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No.: 01/01/48-847
Podgorica, 11.07.2025

Pursuant to the Law on Tourism and Hospitality ("Official Gazette of Montenegro", Nos. 002/18, 004/18, 013/18, 025/19, 067/19, 076/20, 130/21, 084/24), the Public Call No. 01/01-848 dated 12 May 2025 for the submission of applications for support in establishing partnerships with tour operators and travel agencies for the promotion of Montenegro as a tourist destination, and based on the Proposal of the Decision No. 01/01/47-847 dated 11 July 2025, the Director of the National Tourism Organisation of Montenegro hereby issues the following:

DECISION

on the selection of the project and the allocation of funds based on the Public Call No. 01/01-847 dated 12 May 2025 for the submission of applications for support in establishing partnerships with tour operators and travel agencies for the promotion of Montenegro as a tourist destination.

I Funds intended to support partnerships with tour operators and travel agencies for the promotion of Montenegro as a tourist destination, specifically for the implementation of a marketing campaign in the United Kingdom market, shall be allocated to:

Serial No.	Company name	Approved Amount of Support
1	Secret Escapes UK	€17,800.00
2	TUI UK	€20,000.00
3	Expedia	€20,000.00
4	Voyage prive UK	€2,200.00

II Funds intended to support partnerships with tour operators and travel agencies for the promotion of Montenegro as a tourist destination, specifically for the implementation of a marketing campaign in the German market, shall be allocated to:

Serial No.	Company name	Approved Amount of Support
1	Trendtours	€20,000.00
2	Schauinsland	€20,000.00
3	Reisen Aktuell	€16,576.00
4	Secret Escapes GER	€3,424.00

III Funds intended to support partnerships with tour operators and travel agencies for the promotion of Montenegro as a tourist destination, specifically for the implementation of a marketing campaign in the French market, shall be allocated to:

Serial No.	Company name	Approved Amount of Support
1	Voyage prive FR	€19,800.00
2	Expedia	€20,000.00
3	FRAM	€20,000.00

IV Funds intended to support partnerships with tour operators and travel agencies for the promotion of Montenegro as a tourist destination, specifically for the implementation of marketing campaigns in other markets, shall be allocated to:

Serial No.	Company name	The market in which the campaign will be implemented	Approved Amount of Support
1	NOWA ITAKA for the Polish market	Poland	€20,000.00
2	eSky.pl S.A. – for the Polish market	Poland	€20,000.00
3	Expedia USA	USA	€20,000.00
4	Voyage prive -for the Spanish market	Spain	€9,750.00
5	TUI Austrā	Austria	€20,000.00
6	Expedia Canada	Canada	€20,000.00
7	TUI Nordic for the Nordic markets	Nordic	€20,000.00
8	TUI Czech Republic	Czech Republic	€10,250.00

V This Decision shall enter into force on the day of its adoption. Following its publication, a contract shall be concluded with the selected applicants, regulating the mutual rights and obligations related to the implementation of the marketing campaign.

EXPLANATION

The Government of Montenegro adopted the Conclusion No. 11-011/25-1430/4 of 8 May 2025, by which the National Tourism Organisation of Montenegro (NTOCG) is tasked with implementing a part of the Programme of Incentive Measures in the Field of Tourism for 2025 and publishing public calls in accordance with the Programme.

In line with the aforementioned Conclusion, on 12 May 2025, the National Tourism Organisation of Montenegro published a Public Call for the submission of applications for support under the measure Partnership with Tour Operators and Travel Agencies for the Promotion of Montenegro as a Tourist Destination, under reference number 01/01-847 dated 12 May 2025.

The Public Call remained open until 12 June 2025.

The Commission for Measure VI – Partnership with Tour Operators and Travel Agencies for the Promotion of Montenegro as a Tourist Destination was established by Decision No. 01/05/10-847 dated 19 June 2025, composed of the following members:

1. Aleksandra Maksimović, NTOCG – Chairperson

2. Dušanka Pavićević, NTOCG – Member
3. Danica Banjević, NTOCG – Member
4. Martina Radojičić, Ministry of Tourism – Member
5. Snežana Pavlović, NTOCG – Member

The task of the Commission members was to assess compliance with the eligibility criteria defined by the Public Call, assign scores, establish a ranking list and propose a decision on project selection and fund allocation, including the rejection of applications that do not meet the prescribed conditions. The Commission was also responsible for drafting a Report on all undertaken actions and for monitoring the designated use of funds through written reports with supporting documentation, as well as conducting additional oversight as needed, including review of documentation at the premises of fund recipients.

