

594621-2026 - Licitación

**Noruega – Servicios de agencia de viajes, operadores turísticos y asistencia al turista –
Procurement of tourism services for Trondheim towards 2030.**

OJ S 166/2026 28/08/2026

Anuncio de contrato o de concesión. Régimen normal

Servicios

1. Comprador

1.1. Comprador

Denominación oficial: Trondheim kommune

Correo electrónico: roar.nass@trondheim.kommune.no

Naturaleza jurídica del comprador: Organismo de Derecho público bajo el control de una autoridad local

Actividad del poder adjudicador: Servicios públicos generales

2. Procedimiento

2.1. Procedimiento

Título: Procurement of tourism services for Trondheim towards 2030.

Descripción: 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.

Identificador del procedimiento: 5ad2e19d-9605-4ad5-a45f-dc8fa4ec16d2

Identificador interno: 2026/30027

Tipo de procedimiento: Abierto

El procedimiento está acelerado: no

Principales características del procedimiento: 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. Finalidad

Naturaleza del contrato: Servicios

Clasificación principal (cpv): 63500000 Servicios de agencia de viajes, operadores turísticos y asistencia al turista

Clasificación adicional (cpv): 55100000 Servicios de hostelería, 92500000 Servicios de bibliotecas, archivos, museos y otros servicios culturales, 98300000 Servicios diversos

2.1.2. Lugar de ejecución

Dirección postal: Erling skakkes gt.

Localidad: Torgarden

Código postal: 7004

Subdivisión del país (NUTS): Trøndelag/Tröndelage (NO060)

País: Noruega

2.1.4. Información general

Base jurídica:

Directiva 2014/24/UE

Anskaffelsesforskriften - Procurement regulations and procurement regulations.

2.1.6. Motivos de exclusión

Fuentes de los motivos de exclusión: Documento europeo único de contratación (DEUC)

5. Lote

5.1. Lote: LOT-0000

Título: Procurement of tourism services for Trondheim towards 2030.

Descripción: 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.

Identificador interno: 2026/30027

5.1.1. Finalidad

Naturaleza del contrato: Servicios

Clasificación principal (cpv): 63500000 Servicios de agencia de viajes, operadores turísticos y asistencia al turista

Clasificación adicional (cpv): 55100000 Servicios de hostelería, 92500000 Servicios de bibliotecas, archivos, museos y otros servicios culturales, 98300000 Servicios diversos

5.1.2. Lugar de ejecución

Dirección postal: Erling skakkes gt.

Localidad: Torgarden

Código postal: 7004

Subdivisión del país (NUTS): Trøndelag/Tröndelage (NO060)

País: Noruega

5.1.3. Duración estimada

Fecha de inicio: 31/12/2026

5.1.4. Renovación

Número máximo de renovaciones: 6

Más información sobre renovaciones: 4+1+1+1+1+1+1

5.1.6. Información general

Participación reservada:

La participación no está reservada.

Proyecto de contratación pública no financiado con fondos de la UE

La contratación pública está cubierta por el Acuerdo sobre Contratación Pública (ACP): no

Esta contratación también es adecuada para las pequeñas y medianas empresas (pymes): sí

5.1.7. Contratación estratégica

La contratación pública entra en el ámbito de aplicación de la Directiva 2009/33/CE del Parlamento Europeo y del Consejo (Directiva sobre vehículos limpios)

Base jurídica de la CVD para establecer qué categoría de procedimiento de contratación pública es aplicable: Servicios de transporte de viajeros por carretera

5.1.9. Criterios de selección

Fuentes de los criterios de selección: Anuncio, Documento europeo único de contratación (DEUC)

Criterio: Inscripción en un registro mercantil

Descripción del criterio de selección: 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.

Criterio: Otros requisitos económicos o financieros

Descripción del criterio de selección: 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.

Criterio: Medidas para garantizar la calidad

Descripción del criterio de selección: 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.

Criterio: Gestión de la cadena de suministro

Descripción del criterio de selección: 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.

Criterio: Medidas de gestión medioambiental

Descripción del criterio de selección: 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. Criterios de adjudicación

Criterio:

Tipo: Calidad

Nombre: Quality and assignment comprehension

Descripción: 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.

Categoría del criterio de adjudicación de peso: Ponderación (porcentaje, exacto)

Criterio de adjudicación: número: 50

Criterio:

Tipo: Calidad

Nombre: Environment

Descripción: 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.

