

594621-2026 - Mededinging

Noorwegen – Reisbureau- en touroperatordiensten, hulp aan toeristen – Procurement of tourism services for Trondheim towards 2030.

OJ S 166/2026 28/08/2026

Aankondiging van een opdracht of concessie – standaardregeling
Diensten

1. Koper

1.1. Koper

Officiële naam: Trondheim kommune

E-mail: roar.nass@trondheim.kommune.no

Rechtsvorm van de koper: Publiekrechtelijke instelling onder zeggenschap van een lokale overheid

Activiteit van de aanbestedende dienst: Algemene overheidsdiensten

2. Procedure

2.1. Procedure

Titel: Procurement of tourism services for Trondheim towards 2030.

Beschrijving: 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.

Identificatiecode van de procedure: 5ad2e19d-9605-4ad5-a45f-dc8fa4ec16d2

Interne identificatiecode: 2026/30027

Type procedure: Openbaar

De procedure wordt versneld: neen

Belangrijkste kenmerken van de procedure: 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. Doel

Aard van het contract: Diensten

Belangrijkste classificatie (cpv): 63500000 Reisbureau- en touroperatordiensten, hulp aan toeristen

Aanvullende classificatie (cpv): 55100000 Hoteldiensten, 92500000 Bibliotheek-, archief-, musea- en andere culturele diensten, 98300000 Diverse diensten

2.1.2. Plaats van uitvoering

Postadres: Erling skakkes gt.

Stad: Torgarden

Postcode: 7004

Onderverdeling land (NUTS): Trøndelag/Tröndelage (NO060)

Land: Noorwegen

2.1.4. Algemene informatie

Rechtsgrondslag:

Richtlijn 2014/24/EU

Anskaffelsesforskriften - Procurement regulations and procurement regulations.

2.1.6. Gronden voor uitsluiting

Bronnen voor uitsluitingsgronden: Uniform Europees Aanbestedingsdocument (UEA)

5. Perceel

5.1. Perceel: LOT-0000

Titel: Procurement of tourism services for Trondheim towards 2030.

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Interne identificatiecode: 2026/30027

5.1.1. Doel

Aard van het contract: Diensten

Belangrijkste classificatie (cpv): 63500000 Reisbureau- en touroperatordiensten, hulp aan toeristen

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5.1.2. Plaats van uitvoering

Postadres: Erling skakkes gt.

Stad: Torgarden

Postcode: 7004

Onderverdeling land (NUTS): Trøndelag/Tröndelage (NO060)

Land: Noorwegen

5.1.3. Geraamde duur

Begindatum: 31/12/2026

5.1.4. Verlenging

Maximumaantal verlengingen: 6

Overige informatie over verlengingen: 4+1+1+1+1+1+1

5.1.6. Algemene informatie

Voorbehouden deelname:

Deelname is niet voorbehouden.

Aanbestedingsproject dat niet uit EU-fondsen wordt gefinancierd

De aanbesteding valt onder de Overeenkomst inzake overheidsopdrachten (GPA): neen

Deze aanbesteding is ook geschikt voor kleine en middelgrote ondernemingen (kmo's): ja

5.1.7. Strategische aanbestedingen

De aanbesteding valt binnen de werkingssfeer van Richtlijn 2009/33/EG van het Europees Parlement en de Raad ("richtlijn schone voertuigen")

De rechtsgrondslag uit hoofde van de richtlijn schone voertuigen om vast te stellen welke categorie aanbestedingsprocedures van toepassing is: Personenvervoer over de weg

5.1.9. Selectiecriteria

Bronnen van selectiecriteria: Aankondiging, Uniform Europees Aanbestedingsdocument (UEA)

Criterium: Inschrijving in een handelsregister

Beschrijving van het selectie criterium: 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.

Criterium: Andere economische of financiële eisen

Beschrijving van het selectie criterium: 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.

Criterium: Maatregelen om kwaliteit te waarborgen

Beschrijving van het selectie criterium: 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.

Criterium: Supply chain management

Beschrijving van het selectiecriteria: 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.

Criteria: Milieubeheermaatregelen

Beschrijving van het selectiecriteria: 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. Gunningscriteria

Criteria:

Type: Kwaliteit

Naam: Quality and assignment comprehension

Beschrijving: 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.

Categorie van het gunningscriterium gewicht: Gewicht (percentage, exact)

Gunningscriterium numerieke waarde: 50

Criteria:

Type: Kwaliteit

Naam: Environment

Beschrijving: 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.

