PRIVATE & CONFIDENTIAL

INSTRUCTIONS DOCUMENT

FOR

CALL FOR TENDERS

TOURISM REPRESENTATION SERVICES IN THE GULF COOPERATION COUNCIL (GCC)

TOURISM IRELAND REFERENCE NUMBER:	**DMS/GCC/2027**
CLOSING DAY:	**MONDAY**
CLOSING DATE:	**23RD NOVEMBER 2026**
CLOSING TIME:	**12:00 hours [Irish Time]**
DATE ISSUED:	**29TH OCTOBER 2026**

- **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 Coleraine.

1.2. The Dublin office of Tourism Ireland wishes to enter into a contract with a Supplier/Service Provider for the provision of tourism representation and in-market support services in the GCC (Gulf Cooperation Council). 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 **29TH OCTOBER** 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 suitably qualified supplier to provide representation and in-market support services in the GCC with a focus on the United Arab Emirates (UAE). The successful tenderer will act as Tourism Ireland's local representative in the GCC, providing support to Tourism Ireland and industry partners on an as-needed basis. The requirement is expected to be primarily reactive and demand-led, rather than involving ongoing proactive market development activity.

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 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.

2.5. It is anticipated that the Contract will commence on 1 February 2027.

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 (5) 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 time) MONDAY 23RD NOVEMBER 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 time) THURSDAY 5TH NOVEMBER 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 Dirham (AED).

7. VALUE ADDED TAX

7.1. For purposes of evaluation, only the VAT and/or Local taxes exclusive price will be assessed.

In the Cost Breakdown submission Tenderers must show:

(a) price before VAT/ local taxes
(b) VAT rate/ local tax rate
(c) price including VAT/ local taxes

8. PROJECT PRICE

It is not anticipated that the contract costs over the maximum five-year term will exceed €215,000 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 – COST BREAKDOWNGCCDMS.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 **DECEMBER** 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 delivered 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: Tourism Ireland's Global Partnerships team.

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 bidder 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 bidder 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 prepare 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 – contained in this Document
Schedule 2: Form of Tender Response Document – separate document for downloading
Schedule 3: Tourism Ireland Services Contract – 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: **€ 105,000** 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) Employer's Liability Insurance with indemnity limit of €13,000,000* *ii) Public Liability Insurance with an indemnity limit of € 6,000,000* *iii) Professional Liability Insurance with an indemnity limit of € 5,000,000*
A3	**Operational Office**	Tenders must provide details of an operational office located in the UAE, either Dubai or Abu Dhabi.
A4	**Previous Contract with a National Tourism Organisation, Tourism Board or Destination Marketing Organisation within the last 5 years**	Tenderers must confirm that they have been contracted to deliver destination representation, tourism marketing or in-market support services for a national tourism organisation, tourism board or destination marketing organisation within the last five years.
A5	**Tenderer's Statement**	Tenderers must complete and sign the form of Tenderer's Statement.

Only those candidates who pass all pre-qualification criteria A1 – A5 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-B3) 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 are required to demonstrate experience and proven track record in delivering destination representation, tourism marketing, or in-market support services for national tourism organisations, destination marketing organisations (DMOs) or tourism boards, including at least one contract relating to the island of Ireland, Ireland, Northern Ireland or another comparable destination within the last five years.	**35 %**	**21%**
B2	**DEMONSTRATED UNDERSTANDING OF THE GCC OUTBOUND TRAVEL MARKET (with a focus on the United Arab Emirates) AND EVIDENCE OF ESTABLISHED AND ACTIVE RELATIONSHIPS WITH KEY TRAVEL TRADE, AVIATION, TOURISM, MEDIA AND GOVERNMENT STAKEHOLDERS TO DRIVE TOURISM TO THE NAMED DESTINATION IN RESPECT OF PREVIOUS CONTRACTS DETAILED:** In relation to the previous relevant contract(s) at B1, Tenderers must detail demonstrated understanding of the GCC outbound travel market (with a focus on the United Arab Emirates) and evidence of established and active relationships with key travel trade, aviation, tourism, media and government stakeholders to drive tourism to the named destination. Tenderers should provide examples of how these relationships were leveraged to support contracting authority and industry partners.	**35 %**	**21%**
B3	**PROPOSED TEAM:** Tenderers are required to demonstrate the available resources to deliver the contract, including suitably qualified personnel based in-market, relevant destination tourism expertise, stakeholder engagement capability, and processes for providing timely support, reporting and representation service. (There will be a requirement to attend quarterly online check-in meetings and provide a monthly report on activity)	**25 %**	**15 %**

