

PRIVATE & CONFIDENTIAL

INSTRUCTIONS DOCUMENT

FOR

CALL FOR TENDERS

**SERVICES FOR THE RECRUITMENT OF BUYERS FOR B2B LEISURE TRADE EVENTS ON
BEHALF OF TOURISM IRELAND IN THE FRENCH MARKET**

TOURISM IRELAND REFERENCE NUMBER:	TRADE/FR/2027
CLOSING DAY:	TUESDAY
CLOSING DATE:	13TH OCTOBER 2026
CLOSING TIME:	12:00 hours [Irish Time] – 13:00 hours [CET]
DATE ISSUED:	18TH SEPTEMBER 2026

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- Responses must be submitted via the Tender Upload facility available on www.etenders.gov.ie.
 - Only responses submitted to the Tender Upload will be accepted. Responses submitted by any other means (including but not limited to by email, fax, post or hand delivery) will NOT be accepted.
 - Candidates must ensure that they give themselves sufficient time to upload and submit their Tender before the Response Deadline (as defined in the timetable and above).
 - There is a maximum of 4GB for the total (combined) document(s) submitted on eTenders. In order to submit a Tender document on eTenders, please note that you must click "Submit Response".
 - Candidates should be aware that the "Submit Response" button will be disabled automatically upon the expiration of the response deadline.

**THE TENDER UPLOAD FACILITY WILL LOCK AT THE DEADLINE - LATE
SUBMISSIONS WILL BE REJECTED**

1. INTRODUCTION AND CONTRACTING AUTHORITY

- 1.1. Tourism Ireland Limited (hereinafter referred to as “Tourism Ireland”) established under the framework of the Belfast Agreement, is the all-Ireland marketing company set up to market the island of Ireland as a holiday destination to overseas markets. Tourism Ireland has two key goals – to increase tourism to the island of Ireland and to support Northern Ireland to realise its tourism potential. Tourism Ireland’s Head office on the Island of Ireland is located in Dublin and Colerain.
- 1.2. The Paris office of Tourism Ireland wishes to enter into a contract with a Supplier/Service Provider for the provision of services for the recruitment of buyers for B2B leisure trade events. The appointment is being made by a process of competitive tender using the Open Procedure.
- 1.3. Suitably qualified Tenderers are hereby invited to submit a Tender.

2. PROJECT DESCRIPTION

- 2.1. On **18th September 2026**, Tourism Ireland published a Contract Notice on the Irish Government Portal, www.etenders.gov.ie advertising this project.
- 2.2. Tourism Ireland requires the services of a service provider for the recruitment of trade buyers (tour operators and travel agents) to participate in trade events such as lunch and learn, workshops, etc. in the French market.
- 2.3. Tourism Ireland’s detailed requirements are set out in the Specification Document attached at **Schedule 1**.
- 2.4. The Contract Period will be for a maximum term of up to five [5] years subject to budget, annual performance review, and other factors. The contract will take effect on the Commencement Date, with a six (6) month probationary period during which time Tourism Ireland may, at its sole discretion, terminate with one (1) month prior notice. The option to renew annually will be at Tourism Ireland’s discretion and will be based on budget availability, annual performance review and other factors.
- 2.5. It is anticipated that the Contract will commence on Tuesday 17th November 2026.
- 2.6. Tenderers are asked to note that this procurement process is a National Level competitive tender and that total cost over the full contract term of five years falls below the current EU Services Threshold of €216,000 excluding VAT.

3. TENDER STRUCTURE AND LANGUAGE

- 3.1. Tenderers are required to structure their Tender in the format set out in the Form of Tender document attached at **Schedule 2**.
- 3.2. The Tender and all accompanying documents are to be in the English language.

4. SUBMISSION OF TENDERS

- 4.1. Tourism Ireland reserves the right, at its sole discretion, to extend the closing date for receipt of responses by giving notice in writing to Candidates before the original Closing Date expires.
- 4.2. The deadline date for receipt of completed responses via the Tender Upload facility on www.etenders.gov.ie is before **12 :00 hours (Irish Standard Time) – 13:00 hours (CET) Tuesday 13th October 2026.**
- 4.3. Responses must be submitted via the Tender Upload facility available on www.etenders.gov.ie. Only responses submitted via the Tender Upload facility will be accepted. Responses submitted by any other means (including but not limited to by email, fax, post or hand delivery) will NOT be accepted.
- 4.4. **Candidates must ensure that they give themselves sufficient time to upload and submit all required documentation before the Tender Deadline (as defined in the timetable at Appendix 3). Candidates should take into account the fact that upload speeds vary.**
- 4.5. Tenderers **must** ensure that they give themselves sufficient time to upload and submit their Tender before the Response Deadline. Tenderers should take into account the fact that upload speeds vary. There is a maximum of 4GB for the total (combined) document(s) submitted to the electronic post-box. In order to submit a document to the electronic post-box, please note that you must click “Submit Response”. After submitting you can still modify and resubmit your response up until the response deadline. **Tenderers should be aware that the “Submit Response” button will be disabled automatically upon the expiration of the response deadline.**