The Commission determined that thirty (30) applications were submitted within the prescribed deadline, distributed as follows:

United Kingdom market

1. easyJet holidays
2. TUI UK
3. Secret Escapes
4. Voyage Privé
5. Expedia

German market

1. easyJet holidays
2. Secret Escapes
3. Reisen Aktuell
4. Schauinsland Reisen
5. TUI Deutschland
6. TrendTours
7. Expedia

French market

1. easyJet holidays

2. TUI France
3. FRAM
4. PerfectStay France
5. Voyage Privé
6. Expedia

Other markets

1. easyJet holidays – Switzerland
2. Voyage Privé – Spain
3. eSky.pl S.A. – Poland
4. NOWA ITAKA – Poland
5. TUI Czech Republic – Czech Republic
6. TUI Belgium – Belgium
7. TUI Poland – Poland
8. TUI Austria – Austria
9. TUI Switzerland – Switzerland
10. TUI Nordics – Nordic countries
11. Expedia – USA
12. Expedia – Canada

The Commission found that all submitted applications met the requirements set forth in the Programme of Incentive Measures in the Field of Tourism for 2025 and in the Public Call for submission of applications for support under the measure Partnership with Tour Operators and Travel Agencies for the Promotion of Montenegro as a Tourist Destination, reference number 01/01-847 of 12 May 2025. After confirming that the submitted documentation complied with the requested conditions, the Commission proceeded to score the applications, in accordance with the Programme and the Public Call.

The Public Call stipulates that funds shall be awarded based on the scoring list, starting from the highest-scoring application downward, until the available funds are fully allocated. If the last project on the scoring list exceeds the remaining available funds, it may receive only a portion of the requested support. In such a case, the applicant has the option to withdraw the application.

Based on the scoring results, the Commission unanimously determined the following proposed ranking list, including the proposed allocation of support funds per market: United Kingdom, Germany, France, and other markets.

Ranking List of Applications Submitted Under Public Call No. 01/01-847 of 12 May 2025 for Support in Establishing Partnerships with Tour Operators and Travel Agencies for the Promotion of Montenegro as a Tourist Destination – United Kingdom Market		
Serial No.	Company name	Approved Amount of Support
1	Secret Escapes UK	€17,800.00
2	TUI UK	€20,000.00
3	Expedia	€20,000.00
4	Voyage prive UK	€2,200.00
5	EasyJet	€0.00

Ranking List of Applications Submitted Under Public Call No. 01/01-847 of 12 May 2025 for Support in Establishing Partnerships with Tour Operators and Travel Agencies for the Promotion of Montenegro as a Tourist Destination – German Market		
Serial No.	Company name	Approved Amount of Support
1	Trendtours	€20,000.00
2	Schauinsland	€20,000.00
3	Reisen Aktuell	€16,576.00
4	Secret Escapes GER	€3,424.00
5	Expedia	€0.00
6	TUI German	€0.00
7	EasyJet GER	€0.00

Ranking List of Applications Submitted Under Public Call No. 01/01-847 of 12 May 2025 for Support in Establishing Partnerships with Tour Operators and Travel Agencies for the Promotion of Montenegro as a Tourist Destination – French Market		
Serial No.	Company name	Approved Amount of Support
1	Voyage prive FR	€19,800.00
2	Expedia	€20,000.00
3	FRAM	€20,000.00
4	EasyJet FR	€0.00
5	Perfectstays	€0.00
6	TUI FR	€0.00

Ranking List of Applications Submitted Under Public Call No. 01/01-847 of 12 May 2025 for Support in Establishing Partnerships with Tour Operators and Travel Agencies for the Promotion of Montenegro as a Tourist Destination – Other Markets

Serial No.	Company name	The market in which the campaign will be implemented	Approved Amount of Support
1	NOWA ITAKA for the Polish market	Poland	€20,000.00
2	eSky.pl S.A. – for the Polish market	Poland	€20,000.00
3	Expedia USA	USA	€20,000.00
4	Voyage prive -for the Spanish market	Spain	€9,750.00
5	TUI Austrā	Austria	€20,000.00
6	Expedia Canada	Canada	€20,000.00
7	TUI Nordic for the Nordic markets	Nordic	€20,000.00
8	TUI Czech Republic	Czech Republic	€10,250.00
9	TUI Poland		€0.00
10	TUI Belgium		€0.00
11	TUI Switzerland		€0.00
12	EasyJet Switzerland		€0.00

Taking the above into consideration, the Commission submitted the Draft Decision No. 01/01/47-847 of 11 July 2025, proposing the adoption of the decision as stated in the operative part.

Legal remedy notice: This decision is final. A party that considers its rights to have been violated may initiate legal proceedings by filing a lawsuit before the competent court within 20 days from the date of publication of this decision.

Delivered to:
Website: www.montenegro.travel
To file records
a/a

National Tourism Organization of Montenegro
DIRECTOR
Ana Tripković Marković, PhD

Ana Tripković Marković

