276975-2026 - Gara

Finlandia – Servizi pubblicitari e di marketing – PR Agency Services for Lake Saimaa - Mikkeli Region Tourism, Finland - EU-funded Project: Saimaa Horizon 2030 – Invest & Grow
OJ S 79/2026 23/04/2026
Bando di gara o di concessione – regime ordinario
Servizi

1. Committente

1.1. Committente

Nome ufficiale: Mikkelin Kehitysyhtiö Miksei Oy
E-mail: info@mikseimikkeli.fi
Forma giuridica del committente: Organismo di diritto pubblico controllato da un'autorità locale
Attività dell'amministrazione aggiudicatrice: Affari economici

2. Procedura

2.1. Procedura

Titolo: PR Agency Services for Lake Saimaa - Mikkeli Region Tourism, Finland - EU-funded Project: Saimaa Horizon 2030 – Invest & Grow
Descrizione: Saimaa Horizon project introduction The objective of the Saimaa Horizon project (funded by South Savo Regional Council and EU) is to elevate Lake Saimaa – Mikkeli Region as a significant international year-round destination in Finland’s Lakeland for sustainable tourism, to foster growth in overnights 15%-25% annually and in direct and indirect tourism revenue by promoting the region's international recognition, to support the readiness of local entrepreneurs for global markets and facilitate collaborative networks. Additionally, the project advances local businesses' capabilities to identify new business opportunities and models, develop customer-oriented products, services, and joint offerings, and enhance sales in international markets. Mikkeli Development Miksei Ltd. is responsible for Saimaa Horizon project management and promoting Mikkeli Region in international markets, improving companies' readiness for internationalization, product development, and marketing, and supporting sales efforts in the selected international markets. Furthermore, Mikkeli Development Ltd is tasked with increasing the region's awareness and executing media and PR work. Lake Saimaa - Mikkeli Region introduction The Mikkeli Region, encompassing Mikkeli, Puumala, and Mäntyharju, lies at the heart of the stunning Lake Saimaa region—the largest lake district in Finland. Known for its sparkling waters, endless green forests, and vast archipelago, the area offers thousands of miles of scenic shoreline dotted with charming lakeside resorts, historic manor houses, private villas, and traditional saunas. Rich in history and renowned for its local gastronomy, the Mikkeli Region combines authentic Finnish nature with a wide range of year-round activities, making it a captivating destination for both locals and international visitors. The primary goals of the tender: - To identify and contract a PR agency capable of delivering strategic communications that amplify Lake Saimaa – Mikkeli Region presence and appeal in UK, France, Spain and USA markets during the designated period. The project is planned to commence in June 2026 and must be completed by October 31, 2027. - The agency will be expected to develop and implement comprehensive PR activities, employing innovative approaches and local market expertise to position Lake Saimaa – Mikkeli Region as a must-visit destination for discerning travelers. - The scope of work includes designing integrated media strategies, cultivating high-value partnerships with