Categoría del criterio de adjudicación de peso: Ponderación (porcentaje, exacto)

Criterio de adjudicación: número: 30

Criterio:

Tipo: Precio

Nombre: Price

Descripción: 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.

Categoría del criterio de adjudicación de peso: Ponderación (porcentaje, exacto)

Criterio de adjudicación: número: 20

5.1.11. Pliegos de contratación

Lenguas en las que los pliegos de contratación están disponibles oficialmente: noruego
Plazo para solicitar información complementaria: 25/09/2026 10:00:00 (UTC+00:00) Hora de Europa Occidental, GMT
Dirección de los pliegos de contratación: <https://permalink.mercell.com/289742088.aspx>

5.1.12. Condiciones de la contratación pública

Condiciones de presentación:

Presentación electrónica: Obligatoria

Dirección para la presentación: <https://permalink.mercell.com/289742088.aspx>

Lenguas en las que pueden presentarse las ofertas o solicitudes de participación: noruego

Catálogo electrónico: No autorizada

Variantes: No autorizada

Los licitadores pueden presentar más de una oferta: No autorizada

Plazo de recepción de ofertas: 02/10/2026 10:00:00 (UTC+00:00) Hora de Europa Occidental, GMT

Duración durante la cual la oferta debe permanecer válida: 6 Meses

Información que puede completarse finalizado el plazo de presentación:

Ningún documento puede presentarse más tarde.

Información sobre la apertura pública:

Fecha de apertura: 02/10/2026 10:00:00 (UTC+00:00) Hora de Europa Occidental, GMT

Condiciones del contrato:

La ejecución del contrato debe realizarse en el marco de programas de empleo protegido: No

Es necesario un acuerdo de confidencialidad: no

Facturación electrónica: Obligatoria

Se utilizarán pedidos electrónicos: no

Se utilizará el pago electrónico: sí

5.1.15. Técnicas

Acuerdo marco:

Ningún acuerdo marco

Información sobre el sistema dinámico de adquisición:

Ningún sistema dinámico de adquisición

5.1.16. Información adicional, mediación y recurso

Organización de mediación: Trøndelag tingrett

Organización encargada de los procedimientos de recurso: Trøndelag tingrett

Información sobre los plazos de revisión: Ten Days

Organización que proporciona más información sobre los procedimientos de recurso:
Trøndelag tingrett

Organización que recibe solicitudes de participación: Trondheim kommune

Organización que tramita ofertas: Trondheim kommune

8. Organizaciones

8.1. ORG-0001

Denominación oficial: Trondheim kommune

Número de registro: 942110464

Dirección postal: Erling Skakkes gate 14

Localidad: TRONDHEIM

Código postal: 7004
Subdivisión del país (NUTS): Trøndelag/Tröndelage (NO060)
País: Noruega
Punto de contacto: Roar Næss
Correo electrónico: roar.nass@trondheim.kommune.no
Teléfono: +47 72540000
Dirección de internet: <https://www.trondheim.kommune.no>

Funciones de esta organización:

Comprador
Organización que recibe solicitudes de participación
Organización que tramita ofertas

8.1. ORG-0002

Denominación oficial: Trøndelag tingrett
Número de registro: 926722794
Dirección postal: www.trondheim.kommune.no
Localidad: TRONDHEIM
Código postal: 7004
Subdivisión del país (NUTS): Trøndelag/Tröndelage (NO060)
País: Noruega
Correo electrónico: trondelag.tingrett@domstol.no
Teléfono: 73542400

Funciones de esta organización:

Organización encargada de los procedimientos de recurso
Organización que proporciona más información sobre los procedimientos de recurso
Organización de mediación

Información del anuncio

Identificador/versión del anuncio: e3782211-bca1-474a-aa3a-53fe7f1c6abd - 01
Tipo de formulario: Licitación
Tipo de anuncio: Anuncio de contrato o de concesión. Régimen normal
Subtipo de anuncio: 16
Fecha de envío del anuncio: 26/08/2026 05:29:30 (UTC+00:00) Hora de Europa Occidental, GMT
Anuncio: fecha de envío (por parte del eSender): 26/08/2026 06:43:33 (UTC+00:00) Hora de Europa Occidental, GMT
Lenguas en las que este anuncio está disponible oficialmente: inglés
Número de publicación del anuncio: 594621-2026
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