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No: 01/01/11-848
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 for the enhancement of organized air arrivals through a joint marketing campaign with tour operators, and based on the Proposal of the Decision No. 01/01/10-848 dated 08 July 2025, the Director of the National Tourism Organisation of Montenegro hereby adopts the following:

DECISION

on project selection, allocation of funds, and rejection of applications under the Public Call No. 01/01-848 of 12 May 2025 for the submission of applications for support for the enhancement of organized air arrivals through a joint marketing campaign with tour operators.

I Funds intended for support aimed at enhancing organized air arrivals through a joint marketing campaign with tour operators in 2025 shall be allocated to:

Serial No.	Company name	The market in which the campaign will be implemented	Approved Amount of Support
1	EasyJet Holidays	United Kingdom	€50,000

II Funds intended for support aimed at enhancing organized air arrivals through a joint marketing campaign with tour operators in 2026 shall be allocated to:

Serial No.	Company name	The market in which the campaign will be implemented	Approved Amount of Support
1	Jet2holidays	United Kingdom	€50,000
2	EasyJet Holidays	United Kingdom	€50,000

III The applications submitted by the tour operators TUI Belgium and NOWA ITAKA are hereby rejected on the grounds that they do not meet the requirements set forth in the Tourism Sector Incentive Measures Programme for 2025 and the Public Call for the submission of applications for support for the enhancement of organized air arrivals through a joint marketing campaign with tour operators.

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

EXPLANATION

The Government of Montenegro adopted Conclusion No. 11-011/25-1430/4 of 8 May 2025, assigning the National Tourism Organisation of Montenegro (NTO Montenegro) the responsibility to implement part of the Incentive Measures Programme in the Tourism Sector for 2025 and to announce public calls in accordance with the Programme.

Pursuant to the aforementioned Conclusion, the National Tourism Organisation of Montenegro published Public Call No. 01/01-848 of 12 May 2025 for the submission of applications for support for the enhancement of organized air arrivals through a joint marketing campaign with tour operators, on 12 May 2025.

The Public Call remained open until 12 June 2025.

The Commission for Measure VII – Support for the Enhancement of Organized Air Arrivals through Joint Marketing Campaigns with Tour Operators was established by Decision No. 01/05/5-848 of 19 June 2025, and was composed of the following members:

1. Aleksandra Maksimović, NTO Montenegro, Chairperson
2. Dušanka Pavićević, NTO Montenegro, Member
3. Danica Banjević, NTO Montenegro, Member
4. Milena Milić, Ministry of Tourism, Member
5. Snežana Pavlović, NTO Montenegro, Member

The tasks of the Commission members included: verifying compliance with the conditions defined in the Public Call, conducting the scoring process, determining the ranking list, drafting the proposal of the decision on project selection and fund allocation, and rejecting applications that failed to meet the prescribed requirements. The Commission is also responsible for preparing a Report on all actions taken, and for monitoring the purposeful use of funds through written reports accompanied by supporting documentation, including, if necessary, additional oversight through on-site reviews of documentation at the premises of the beneficiaries.

At the meeting held on 25 June 2025, the Commission established that, within the prescribed deadline, a total of four applications were submitted under this Public Call, as follows:

1. Jet2holidays Limited, for the implementation of a joint campaign in 2026
2. TUI Belgium, for the implementation of a joint campaign in 2025 and 2026
3. NOWA ITAKA, for the implementation of a joint campaign in 2025
4. EasyJet holidays, for the implementation of a joint campaign in 2025 and 2026

The Commission has determined that the application submitted by the tour operator TUI Belgium for the implementation of a joint campaign in 2025 and 2026 does not meet the eligibility criteria prescribed under Point 3 of the Public Call.

This point specifies that eligible partners may only be tour operators who bring guests to Montenegro via organized air transport and who introduce new or expand existing travel programs for Montenegro from emitting markets by launching new air routes that connect Montenegro with destinations in emitting markets and/or increasing the number of rotations on existing air routes and/or extending the flight period in 2025 and/or 2026 compared to the previous year.

The Commission has further determined that the application submitted by the tour operator NOWA ITAKA does not qualify for support under the Program and the Public Call, due to the fact that the flights in question are charter flights rather than scheduled flights.

The subject of support under the Program is the enhancement of organized air arrivals through a joint marketing campaign in 2025 and/or 2026 with tour operators operating scheduled flights to Montenegro from emitting markets excluding the regional markets.

The Commission has concluded that the following applications meet the criteria set forth in the Program of Incentive Measures in the Field of Tourism for 2025 and the Public Call for submission of applications for support aimed at enhancing organized air arrivals through joint marketing campaigns with tour operators:

- Applications for joint campaigns in 2025:
 1. easyJet holidays – United Kingdom market
- Applications for joint campaigns in 2026:
 1. easyJet holidays – United Kingdom market
 2. Jet2holidays Limited – United Kingdom market

Following the confirmation that the submitted documentation was in accordance with the prescribed requirements, the Commission proceeded to evaluate the received applications, separately by year, in line with the Program and the Public Call.

Based on the evaluation of eligible applications, the Commission unanimously adopted the following proposed ranking list, per year, along with the proposed amounts of financial support.

Ranking List of Applications Submitted Under the Public Call for Submitting Requests for Support for the Enhancement of Organized Air Arrivals Through Joint Marketing Campaigns With Tour Operators in 2025.

Serial No.	Company name	The market in which the campaign will be implemented	Approved Amount of Support
1	EasyJet Holidays	United Kingdom	€50,000

Ranking List of Applications Submitted Under the Public Call for Submitting Requests for Support for the Enhancement of Organized Air Arrivals Through Joint Marketing Campaigns With Tour Operators in 2026.

Serial No.	Company name	The market in which the campaign will be implemented	Approved Amount of Support
1	Jet2holidays	United Kingdom	€50,000
2	EasyJet Holidays	United Kingdom	€50,000

Taking into account the above, the Commission has submitted the Draft Decision No. 01/01/10 - 848 dated 8 July 2025, in which it proposes the adoption of the decision as stated in the operative part.

Legal Remedy Instructions:

This decision is final. A party who believes that any of their rights have been violated may file a lawsuit to initiate proceedings 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
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