Details of Procurements in Excess of €10m, whether new, in progress or completed in 2025

Project Details:	
Year	2020
Parent Department	Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (DTCAGSM)
Name of Contracting Body	Fáilte Ireland
Name of Project/Description	Managed Service Solution for Print, Branded Merchandise, Design, Storage and Distribution Requirements
Procurement Details:	
Advertisement Date:	08/02/2020
Tender Advertised in:	eTenders and OJEU
Awarded to:	Custodian Print Management Consultancy
EU contract award notice date	18/09/2020
Contract Price	€15m
Progress:	
Start Date:	11/09/2020
Expected Date of Completion per Contract	10/09/2027
Spend in Year Under Review (2020):	€0
Cumulative Spend to End-of-Year (2025):	€5,500,000
Projected final cost	€15,000,000 (ex VAT)
Value of Contract variations:	n/a
Date of Completion:	10/09/2027
Outputs:	
Expected output on completion (e.g. X km of road, no. of units)	Design and supply of material to support strategic brand/marketing communications and visitor & client services
Output achieved to date (e.g. Y km of road, no. of units)	Tourist information (maps/guides). E-brochures and collateral required for key industry events & festivals

Project Details:	
Year	2020
Parent Department	Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (DTCAGSM)
Name of Contracting Body	Fáilte Ireland
Name of Project/Description	Event Management Services Dynamic Purchasing System (DPS)
Procurement Details:	
Advertisement Date:	17/01/2020
Tender Advertised in:	eTenders and OJEU
Awarded to:	Conference Organisers, Limerick Travel, Michelle Thornton Hotel Solutions Ltd, Verve Marketing Ltd,

	Wallace Travel Group, Agenda Communications, Business and Events Management BEM Ireland, Abbey Conference Service t/a Abbey Tours, Conference Partners Ire t/a Event Partner, Ovation JIM Ltd t/a MCI Dublin, Turas Custom Ireland t/a Custom Ireland
EU contract award notice date	CAN published for each individual mini competition awarded under the DPS
Contract Price	€10m
Progress:	
Start Date:	20/03/2020
Expected Date of Completion per Contract	20/03/2028
Spend in Year Under Review (2020):	€0
Cumulative Spend to End-of-Year (2025):	€6,200,000
Projected final cost	€10,000,000 (ex VAT)
Value of Contract variations:	n/a
Date of Completion:	20/03/2028
Outputs:	
Expected output on completion (e.g. X km of road, no. of units)	It is expected to run all mini tenders for events through this DPS
Output achieved to date (e.g. Y km of road, no. of units)	No activity has taken place

Project Details:	
Year	2020
Parent Department	Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (DTCAGSM)
Name of Contracting Body	Fáilte Ireland
Name of Project/Description	Creative B2B and B2C Strategy and Communications Services
Procurement Details:	
Advertisement Date:	28/05/2020
Tender Advertised in:	eTenders and OJEU
Awarded to:	Core Full Solution Ltd
EU contract award notice date	18/12/2020
Contract Price	€20m
Progress:	
Start Date:	14/12/2020
Expected Date of Completion per Contract	13/04/2027
Spend in Year Under Review (2020):	€0
Cumulative Spend to End-of-Year (2025):	€11,000,000
Projected final cost	€20,000,000 (ex VAT)
Value of Contract variations:	n/a
Date of Completion:	13/04/2027

Outputs:	
Expected output on completion (e.g. X km of road, no. of units)	End-to-end creative advertising strategy and communications services, from strategic planning and creative development through to production, campaign delivery and optimisation. Supports integrated, bilingual brand, tactical and sponsorship campaigns across all channels, including ongoing campaign measurement and evaluation.
Output achieved to date (e.g. Y km of road, no. of units)	Delivery of overarching creative strategy and campaign concepts, alongside large-scale production of high-quality creative assets across multiple channels, formats and audience segments. Ongoing adaption, versioning, deployment, refresh and optimisation across multiple concurrent brand, tactical and sponsorship campaigns per year