media, and creating impactful storytelling that distinguishes Lake Saimaa – Mikkeli Region from competitors. - The primary goal of the PR project: To maximize Lake Saimaa - Mikkeli Region's main tourism service providers visibility in media in UK, France, Spain and USA, to enhance the awareness of Lake Saimaa – Mikkeli Region and its highlights, and to boost the visitor numbers from UK, France, Spain and USA in 2026 and 2027. Expected Activities The selected agency will be responsible for strengthening the awareness of Lake Saimaa – Mikkeli Region by increasing visibility across selected key target markets, with a primary focus on the UK and France, and secondary attention on Spain and the USA. This includes securing high-quality media coverage in reputable travel and lifestyle outlets across both traditional and digital platforms, while leveraging culturally relevant storytelling and strategic media placements. In addition, the agency is expected to foster strong relationships with journalists to generate authentic interest and long-term advocacy. All communications should be carefully tailored to reflect the preferences, trends, and values of each target market, while maintaining a consistent and compelling brand message. The agency should also continuously measure and optimize campaign performance by providing transparent monthly reporting on all activities, media exposure and key performance indicators such as earned media value, share of voice, engagement rates, and resulting inquiries or bookings. Monthly report must be submitted and approved by the tenderer before invoicing. Finally, a deep understanding of local market dynamics, media landscapes, and regulatory requirements is essential to ensure both compliance and maximum campaign effectiveness. Primary focus will be on activities in main target markets UK and France, including the creation and distribution of press releases, thematic media pitching, and the organization at least one international group media trip (at least 4 media representatives in the group). Selected top-tier media representatives will also be invited on hosted individual press trips. Secondary focus will be on the USA and Spain, consisting of press release distribution, selective media pitching, and invitations for top-tier media representatives—such as New York Times, Condé Nast, or National Geographic—to participate in hosted individual media trips. The selected PR agency is expected to familiarize itself thoroughly with the Mikkeli region and Lake Saimaa area, including their key strengths, attractiveness factors, and the companies participating in the project. This familiarisation should be incorporated into the action plan submitted with the proposal. If the region is already familiar to the tenderer, this must be clearly described in the proposal.
Identificativo della procedura: ec9cd74b-0755-4754-bb3a-7dc856609ae3
Identificativo interno: 608233
Tipo di procedura: Aperta
La procedura è accelerata: no

2.1.1. Finalità

Natura dell'appalto: Servizi
Classificazione principale (cpv): 79340000 Servizi pubblicitari e di marketing
Classificazione aggiuntiva (cpv): 63515000 Servizi relativi all'organizzazione di viaggi, 79342000 Servizi di marketing

2.1.2. Luogo di esecuzione

Ovunque
Informazioni supplementari: Target markets for activities have been specified in the tender.

2.1.3. Valore

Valore stimato al netto dell'IVA: 30 000,00 EUR

2.1.4. Informazioni generali

Informazioni supplementari: Requirements of the selected agency -The selected PR agency must have a physical presence (a registered business) and a designated expert in at least one of the target markets (UK, France, Spain, or USA), along with appointed experts covering the remaining markets. -The agency must be able to propose activities primarily in the UK and France, and secondarily in Spain and the USA, within the stated budget. - In addition to the core activities listed, the agency must demonstrate a proactive approach in identifying emerging trends and opportunities within the travel and lifestyle sectors, adapting strategies to remain ahead of the curve. - Expertise in digital storytelling and cross-market collaboration will be essential for driving sustained engagement and visibility. -The ability to present innovative ideas—grounded in data and tailored to the Lake Saimaa–Mikkeli Region—will be key in differentiating the destination amid a competitive international landscape. -Agencies with proven international experience, creative vision, operational capacity, and senior-level expertise to deliver measurable results for the Lake Saimaa–Mikkeli Region in the UK, France, Spain, and the USA will be prioritized in the selection process. - The agency must have a named operative team dedicated to execute Lake Saimaa–Mikkeli Region activities (the operative team's competencies and seniority will be evaluated). Procurement procedure and budget for tender The procurement will be carried out as a reverse tendering process with a fixed service price. The evaluation of tenders will be based on qualitative factors. The total budget is EUR 30,000. All administrative costs, as well as the service provider's team's local travel and operational expenses (including banking fees), must be included in the retainer fee. The selected PR agency must include at least one familiarization trip to the Mikkeli Region within the retainer fee (this may be part of a media trip). Any additional costs paid by the client (e.g. travel costs for media, PR gifts, and PR events) must be separately approved by the client prior to execution. Questions related to the tender must be submitted via Cloudia platform by 4 pm Finland time May 15th, 2025. The tender must be submitted via Cloudia platform by 4 pm Finland time May 25th, 2025. Expected project timeline The project is scheduled to commence in June 2026 and must be completed by 31 October 2027. The agency is required to include a realistic project schedule and propose the project duration in its proposal. Value of the contract Value of the contract does not exceed national threshold of 60 000,00 € (low-value procurement). National procurement notice form has been selected for technicality reasons (visibility and transparency). Additional information The request for tender is subject to approval of amendment application of Saimaa Horizon project. All offers for this request for tenderers must be submitted in English. Supplier Support for Cloudia procurement - go to https://tuki.cloudia.fi/hc/en-150 Guide for Cloudia procurement registration - guide for registration annexed to this procurement notice