5. QUERY PROCEDURE

- 5.1. All queries should be submitted before **12:00 hours (Irish Standard Time) – 13:00 hours (CET) Monday 28th September 2026** to enable responses to be issued to all interested Candidates prior to the deadline date for the receipt of applications.
- 5.2. All queries in relation to this request for tender must be via the messaging option on www.etenders.gov.ie. Responses will be circulated to all Candidates. The identity of the person making a query will not be disclosed when circulating the response.
- 5.3. If Candidates consider their query is of a confidential or commercially sensitive nature, the Candidates must mark the query as confidential. If Tourism Ireland considers, at their sole discretion, that a query is not confidential, Tourism Ireland will notify the Candidate of its decision and the Candidate will have the opportunity to withdraw the query or re-submit it on a non-confidential basis
- 5.4. On no account is the Tenderer to contact or communicate with any other person in Tourism Ireland concerning this Request for Tenders unless Tourism Ireland redirects the enquiry.
- 5.5. Tourism Ireland will endeavour to respond to all reasonable queries received on or before the date specified in Section 5.1 but does not undertake to respond to all queries received.
- 5.6. Subject to Section 5.2, the query and Tourism Ireland’s response will, where appropriate, be communicated to all Tenderers, without disclosing the name of the Tenderer who initiated the query.

5.7. If a Tenderer believes a query and/or its response relates to a confidential or commercially sensitive aspect of its Tender, it must mark the query as “Confidential” and state the reason(s) why. If Tourism Ireland, at its absolute discretion, is satisfied that the query and/or its response should be properly regarded as confidential or commercially sensitive, the nature of the query and its response shall be kept confidential, subject to any obligations under law. If a Tenderer has designated the query as Confidential or commercially sensitive and Tourism Ireland decides that the response should be sent to all Tenderers, Tourism Ireland will so notify the Tenderer concerned, who will have the option of withdrawing the query. Tourism Ireland may still issue any information it considers appropriate to all Tenderers following withdrawal of the query.

5.8. If a Tenderer becomes aware of any ambiguity, discrepancy, error or omission in or between these documents, it must immediately notify Tourism Ireland, even after the date specified in Section 5.1 has passed.

6. CURRENCY OF TENDER

6.1. Tender prices shall be in Euro (€).

7. VALUE ADDED TAX

7.1. All prices must be exclusive of VAT.
Tenderers will be required to show:
(a) price before VAT/ taxes
(b) VAT rate/ tax rate

8. PROJECT PRICE

It is not anticipated that the contract costs over the five (5) years term will exceed €110,000 excluding VAT. Tenderers will be expected to cost competitively and in line with current market rates.

Tenderers will be required to complete and submit, as part of their tender, the Excel Workbook – TRADEFR2027_Cost breakdown.xls.

9. VALIDITY PERIOD OF TENDER

9.1. All details of the Tender, including prices and rates are to remain valid and open for acceptance for six (6) calendar months from the Tender Deadline.

10. PROCUREMENT TIMETABLE

10.1. Tourism Ireland expects to complete the tender process in accordance with the indicative timetable set out in **Appendix 3**. Tourism Ireland reserves the right in its absolute discretion to amend the timetable.

11. MODIFICATION OF THE REQUEST FOR TENDERS/SUPPLEMENTAL INFORMATION

11.1. Tourism Ireland reserves the right to update, delete, vary, extend or alter this Request for Tenders and the information and documents contained herein at any time by notice in writing to Tenderers.

11.2. Any advice of a modification to the Request for Tenders shall be issued at least five days (5) before the Tender Deadline and shall be issued as an addendum to, and shall be deemed to

constitute part of, the Request for Tenders. If necessary, Tourism Ireland shall revise the Tender Deadline in order to comply with this requirement.

12. PREPARATION COSTS

- 12.1. Each Tenderer's costs will be the sole liability of that Tenderer including costs of travel to and attendance at the presentation. Tourism Ireland has no obligation to reimburse the Tenderer in respect of costs incurred by it in the preparation of its Tender or otherwise as a result of its participation in the tender process, whatsoever or howsoever arising.

13. TOURISM IRELAND'S DISCRETION

- 13.1. Tourism Ireland does not undertake to accept the lowest Tender, or part or all of any Tender and the acknowledgement of receipt of any Tender shall not constitute any actual or implied agreement between Tourism Ireland and the Tenderer. Tourism Ireland reserves the right to accept any part, or all, of any Tender or Tenders at its sole discretion.

