

594621-2026 - Kilpailu

Norja – Matkatoimistojen ja matkanjärjestäjien palvelut ja muut matkailupalvelut – Procurement of tourism services for Trondheim towards 2030.

OJ S 166/2026 28/08/2026

**Hankintailmoitus tai käyttöoikeussopimusta koskeva ilmoitus – vakiojärjestelmä
Palvelut**

1. Ostaja

1.1. Ostaja

Virallinen nimi: Trondheim kommune

Sähköposti: roar.nass@trondheim.kommune.no

Ostajan oikeudellinen muoto: Julkisoikeudellinen yhteisö, joka on paikallisviranomaisen määräysvallassa

Pääasiallinen toimiala: Yleinen julkishallinto

2. Menettely

2.1. Menettely

Ilmoituksen nimi: Procurement of tourism services for Trondheim towards 2030.

Kuvaus: 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.

Menettelyn tunniste: 5ad2e19d-9605-4ad5-a45f-dc8fa4ec16d2

Sisäinen tunniste: 2026/30027

Menettelyn tyyppi: Avoin

Käytetään nopeutettua menettelyä: ei

Menettelyn tärkeimmät piirteet: 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. Tarkoitus

Pääasiallinen hankintalaji: Palvelut

Pääasiallinen luokitus (cpv): 63500000 Matkatoimistojen ja matkanjärjestäjien palvelut ja muut matkailupalvelut

Lisäluokitus (cpv): 55100000 Hotellipalvelut, 92500000 Kirjasto-, arkisto- ja museopalvelut ja muut kulttuuripalvelut, 98300000 Sekalaiset palvelut

2.1.2. Suorituspaikka

Postiosoite: Erling skakkes gt.

Postitoimipaikka: Torgarden

Postinumero: 7004

Maaryhmittely (NUTS): Trøndelag/Tröndelage (NO060)

Maa: Norja

2.1.4. Yleistä tietoa

Oikeusperusta:

Direktiivi 2014/24/EU

Anskaffelsesforskriften - Procurement regulations and procurement regulations.

2.1.6. Poissulkemisperusteet

Poissulkemisperusteiden ilmoittamispaikka: Yhteinen eurooppalainen hankinta-asiakirja (ESPD)

5. Osa

5.1. Osa: LOT-0000

Ilmoituksen nimi: Procurement of tourism services for Trondheim towards 2030.

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Sisäinen tunniste: 2026/30027

5.1.1. Tarkoitus

Pääasiallinen hankintalaji: Palvelut

Pääasiallinen luokitus (cpv): 63500000 Matkatoimistojen ja matkanjärjestäjien palvelut ja muut matkailupalvelut

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5.1.2. Suorituspaikka

Postiosoite: Erling skakkes gt.

Postitoimipaikka: Torgarden

Postinumero: 7004

Maaryhmittely (NUTS): Trøndelag/Tröndelage (NO060)

Maa: Norja

5.1.3. Arvioitu kesto

5.1.4. Uusiminen

Sopimuksen optiokausien enimmäismäärä: 6
Lisätietoja uusimisesta: 4+1+1+1+1+1+1

5.1.6. Yleistä tietoa

Varattu osallistuminen:

Osallistumista ei ole varattu.

Hankintaa ei ole rahoitettu EU:n varoista

Hankintaan sovelletaan WTO:n julkisia hankintoja koskevaa sopimusta (GPA): ei

Tämä hankinta soveltuu myös pienille ja keskisuurille yrityksille (pk-yrityksille): kyllä

5.1.7. Strategiset hankinnat

Hankinta kuuluu Euroopan parlamentin ja neuvoston direktiivin 2009/33/EY (puhtaita ajoneuvoja koskeva direktiivi) soveltamisalaan

Puhtaita ajoneuvoja koskevan direktiivin mukainen sopimustyyppi: Maanteiden henkilöliikennepalvelut

5.1.9. Valintaperusteet

Valintaperusteiden ilmoittamispaikka: Ilmoitus, Yhteinen eurooppalainen hankinta-asiakirja (ESPD)

Kriteeri: Rekisteröinti kaupparekisteriin

Valintaperusteen kuvaus: 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.

Kriteeri: Muut taloudelliset tai rahoitukselliset vaatimukset

Valintaperusteen kuvaus: 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.

Kriteeri: Toimenpiteet laadun varmistamiseksi

Valintaperusteen kuvaus: 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.

Kriteeri: Toimitusketjun hallinta

Valintaperusteen kuvaus: 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.

Kriteeri: Ympäristön hallintatoimenpiteet

Valintaperusteen kuvaus: 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. Vertailuperusteet

Kriteeri:

Tyyppi: Laatu

Nimi: Quality and assignment comprehension

Kuvaus: 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.

Kategoria vertailuperuste paino: Painotus (prosentteina, tarkka)

Vertailuperusteen luku: 50

Kriteeri:

Tyyppi: Laatu

Nimi: Environment

Kuvaus: 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.

Kategoria vertailuperuste paino: Painotus (prosentteina, tarkka)

Vertailuperusteen luku: 30

Kriteeri:

Tyyppi: Hinta

Nimi: Price

Kuvaus: 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.