Base giuridica:

Direttiva 2014/24/UE

2.1.6. Motivi di esclusione

Fonti dei motivi di esclusione: Documento di gara

5. Lotto

5.1. Lotto: LOT-0000

Titolo: PR Agency Services for Lake Saimaa - Mikkeli Region Tourism, Finland - EU-funded Project: Saimaa Horizon 2030 – Invest & Grow

Descrizione: Saimaa Horizon project introduction The objective of the Saimaa Horizon project (funded by South Savo Regional Council and EU) is to elevate Lake Saimaa – Mikkeli Region as a significant international year-round destination in Finland's Lakeland for sustainable tourism, to foster growth in overnights 15%-25% annually and in direct and indirect tourism

revenue by promoting the region's international recognition, to support the readiness of local entrepreneurs for global markets and facilitate collaborative networks. Additionally, the project advances local businesses' capabilities to identify new business opportunities and models, develop customer-oriented products, services, and joint offerings, and enhance sales in international markets. Mikkeli Development Miksei Ltd. is responsible for Saimaa Horizon project management and promoting Mikkeli Region in international markets, improving companies' readiness for internationalization, product development, and marketing, and supporting sales efforts in the selected international markets. Furthermore, Mikkeli Development Ltd is tasked with increasing the region's awareness and executing media and PR work. Lake Saimaa - Mikkeli Region introduction The Mikkeli Region, encompassing Mikkeli, Puumala, and Mäntyharju, lies at the heart of the stunning Lake Saimaa region—the largest lake district in Finland. Known for its sparkling waters, endless green forests, and vast archipelago, the area offers thousands of miles of scenic shoreline dotted with charming lakeside resorts, historic manor houses, private villas, and traditional saunas. Rich in history and renowned for its local gastronomy, the Mikkeli Region combines authentic Finnish nature with a wide range of year-round activities, making it a captivating destination for both locals and international visitors. The primary goals of the tender: - To identify and contract a PR agency capable of delivering strategic communications that amplify Lake Saimaa – Mikkeli Region presence and appeal in UK, France, Spain and USA markets during the designated period. The project is planned to commence in June 2026 and must be completed by October 31, 2027. - The agency will be expected to develop and implement comprehensive PR activities, employing innovative approaches and local market expertise to position Lake Saimaa – Mikkeli Region as a must-visit destination for discerning travelers. - The scope of work includes designing integrated media strategies, cultivating high-value partnerships with media, and creating impactful storytelling that distinguishes Lake Saimaa – Mikkeli Region from competitors. - The primary goal of the PR project: To maximize Lake Saimaa - Mikkeli Region's main tourism service providers visibility in media in UK, France, Spain and USA, to enhance the awareness of Lake Saimaa – Mikkeli Region and its highlights, and to boost the visitor numbers from UK, France, Spain and USA in 2026 and 2027. Expected Activities The selected agency will be responsible for strengthening the awareness of Lake Saimaa – Mikkeli Region by increasing visibility across selected key target markets, with a primary focus on the UK and France, and secondary attention on Spain and the USA. This includes securing high-quality media coverage in reputable travel and lifestyle outlets across both traditional and digital platforms, while leveraging culturally relevant storytelling and strategic media placements. In addition, the agency is expected to foster strong relationships with journalists to generate authentic interest and long-term advocacy. All communications should be carefully tailored to reflect the preferences, trends, and values of each target market, while maintaining a consistent and compelling brand message. The agency should also continuously measure and optimize campaign performance by providing transparent monthly reporting on all activities, media exposure and key performance indicators such as earned media value, share of voice, engagement rates, and resulting inquiries or bookings. Monthly report must be submitted and approved by the tenderer before invoicing. Finally, a deep understanding of local market dynamics, media landscapes, and regulatory requirements is essential to ensure both compliance and maximum campaign effectiveness. Primary focus will be on activities in main target markets UK and France, including the creation and distribution of press releases, thematic media pitching, and the organization at least one international group media trip (at least 4 media representatives in the group). Selected top-tier media representatives will also be invited on hosted individual press trips. Secondary focus will be on the USA and Spain, consisting of press release distribution, selective media pitching, and invitations for top-tier media representatives—such as New York Times, Condé Nast, or National Geographic—to