B4	**SUSTAINABILITY POLICY & ACCREDITATIONS:** Details of your company sustainability policy and accreditations	**5%**	**N/a**
	Total	**100.00%**	

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	**Demonstrated understanding of the island of Ireland tourism proposition, Tourism Ireland's strategic objectives in the GCC, and evidence of any relevant relationships and networks across travel trade, aviation, tourism, media and government stakeholders capable of supporting Tourism Ireland's strategic objectives in the GCC.**	**30%**	**18%**
C2	**Expertise in delivering successful support for tourism industry partners, destination organisations and official delegations, including evidence of stakeholder engagement, business development support, event delivery, market access facilitation and measurable outcomes achieved. Demonstrate through 2 case studies.**	**20%**	**12%**
C3	**Ultimate Cost**	**50%**	**n/a**
	Total	**100.00%**	

Note: Tenderers should note that for each of the qualitative award criteria above (C1-C2) 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.

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	29th October 2026
Deadline for receipt of Queries	5th November 2026
Publication of response to Queries via the eTenders portal	10th November 2026
Tender Closing Date	23rd November 2026
Evaluation Process including Tender Presentations/Clarifications, if required	23rdth November 2026 – 15th January 2027
Notification of Award Decision	W/C 18th January 2027
Contract Start Date	1st February 2027

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

SCHEDULE 1-SPECIFICATION

1. Tourism Ireland – Background

Tourism Ireland was established as a new organisation under the framework of the Belfast Agreement of Good Friday, April 1998. It is the organisation responsible for marketing the island of Ireland overseas as a premier holiday destination with a clear mandate to 'increase tourism to the island of Ireland and support Northern Ireland to realise its tourism potential'.

Our mission, or what we do day by day, is to 'grow the value of overseas tourism to the island of Ireland sustainably, by inspiring visitors and strengthening partnerships as a value led, world class team'.

All of this is achieved by working in partnership with our sister agencies Fáilte Ireland and Tourism Northern Ireland, along with industry on the island of Ireland and with trade and media partners in overseas markets.

Visit www.tourismireland.com for further information.

2. Background to Requirements

Tourism Ireland promotes the island of Ireland as a holiday destination across 15 overseas markets spanning Great Britain, North America, Mainland Europe and Australia. For the rest of the world, in markets where Tourism Ireland does not maintain a permanent presence, the organisation adopts an agile partnership approach, supporting island of Ireland tourism industry partners who are seeking to develop business opportunities in nascent (emerging) markets.

Through its Global Agile Partnership Programme, Tourism Ireland facilitates and supports island of Ireland tourism industry partners in undertaking business development activity in these nascent markets. The programme is industry-led and focuses on generating incremental tourism business for the island of Ireland by helping partners engage with new and emerging market opportunities.

The Irish Government published its Market Diversification Action Plan in 2025 which included an action for Tourism Ireland to re-establish a presence in Asian and Middle Eastern markets. To support the delivery of this objective through the Global Agile Partnership Programme, and to maximise opportunities in high-potential nascent markets, Tourism Ireland is seeking a suitably qualified supplier to provide **tourism representation and in-market support services in the GCC.**

The successful tenderer will **act as Tourism Ireland's local representative in the GCC with a primary focus on the UAE** providing support to Tourism Ireland and industry partners on an as-needed basis. The requirement is expected to be primarily reactive and demand-led, rather than involving ongoing proactive market development activity.

3. Essential Skills / Experience

Tenderers must demonstrate:

- An established operational presence in the UAE.
- Fluent spoken and written English, with the ability to provide fluent spoken and written Arabic as part of the services.
- A comprehensive understanding of the GCC outbound travel market and tourism sector.
- Strong, established relationships with relevant travel trade, aviation, tourism, media and government stakeholders in the GCC as demonstrated through previous experience representing a national tourism organisation, destination marketing organisation (DMO) or comparable destination brand.
- Knowledge of the island of Ireland as a tourism destination, including Northern Ireland and the Republic of Ireland, and an understanding of its tourism products, experiences and regions relevant to the GCC holidaymaker.
- The capability to provide timely, professional and responsive support to Tourism Ireland and industry partners as required.

