

662587-2026 - Competition

Austria – Business and management consultancy and related services – TSG: Beratung zur Konzeption und Weiterentwicklung touristischer Card-Systeme, Besucherleitsysteme und digitaler Anwendungen

OJ S 186/2026 25/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: TSG Tourismus Salzburg GmbH

Email: tourist@salzburg.info

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

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: TSG: Beratung zur Konzeption und Weiterentwicklung touristischer Card-Systeme, Besucherleitsysteme und digitaler Anwendungen

Description: Vergeben wird eine Rahmenvereinbarung mit mehreren Unternehmen zur Beratung der TSG Tourismus Salzburg GmbH zur Konzeption und Weiterentwicklung des touristischen Wegeleitkonzepts (Los 1), Beratung bei Konzeption und Umsetzung der Salzburg Local Card (Los 2) und der technischen Umsetzung und Implementierung des Konzepts zur Erweiterung der digitalen Salzburg Card (Los 3).

Procedure identifier: 4ce67ed7-1fb3-4f8d-8556-fae06ebf3128

Internal identifier: TSG 26-1

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): 79400000 Business and management consultancy and related services

Additional classification (cpv): 63513000 Tourist information services, 72266000 Software consultancy services

2.1.3. Value

Estimated value excluding VAT: 110 000,00 EUR

Maximum value of the framework agreement: 440 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 3

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-6067

Title: Beratung bei Konzeption und Umsetzung des touristischen Wegeleitkonzepts

Description: Die Stadt Salzburg verfügt über ein bestehendes Besucherleitsystem zur Orientierung von Gästen entlang zentraler Einfallsrouten und zu touristisch relevanten Einrichtungen. Ziel ist die Entwicklung eines modernen touristischen Besucherleitsystems, das Gästen eine intuitive Orientierung ermöglicht, Besucherströme gezielt lenkt und touristische Angebote auch außerhalb der historischen Altstadt stärker sichtbar macht. Dabei sollen insbesondere die Stadtteile Nonntal, Schallmoos, Elisabeth-Vorstadt und Lehen berücksichtigt werden. Das Konzept soll darüber hinaus so entwickelt werden, dass eine schrittweise Erweiterung auf weitere Stadtteile möglich ist und digitale Ergänzungen beinhaltet.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 63513000 Tourist information services

Additional classification (cpv): 72222200 Information systems or technology planning services, 71410000 Urban planning services, 72266000 Software consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Salzburg und Umgebung (AT323)

Country: Austria

5.1.3. Estimated duration

Start date: 01/03/2027

Duration: 48 Months

5.1.6. General information

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

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: 3

Maximum number of candidates to be invited for the second stage of the procedure: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Deadline for requesting additional information: 20/10/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://gv.vergabeportal.at/Detail/256037>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://gv.vergabeportal.at/Detail/256037>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 27/10/2026 10:00:00 (UTC+02:00) Eastern European Time, Central 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

5.1.15. Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with reopening of competition

Maximum number of participants: 3

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Landesverwaltungsgericht Salzburg

Information about review deadlines: Gemäß den entsprechenden gesetzlichen Vorgaben

Organisation providing additional information about the procurement procedure: pekar rechtsanwalts gmbh

5.1. Lot: LOT-3751

Title: Beratung zur Konzeption und Umsetzung zur Salzburg Local Card

Description: Gegenstand der Leistungen ist die Beratung zur Entwicklung eines strategischen Konzepts für eine Salzburg Local Card. Ziel ist die Erarbeitung eines belastbaren Entscheidungsmodells, anhand dessen beurteilt werden kann, ob und in welcher Form eine Local Card wirtschaftlich, organisatorisch und strategisch sinnvoll eingeführt werden kann. Dabei sollen insbesondere mögliche Geschäfts-, Leistungs-, Partner- und Betreibermodelle sowie die wirtschaftliche Tragfähigkeit und organisatorische Umsetzbarkeit untersucht und bewertet werden.