participate in hosted individual media trips. The selected PR agency is expected to familiarize itself thoroughly with the Mikkeli region and Lake Saimaa area, including their key strengths, attractiveness factors, and the companies participating in the project. This familiarisation should be incorporated into the action plan submitted with the proposal. If the region is already familiar to the tenderer, this must be clearly described in the proposal.
Identificativo interno: 608233

5.1.1. Finalità

Natura dell'appalto: Servizi
Classificazione principale (cpv): 79340000 Servizi pubblicitari e di marketing
Classificazione aggiuntiva (cpv): 63515000 Servizi relativi all'organizzazione di viaggi, 79342000 Servizi di marketing

5.1.2. Luogo di esecuzione

Ovunque
Informazioni supplementari: Target markets for activities have been specified in the tender.

5.1.3. Durata stimata

Data di inizio: 01/06/2026
Data di fine durata: 31/10/2027

5.1.5. Valore

Valore stimato al netto dell'IVA: 30 000,00 EUR

5.1.6. Informazioni generali

Partecipazione riservata:
La partecipazione non è riservata.
Progetto di appalto finanziato in tutto o in parte con fondi UE
L'appalto è soggetto all'accordo sugli appalti pubblici (AAP): sì
L'appalto si addice anche alle piccole e medie imprese (PMI): sì
Informazioni supplementari: Requirements of the selected agency -The selected PR agency must have a physical presence (a registered business) and a designated expert in at least one of the target markets (UK, France, Spain, or USA), along with appointed experts covering the remaining markets. -The agency must be able to propose activities primarily in the UK and France, and secondarily in Spain and the USA, within the stated budget. - In addition to the core activities listed, the agency must demonstrate a proactive approach in identifying emerging trends and opportunities within the travel and lifestyle sectors, adapting strategies to remain ahead of the curve. - Expertise in digital storytelling and cross-market collaboration will be essential for driving sustained engagement and visibility. -The ability to present innovative ideas—grounded in data and tailored to the Lake Saimaa–Mikkeli Region—will be key in differentiating the destination amid a competitive international landscape. -Agencies with proven international experience, creative vision, operational capacity, and senior-level expertise to deliver measurable results for the Lake Saimaa–Mikkeli Region in the UK, France, Spain, and the USA will be prioritized in the selection process. - The agency must have a named operative team dedicated to execute Lake Saimaa–Mikkeli Region activities (the operative team’s competencies and seniority will be evaluated). Procurement procedure and budget for tender The procurement will be carried out as a reverse tendering process with a fixed service price. The evaluation of tenders will be based on qualitative factors. The total budget is EUR 30,000. All administrative costs, as well as the service provider’s team’s local travel and operational expenses (including banking fees), must be included in the retainer fee. The selected PR agency must include at least one familiarization trip to the Mikkeli Region within the retainer fee (this may be part of a media trip). Any additional costs paid by the client

(e.g. travel costs for media, PR gifts, and PR events) must be separately approved by the client prior to execution. Questions related to the tender must be submitted via Cloudia platform by 4 pm Finland time May 15th, 2025. The tender must be submitted via Cloudia platform by 4 pm Finland time May 25th, 2025. Expected project timeline The project is scheduled to commence in June 2026 and must be completed by 31 October 2027. The agency is required to include a realistic project schedule and propose the project duration in its proposal. Value of the contract Value of the contract does not exceed national threshold of 60 000,00 € (low-value procurement). National procurement notice form has been selected for technicality reasons (visibility and transparency). Additional information The request for tender is subject to approval of amendment application of Saimaa Horizon project. All offers for this request for tenderers must be submitted in English. Supplier Support for Cloudia procurement - go to https://tuki.cloudia.fi/hc/en-150 Guide for Cloudia procurement registration - guide for registration annexed to this procurement notice