Project Details:	
Year	2020
Parent Department	Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (DTCAGSM)
Name of Contracting Body	Fáilte Ireland
Name of Project/Description	Strategic Media Agency Services
Procurement Details:	
Advertisement Date:	28/05/2020
Tender Advertised in:	eTenders and OJEU
Awarded to:	Mindshare Media Ireland
EU contract award notice date	23/12/2020
Contract Price	€45m
Progress:	
Start Date:	01/01/2021
Expected Date of Completion per Contract	31/12/2025
Spend in Year Under Review (2020):	€0
Cumulative Spend to End-of-Year (2025):	€35,600,000
Projected final cost	€45,000,000 (ex VAT)
Value of Contract variations:	n/a
Date of Completion:	31/12/2025
Outputs:	
Expected output on completion (e.g. X km of road, no. of units)	End-to-end strategic media planning and buying across B2B and B2C activity, spanning all advertising channels, media partnerships, sponsorship activation, optimisation and performance measurement in the Republic of Ireland and Northern Ireland. Maximises media effectiveness, value and impact while ensuring Irish language advertising compliance.

Output achieved to date (e.g. Y km of road, no. of units)	Delivery of annual media plans across multiple concurrent B2B and B2B campaigns including negotiating, securing and booking best media value in line with contract and media audit requirements. Identifying high impact sponsorship and media partnerships that deliver cut through and stand out.

Project Details:	
Year	2021
Parent Department	Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (DTCAGSM)
Name of Contracting Body	Fáilte Ireland
Name of Project/Description	Digital Agency for B2C
Procurement Details:	
Advertisement Date:	30/06/2021
Tender Advertised in:	eTenders and OJEU
Awarded to:	In the Company of Huskies t/a Forsman & Bodenfors
EU contract award notice date	27/10/2021
Contract Price	€12m
Progress:	
Start Date:	17/06/2021
Expected Date of Completion per Contract	16/06/2026
Spend in Year Under Review (2021):	€1,182,219.19
Cumulative Spend to End-of-Year (2025):	€11,500,000
Projected final cost	€12,000,000 (ex VAT)
Value of Contract variations:	n/a
Date of Completion:	16/06/2026
Outputs:	
Expected output on completion (e.g. X km of road, no. of units)	Deliver digital strategy, content and ongoing community management across owned digital channels. This work includes delivery of new website, content capture and production, editorial management, ongoing campaign planning and execution across websites, social media and email marketing platforms.
Output achieved to date (e.g. Y km of road, no. of units)	New VisitDublin.com development and launch. Ongoing optimisation of all Consumer digital platforms via high-quality campaign and content delivery across websites, social media channels and email marketing. The work increased audience engagement and digital performance year on year.

Project Details:	
Year	2022
Parent Department	Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (DTCAGSM)
Name of Contracting Body	Fáilte Ireland
Name of Project/Description	ICT Technical Services
Procurement Details:	
Advertisement Date:	05/11/2021
Tender Advertised in:	eTenders and OJEU
Awarded to:	Hibernia Services t/a eir evo, Harvey Nash Ireland Ltd, CPL Solutions Ltd, PFH Technology Group Ltd, ErgoServices Ltd
EU contract award notice date	08/03/2022
Contract Price	€10m
Progress:	
Start Date:	01/03/2022
Expected Date of Completion per Contract	28/02/2025
Spend in Year Under Review (2022):	€0
Cumulative Spend to End-of-Year (2025):	€5,400,000
Projected final cost	€10,000,000 (ex VAT)
Value of Contract variations:	n/a
Date of Completion:	28/02/2025
Outputs:	
Expected output on completion (e.g. X km of road, no. of units)	The framework enables Fáilte Ireland to access specialist technical expertise to support the delivery of strategic digital, cyber security and infrastructure initiatives while ensuring resources are aligned with organisational priorities.
Output achieved to date (e.g. Y km of road, no. of units)	The framework has provided access to specialist technical expertise that has supported delivery of key digital transformation, cyber security, infrastructure and business change initiatives, enhancing delivery capacity, capability and reducing implementation risk

Project Details:	
Year	2023
Parent Department	Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (DTCAGSM)
Name of Contracting Body	Fáilte Ireland
Name of Project/Description	Total Facilities Management
Procurement Details:	
Advertisement Date:	21/03/2023
Tender Advertised in:	eTenders and OJEU
Awarded to:	OCS One Complete Solution Ltd
EU contract award notice date	04/08/2023