14. INDEPENDENT TENDER

- 14.1. By submission of a Tender, the Tenderer warrants that:
- 14.1.1. There has been no consultation, communication, agreement or understanding for the purpose of restricting competition, as to any matter relating to prices, with any other Tenderer or with any competitor;
 - 14.1.2. Unless otherwise required by law, the prices that have been quoted in the Tender have not knowingly been disclosed by the Tenderer, directly or indirectly, to any other Tenderer or competitor, nor will they be so disclosed; and
 - 14.1.3. No attempt has been made or will be made by the Tenderer to induce any other person or firm to submit or not to submit a Tender for the purpose of restricting competition.

15. CLARIFICATION MEETINGS

- 15.1. Qualifying Tenderers and their teams MAY be required to attend a clarification meeting at which they will clarify and present aspects their Tender proposal to the Tourism Ireland evaluation panel. Presentations are unlikely to exceed 1 hour. Clarification meetings, if required will take place virtually via MS Teams in October 2026. The commencement time for Tenderers' meetings will be communicated to each Tenderer separately.
- 15.2. Tenderers must be prepared to answer questions from the evaluation panel during the meeting.
- 15.3. Tourism Ireland reserves the right to have only top-scoring candidates attend such meetings, if required.
- 15.4. The Presentation should be made by Staff member(s) who will be responsible for the Tourism Ireland account.

16. EVALUATION PROCEDURE

- 16.1. Tenders will be checked:

- 16.1.1. to ensure that they have been submitted to the address indicated by the Tender Deadline;
- 16.1.2. to ensure that they have been submitted in the required format set out in the Form of Tender in **Schedule 2**;
- 16.1.3. to ensure that they are complete and include all documentation required; and
- 16.1.4. to ensure that they comply with the requirements of this Request for Tenders.
- 16.2. Tenders that fail to meet any of the preliminary checks carried out under Section 17.1 may, at Tourism Ireland's absolute discretion, be eliminated from the tender process.
- 16.3. Following this, Tenderers' suitability will be assessed in accordance with the Selection Criteria set out at **Appendix 1**.
- 16.4. Tenders that meet the Selection Criteria will be evaluated in accordance with the Award Criteria set out at **Appendix 2**.
- 16.5. To assist in the evaluation of Tenders, Tourism Ireland may ask Tenderers to clarify any aspect of their Tender.
- 16.6. The Contract will be awarded to the Tenderer who has achieved the highest score by application of the Award Criteria set out in **Appendix 2**.

17. AWARD DECISION

- 17.1. Tourism Ireland's decision on the outcome of the Tender evaluation process will be communicated to Tenderers in writing.

18. TENDER NOT RETURNED

- 18.1. No part of the Tender will be returned to the Tenderer.

19. TENDERER DEBRIEFINGS

- 19.1. Upon written request debriefings will be provided in writing.

20. CONTRACT DOCUMENTS

- 21.1 The successful Tenderer will be required to enter into the Contract appended at **Schedule 3**. No material amendments to the Contract will be accepted or negotiated. Should the successful Tenderer refuse to enter into the Contract on the terms set out at **Schedule 3**, Tourism Ireland reserves the right to appoint the next highest scoring Tenderer. This Contract includes clauses in compliance with revised GDPR requirements.
- 21.2 Tourism Ireland reserves the right to require any Tenderer not incorporated in Ireland to provide a form of legal opinion in a format to be prescribed by Tourism Ireland, confirming that the Tenderer has the requisite power and authority to enter into the Contract under the laws of the country in which it is incorporated.

21. CONTRACT MANAGEMENT

The contract will be managed on a daily basis by: Ana Luis, Business Partnerships Manager France and Christine Blanc, Business Tourism & Development Executive.

22. COMPLIANCE WITH REQUEST FOR TENDERS

- 22.1. Tenderers are required to fully comply with the Request for Tenders when preparing their Tender and participating in this tender process. It is up to the Tenderers to ensure that they fully understand the requirements of this Request for Tenders. Where a Tenderer does not fully understand the requirements, the Query Procedure should be used.
- 22.2. If a Tenderer fails to comply in any way with the Requests for Tenders, Tourism Ireland may (but is not obliged to) disqualify the Tenderer concerned and reject its Tender. Without prejudice to this right, Tourism Ireland may (but is not obliged to) seek clarification or further information from the Tenderer (that does not materially alter a Request for Tender) or take any other step permitted by law.

