

Ireland: Public relations services

Public Relations Services for Tourism Ireland in the German Market

Contract or concession notice – standard regime

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: Public Relations Services for Tourism Ireland in the German Market

Description: The Frankfurt office of Tourism Ireland wishes to procure the services of a suitably qualified Public Relations Agency to provide strategic publicity support in Germany for the Island of Ireland's European growth objectives, delivering high-quality earned media reach in close partnership with Tourism Ireland's in-house publicity team. This work is amplified through targeted paid media and brand partnerships. The Contract Period will be for a maximum contract term of up to five [5] years subject to budget, satisfactory annual performance review, and other factors. It is anticipated that work under the Contract will commence on 1st November 2026. PLEASE REFER TO THE CFT DOCUMENTATION AVAILABLE FOR DOWNLOADING FOR FURTHER DETAILS OF THE SPECIFIC REQUIREMENTS.

Procedure identifier: 8a816c87-670d-4b50-995c-d1df758a8766

Type of procedure: Restricted

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information: The services will be provided in the German market.

2.1.3 Value

Estimated value excluding VAT: 525 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

2.1.6 Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5.1 Lot: LOT-0001

Title: Public Relations Services for Tourism Ireland in the German Market

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Internal identifier: DACHPR2026

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 5 Year

5.1.5 Value

Estimated value excluding VAT: 525 000 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: Tenderers are required, as part of their Stage 1 submission, to provide details of their company Sustainability policy plus accreditations, if any.

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

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 5

Maximum number of candidates to be invited for the second stage of the procedure: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

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: 05/05/2026 12:00 +01:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7925416>

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=7925416>

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 requests to participate: 19/05/2026 12:00 +01:00

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

Notice information

Notice identifier/version: 6af26606-7b67-4543-8b20-52615a5f00b4 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice dispatch date: 17/04/2026 11:54 +01:00
Languages in which this notice is officially available: English