

594621-2026 - Konkurrensetsättning

Norge – Tjänster utförda av resebyråer, utflyktsarrangörer och turistbyråer – Procurement of tourism services for Trondheim towards 2030.

OJ S 166/2026 28/08/2026

Meddelande om upphandling eller koncession – standardsystem

Tjänster

1. Upphandlare

1.1. Upphandlare

Officiellt namn: Trondheim kommune

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

Köparens rättsliga status: Offentligt styrt organ som kontrolleras av en lokal myndighet

Den upphandlande myndighetens verksamhet: Allmän offentlig förvaltning

2. Förfarande

2.1. Förfarande

Titel: Procurement of tourism services for Trondheim towards 2030.

Beskrivning: 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.

Förfarandets identifierare: 5ad2e19d-9605-4ad5-a45f-dc8fa4ec16d2

Intern identifierare: 2026/30027

Typ av förfarande: Öppet

Förfarandet är påskyndat: nej

Förfarandets viktigaste kännetecken: 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. Föremålet för upphandlingen

Kontraktets art: Tjänster

Huvudklassificering (cpv): 63500000 Tjänster utförda av resebyråer, utflyktsarrangörer och turistbyråer

Ytterligare klassificering (cpv): 55100000 Hotelltjänster, 92500000 Biblioteks-, arkiverings-, musei- och övriga kulturtjänster, 98300000 Diverse tjänster

2.1.2. Leveransplats

Postadress: Erling skakkes gt.

Ort: Torgarden

Postnummer: 7004

Del av land (NUTS): Trøndelag/Tröndelage (NO060)

Land: Norge

2.1.4. Allmänna upplysningar

Rättslig grund:

Direktiv 2014/24/EU

Anskaffelsesforskriften - Procurement regulations and procurement regulations.

2.1.6. Uteslutningsgrunder

Källor till uteslutningsgrunder: Europeiskt enhetligt upphandlingsdokument

5. Del (anbudsområde)

5.1. Del (anbudsområde): LOT-0000

Titel: Procurement of tourism services for Trondheim towards 2030.

Beskrivning: 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.

Intern identifierare: 2026/30027

5.1.1. Föremålet för upphandlingen

Kontraktets art: Tjänster

Huvudklassificering (cpv): 63500000 Tjänster utförda av resebyråer, utflyktsarrangörer och turistbyråer

Ytterligare klassificering (cpv): 55100000 Hotelltjänster, 92500000 Biblioteks-, arkiverings-, musei- och övriga kulturtjänster, 98300000 Diverse tjänster

5.1.2. Leveransplats

Postadress: Erling skakkes gt.

Ort: Torgarden

Postnummer: 7004

Del av land (NUTS): Trøndelag/Tröndelage (NO060)

Land: Norge

5.1.3. Uppskattad löptid

Startdatum: 31/12/2026

Slutdatum för varaktighet: 31/12/2036

5.1.4. Förlängning

Högst antal förlängningar: 6

Ytterligare information om förlängningar: 4+1+1+1+1+1+1

5.1.6. Allmänna upplysningar

Reserverad upphandling:

Deltagande är inte reserverat.

Upphandlingsprojekt som inte finansieras med EU-medel

Upphandlingen omfattas av Världshandelsorganisationens avtal om offentlig upphandling, GPA
: nej

Upphandlingen är också lämplig för små och medelstora företag: ja

5.1.7. Strategisk upphandling

Upphandlingen omfattas av tillämpningsområdet för Europaparlamentets och rådets direktiv 2009/33/EG (direktivet om rena fordon)

Rättslig grund enligt direktivet om rena fordon för att fastställa vilken kategori av avtalstyp som är tillämplig: Tjänster avseende persontransporter på väg

5.1.9. Urvalskriterier

Källor till urvalskriterier: Meddelande, Europeiskt enhetligt upphandlingsdokument

Kriterium: Registrering i ett handelsregister

Beskrivning av urvalskriterium: 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.

Kriterium: Andra ekonomiska eller finansiella krav

Beskrivning av urvalskriterium: 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.

Kriterium: Åtgärder för att säkerställa kvaliteten

Beskrivning av urvalskriterium: 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.

Kriterium: Försörjningskedjans hantering

Beskrivning av urvalskriterium: 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.