Kategoria vertailuperuste paino: Painotus (prosentteina, tarkka)

Vertailuperusteen luku: 20

5.1.11. Hankinta-asiakirjat

Kielet, joilla hankinta-asiakirjat ovat virallisesti saatavilla: norja

Lisätietojen pyytämisen määräaika: 25/09/2026 10:00:00 (UTC+00:00) Länsi-Euroopan aika, GMT

Hankinta-asiakirjojen osoite: <https://permalink.mercell.com/289742088.aspx>

5.1.12. Hankinnan ehdot

Tarjouksen/hakemuksen jättämisen ehdot:

Tarjouksen/hakemuksen jättäminen sähköisesti: Pakollinen

Tarjouksen/hakemuksen toimitusosoite: <https://permalink.mercell.com/289742088.aspx>

Kielet, joilla tarjoukset tai osallistumishakemukset voidaan toimittaa: norja

Sähköinen luettelo: Ei sallittu

Vaihtoehtoiset tarjoukset: Ei sallittu

Tarjoaja voi jättää useamman kuin yhden tarjouksen: Ei sallittu

Tarjousten vastaanottamisen määräaika: 02/10/2026 10:00:00 (UTC+00:00) Länsi-Euroopan aika, GMT

Ajanjakso, jonka tarjouksen on pysyttävä voimassa: 6 Kuukaudet

Tiedot, joita voidaan täydentää myös tarjousten jättämiselle asetetun määräajan jälkeen :

Asiakirjoja ei voida toimittaa myöhemmin.

Tietoa julkisesta avaamisesta:

Tarjousten avaamisen päivämäärä: 02/10/2026 10:00:00 (UTC+00:00) Länsi-Euroopan aika, GMT

Sopimusehdot:

Sopimuksen täytäntöönpano on rajattu tehtäväksi suojatyöohjelmien puitteissa: Ei

Salassapitosopimus (NDA) vaaditaan: ei

Sähköinen laskutus: Pakollinen

Tilaukset tehdään sähköisesti: ei

Maksut tehdään sähköisesti: kyllä

5.1.15. Menetelmät

Puitejärjestely:

Ei puitejärjestelyä

Tietoa dynaamisesta hankintajärjestelmästä:

Ei dynaamista hankintajärjestelmää

5.1.16. Lisätietoja, sovittelu ja muutoksenhaku

Välityselin: Trøndelag tingrett

Muutoksenhakuelin: Trøndelag tingrett

Tietoa muutoksenhaun määräajoista: Ten Days

Muutoksenhakumenettelyjen määräajoista lisätietoja tarjoava organisaatio: Trøndelag tingrett

Osallistumishakemuksia vastaanottava organisaatio: Trondheim kommune

Tarjouksia käsittelevä organisaatio: Trondheim kommune

8. Organisaatiot

8.1. ORG-0001

Virallinen nimi: Trondheim kommune

Rekisterinumero: 942110464

Postiosoite: Erling Skakkes gate 14

Postitoimipaikka: TRONDHEIM

Postinumero: 7004
Maaryhmittely (NUTS): Trøndelag/Tröndelage (NO060)
Maa: Norja
Yhteyspiste: Roar Næss
Sähköposti: roar.nass@trondheim.kommune.no
Puhelin: +47 72540000
Internetosoite: <https://www.trondheim.kommune.no>

Tämän organisaation roolit:

Ostaja
Osallistumishakemuksia vastaanottava organisaatio
Tarjouksia käsittelevä organisaatio

8.1. ORG-0002

Virallinen nimi: Trøndelag tingrett
Rekisterinumero: 926722794
Postiosoite: www.trondheim.kommune.no
Postitoimipaikka: TRONDHEIM
Postinumero: 7004
Maaryhmittely (NUTS): Trøndelag/Tröndelage (NO060)
Maa: Norja
Sähköposti: trondelag.tingrett@domstol.no
Puhelin: 73542400
Tämän organisaation roolit:
Muutoksenhakuelin
Muutoksenhakumenettelyjen määrääjoista lisätietoja tarjoava organisaatio
Välityselin

Ilmoituksen tiedot

Ilmoituksen tunniste/versio: e3782211-bca1-474a-aa3a-53fe7f1c6abd - 01
Lomakkeen tyyppi: Kilpailu
Ilmoituksen tyyppi: Hankintailmoitus tai käyttöoikeussopimusta koskeva ilmoitus – vakiojärjestelmä
Ilmoituksen alatyyppe: 16
Ilmoituksen lähetyspäivä: 26/08/2026 05:29:30 (UTC+00:00) Länsi-Euroopan aika, GMT
Ilmoituksen lähetyspäivä (eSender): 26/08/2026 06:43:33 (UTC+00:00) Länsi-Euroopan aika, GMT
Kielet, joilla tämä ilmoitus on virallisesti saatavilla: englanti
Ilmoituksen julkaisunumero: 594621-2026
EUVL S -lehden numero: 166/2026
Julkaisupäivä: 28/08/2026