

594621-2026 - Procedură concurențială

Norvegia – Servicii de agenții de turism, de ghizi turistici și de asistență turistică – Procurement of tourism services for Trondheim towards 2030.

OJ S 166/2026 28/08/2026

Anunț de participare sau de concesiune - regim standard

Servicii

1. Cumpărător

1.1. Cumpărător

Denumire oficială: Trondheim kommune

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

Forma juridică a achizitorului: Organism de drept public, controlat de o autoritate locală

Activitatea autorității contractante: Servicii publice generale

2. Procedură

2.1. Procedură

Titlu: Procurement of tourism services for Trondheim towards 2030.

Descriere: 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.

Identificatorul procedurii: 5ad2e19d-9605-4ad5-a45f-dc8fa4ec16d2

Identificator intern: 2026/30027

Tip de procedură: Deschisă

Procedura este accelerată: nu

Principalele caracteristici ale procedurii: 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. Scop

Natura contractului: Servicii

Clasificarea principală (cpv): 63500000 Servicii de agenții de turism, de ghizi turistici și de asistență turistică

Clasificare suplimentară (cpv): 55100000 Servicii hoteliere, 92500000 Servicii prestate de biblioteci, arhive, muzee și alte servicii culturale, 98300000 Servicii diverse

2.1.2. Locul de executare

Adresă poștală: Erling skakkes gt.

Localitate: Torgarden

Cod poștal: 7004

Subdiviziunea țării (NUTS): Trøndelag/Tröndelage (NO060)

Țara: Norvegia

2.1.4. Informații generale

Temei juridic:

Directiva 2014/24/UE

Anskaffelsesforskriften - Procurement regulations and procurement regulations.

2.1.6. Motive de excludere

Sursele motivelor de excludere: Documentul european de achiziție unic (DEAU)

5. Lot

5.1. Lot: LOT-0000

Titlu: Procurement of tourism services for Trondheim towards 2030.

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Identificator intern: 2026/30027

5.1.1. Scop

Natura contractului: Servicii

Clasificarea principală (cpv): 63500000 Servicii de agenții de turism, de ghizi turistici și de asistență turistică

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5.1.2. Locul de executare

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Cod poștal: 7004

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Țara: Norvegia

5.1.3. Durata estimată

Data începerii: 31/12/2026

Data de sfârșit a duratei: 31/12/2036

5.1.4. Reînnoire

Numărul maxim de reînnoiri: 6

Alte informații despre reînnoire: 4+1+1+1+1+1+1

5.1.6. Informații generale

Participare rezervată:

Participarea nu este rezervată.

Proiect de achiziții publice nefinanțat din fonduri UE

Achiziția face obiectul Acordului privind achizițiile publice (AAP): nu

Această procedură de achiziții publice este adecvată și pentru întreprinderile mici și mijlocii (IMM-uri): da

5.1.7. Achiziție publică strategică

Achiziția intră în domeniul de aplicare al Directivei 2009/33/CE a Parlamentului European și a Consiliului (Directiva privind vehiculele nepoluante - CVD).

Temeiul juridic al CVD pentru a stabili ce categorie de proceduri de achiziții se aplică: Servicii de transport rutier de călători

5.1.9. Criterii de selecție

Sursele criteriilor de selecție: Anunț, Documentul european de achiziție unic (DEAU)

Criteriu: Înregistrare într-un registru comercial

Descrierea criteriului de selecție: 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.

Criteriu: Alte cerințe economice sau financiare

Descrierea criteriului de selecție: 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.

Criteriu: Măsuri pentru asigurarea calității

Descrierea criteriului de selecție: 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.

Criteriu: Gestionarea lanțului de aprovizionare

Descrierea criteriului de selecție: 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.

