

Ireland-Dublin: Administrative services related to tourism affairs
OJ S 220/2023 15/11/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Tourism Ireland CLG

National registration number: N/A

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: hhughes@tourismireland.com

Internet address(es):

Main address: <http://www.ireland.com>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1197>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Tourism - Destination Marketing

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Destination Marketing Services - Austria

Reference number: DMS/AUSTRIA/2023

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

Tourism Ireland entered into an EU wide competitive process to procure the services of a suitably qualified Destination Marketing provider. The contract relates to in-market representation of Tourism Ireland in Austria, including provision of consumer marketing services and travel industry engagement. An operational office in Austria is a requirement for these services.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 410 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: AT Österreich

Main site or place of performance: Austria market

II.2.4. Description of the procurement

Tourism Ireland entered into an EU wide competitive process to procure the services of a suitably qualified Destination Marketing provider. The contract relates to in-market representation of Tourism Ireland in Austria, including provision of consumer marketing services and travel industry engagement. An operational office in Austria is a requirement for these services.

II.2.5. Award criteria

Quality criterion - Name: Account Team exclusivity[proportionate availability to work on Ireland account] and back up for Annual Leave and contingency planning / 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 in trade, media, and airline commitment to the island of Ireland / Weighting: 15%

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

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

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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 068-203011](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 1

Title:

Destination Marketing Services - Austria

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/10/2023

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: AVIAREPS Ges.m.b.H.

National registration number: ATU44111108

Postal address: Hedwiggasse 4/1-4

Town: Vienna

NUTS code: AT Österreich

Postal code: 1020

Country: Austria

Internet address: <http://www.aviareps.com>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 410 000,00 EUR

Total value of the contract/lot: 410 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

CONTRACT AWARDED - COMPETITION CLOSED

VI.4. Procedures for review

VI.4.1.

Review body

Official name: The High Court of Ireland

Postal address: The Chief Registrar, The Four Courts

Town: Dublin

Postal code: D7

Country: Ireland

Internet address: <https://www.court.ie>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Precise information on deadline(s) for review procedures: In accordance with Remedies Legislation and S.I. 130. Please consult your own legal advisors.

VI.5. Date of dispatch of this notice

10/11/2023