

85762-2026 - Direct award preannouncement

Norway – Tourist information services – Welcome services with physical presence in the centre of Oslo.

OJ S 25/2026 05/02/2026

Voluntary ex-ante transparency notice

Services

1. Buyer

1.1. Buyer

Official name: Oslo Business Region AS

Email: siw@oslobusinessregion.no

Legal type of the buyer: Organisation awarding a contract subsidised by a local authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Welcome services with physical presence in the centre of Oslo.

Description: Background for the procurement Oslo Business Region AS (OBR) has a new assignment and a broader mandate from the owner of Oslo municipality. The company shall contribute to good and sustainable business development as well as profiling Oslo internationally with special emphasis on attracting international investors, talent and visitors. Visitors need relevant information about the destination, such as available transport, activities and overnight stays. Oslo needs to provide this information in order to facilitate visitors experiencing the destination as attractive, contribute to sustainable development in the visitor industry and economic growth. We need to physically offer this service so that national and international visitors can obtain easily accessible information. International tourism picked up globally in 2024 and the number of journeys across borders with an overnight stay or more was 1.4 billion. According to estimates, 103.9 million overnight stays were registered and a total consumption of NOK 145.5 billion from Norwegian and foreign holiday and business travellers in Norway (Innovation Norway). Oslo had over 2 million overnight stays from foreign tourists in 2024, an increase from the previous year and in 2024 there were 220,000 people who used the tourist information office. Purpose and scope The objective of the procurement is to ensure professional, accessible and relevant welcome services for visitors to Oslo, through physical tourist information that contributes to: * A general and positive experience for visitors upon arrival and during their stay * Increased value creation for local business, tourism and cultural actors * Contribute to increased use of sustainable and local services and attractions * Strengthen the destination's reputation and hospitality. * Personal service builds trust and provides a better connection to Oslo

Procedure identifier: 3ac61bf5-a1c9-4f31-9a28-8baf653ab1a9

Internal identifier: 3510

Type of procedure: Negotiated without prior call for competition

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 63513000 Tourist information services

Additional classification (cpv): 63510000 Travel agency and similar services, 63515000 Travel services, 63516000 Travel management services

2.1.2. Place of performance

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Welcome services with physical presence in the centre of Oslo.

Description: Background for the procurement Oslo Business Region AS (OBR) has a new assignment and a broader mandate from the owner of Oslo municipality. The company shall contribute to good and sustainable business development as well as profiling Oslo internationally with special emphasis on attracting international investors, talent and visitors. Visitors need relevant information about the destination, such as available transport, activities and overnight stays. Oslo needs to provide this information in order to facilitate visitors experiencing the destination as attractive, contribute to sustainable development in the visitor industry and economic growth. We need to physically offer this service so that national and international visitors can obtain easily accessible information. International tourism picked up globally in 2024 and the number of journeys across borders with an overnight stay or more was 1.4 billion. According to estimates, 103.9 million overnight stays were registered and a total consumption of NOK 145.5 billion from Norwegian and foreign holiday and business travellers in Norway (Innovation Norway). Oslo had over 2 million overnight stays from foreign tourists in 2024, an increase from the previous year and in 2024 there were 220,000 people who used the tourist information office. Purpose and scope The objective of the procurement is to ensure professional, accessible and relevant welcome services for visitors to Oslo, through physical tourist information that contributes to: * A general and positive experience for visitors upon arrival and during their stay * Increased value creation for local business, tourism and cultural actors * Contribute to increased use of sustainable and local services and attractions * Strengthen the destination's reputation and hospitality. * Personal service builds trust and provides a better connection to Oslo

Internal identifier: 4582

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 63513000 Tourist information services

Additional classification (cpv): 63510000 Travel agency and similar services, 63515000 Travel services, 63516000 Travel management services

5.1.2. Place of performance

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): 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

