PRIVATE & CONFIDENTIAL

INSTRUCTIONS DOCUMENT

FOR

CALL FOR TENDERS

PRINT AND BROADCAST MEDIA MONITORING PLUS MEDIA DATABASE SERVICES FOR TOURISM IRELAND IN THE GB MARKET

TOURISM IRELAND REFERENCE NUMBER:	**GB/OFFLMM/2027**
CLOSING DAY:	**TUESDAY**
CLOSING DATE:	**8TH DECEMBER 2026**
CLOSING TIME:	**12:00 hours [Irish Time]**
DATE ISSUED:	**16TH NOVEMBER 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 **London** office of Tourism Ireland wishes to enter into a contract with a Supplier/Service Provider for the provision of **Print and Broadcast Media Monitoring and Media Database Services for The Great Britain Market.** 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 16TH NOVEMBER 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 Media monitoring and media database provider for the Great Britain Market. Tourism Ireland is seeking a fully qualified service provider to deliver an all-in-one media database and print and broadcast monitoring service in the Great Britain market.

Out of scope: online media monitoring.

Tourism Ireland's detailed requirements are set out in the Specification Document attached at Schedule 1.

2.3. The Contract Period will be for up to a maximum term of up to **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.

2.4. It is anticipated that the Contract will commence on **1st February 2027.**

2.5. 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) TUESDAY 8TH DECEMBER 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) Monday 23rd 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 Euro (€).

7. VALUE ADDED TAX

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

8. PROJECT PRICE

It is **not** anticipated that the contract costs over 5-years term will exceed €85,000 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 – COSTBREAKDOWNGBOFFLMM.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 January 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: Claire McCune - Publicity Executive GB

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 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 – contained in this document
Schedule 2: Form of Tender Response Document – separate document for downloading
Excel Workbook – COSTBREAKDOWNGBOFFLMM.xls.
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: € 30,000 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 € 1,000,000*
A3	**Tenderer's Statement**	Tenderers must complete and sign the form of Tenderer's Statement
A4	**System Requirements**	Candidates must offer a media monitoring system capable of providing daily print and broadcast coverage alerts. The system must also include: - Email notification of coverage with clickable links (hyperlinks) - Ability to export print coverage in PDF form - Downloadable clips of broadcast coverage - Media database with comprehensive list of media email addresses across freelance, national, regional, magazine and special interest media publications.

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-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	**Proven experience of providing print and broadcast media monitoring services in Great Britain based on 3 similar contracts undertaken in the past 5 years**	**50 %**	**30%**
B2	**Proven experience of providing a GB media database and distribution services within the past 5 years Please outline 2 case studies**	**30 %**	**18 %**
B3	**Adequacy of people resources – including a contactable and relevantly experienced account manager**	**10%**	**6%**
B4	**Details of your company sustainability policy and accreditations**	**5%**	**N/a**
B5	**Details of AI integration into platform or plans to implement AI into the system's workflow**	**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	**Proposed service solution including details of project management and onboarding approach.**	**25 %**	**15 %**
C2	**Evidence of Supplier's ability to meet all aspects of the contract requirements as detailed in the project specification.**	**25 %**	**15 %**
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 and progression for evaluation 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	Monday 16 November 2026
Deadline for receipt of Queries	Monday 23 November 2026
Publication of response to Queries via the eTenders portal	Wednesday 25 November 2026
Tender Closing Date	Tuesday 8 December 2026
Evaluation Process including Tender Presentations/Clarifications, if required	Wednesday 9 December 2026 – Thursday 14th January 2027
Notification of Award Decision	Monday 18 January 2027
Contract Start Date	Monday 1 February 2027

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

SCHEDULE 1-SPECIFICATION

Tourism Ireland Overview

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 Ireland is responsible for marketing the island of Ireland overseas as a leading holiday and business tourism destination. We deliver world-class marketing programmes in over 20 markets across the world and reach a global audience of over 600 million each year. Our targeted marketing activity includes advertising online, on TV and outdoor, in cinemas and in newspapers and magazines; social media and e-marketing; overseas publicity; co-operative marketing with carriers and other partners; and promotions to the travel trade and consumers

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

Requirements

Tourism Ireland is now seeking submissions from suitably qualified Suppliers for the provision of the following:

An all-in-one GB media database and print and broadcast monitoring service which can deliver the below:

- Provision of media monitoring services across print and broadcast outlets at a volume of approximately 350 articles per month
- Daily media coverage email notifications
- Access to a fully comprehensive GB media contacts database with an option for press release distribution as required
- Access to email alerts and database for up to 5 concurrent users

Your proposed solution must include:

Keyword and clip limits:
No limits on how many clips come through per month.

Reading list:
At a minimum, we require monitoring of the following media types:

- National and Regional Newspapers
- National Radio and TV Broadcast
- Magazines: Special Interest, Lifestyle, Travel, Travel Trade

The database should cover the majority of titles included on the tier one media list

used by the Tenderer. Please note that online media monitoring is not in scope for this contract.

Format Requirements:

Tourism Ireland requires the media monitoring services to be delivered in the following format:

- The press clips must be presented in images taken from newspaper format in which they originally appeared (such as PDF format) and must be downloadable. Tourism Ireland requires easy-to-read, good quality clips and for radio clips to be transcribed. In unusual cases where outlets do not give permission for PDFs to be taken, a text-only document is required.

Alerting:

The GB team will require a daily service for up to five users, with notification of all relevant clips in the last 24 hours delivered every morning before 10am. Coverage detected after this should be added to our account dashboard during the day, alerted the following morning. Broadcast coverage alerts need to be available shortly after they occur.
An index should accompany the clips, both with daily alerts and on our account dashboard.
Each article and index will contain:

- The headline of each article
- The name of the Media Outlet
- The name of the journalist
- Length of article including all images
- The date of publication, frequency and section of the Media Outlet and page number

Circulation and readership of the Media Outlet

The keyword featured in the article

Access and Copyright:
The duration of access to the content provided by the media monitoring service should be indicated, and advice provided regarding the maximum lifespan of clips and links. Tenderers must provide details for the handling of copyright issues. Tenderers must identify any Royalty/Copyright fees and terms and conditions and include a budget summary of implications.

Search functionality:
Full search and archive functionality is a requirement, with quick view search (search by media category; media outlet; author; search by date and date range; search by keyword or key phrase) essential. We need to be able to search our account using multiple criteria simultaneously; for example, we would need to be able to search 'online', 'last three months' and specify 'keyword', 'media outlet' or 'author'. As some

market search requirements will need to go back at least 12-18 months, we therefore require Tenderers to detail archive capabilities.

Customisation:
Customisation of the platform supplied is a crucial component. Tourism Ireland has one-off needs for searches. In addition, it is also sometimes necessary to block certain results relating to particular events that might come through otherwise.

Exporting results:
The functionality to export the clippings as PDFs and save into various excel reports to report on specific topics and coverage themes eg tied to a specific press trip

Onboarding:
Initial training call during first week of contract, with on-demand training sessions for new team members as and when required.

Account Management:
Designated account manager available to source missing coverage within 24 hours of request. Account manager available to address training and platform queries within 24 hours of request.

SCHEDULE 2-FORM OF TENDER

Separate document for downloading

SCHEDULE 3 - SERVICES CONTRACT

Separate document available for downloading