23. FREEDOM OF INFORMATION

- 23.1. Tourism Ireland is entitled to disclose information about this tender process, including the identity of the Tenderers, to any person. Tourism Ireland and the North/South Bodies are subject to the provisions of a Code of Practice on Freedom of Information approved by the North/South Ministerial Council. Tenderers are asked to consider if any of the information supplied by them in response to this Request for Tenders should not be disclosed because of its sensitivity. If this is the case, Tenderers should, when providing the information, identify same and specify the reasons for its sensitivity. Tourism Ireland will have regard to such a statement but is not bound by it. A copy of the Code is available at the Tourism Ireland website: <https://www.tourismireland.com/About-Us/Freedom-Of-Information>

24. CANVASSING

- 24.1. Canvassing or any effort by a Tenderer to influence any staff or agents of Tourism Ireland in relation to any aspect of the tender process may result in automatic disqualification from the tender process. Where a Tenderer has an existing relationship with Tourism Ireland or its employees, the Tenderer is advised that any discussions, correspondence, or other influences on the tender process may be treated as canvassing.
- 24.2. In accordance with Section 38 of the Ethics in Public Office Act 1995 any money, gift or other consideration from a person holding or seeking to obtain a contract will be deemed to have been paid or given corruptly unless the contrary is proved.

25. EXCLUSION FROM THE TENDER PROCESS

- 25.1. Any Tenderer shall be excluded from participation in the tender process who, to Tourism Ireland's knowledge at the time of the award, has been convicted of an offence involving:
 - 25.1.1. participation in a prescribed criminal organisation;
 - 25.1.2. corruption;
 - 25.1.3. fraud; or
 - 25.1.4. money laundering.
- 25.2. Any Tenderer may be excluded from participation in the tender process who, to Tourism Ireland's knowledge at the time of the award:
 - 25.2.1. is bankrupt or is being wound up, whose affairs are being administered by the court, who has entered into an arrangement with creditors, who has suspended business activities, or who is in any analogous situation arising from a similar procedure under

national laws, the laws of another Member State of the European Union or a third country;

- 25.2.2. is the subject of proceedings for a declaration of bankruptcy, for an order for compulsory winding up or administration by the court or for an arrangement with creditors or of any other similar proceedings under national laws, the laws of another Member State of the European Union or a third country;
- 25.2.3. has been convicted of an offence concerning the Tenderer's professional conduct by a judgement which has the force of *res judicata*;
- 25.2.4. has been guilty of grave professional misconduct provable by any means which Tourism Ireland can demonstrate;
- 25.2.5. has not fulfilled obligations relating to the payment of social security contributions and/or taxes in accordance with the legal provisions of Ireland or the country in which the Tenderer is established;
- 25.2.6. is guilty of serious misrepresentation in supplying or has not supplied the information required under this Section 26.

26. CONFLICTS OF INTEREST AND REGISTRABLE INTERESTS

- 26.1. Any actual or potential conflict of interest involving a Tenderer (whether by reason of the Tenderer having or having had a role in Tourism Ireland in relation to the Contract or by reason of the Tenderer having or having had an interest in another Tenderer or another Tenderer having or having had an interest in the Tenderer) must be fully disclosed by the Tenderer as soon as it becomes apparent. Tourism Ireland reserves the right to raise conflict of interest issues with Tenderers.
- 26.2. Where Tourism Ireland considers that the situation does not give rise to a conflict of interest or that the conflict of interest is not material, it will permit the situation to continue.
- 26.3. Where Tourism Ireland considers that the situation gives rise to a material conflict of interest, it may, at its sole discretion, permit the situation to continue subject, if necessary, to appropriate safeguards being agreed between Tourism Ireland and the Tenderer and Tourism Ireland being fully satisfied that those safeguards have been put in place and will be complied with.
- 26.4. Where Tourism Ireland considers, in its absolute discretion, that the situation can only be remedied by the exclusion of the Tenderer from the tender process, Tourism Ireland shall exclude the Tenderer.
- 26.5. Any registrable interest involving the Tenderer and Tourism Ireland or their relatives must be fully disclosed in the Tender, or must be communicated to Tourism Ireland immediately upon such information becoming known to the Tenderer, in the event of this information only coming to the Tenderer's notice after the submission of a Tender and prior to the award of the Contract. The terms 'registrable interest' and 'relative' shall have the meaning prescribed by the Ethics in Public Office Act 1995.

27. CONFIDENTIALITY

- 27.1. All documents issued and information given to Tenderers must be treated as strictly confidential. Tenderers should not release details of the tender documents other than on an "In Confidence" basis to those who have a legitimate need to know or whom they need to consult for the purpose of preparing their Tender, or as otherwise required by law.

28. DATA PROTECTION

To the extent that any Personal Data is processed by the successful Tenderer in connection with the provision of the Services or otherwise, the provisions set out in Tourism Ireland's 'Data Processing Terms' shall apply to such processing. The Successful Tenderer will be required to sign up to these Data Processing Terms as part of the overall contract with Tourism Ireland.