Review organisation: Oslo tingrett

Organisation providing additional information about the procurement procedure: Oslo Business Region AS

Organisation providing more information on the review procedures: Oslo Business Region AS

6. Results

Direct award

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Justification for direct award: Procedure according to international rules

Other justification: Based on the completed needs and market analysis, the market is assessed for the delivery of physical tourist information in the period in question as monopolistic. The following minimum requirements make the competition impossible in accordance with the public procurement regulations § 13-4 letter b no. 2: * The delivery includes the operation and manpower of physical tourist information, including handling enquiries by telephone and email. Tenders shall include a fixed installation and be in operative operation from the start of the contract. * The welcome service shall have a visible and easily accessible physical location in the centre of Oslo, at or at central hubs where visitors stay, with good accessibility to public transport. * The service shall be open at least six days a week throughout the year, with adaptations to opening hours and staffing according to season. * Tenderers shall be able to offer guidance to international visitors. At a minimum there shall be available language competence in Norwegian and English as well as at least two of the most important languages each day, either German, Danish, Swedish, French or Spanish. Together, the hosts will master a minimum of ten languages, including Norwegian, Danish, Swedish, English, German, French, Spanish, Italian, Dutch and Mandarin. There are no reasonable alternatives to the chosen supplier. There is documentation that only one actor has the necessary competence, capacity and organisational anchoring to provide the service within the current time limits. The market survey consisted of a market dialogue where three participants are asked if there are other competitors in the market and if that is the case if they can deliver within the timeframe. All actors answered no to both questions. The need analysis documents which requirements are absolutely necessary for the procurement and confirms the time frame for the contracting authority's need. Furthermore, the contracting authority has analysed the market by mapping previous procurements and searches on the internet. The market survey and dialogue have been carried out in January 2026, very close in time to the publication date in order to ensure that the contracting authority has correct information about the market. The execution of another procedure will, after the contracting authority's assessment, not trigger the competition. The procurement will be carried out in accordance with the exclusion provisions in the public procurement regulations § 13-4 letter b no. 2. Due to competition and verifiability, the procurement has been announced to ensure that the market situation is in accordance with the contracting authority's assessment of the market.

6.1. Result lot identifier: LOT-0001

6.1.2. Information about winners

Winner:

Official name: Visitoslo AS

Tender:

Tender identifier: 37bcb21a-fd4c-4b6b-bf06-9e123e42dbfe

Identifier of lot or group of lots: LOT-0001

Subcontracting: No

Contract information:

Identifier of the contract: ea1bf890-4237-474b-ba46-7605c3985368

8. Organisations

8.1. ORG-0001

Official name: Oslo Business Region AS

Registration number: 912588114

Postal address: Tordenskiolds gate 2

Town: Oslo

Postcode: 0160

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

Contact point: Siw Iren Andersen

Email: siw@oslobusinessregion.no

Telephone: +47 99721004

Internet address: <https://www.obr.no>

Buyer profile: <https://www.obr.no>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Oslo tingrett

Registration number: 926725939

Postal address: Postboks 2106 Vika

Town: Oslo

Postcode: 0125

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

Email: oslo.tingrett@domstol.no

Telephone: +47 22035200

Internet address: <https://www.domstol.no/no/domstoler/tingrett/oslo-tingrett/>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Artifikk AS

Registration number: 925364967

Postal address: Stortingsgata 12

Town: Oslo

Postcode: 0161

Country subdivision (NUTS): Oslo (NO081)

Country: Norway
Email: support@artifik.no
Internet address: <https://artifik.no>

Roles of this organisation:

Procurement service provider

8.1. ORG-0004

Official name: Visitoslo AS
Registration number: 963444516
Postal address: Jernbanetorget 1
Town: Oslo
Postcode: 0154
Country subdivision (NUTS): Oslo (NO081)
Country: Norway
Email: christian.lunde@visitoslo.com
Telephone: +47 90773280

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

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