This experience and expertise should be clearly evidenced within the tender submission.

4. Expected Benefits/ Deliverables

The successful tenderer will act as Tourism Ireland's in-market representative in the GCC with a primary focus on the UAE, providing stakeholder engagement, market intelligence, representation and business development support services to Tourism Ireland and island of Ireland tourism industry partners, on an as-needed basis.

5. Specific Requirements

The successful tenderer will be expected to demonstrate through a range of experiences and case studies how they will provide the following services:

In-market and travel trade expertise

- Provide market intelligence, local insights, and timely updates on market developments, emerging opportunities, and potential risks to support Tourism Ireland and its industry partners.
- Demonstrate a comprehensive understanding of the GCC travel and tourism sector, (with a primary focus on the UAE) including evidence of strong, established relationships with key travel trade, aviation, tourism and media stakeholders.
- Develop and maintain relationships with in-market travel trade partners through regular communications and engagement, including quarterly updates and check-ins.
- Facilitate introductions and networking opportunities between island of Ireland tourism industry partners and relevant stakeholders in the GCC.

Representation (services) of the island of Ireland to stakeholders

- Act as Tourism Ireland’s in-market representative, representing Tourism Ireland at relevant industry events including at Team Ireland and Team Northern Ireland events and engagements in market. Attend St Patrick’s Day Embassy of Ireland and consulate events.
- Attend, contribute to and provide updates at Team Ireland meetings, including Local Market Team (LMT) / Regional Market Team (RMT) meetings in the UAE (online or in person), as required (approximately four per year).
- Support official visits to the GCC by Tourism Ireland representatives or senior

government officials by providing local market knowledge, introductions and logistical support, as required (approximately one per year).

GAPP (Global Agile Partnership Programme)

- Support island of Ireland tourism industry partners undertaking business development activity in the GCC (approximately three engagements per year). Examples of what this could entail include:
    - Provide practical in-market assistance to industry partners to help maximise the effectiveness of their market visits.
    - Facilitate introductions to relevant travel trade, aviation, media and other tourism stakeholders, as appropriate.
    - Assist in the development and delivery of tailored programmes of meetings and stakeholder engagements for visiting island of Ireland tourism partners.
    - Advise on suitable venues and local suppliers for industry events, including trade lunches, dinners, networking receptions and promotional activities.
- Identify opportunities for the island of island industry based on your knowledge of the island of Ireland tourism product (and fit for the GCC outbound market).

B2B Focus

In line with Government strategy and Tourism Ireland's market diversification objectives, Tourism Ireland's approach in the GCC is focused on B2B engagement and stakeholder management. However, Tourism Ireland maintains an agile approach to the GCC market. If government strategy should change and any consumer or PR activity is required, these additional deliverables will be costed separately on a project-by-project basis.

Reporting

There will be a requirement to attend quarterly online check-in meetings with the Tourism Ireland's Global Partnerships team in Dublin to update on activity and Tourism Ireland priorities and news.

The successful organisation will be required to provide a monthly report on activity and include a general overview of the GCC market.

6. Management of Project

The successful organisation will report to Tourism Ireland's Global Partnerships team based in Dublin.

7.Costs/ Timescale

The Contract Period will be for five (5) years subject to budget and 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.

The maximum value of the contract is **€215,000** over five years **excluding Irish VAT (currently at 23%)**.

Tenderers should provide a fixed monthly/annual rate and any other applicable costs associated with the delivery of the services outlined in the specification. The proposal should provide a full and detailed breakdown of fees and costs (both excluding and including VAT/tax). All fees and costs must be quoted in **Dirham**.

The successful organisation should be in a position to commence work on the account from 1 February 2027.

SCHEDULE 2-FORM OF TENDER

Separate document for downloading

SCHEDULE 3 - SERVICES CONTRACT

Separate document available for downloading