Categorie van het gunningscriterium gewicht: Gewicht (percentage, exact)

Gunningscriterium numerieke waarde: 30

Criteria:

Type: Prijs

Naam: Price

Beschrijving: 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.

Categorie van het gunningscriterium gewicht: Gewicht (percentage, exact)

Gunningscriterium numerieke waarde: 20

5.1.11. Aanbestedingsstukken

Talen waarin de aanbestedingsstukken officieel beschikbaar zijn: Noors

Termijn voor verzoeken om aanvullende informatie: 25/09/2026 10:00:00 (UTC+00:00) West-Europese tijd, GMT

Adres van de aanbestedingsstukken: <https://permalink.mercell.com/289742088.aspx>

5.1.12. Voorwaarden van de aanbesteding

Voorwaarden voor indiening:

Elektronische indiening: Vereist

Adres voor indiening: <https://permalink.mercell.com/289742088.aspx>

Talen waarin inschrijvingen of verzoeken tot deelname kunnen worden ingediend: Noors

Elektronische catalogus: Niet toegestaan

Varianten: Niet toegestaan

Inschrijvers mogen meer dan één inschrijving indienen: Niet toegestaan

Uiterste datum voor de ontvangst van inschrijvingen: 02/10/2026 10:00:00 (UTC+00:00) West-Europese tijd, GMT

Duur waarin de aanbidding geldig moet blijven: 6 Maanden

Informatie die na het verstrijken van de indieningstermijn kan worden aangevuld:

Geen enkel document kan later worden ingediend.

Informatie over de openbare opening:

Openingsdatum: 02/10/2026 10:00:00 (UTC+00:00) West-Europese tijd, GMT

Voorwaarden van het contract:

De uitvoering van de opdracht moet plaatsvinden binnen het kader van programma's voor maatwerkbedrijven: Neen

Een geheimhoudingsovereenkomst is vereist: neen

Elektronische facturering: Vereist

Er zal worden gebruikgemaakt van elektronische orderplaatsing: neen

Er zal worden gebruikgemaakt van elektronische betaling: ja

5.1.15. Technieken

Raamovereenkomst:

Geen raamovereenkomst

Informatie over het dynamische aankoopstelsel:

Geen dynamisch aankoopstelsel

5.1.16. Nadere inlichtingen, bemiddeling en evaluatie

Bemiddelingsorganisatie: Trøndelag tingrett

Organisatie voor beroepsprocedures: Trøndelag tingrett

Informatie over de termijnen voor beroep: Ten Days

Organisatie die meer informatie geeft over beroepsprocedures: Trøndelag tingrett

Organisatie die verzoeken tot deelname ontvangt: Trondheim kommune

Organisatie die inschrijvingen verwerkt: Trondheim kommune

8. Organisaties

8.1. ORG-0001

Officiële naam: Trondheim kommune

Registratienummer: 942110464

Postadres: Erling Skakkes gate 14

Stad: TRONDHEIM

Postcode: 7004

Onderverdeling land (NUTS): Trøndelag/Tröndelage (NO060)

Land: Noorwegen

Contactpunt: Roar Næss

E-mail: roar.nass@trondheim.kommune.no

Telefoon: +47 72540000

Internetadres: <https://www.trondheim.kommune.no>

Rollen van deze organisatie:

Koper

Organisatie die verzoeken tot deelname ontvangt

Organisatie die inschrijvingen verwerkt

8.1. ORG-0002

Officiële naam: Trøndelag tingrett

Registratienummer: 926722794

Postadres: www.trondheim.kommune.no

Stad: TRONDHEIM

Postcode: 7004

Onderverdeling land (NUTS): Trøndelag/Tröndelage (NO060)

Land: Noorwegen

E-mail: trondelag.tingrett@domstol.no

Telefoon: 73542400

Rollen van deze organisatie:

Organisatie voor beroepsprocedures

Organisatie die meer informatie geeft over beroepsprocedures

Bemiddelingsorganisatie

Informatie over een aankondiging

Identificatiecode/versie van de aankondiging: e3782211-bca1-474a-aa3a-53fe7f1c6abd - 01

Type formulier: Mededinging

Type aankondiging: Aankondiging van een opdracht of concessie – standaardregeling

Subtype aankondiging: 16

Verzenddatum van de aankondiging: 26/08/2026 05:29:30 (UTC+00:00) West-Europese tijd, GMT

Aankondiging datum verzending (eSender): 26/08/2026 06:43:33 (UTC+00:00) West-Europese tijd, GMT

Talen waarin deze aankondiging officieel beschikbaar is: Engels

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Datum van bekendmaking: 28/08/2026