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79400000 Business and management consultancy and related services

Additional classification (cpv): 72266000 Software consultancy services, 71621000 Technical analysis or consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Salzburg und Umgebung (AT323)

Country: Austria

5.1.3. Estimated duration

Start date: 01/03/2027

Duration: 48 Months

5.1.6. General information

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

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: 3

Maximum number of candidates to be invited for the second stage of the procedure: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Deadline for requesting additional information: 20/10/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://gv.vergabeportal.at/Detail/256037>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://gv.vergabeportal.at/Detail/256037>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 27/10/2026 10:00:00 (UTC+02:00) Eastern European Time, Central 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

5.1.15. Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with reopening of competition

Maximum number of participants: 3

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Landesverwaltungsgericht Salzburg

Information about review deadlines: Gemäß den entsprechenden gesetzlichen Vorgaben

Organisation providing additional information about the procurement procedure: pekar rechtsanwalts gmbh

5.1. Lot: LOT-0781

Title: Beratung der technischen Umsetzung und Implementierung des Konzepts zur Erweiterung der digitalen Salzburg Card

Description: Ausgangspunkt ist ein bestehendes Konzept zur Weiterentwicklung der Salzburg Card einschließlich einer mobilen Salzburg Card App. Im Rahmen der Beratung sind insbesondere das bestehende Konzept zur Erweiterung der digitalen Card und die daraus resultierenden Anforderungen an das Projekt, deren wirtschaftliche und technische Umsetzbarkeit sowie mögliche Lösungsvarianten zu analysieren und zu bewerten und daraus entsprechende Handlungsempfehlungen abzuleiten. Dabei sind die bestehende Systemlandschaft sowie die Wirtschaftlichkeit, Wartbarkeit und Zukunftsfähigkeit möglicher Lösungen zu berücksichtigen. Beratung zur technischen und wirtschaftlichen Evaluierung und Konzeption des Vorhabens. Dabei soll insbesondere beurteilt werden, ob und in welcher Form eine Zusammenführung in einer gemeinsamen mobilen Anwendung oder einer modularen Gesamtarchitektur zweckmäßig ist.

Internal identifier: 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72266000 Software consultancy services

Additional classification (cpv): 79400000 Business and management consultancy and related services, 71621000 Technical analysis or consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Salzburg und Umgebung (AT323)

Country: Austria

5.1.3. Estimated duration

Start date: 01/03/2027

Duration: 48 Months

5.1.6. General information

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

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: 3

Maximum number of candidates to be invited for the second stage of the procedure: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

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Deadline for requesting additional information: 20/10/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

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5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://gv.vergabeportal.at/Detail/256037>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 27/10/2026 10:00:00 (UTC+02:00) Eastern European Time, Central 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

5.1.15. Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with reopening of competition

Maximum number of participants: 3

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Landesverwaltungsgericht Salzburg

Information about review deadlines: Gemäß den entsprechenden gesetzlichen Vorgaben

Organisation providing additional information about the procurement procedure: pekar rechtsanwalts gmbh

8. Organisations

8.1. ORG-3462

Official name: TSG Tourismus Salzburg GmbH

Registration number: 9110015819649

Postal address: Auerspergstraße 6

Town: Salzburg

Postcode: 5020

Country subdivision (NUTS): Salzburg und Umgebung (AT323)

Country: Austria

Email: tourist@salzburg.info

Telephone: +43 662889870

Internet address: <https://www.salzburg.info/>

Roles of this organisation:

Buyer

8.1. ORG-3727

Official name: Landesverwaltungsgericht Salzburg

Registration number: 9110020126183

Postal address: Wasserfeldstraße 30

Town: Salzburg

Postcode: 5020

Country subdivision (NUTS): Salzburg und Umgebung (AT323)

Country: Austria

Email: post@lvwg-salzburg.gv.at

Telephone: +43 66280423918

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

Roles of this organisation:

Review organisation

8.1. ORG-8475

Official name: pekar rechtsanwalts gmbh

Registration number: 9110036226242

Postal address: Aigner Straße 6

Town: 5020

Postcode: Salzburg

Country subdivision (NUTS): Salzburg und Umgebung (AT323)

Country: Austria

Contact point: RA Mag. Rudolf Pekar

Email: office@pekar.legal

Telephone: +43 662269933

Internet address: <https://pekar.legal>

Roles of this organisation:

Organisation providing additional information about the procurement procedure

Notice information

Notice identifier/version: 831fbeeef5f-4e3a-a6d8-8b60f10d192a - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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