

Ireland: Market research services

EI/2025/04 - SPF for Industry Research Strategic Services

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Fáilte Ireland-National Tourism Development Authority

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: EI/2025/04 - SPF for Industry Research Strategic Services

Description: Fáilte Ireland is seeking to appoint a supplier to: a) Conduct research amongst tourism and related enterprises and organisations operating and/or doing business in Ireland. This research will predominantly involve online surveys, but other methods may also be employed such as telephone interviews, focus groups, in-depth interviews, etc. Methodologies will be proposed by the tenderer and agreed with Fáilte Ireland based on the best approach to achieve the research objectives in the most cost and time efficient manner. b) Draw out insights at both individual research project level and across the range of industry-facing projects commissioned under this Invitation to Tender (ITT), along with data from other sources such as the CSO which is publicly available. The expectation is that the successful tenderer will be our lead supplier for all industry-facing research. The purpose of the research is to provide insights into (a) tourism's overall performance; (b) the performance of the tourism industry at national, regional and sectoral levels; and (c) monitor progress on Fáilte Ireland's strategic goals. The tourism sectors of interest include but are not limited to: accommodation providers; attractions; activity providers; food and beverage providers; tour operators and similar intermediaries; internationally and domestically based business tourism organisers and planners and transport providers. Fáilte Ireland will, where necessary, provide contact databases from its Customer Relationship Management (CRM) system. The regions of interest are grouped around Fáilte Ireland's regional experience brands (Wild Atlantic Way, Ireland's Ancient East, Ireland's Hidden Heartlands and Dublin) and individual counties (where data robustness allows).

Procedure identifier: 9e464148-3048-4bbc-8312-6399110003f1

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

Additional classification (cpv): 79311400 Economic research services

Additional classification (cpv): 73110000 Research services

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 900 000 Euro

Maximum value of the framework agreement: 900 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

2.1.6 Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5 Lot

5.1 Lot technical ID: LOT-0001

Title: EI/2025/04 - SPF for Industry Research Strategic Services

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Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

Additional classification (cpv): 79311400 Economic research services

Additional classification (cpv): 73110000 Research services

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 48 Month

5.1.5 Value

Estimated value excluding VAT: 900 000 Euro

5.1.6 General information

Reserved participation: Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7 Strategic procurement

Aim of strategic procurement: Reduction of environmental impacts

Description: As stated in the ITT

Approach to reducing environmental impacts: Climate change adaptation

Green Procurement Criteria: No Green Public Procurement criteria

Social objective promoted: Accessibility for all

5.1.8 Accessibility criteria

Accessibility criteria for persons with disabilities are included

5.1.9 Selection criteria

Sources of selection criteria: Procurement Document

5.1.11 Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 19/11/2025 12:00 +00:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=6886810>

5.1.12 Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=6886810>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 08/12/2025 12:00 +00:00

Deadline until which the tender must remain valid: 12 Month

Information about public opening:

Opening date: 08/12/2025 12:30 +00:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=6886810>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15 Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Fáilte Ireland-National Tourism Development Authority

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation receiving requests to participate: Fáilte Ireland-National Tourism Development Authority

8 Organisations

8.1 ORG-0001

Official name: Fáilte Ireland-National Tourism Development Authority

Registration number: 236708

Postal address: 88-95 Amiens Street

Town: Dublin

Postcode: D01WR86

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@failteireland.ie

Telephone: +3531 5741990

Internet address: <https://www.failteireland.ie>

Buyer profile: <https://www.failteireland.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

8.1 ORG-0002

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1 ORG-0003

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 2ee6d57f-a936-4a25-b390-10371ed9864c - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 30/10/2025 11:54 +00:00

Languages in which this notice is officially available: English