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Bothnian Coastal Route – tourism marketing consulting for the project

Vaasa Region Development Company 21.12.2024

Preparators:

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- Decision taken together with the project team members:
 - o Erja Back, Visit Umeå
 - o Bo Wikström, Visit Skellefteå
 - o Jaana Sirkiä, City of Kalajoki
 - o Kain Åberg, Luleå Business Region
 - o Marianne Sjöström, Kvarken Council

Related Material: Comparison table and correction instruction (in Finnish).

Description of the procurement

TeeSe Botnia Oy Ab have requested offers for tourism marketing consulting in the DACH, Belgium and the Netherlands areas on behalf of Bothnian Coastal Route project / Vaasa Region Development Company. The offer request is 478485-2023.

The Bothnian Coastal Route – project involves destinations around the Bothnian Bay. The project aims to increase awareness of the coastal route around the Bothnian Bay and over the Kvarken strait as an attractive travel route for both foreign visitors and for the local population. The project activities also consists of marketing towards the DACH, Belgian and the Dutch markets.

This is a one-time purchase exceeding the national threshold, for which a notification was sent to Hilma on 30 October 2023. The procurement procedure was open and the invitation to tender with attachments was published in the tarjouspalvelu.fi portal. It was possible to ask further questions about the invitation to tender by 11:00 a.m. on 22 November 2023.

Questions for further information in the call for tenders were answered by the deadline of 24.11.2023.

The deadline for the receipt of tenders expired on 30 November 2023 at 11:00 a.m. and the following tenders were received by the deadline:

- 30.11.2023 10:40:07 NordicMarketing GmbH (HRB 13050)
- 30.11.2023 10:46:16 ToolBox Consulting Oy (3013795-6)

Assessment of eligibility

Tenders received are considered to meet the requirements for the tenderer and the tender and are therefore accepted for comparison.

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Comparison

In the offer request, the selection criterion for the tender was the best price/quality ratio as an assessment criterion. The comparative table of offers presented in the accompanying material provides more detailed information.

However, at the comparison stage of the tenders, it was found that both tenders were not comparable due to the ambiguity of the interpretation. This led to a move to a negotiated procedure with specified criteria.

Project Managers, Peter Källberg and Sari Kasvi, with the support of the whole project team, decides to choose NordicMarketing GmbH as the consulting/marketing services provider for the tourism project

Total price calculated maximum 84980 eur, excluding consultation / day or / hour that is given as separate price. Also excluding price / newsletter, also given as separate price.

To be paid from the budget of the Bothnian Coastal Route- project