5.1.7. Appalto strategico

Obiettivo di carattere sociale perseguito: Condizioni di lavoro eque

5.1.9. Criteri di selezione

Fonti dei criteri di selezione: Documento di gara

5.1.10. Criteri di aggiudicazione

Criterio:

Tipo: Qualità
Nome: References
Descrizione: References of the specialist team dedicated for this project (travel and hospitality industry). 1. Similarity and relevance with the tenderers project (projects for DMO's or individual tourism companies), 2. outcome and 3. impact of the reference projects (qualitative and quantitative). (10 points each criteria) (max. 10 project references within 5 years) (document max 5 A4 pages) references within 5 years)
Categoria del criterio di aggiudicazione peso: Ponderazione (punti, esatta)
Criterio di aggiudicazione: numero: 30

Criterio:

Tipo: Qualità
Nome: Competence
Descrizione: 1. Seniority and experience in travel and hospitality industry projects, 2. travel and hospitality industry stakeholder networks in the markets, 3. proven existing relationships with key members of the travel media, across all stakeholder groups - trade, consumer publications and newspapers; and special interest and lifestyle media who support the destination special interest markets, 4. proven methodology for measurement/ROI of communications investment. (10 points each criteria)
Categoria del criterio di aggiudicazione peso: Ponderazione (punti, esatta)
Criterio di aggiudicazione: numero: 40

Criterio:

Tipo: Qualità
Nome: Project plan
Descrizione: Submit a proposal including the following elements: 1. Project strategy (describe the relevancy for Lake Saimaa- Mikkeli Region) 2. Preliminary list of target media in the target markets (describe the relevancy for Lake Saimaa- Mikkeli Region) 3. Suggest realistic activities (based on relevancy and cost effectiveness) 4. Timeline (project timeline must be realistic) 5. Reporting plan (describe the metrics used and the relevancy for Lake Saimaa - Mikkeli Region) Criteria: 1. Project strategy feasibility and relevance 12p 2. Relevance, quality

and number of preliminary list of media per target market 8p 3. Feasibility, relevance and the number of the suggested activities per target market 12p 4. Feasibility of the timeline 12p 5. Reporting plan comprehensiveness 8p
Categoria del criterio di aggiudicazione peso: Ponderazione (punti, esatta)
Criterio di aggiudicazione: numero: 52

5.1.11. Documenti di gara

Lingue in cui i documenti di gara sono ufficialmente disponibili: inglese
Termine per la richiesta di informazioni supplementari: 15/05/2026 13:00:00 (UTC+00:00) ora dell'Europa occidentale, GMT
Indirizzo dei documenti di gara: https://tarjouspalvelu.fi/mikkeli?id=608233&tpk=cce7378d-27f9-484f-aa1b-9b31d7c667fd
Canale di comunicazione ad hoc:
URL: https://tarjouspalvelu.fi/Default/Index

5.1.12. Condizioni di appalto

Modalità di presentazione:
Presentazione elettronica delle offerte: Obbligatoria
Indirizzo per la presentazione: https://tarjouspalvelu.fi/mikkeli?id=608233&tpk=cce7378d-27f9-484f-aa1b-9b31d7c667fd
Lingue in cui possono essere presentate le offerte o le domande di partecipazione: finlandese
Catalogo elettronico: Non consentita
Gli offerenti possono presentare più di un'offerta: Non consentita
Termine per il ricevimento delle offerte: 25/05/2026 13:00:00 (UTC+00:00) ora dell'Europa occidentale, GMT
Durata durante la quale l'offerta deve rimanere valida: 60 Giorni
Informazioni sull'apertura pubblica delle offerte:
Data di apertura: 26/05/2026 06:00:00 (UTC+00:00) ora dell'Europa occidentale, GMT
Condizioni contrattuali:
L'esecuzione dell'appalto deve avvenire nel contesto di programmi di lavoro protetti: No
È richiesto un accordo di non divulgazione: no
Fatturazione elettronica: Obbligatoria
Si farà ricorso all'ordinazione elettronica: sì
Sarà utilizzato il pagamento elettronico: sì