29. TAX CLEARANCE

- 29.1. Tenderers shall also be aware that a tax clearance certificate will be required from the successful Tenderer prior to entering into the Contract. It will be a condition of the award of the Contract that the successful Tenderer must comply with the terms of the Department of Finance Circular 43/2006: Tax Clearance Procedures: Public Sector Contracts, or any replacement. These certificates and clearance requirements will be required prior to the contract award but do not have to be submitted as part of any Tender at this stage. Tenderers may obtain further information regarding their taxation obligations from www.revenue.ie

30. APPLICABLE LAW

- 30.1. The laws of Ireland shall apply to this tender process and the process shall be subject to the exclusive jurisdiction of the Irish courts.

31. IMPORTANT NOTICE

- 31.1. The information set out in this Request for Tenders is made available on the condition that it is used in relation to preparing Tenders and for no other purpose. Tenderers must make their own investigations so as to form their own view as to the accuracy and completeness of the statements contained herein and to satisfy themselves as to the commercial value of entering into the Contract.
- 31.2. Whilst the information in this Request for Tenders has been prepared in good faith, it does not purport to be a comprehensive review of all matters relevant to Tourism Ireland's requirements and neither Tourism Ireland nor its advisors will accept any liability or responsibility for its adequacy, accuracy or completeness, nor do they make any representation, warranty or undertaking, express or implied, with respect to the information contained in this Request for Tenders or future information supplied in connection with the Contract. No person has been authorised by Tourism Ireland, its advisors or consultants, to give any information or to make any representation not contained in this Request for Tenders and, if given or made, any such information or representation shall not be relied upon as having been so authorised.
- 31.3. By participating in this tender process, Tenderers acknowledge that there does not exist any contractual or quasi-contractual relationship between Tourism Ireland and Tenderers prior to the execution of a formal contract. The Request for Tenders does not constitute a contract.
- 31.4. Tourism Ireland reserves the right, without notice, to terminate the process or change any part of the tender process including the time limits and procedures for the tender process. In such circumstances, Tourism Ireland and its advisors shall not be liable to any persons as a result thereof.

32. APPENDICES AND SCHEDULES

32.1. The following Appendices and Schedules are attached to this Request for Tenders:

Appendix 1: Pre-qualification and Suitability Criteria

Appendix 2: Award Criteria

Appendix 3: Indicative Timetable

Schedule 1: Specification Document [in this document]

Schedule 2: Form of Tender Response Document – separate document for downloading

Schedule 3: Tourism Ireland Services Contract [for information] – separate document for downloading

APPENDIX 1- PRE-QUALIFICATION / SUITABILITY CRITERIA

All qualifying Tenders received will be evaluated against the pre-qualification and suitability criteria. Tenders will be evaluated in sequential steps:

Step 1: Completeness of Tender in the format prescribed in the Response Document;

Step 2: Candidates must meet all of the PASS/FAIL pre-qualification criteria listed below:

Pre-qualification Criteria, Rules & Weightings applicable		
REF	PASS/FAIL CRITERIA	PASS REQUIREMENT
A1	IT Security/GDPR Compliance	TOURISM IRELAND requires the services to adhere to good industry security practice and must be in compliance with legislative and regulatory requirements including; • EU GDPR • Data Protection Act 2018 Please indicate compliance by answering all of the questions detailed at Appendix A1 of the Response document Please confirm you will make available to TOURISM IRELAND all information necessary to demonstrate compliance with data protection good practice and GDPR, if requested.
A2.1	Financial Capacity	Candidates must declare below they satisfy the financial and economic standing requirements set out below and they are able, upon request and without delay, to provide the supporting documentation to Tourism Ireland in each case. (i) Turnover during any of the previous 3 financial years was at least: €53,000 NOTE #1: in the case of the Tenderer being a grouping, the condition at (i) above may be satisfied by the group members as a whole.
A2.2	Insurance Requirements	Candidates must declare below that they satisfy the minimum insurance requirements set out below and they are able, upon request and without delay, to provide the supporting documentation to Tourism Ireland in relation to insurance cover for: i) <i>Employer's Liability Insurance with indemnity limit of €13,000,000</i> ii) <i>Public Liability Insurance with an indemnity limit of € 6,000,000</i> iii) <i>Professional Liability Insurance with an indemnity limit of € 5,000,000</i>
A3	Operational Office Location / Fluency in Spoken & Written French	Tenderers must provide details of an operational office located in France with staff who are fluent in spoken and written French.
A4	Tenderer's Statement	Tenderers must complete and sign the form of Tenderer's Statement.

Only those candidates who pass all pre-qualification criteria A1 – A4 will proceed for evaluation against the Suitability Criteria.

Step 3: Evaluation against the Suitability Criteria

Note: Tenderers should note that for each of the suitability criteria below (B1-B4) the Minimum Score indicated must be achieved in order to avoid elimination from the competition. Tenderers are required to ensure that their confirmed Tender provides detailed information on their offers for assessment against the contract award criteria stated above.

