Ireland: Evaluation consultancy services
Global PR Evaluation Services including Online Media Monitoring Services

Contract or concession notice – standard regime - Change

1 *Buyer*

1.1 *Buyer*

Official name: Tourism Ireland CLG
Legal type of the buyer: Body governed by public law
Activity of the contracting authority: General public services

2 *Procedure*

2.1 *Procedure*

Title: Global PR Evaluation Services including Online Media Monitoring Services
Description: Tourism Ireland wishes to contract a supplier to support with qualitative media evaluation of global earned media coverage, resulting from Tourism Ireland's investment, currently spanning 17 markets. As part of this contract, the supplier will provide a centralised online media monitoring service which feeds into the global evaluation database and dashboard, as well as receiving offline media results from multiple monitoring suppliers across markets [Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Great Britain, Italy, New Zealand, Netherlands, Norway, Spain, Sweden, Switzerland, and US.]. The Contract Period will be for up to 5 years subject to budget, annual performance review, and other factors. The Contract may, at Tourism Ireland's absolute discretion, be extended annually for two further years, up to a maximum term of 7 years. It is anticipated that the Contract will commence in September 2026. PLEASE REFER TO THE CfT DOCUMENTATION AVAILABLE FOR DOWNLOADING FOR FURTHER DETAILS.
Procedure identifier: 6b4e653a-0bb8-454f-93ee-69c79f464061
Type of procedure: Open
The procedure is accelerated: *no*

2.1.1 *Purpose*

Main nature of the contract: Services
Main classification (cpv): 79419000 Evaluation consultancy services
Additional classification (cpv): 71700000 Monitoring and control services
Additional classification (cpv): 48500000 Communication and multimedia software package
Additional classification (cpv): 30233000 Media storage and reader devices

2.1.2 *Place of performance*

Country subdivision (NUTS): Dublin (IE061)
Country: Ireland

2.1.3 *Value*

Estimated value excluding VAT: 1 150 000 *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: Global PR Evaluation Services including Online Media Monitoring Services
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Internal identifier: 0

5.1.1 *Purpose*

Main nature of the contract: Services
Main classification (cpv): 79419000 Evaluation consultancy services
Additional classification (cpv): 71700000 Monitoring and control services
Additional classification (cpv): 48500000 Communication and multimedia software package
Additional classification (cpv): 30233000 Media storage and reader devices

5.1.2 *Place of performance*

Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Additional information:

5.1.3 *Estimated duration*

Duration: 7 *Year*

5.1.5 *Value*

Estimated value excluding VAT: 1 150 000 *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: Detailing of Tenderer's Sustainability Policy plus any Accreditations [suitability criterion]
Approach to reducing environmental impacts: Other
Green Procurement Criteria: No Green Public Procurement criteria

5.1.9 *Selection criteria*

Sources of selection criteria: Procurement Document

5.1.10 *Award criteria*

Criterion:
Type: Quality
Name: Evaluation Expertise, Quality & Methodology [20%] / Reporting, Insights & Strategic Value [12%] / Service Delivery & Account Management [10%] / Data, Integration & AI Capabilities [8%]
Description: Qualitative
Criterion:
Type: Cost
Name: Ultimate Cost
Description: Cost Criterion
Description of the method to be used if weighting cannot be expressed by criteria: 50%

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: 25/03/2026 12:00 +00:00
Address of the procurement documents: https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7661742

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=7661742
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: 15/04/2026 12:00 +00:00
Deadline until which the tender must remain valid: 12 *Month*
Information about public opening:
Opening date: 15/04/2026 12:30 +00:00
Place: https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=7661742
Terms of contract:
The execution of the contract must be performed within the framework of sheltered employment programmes: No
Electronic invoicing: Allowed
Electronic ordering will be used: *no*
Electronic payment will be used: *yes*

5.1.15 *Techniques*

Framework agreement:
No framework agreement
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: Tourism Ireland CLG
Organisation providing more information on the review procedures: The High Court of Ireland
Organisation receiving requests to participate: Tourism Ireland CLG
Organisation processing tenders: Tourism Ireland CLG

8 *Organisations*

8.1 ORG-0001

Official name: Tourism Ireland CLG
Registration number: 336370
Postal address: 4th Floor - Bishop's Square, Redmond's Hill
Town: Dublin
Postcode: D02 TD99
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: hhughes@tourismireland.com
Telephone: +35314763400
Internet address: https://www.tourismireland.com/
Buyer profile: https://www.tourismireland.com/
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

10 *Change*

Version of the previous notice to be changed: 09e164ac-4cf7-4602-a9bd-09774b886295-01

Main reason for change: Buyer correction
Description: Correction to Estimated Value excluding VAT Section 2.1.3 Value should read Estimated value excluding VAT: 1 150 000 Euro; and Section 5.1.5 Value should read Estimated value excluding VAT: 1 150 000 Euro PLEASE NOTE THAT THE CORRECT ESTIMATED VALUE EXCLUDING VAT IS : 1 150 000 EURO. THIS IS THE ESTIMATED VALUE EXCLUDING VAT OVER THE FULL 7-YEAR TERM

Notice information

Notice identifier/version: bc74c2e0-28ca-4dd3-89d7-553daf94fe94 - 02
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice dispatch date: 13/03/2026 20:27 +00:00
Languages in which this notice is officially available: English