Kriterium: Miljöledningsåtgärder

Beskrivning av urvalskriterium: 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. Tilldelningskriterier

Kriterium:

Typ: Kvalitet

Namn: Quality and assignment comprehension

Beskrivning: 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.

Kategori av tilldelningskriteriet vikt: Viktning (procentandel, exakt)

Sifferangivelse för tilldelningskriterium: 50

Kriterium:

Typ: Kvalitet

Namn: Environment

Beskrivning: 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.

Kategori av tilldelningskriteriet vikt: Viktning (procentandel, exakt)

Sifferangivelse för tilldelningskriterium: 30

Kriterium:

Typ: Pris

Namn: Price

Beskrivning: 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.

Kategori av tilldelningskriteriet vikt: Viktning (procentandel, exakt)

Sifferangivelse för tilldelningskriterium: 20

5.1.11. Upphandlingsdokument

Språk som upphandlingsdokumenten är officiellt tillgängliga på: norska

Sista dag för att begära kompletterande information: 25/09/2026 10:00:00 (UTC+00:00)

Västeuropeisk tid

Adress till upphandlingsdokumenten: <https://permalink.mercell.com/289742088.aspx>

5.1.12. Upphandlingsvillkor

Villkor för inlämning:

Elektronisk inlämning: Krävs

Adress för inlämning: <https://permalink.mercell.com/289742088.aspx>

De språk som kan användas i anbudet eller anbudsansökningarna: norska

Elektronisk katalog: Ej tillåten

Alternativa anbud: Ej tillåten

Anbudsgivare får lämna in fler än ett anbud: Ej tillåten

Tidsfrist för mottagande av anbud: 02/10/2026 10:00:00 (UTC+00:00) Västeuropeisk tid

Varaktighet under vilken anbudet måste förbli giltigt: 6 Månader

Information som kan kompletteras efter det att inlämningsfristen har löpt ut:

Ingen information om leverantören kan kompletteras efter det att inlämningsfristen har löpt ut.

Information om offentlig anbudsöppning:

Öppningsdatum: 02/10/2026 10:00:00 (UTC+00:00) Västeuropeisk tid

Kontraktsvillkor:

Kontraktet måste genomföras inom ramen för program för skyddad anställning: Nej

Sekretessavtal krävs: nej

Elektronisk fakturering: Krävs

Elektronisk beställning kommer att användas: nej

Elektronisk betalning kommer att användas: ja

5.1.15. Metoder

Ramavtal:

Upphandlingen avser inte ett ramavtal

Information om det dynamiska inköpssystemet:

Upphandlingen avser inte ett dynamiskt inköpssystem

5.1.16. Kompletterande information, medling och provning

Medlingsorganisation: Trøndelag tingrett

Prövningsorganisation: Trøndelag tingrett

Information om tidsfrist för provning: Ten Days

Organisation som ger mer information om provningsförfaranden: Trøndelag tingrett

Organisation som mottar anbudsansökningar: Trondheim kommune

Organisation som behandlar anbud: Trondheim kommune

8. Organisationer

8.1. ORG-0001

Officiellt namn: Trondheim kommune

Registreringsnummer: 942110464

Postadress: Erling Skakkes gate 14

Ort: TRONDHEIM

Postnummer: 7004

Del av land (NUTS): Trøndelag/Tröndelage (NO060)

Land: Norge

Kontaktpunkt: Roar Næss

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

Tfn: +47 72540000

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

Den här organisationens roller:

Upphandlare

Organisation som mottar anbudsansökningar

Organisation som behandlar anbud

8.1. ORG-0002

Officiellt namn: Trøndelag tingrett

Registreringsnummer: 926722794

Postadress: www.trondheim.kommune.no

Ort: TRONDHEIM

Postnummer: 7004

Del av land (NUTS): Trøndelag/Tröndelage (NO060)

Land: Norge

E-postadress: trondelag.tingrett@domstol.no

Tfn: 73542400

Den här organisationens roller:

Prövningsorganisation

Organisation som ger mer information om provningsförfaranden

Medlingsorganisation

Information om meddelandet

Identifierare/version för meddelandet: e3782211-bca1-474a-aa3a-53fe7f1c6abd - 01

Formulärtyp: Konkurrensutsättning

Meddelandetyp: Meddelande om upphandling eller koncession – standardsystem

Meddelandets undertyp: 16

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Västeuropeisk tid

Språk som det här meddelandet finns officiellt tillgängligt på: engelska

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