	Suitability Criteria	Percentage Weighting	Min Score to be Achieved
B1	Previous relevant experience Tenderers must provide information about 3 contracts undertaken within the last 3 years that demonstrate their experience of successfully providing a service of similar scope, scale and complexity to the service anticipated under this contract. Be very clear what your organisation delivered under this contract.	35.00 %	21 %
B2	Qualified Database – Technical Capacity including Contact Database of Leisure Trade Operators (Tour Operators, Travel Agencies, OTA, etc) in France and Monaco that sell International Travel Tenderers must demonstrate that they have at their disposal optimal technical resources to deliver the service. Tenderers must confirm that they have an extensive, qualified up to date contact database of Tour Operators, Group Operators, Travel Agents, OTA and Travel Designers in France and Monaco that sell international travel. This should include a description of their database broken down into each of the following criteria: contacts by region, contacts by speciality (groups, FIT). All data must be GDPR compliant.	35.00 %	21 %
B3	HUMAN RESOURCES – Adequate Resources to meet Tourism Ireland’s requirements Tenderers must demonstrate that they have at their disposal an appropriate number of suitably qualified human resources with the relevant experience to deliver the services required.	12.50%	7.5 %
B4	TECHNICAL RESOURCES: Adequate Resources to meet Tourism Ireland’s requirements	12.50%	7.5 %

	Tenderers must demonstrate that they have at their disposal an appropriate number of suitably qualified technical resources such as CRM, emailing platform, graphic design (internal or external), etc., with the relevant experience to deliver the services required.		
B5	Details of your company sustainability policy and accreditations	5.00%	N/a
	Total	100%	

APPENDIX 2- AWARD CRITERIA

Step 4: The Contract will be awarded to the Tenderer who submits the most economically advantageous Tender, evaluated in accordance with the following Award Criteria:

	Award Criteria	Percentage Weighting	Minimum Score to be Achieved
C1	TECHNICAL BRIEF based on the activities outlined in the specification	30 %	18 %
C2	PROPOSED ACCOUNT MANAGEMENT TEAM Candidates must provide information about the qualifications and previous relevant experience of the proposed account management team members, including the proposed account manager	10%	6 %
C3	PROPOSED METHODOLOGY (INCLUDING REPORTING SYSTEM) Tenderers must provide details of the proposed methodology including details of the reporting system	5 %	3 %
C4	DEMONSTRATED KNOWLEDGE OF IRELAND TOURISM PRODUCT Tenderers must demonstrate knowledge of Ireland tourism product	5%	3 %
C5	ULTIMATE COST	50%	n/a
	Total	100.00%	

Note: Tenderers should note that for each of the qualitative award criteria above (C1-C4) the Minimum Score indicated must be achieved in order to avoid elimination from the competition. Only those Tenderers who meet the Minimum Score Threshold for each of the qualitative award criteria will be evaluated against the Ultimate Cost criterion.

Tenderers are required to ensure that their confirmed Tender provides detailed information on their offers for assessment against the contract award criteria stated above.

Scoring Methodology for Qualitative Criteria

Weighting	Meaning
90% to 100%	A response that demonstrates an excellent level of quality and understanding of requirements and provides comprehensive and convincing assurance that the Tenderer will deliver to an excellent standard.
80% to 89%	A response that demonstrates a very good level of quality and understanding of the requirements and provides assurance that the Tenderer will deliver to a very good standard.
60% to 79%	A response which demonstrates a satisfactory level of quality and understanding of requirements and gives reasonable assurance of delivery to an adequate standard but does not provide sufficiently convincing assurance to award a higher mark.
30% to 59%	A response where reservations exist. Lacks full credibility/convincing detail, and there is a significant risk that the response will not be successful.
1% to 29%	A response where serious reservations exist. This may be because, for example, insufficient detail is provided, and the response has fundamental flaws, or is seriously inadequate or seriously lacks credibility with a high risk of non-delivery.
0%	Response completely fails to address the criterion under consideration

Scoring Methodology for Ultimate Cost Criterion

Following receipt of Tenders, the valid Tender with the lowest ultimate cost will receive the maximum score achievable under this criterion. The scores of the other valid tenders will be calculated by using the following formula:

A		Lowest Ultimate Cost from a Bona Fide Tender	
B		Ultimate Cost for the tender being evaluated	
C		Maximum Points available for Ultimate Cost	100
Formula:			$\frac{100 * A}{B}$
Points awarded to the tender being evaluated			

APPENDIX 3-INDICATIVE TIMETABLE

OPEN PROCEDURE	Date*
Request for Tenders advertised	18 th September 2026
Deadline for receipt of Queries	28 th September 2026
Publication of response to Queries via the eTenders portal	1st October 2026
Tender Closing Date	13 th October 2026
Evaluation Process including Tender Presentations/Clarifications, if required	14 th October – 11 th November 2026
Notification of Award Decision	12 th November 2026
Contract Award	16 th November 2026
Contract Start Date	17 th November 2026

*Dates may be subject to change at Tourism Ireland's absolute discretion.