Criteriu: Măsuri de management al mediului

Descrierea criteriului de selecție: 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. Criterii de atribuire

Criteriu:

Tip: Calitate

Denumire: Quality and assignment comprehension

Descriere: 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 a criteriului de atribuire greutate: Ponderare (procentaj, valoare exactă)

Număr legat de criteriul de atribuire: 50

Criteriu:

Tip: Calitate

Denumire: Environment

Descriere: 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 a criteriului de atribuire greutate: Ponderare (procentaj, valoare exactă)

Număr legat de criteriul de atribuire: 30

Criteriu:

Tip: Preț

Denumire: Price

Descriere: 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 a criteriului de atribuire greutate: Ponderare (procentaj, valoare exactă)

Număr legat de criteriul de atribuire: 20

5.1.11. Documentele achiziției

Limbile în care documentele achiziției sunt disponibile oficial: norvegiană

Termenul-limită pentru solicitarea de informații suplimentare: 25/09/2026 10:00:00 (UTC+00:00) ora Europei Occidentale, GMT

Unde se găsesc documentele achiziției: <https://permalink.mercell.com/289742088.aspx>

5.1.12. Condițiile achiziției publice

Condiții de depunere:

Depunere electronică: Obligatorie

Adresa de depunere: <https://permalink.mercell.com/289742088.aspx>

Limbile în care pot fi depuse ofertele sau cererile de participare: norvegiană

Catalog electronic: Nu este permisă

Variante: Nu este permisă

Ofertanții pot depune mai multe oferte: Nu este permisă

Termenul-limită pentru primirea ofertelor: 02/10/2026 10:00:00 (UTC+00:00) ora Europei Occidentale, GMT

Durata în care oferta trebuie să rămână valabilă: 6 Luni

Informații care pot fi completate după termenul-limită de depunere:

Niciun document nu poate fi transmis ulterior.

Informații privind deschiderea publică:

Data deschiderii: 02/10/2026 10:00:00 (UTC+00:00) ora Europei Occidentale, GMT

Clauzele contractuale:

Executarea contractului trebuie efectuată în cadrul unor programe de angajare protejată: Nu

Este necesar un acord de confidențialitate: nu

Facturare electronică: Obligatorie

Se va utiliza comanda electronică: nu

Se va utiliza plata electronică: da

5.1.15. Aspecte tehnice

Acord-cadru:

Niciun acord-cadru

Informații despre sistemul dinamic de achiziții:

Nu există un sistem dinamic de achiziție

5.1.16. Informații suplimentare, mediere și căi de atac

Organizație de mediere: Trøndelag tingrett

Organizația responsabilă cu căile de atac: Trøndelag tingrett

Informații privind termenele-limită pentru reexaminare: Ten Days

Organizația care furnizează mai multe informații cu privire la căile de atac: Trøndelag tingrett

Organizația care primește cererile de participare: Trondheim kommune

Organizația care prelucrează ofertele: Trondheim kommune

8. Organizații

8.1. ORG-0001

Denumire oficială: Trondheim kommune

Număr de înregistrare: 942110464

Adresă poștală: Erling Skakkes gate 14

Localitate: TRONDHEIM

Cod poștal: 7004

Subdiviziunea țării (NUTS): Trøndelag/Tröndelage (NO060)

Țara: Norvegia
Punct de contact: Roar Næss
E-mail: roar.nass@trondheim.kommune.no
Telefon: +47 72540000
Adresa de internet: <https://www.trondheim.kommune.no>

Rolurile acestei organizații:

Cumpărător
Organizația care primește cererile de participare
Organizația care prelucrează ofertele

8.1. ORG-0002

Denumire oficială: Trøndelag tingrett
Număr de înregistrare: 926722794
Adresă poștală: www.trondheim.kommune.no
Localitate: TRONDHEIM
Cod poștal: 7004
Subdiviziunea țării (NUTS): Trøndelag/Tröndelage (NO060)
Țara: Norvegia
E-mail: trondelag.tingrett@domstol.no
Telefon: 73542400

Rolurile acestei organizații:

Organizația responsabilă cu căile de atac
Organizația care furnizează mai multe informații cu privire la căile de atac
Organizație de mediere

Informații privind anunțul

Identificatorul versiunea anunțului: e3782211-bca1-474a-aa3a-53fe7f1c6abd - 01
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