

Ireland: Research services

GLOBAL TRAVEL INSIGHTS

Contract or concession award 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: GLOBAL TRAVEL INSIGHTS

Description: This project will engage a provider of research services to work with Tourism Ireland in conducting sentiment tracking amongst Tourism Ireland's primary targets in its main markets in the next 3 years (2024-2026). This will involve updating and measuring the success of the island of Ireland's impressions and reviewing the cut through of the advertising in the international marketplace. It may also include advertising research as required and relevant to the needs of the organisation. The Contract term will be for three [3] years subject to annual performance review, budget and other factors, with the option to extend annually, at Tourism Ireland's discretion, for up to a further two years should needs dictate. PLEASE REFER TO THE RFT DOCUMENTATION AVAILABLE FOR DOWNLOADING FOR FURTHER INFORMATION ON THE SERVICE REQUIREMENTS

Procedure identifier: 300daab7-a046-4850-b0c9-ee41cddb5116

Previous notice: 4816e309-de25-41bd-a489-2f837bd2c046-02

Type of procedure: Open

The procedure is accelerated: no

Justification for the accelerated procedure:

Main features of the procedure:

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 73110000 Research services

Additional classification (cpv): 73000000 Research and development services and related consultancy services

Additional classification (cpv): 73210000 Research consultancy services

Additional classification (cpv): 79310000 Market research services

Additional classification (cpv): 79300000 Market and economic research; polling and statistics

2.1.2 Place of performance

Country: Ireland

Anywhere in the given country

2.1.3 Value

Estimated value excluding VAT: 1 500 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5.1 Lot technical ID: LOT-0001

Title: GLOBAL TRAVEL INSIGHTS

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Internal identifier: S&I/GI/2023

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 73110000 Research services

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5.1.2 Place of performance

Country: Ireland

Anywhere in the given country

Additional information:

5.1.5 Value

Estimated value excluding VAT: 1 500 000 Euro

5.1.6 General information

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: No strategic procurement

5.1.10 Award criteria

Criterion:

Type: Quality

Name: Quality

Description: Quality at 50%

Weight (percentage, exact): 50

Criterion:

Type: Cost

Name: Cost

Description: Cost at 50%

Weight (percentage, exact): 50

Description of the method to be used if weighting cannot be expressed by criteria:

Justification for not indicating the weighting of the award criteria:

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

TED eSender: European Dynamics S.A.

6 Results

Value of all contracts awarded in this notice: 1 500 000 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: RED C Research and Marketing Ltd_59378

Tender:

Tender identifier: 000040216

Identifier of lot or group of lots: LOT-0001

The tender was ranked: yes

Rank in the list of winners: 1

Subcontracting: No

Contract information:

Identifier of the contract: 403718

Date on which the winner was chosen: 28/03/2024

Date of the conclusion of the contract: 08/04/2024

The contract is awarded within a framework agreement: no

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: Ireland

Email: hhughes@tourismireland.com

Telephone: +35314763400

Internet address: <https://www.tourismireland.com/>

Buyer profile: <https://www.tourismireland.com/>

Roles of this organisation:

Buyer

8.1 ORG-0002

Official name: RED C Research and Marketing Ltd_59378

Registration number: 371854

Postal address: Ground Floor, Block G, Eastpoint Business Park, Alfie Byrne Road, Dublin 3.

Town: Dublin

Postcode: D03 H2N1

Country: Ireland

Email: louise.dumbrell@redcresearch.ie

Telephone: +35318186316

Internet address: www.redcresearch.ie

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1 ORG-0003

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: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

8.1 ORG-0004

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

11 Notice information

11.1 Notice information

Notice identifier/version: 8acf65f5-b9d4-4865-b69a-41e034a33d17 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 23/10/2024 16:26 +01:00

Languages in which this notice is officially available: English

11.2 Publication information