SCHEDULE 1-SPECIFICATION

Tourism Ireland – Background

Tourism Ireland was established under the framework of the Belfast Agreement 1998 to promote increased tourism to the island of Ireland (Republic of Ireland & Northern Ireland).

Tourism is one of the island's most important sectors. Tourism is one of our most important sectors. In 2025, overseas tourism delivered over €6/£5.2 billion to the island of Ireland, helping to sustain 300,000 vital jobs in communities across the island (70% of those jobs are outside Dublin and Belfast) and making tourism one of the island's largest indigenous industries. France is the fourth-largest market for overseas tourism to the island of Ireland.

Tourism Ireland has two key goals – to increase tourism to the island of Ireland and to support Northern Ireland to realise its tourism potential.

Tourism Ireland does not sell or own any product. The role it plays is to position and market the island of Ireland tourism brand in such a way as to ensure that it is relevant and differentiated, providing potential overseas visitors with unique and compelling reasons to visit the island.

To this end we devise and implement world-class marketing programmes to stimulate overseas demand to visit the island. We provide industry partners with opportunities to market their own products and services alongside Tourism Ireland, and we work with intermediaries in the travel trade in overseas markets to help them drive business to the island of Ireland.

France is one of Ireland's key priority markets and plays a central role in the island's international tourism marketing strategy.

Tourism Ireland's French team is looking for a French-based marketing agency to support their work with tour operators, travel agencies and group operators, providing local market expertise and tailored support.

Through a strong presence at leading industry platforms, targeted networking initiatives and dedicated French-speaking contacts, Tourism Ireland actively supports tour operators in developing competitive, creative and sustainable holiday packages for their French clients.

With excellent air connectivity and cultural affinity, Ireland is a natural fit for the French market – and Tourism Ireland acts as a trusted, long-term partner to ensure seamless collaboration and successful outcomes.

For a full overview of our company, please see our corporate website:
www.tourismireland.com.

1. Background to Requirements

The Business Partnership team at Tourism Ireland France works to develop the offering of

holiday packages to Ireland amongst French travel providers and to support sales through promotional campaigns in collaboration with tour operators and travel agency networks.

To fulfil this mission, Tourism Ireland France's Business Partnerships team fosters commercial relationships between the tourism industry on the island of Ireland and French tourism professionals by creating opportunities for professional networking each year: participating in trade fairs, organising events and giving presentations.

In that perspective, the Business Partnership team at Tourism Ireland in France develops business and commercial relationships between the tourism industry on the island of Ireland and French tourism professionals by creating opportunities for business meetings every year: participating in trade fairs, organising events and giving presentations.

To achieve this objective, Tourism Ireland France is seeking a tourism marketing agency for the following project:

- To identify, invite, shortlist and confirm guests for events organised by Tourism Ireland among French tourism professionals.

In 2027, Tourism Ireland will organise:

Lunch & Learn series

- A series of lunch presentations in February in three cities in regions. We aim to have a minimum of 20 tourism professionals in attendance per city.

Lunch format from 12.00–14.00:

- o 12.00–12.30: Welcome drink
- o 12.30–14.00: each Irish company presents its services for 5 minutes during the meal
- o 14.00: end of the event

Trade and Media Event

- An Irish-themed evening on 9th March 2026 (date to be confirmed) to mark Ireland Week and St Patrick's Day, at which Tourism Ireland is hosting 50 tourism professionals, including its key accounts, prospects and leads, as well as press representatives (invited by the PR department).

Event format from 6.00 pm to 11.00 pm:

- o 6.00 pm–8.00 pm: workshop
- o 8.00 pm–11.00 pm: networking cocktail reception

2. Essential Skills / Experience

The Tenderer must demonstrate:

- Experience in organising professional events for international destinations
- In-depth knowledge of the tourism sector
- The quality of its database throughout France (including Monaco).

3. Expected Benefits/ Deliverables

The successful Tenderer will be responsible of inviting trade buyers to the Lunch and Learn

Series and the Ireland Week Trade and Media Event:

- Three Cities in region to be defined: 20 trade buyers minimum (product managers, travel agents, groups) for each city.
- Paris: 50 trade buyers between tour operators and group operators showing interest in developing the Island of Ireland as a destination and travel agents showing interest in selling the island of Ireland.

Please note that Tourism Ireland expects over-booking to compensate the no-shows.

The Services provided by the successful Tenderer will include:

Clear planification:

- The Tenderer will provide a detailed plan developing the strategy of the recruitment.
- Tourism Ireland requires information on the planned campaign dates/timings for the mailings, phone recruitment and SMS reminders etc. that the Tenderer plans.