Contract Price	€15m
Progress:	
Start Date:	01/10/2023
Expected Date of Completion per Contract	30/09/2028
Spend in Year Under Review (2023):	€0
Cumulative Spend to End-of-Year (2025):	€3,900,000
Projected final cost	€15,000,000 (ex VAT)
Value of Contract variations:	n/a
Date of Completion:	30/09/2028
Outputs:	
Expected output on completion (e.g. X km of road, no. of units)	Management of a nationwide network of administrative offices and tourist information offices.
Output achieved to date (e.g. Y km of road, no. of units)	Ensuring a safe, compliant, and welcoming work environment for staff, clients and visitors as well as ensuring building emissions are reduced and valuable public priorities are well managed.

Project Details:	
Year	2023
Parent Department	Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (DTCAGSM)
Name of Contracting Body	Fáilte Ireland
Name of Project/Description	Delivery of the Digital That Delivers Programme
Procurement Details:	
Advertisement Date:	07/10/2022
Tender Advertised in:	eTenders and OJEU
Awarded to:	Core Optimisation Ltd
EU contract award notice date	08/03/2023
Contract Price	€25m
Progress:	
Start Date:	01/03/2023
Expected Date of Completion per Contract	27/02/2027
Spend in Year Under Review (2023):	€0
Cumulative Spend to End-of-Year (2025):	€16,300,000
Projected final cost	€25,000,000 (ex VAT)
Value of Contract variations:	n/a
Date of Completion:	27/02/2027
Outputs:	
Expected output on completion (e.g. X km of road, no. of units)	600 tourism SMEs will participate in a 2-year digital transformation programme to enhance digital maturity and grow online sales and distribution
Output achieved to date (e.g. Y km of road, no. of units)	Initial cohort of 225 businesses recruited into the Digital that Delivers programme

Project Details:	
Year	2024
Parent Department	Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (DTCAGSM)
Name of Contracting Body	Fáilte Ireland
Name of Project/Description	New Year's Festival Dublin
Procurement Details:	
Advertisement Date:	14/12/2023
Tender Advertised in:	eTenders and OJEU
Awarded to:	MCD Productions Ltd
EU contract award notice date	15/04/2024
Contract Price	€13m
Progress:	
Start Date:	26/03/2024
Expected Date of Completion per Contract	25/03/2029
Spend in Year Under Review (2023):	€0
Cumulative Spend to End-of-Year (2025):	€4,400,000
Projected final cost	€13,000,000 (ex VAT)
Value of Contract variations:	n/a
Date of Completion:	25/03/2029
Outputs:	
Expected output on completion (e.g. X km of road, no. of units)	Visitor value through increased domestic and international participation and longer visitor stays. Strengthen festival profile by growing awareness through targeted marketing and strategic media partnerships.
Output achieved to date (e.g. Y km of road, no. of units)	3-day festival delivered with 52,200 attendance, 49% out of state, spending average 5.1 days in Dublin, 6.4 days in Ireland. Global Media reach of 191.7m, including Turner Media (US) broadcast on 16 channels.

Project Details:	
Year	2026
Parent Department	Department of Enterprise, Tourism and Employment
Name of Contracting Body	Fáilte Ireland
Name of Project/Description	Strategic Media Planning and Buying Services
Procurement Details:	
Advertisement Date:	26/05/2025
Tender Advertised in:	eTenders and OJEU
Awarded to:	Spark Foundry

EU contract award notice date	28/11/2025
Contract Price	€45m
Progress:	
Start Date:	01/01/2026
Expected Date of Completion per Contract	31/12/2030
Spend in Year Under Review (2025):	€0
Cumulative Spend to End-of-Year (2025):	€0
Projected final cost	€45,000,000 (ex VAT)
Value of Contract variations:	n/a
Date of Completion:	31/12/2030
Outputs:	
Expected output on completion (e.g. X km of road, no. of units)	Strategic Media Planning and Buying Services
Output achieved to date (e.g. Y km of road, no. of units)	This contract is for ongoing delivery of Fáilte Ireland's media planning and buying requirements.