agencies, Fáilte Ireland and Tourism Northern Ireland, to draw down services under any contract/agreement resulting from this procurement process. . 10) At its absolute discretion, the Contracting Authority may elect to terminate this procurement process, or any contract awarded at any time. . 11) 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. . 12) 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 fully completed tender documentation in order to avoid the risk of elimination from the competition at the application/evaluation stage. . 13) The Contracting Authority 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 the Contracting Authority website. . 14) To the extent that any Personal Data is processed in connection with the provision of the Services or otherwise, the provisions set out in the Contracting Authority's ICT and GDPR guidelines shall apply to such processing.. 15) Award of this contract will be subject to selected candidate being qualified for the purposes of the Fair Employment and Treatment (Northern Ireland) Order 1998, if based in Northern Ireland. . 16) The contract will be subject to Irish law.. 17) The Contracting Authority 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. . 18) Tourism Ireland is committed to purchasing responsibly / Green Procurement.

VI.4. Procedures for review

VI.4.1. Review body

Official name: The High Court

Postal address: The Chief Registrar, The Four Courts

Town: Dublin

Postal code: D7

Country: Ireland

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

The Contracting Authority will not conclude this Agreement to which a standstill period applies in accordance with the Irish Statutory Instrument S.I. No. 284 of 2016, until after the expiry of the standstill period which commences on the day following the date of notification of concerned candidates and tenderers. The duration of the standstill period will be 14 calendar days where notifications are sent electronically or by fax and 16 calendar days where these are sent by any other means. The Statutory Instrument mentioned above provides that review procedures are available in the High Court to a person who has or has had an interest in obtaining the Agreement and alleges that he or she has been harmed or is at risk of being harmed by and infringement of the law in relation to that Agreement.

VI.5. Date of dispatch of this notice

04/10/2023