Please note that phone recruitment is essential to the success of this event.

Communication, graphic design:

- Development of events invitations: Creation and design of the invitations for each event according to Tourism Ireland brand guidelines
- The Tenderer must create and host registration forms to qualify each buyer that will be evaluated for their GDPR compliance. The form's content will be defined in collaboration with Tourism Ireland and approved.
 - Note: an online registration form hosted on a dedicated landing page would be preferred
- Tourism Ireland should be able to consult the registration list at any time.
- The successful Tenderer will manage the creation/design and printing of the badges for the events including trade buyers' badges, "ISLAND OF IRELAND" industry partners' badges and Tourism Ireland staff's badges, any other participant (press, etc.).
- The successful Tenderer will include the design and printing of badges in the ultimate cost breakdown. Sustainable options will be an advantage.
- The Tenderer will provide tag names for the lunches and personalised printed menus.
- The Tenderer will provide panels for each industry partners participating to the Paris event with their logos. Sustainable options are an advantage. The printing of panels should be included in the ultimate cost.

- The Tenderer will provide an online roadbook for each event with the full list of island of Ireland industry partners.
- This roadbook should be accessible during the events via a QR code displayed in the venue and should be sent to the trade buyers after the event.
- Texts, pictures, contact details, headshots will be provided by Tourism Ireland. This roadbook will have a cover, a page of introduction, one page per partner (headshot, logo of the company, description with key information, contact details, pictures of the services/venue) to present and introduce each service and product.
- Tourism Ireland will provide brand guidelines including logos, colours, font and pictures.

Qualification and confirmation of the buyers:

- The successful Tenderer must provide a qualified and up to date database of French travel agents and tour operators that program foreign destinations.
- All buyers must register with the Tenderer and be qualified by them.
- Contacts made directly to Tourism Ireland: Tourism Ireland will forward details of all direct contacts to the successful Tenderer with the requirement for the successful Tenderer to take charge and complete the buyer's qualification process within 24 hours .
- The successful Tenderer's invitations/correspondence will also go out to our in-house database, however, all responses must be handled by the Tenderer. Should Tourism Ireland receive mails etc. of those wishing to attend, the messages shall be forwarded to the Tenderer to follow up and qualify. Tourism Ireland staff will not update the successful Tenderer's documents.
- The Successful Tenderer will manage the confirmation of registrations with the trade buyers registered after Tourism Ireland team's approval.

Collaboration and reporting:

- Tourism Ireland and the Tenderer will meet weekly until the last event to get an update about the organisation and validate the registrations.
- Tourism Ireland will require an update (stats concerning HTML opening rates/ number of calls made/number of confirmations/SMS reminders/social media Twitter and LinkedIn) concerning buyers recruited and qualified before the events.

Tourism Ireland has the final word on who can attend the event.

- The successful Tenderer will be required to attend and provide assistance in the Paris event with one or two representatives and will hold the welcome desk during the events.

- The Tenderer is required to arrive not later than 1 hour before the start of the event to set up the Welcome desk and help Tourism Ireland in the last arrangements for the event.

Post-events follow up activities:

- The successful Tenderer will send a thank you message to the trade buyers on behalf of Tourism Ireland.
- The Tenderer will send the list of attendees to Tourism Ireland within one day after the day after the event.
- The successful Tenderer will send a full report about the strategy developed to fulfil the mission's requirements and about the results: registered buyers, attendees, contact details.

4. Specific Requirements

In 2026, Tourism Ireland France will organise a lunch and learn series in three cities in regions in February 2027; and a Trade and Media Event in March 2027.

Tourism Ireland France requires a marketing agency with:

- Expertise of the French tourism market and a previous experience of sales platform organisation;
- A strong relationship with the buyers;
- An ability to develop the database to generate new leads;
- An ability to deliver ROI metrics: number of contacts, number of emails, opening rates, click rates, number of phone calls, etc.
- The ability to create an online landing page for the event registration is an advantage.

5. Management of Project

The agency will liaise with Tourism Ireland's French Business Partnership team to organise the events.

The agency will ensure that the contract will be managed by a dedicated team under the supervision of a team manager.

Tourism Ireland's French Business Partnership team will provide all the information and promotional material to the successful agency such as budget, standards, content, pictures, logos.

The successful agency will meet Tourism Ireland's French Business Partnership team on a regular basis, according to a schedule agreed by both parties, to:

- discuss the list of contacts to invite and confirm
- validate the forms, surveys, signage, designs

SCHEDULE 2-FORM OF TENDER

Separate document for downloading

SCHEDULE 3 - SERVICES CONTRACT
[PROVIDED FOR INFORMATION PURPOSES]

Separate document available for downloading