5.1.15. Tecniche

Accordo quadro:
Nessun accordo quadro
Informazioni sul sistema dinamico di acquisizione:
Nessun sistema dinamico di acquisizione

5.1.16. Ulteriori informazioni, mediazione e ricorsi

Organizzazione di mediazione: Markkinaoikeus
Organizzazione competente per i ricorsi: Markkinaoikeus
Informazioni sui termini per il riesame: 14 days after the Contract Award Decision. Mikkelin kehitysyhtiö Miksei Oy Maaherrankatu 9-11 50100 Mikkeli, Finland CEO Timo Paakki timo.paakki@mikseimikkeli.fi
Organizzazione alla quale rivolgersi per informazioni complementari sulle procedure di ricorso: Mikkelin Kehitysyhtiö Miksei Oy
Organizzazione che riceve le domande di partecipazione: Mikkelin Kehitysyhtiö Miksei Oy
Organizzazione che tratta le offerte: Mikkelin Kehitysyhtiö Miksei Oy

8. Organizzazioni

8.1. ORG-0001

Nome ufficiale: Markkinaoikeus
Numero di registrazione: 3006157-6
Indirizzo postale: Radanrakentajantie 5
Località: Helsinki
Codice postale: 00520
Suddivisione del paese (NUTS): Helsinki-Uusimaa (FI1B1)
Paese: Finlandia
E-mail: markkinaoikeus@oikeus.fi
Telefono: +358 295643300
Indirizzo internet: http://www.oikeus.fi/markkinaoikeus
Ruoli di questa organizzazione:
Organizzazione competente per i ricorsi
Organizzazione di mediazione

8.1. ORG-0002

Nome ufficiale: Mikkelin Kehitysyhtiö Miksei Oy
Numero di registrazione: 0600598-8
Indirizzo postale: Maaherrankatu 9-11
Località: Mikkeli
Codice postale: 50100
Suddivisione del paese (NUTS): Etelä-Savo (FI1DA)
Paese: Finlandia
Referente: Virastotalo
E-mail: info@mikseimikkeli.fi
Telefono: +358 15361600
Indirizzo internet: https://www.mikseimikkeli.fi/
Ruoli di questa organizzazione:
Committente
Organizzazione che riceve le domande di partecipazione
Organizzazione che tratta le offerte
Organizzazione alla quale rivolgersi per informazioni complementari sulle procedure di ricorso

8.1. ORG-0003

Nome ufficiale: Hansel Oy (Hilma)
Numero di registrazione: FI09880841
Indirizzo postale: Mannerheiminaukio 1a
Località: Helsinki
Codice postale: 00100
Suddivisione del paese (NUTS): Helsinki-Uusimaa (FI1B1)
Paese: Finlandia
Referente: eSender
E-mail: tekninen@hankintailmoitukset.fi
Telefono: 029 55 636 30
Indirizzo internet: http://hankintailmoitukset.fi
Ruoli di questa organizzazione:
TED eSender

Informazioni sull'avviso

Identificativo/versione dell'avviso: 3494d50e-faf9-448f-a82b-fe72f5f5c4bf - 01
Tipo di formulario: Gara
Tipo di avviso: Bando di gara o di concessione – regime ordinario
Sottotipo di avviso: 16
Data di trasmissione dell'avviso: 22/04/2026 11:58:21 (UTC+00:00) ora dell'Europa occidentale, GMT
Data di trasmissione da parte dell'eSender dell'avviso o bando: 22/04/2026 11:58:22 (UTC+00:00) ora dell'Europa occidentale, GMT
Lingue in cui il presente avviso è ufficialmente disponibile: finlandese
Numero di pubblicazione dell'avviso: 276975-2026
Numero dell'edizione della GU S: 79/2026
Data di pubblicazione: 23/04/2026