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No: 01/01/10-835
Podgorica, 24.07.2026

Pursuant to the Law on Tourism and Hospitality of Montenegro (Official Gazette of Montenegro, Nos. 002/18, 004/18, 013/18, 025/19, 067/19, 076/20, 130/21 and 084/24), the Public call No. 01/01-835 of 11 May 2026 for the submission of applications for financial support for the enhancement of organised air arrivals through joint marketing campaigns with tour operators, and based on the Proposed Decision No. 01/01/9-835 of 23 July 2026, the Director of the National Tourism Organisation of Montenegro hereby adopts the following:

DECISION

on the selection of projects, the award of funds and the rejection of applications under Public call No. 01/01-835 of 11 May 2026 for the submission of applications for financial support for the enhancement of organised air arrivals through joint marketing campaigns with tour operators

I Funds allocated for financial support for the enhancement of organised air arrivals through joint marketing campaigns with tour operators in 2027 shall be awarded to:

No.	Company name	Market in which the campaign will be implemented	Approved amount of financial support
1	Jet2holidays Limited	United Kingdom	€50,000.00
2	easyJet holidays	United Kingdom	€50,000.00
			€100,000.00

II The applications submitted by the following tour operators for 2026 were not considered: Edelweiss Air AG / DERTOUR Suisse AG (Hotelplan), easyJet holidays, Rainbow Tours S.A., NOWA ITAKA SP. Z O.O., and Arkia International, as they did not meet the eligibility requirements set out in the Programme of incentive measures in the field of tourism for 2026 and the Public call for the submission of applications for financial support for the enhancement of organised air arrivals through joint marketing campaigns with tour operators.

III This Decision shall enter into force on the date of its adoption. Following its publication, an agreement shall be concluded with each selected applicant, regulating the mutual rights and obligations of the parties in relation to the implementation of the marketing campaign.

EXPLANATION

The Government of Montenegro adopted Conclusion No. 11-011/26-1625/3 of 7 May 2026, by which the National Tourism Organisation of Montenegro (NTOCG) was tasked with implementing a part of the Programme of Incentive Measures in the Field of Tourism for 2026 and publishing public calls in accordance with the Programme.

In line with the aforementioned Conclusion, on 11 May 2026, the National Tourism Organisation of Montenegro published Public call No. 01/01-835 for the submission of applications for financial support for the enhancement of organised air arrivals through joint marketing campaigns with tour operators.

The Public call remained open until 11 June 2026.

The Commission for Measure VII – Financial support for the enhancement of organised air arrivals through joint marketing campaigns with tour operators was established by Decision No. 01/05/6-835 dated 16 June 2026, composed of the following members:

1. Aleksandra Maksimović, NTO MNE – Chairperson
2. Anisa Murić, NTO MNE – Member
3. Danica Banjević, NTO MNE – Member
4. Jelena Mugoša, Ministry of Tourism – Member
5. Snežana Pavlović, NTO MNE – Member

The members of the Commission were tasked with verifying compliance with the eligibility requirements set out in the Public call, evaluating and scoring the applications, establishing the ranking list, and preparing the proposed Decision on the selection of projects, the allocation of funds, and the rejection of applications that failed to meet the prescribed requirements. The Commission was also required to prepare Minutes documenting all actions undertaken and to monitor the proper use of the allocated funds through the review of written reports accompanied by supporting documentation and, where necessary, by conducting additional inspections of the beneficiaries' documentation.

At its meeting held on 24 June 2026, the Commission established that, within the prescribed deadline, a total of seven applications had been submitted under this Public call, as follows:

1. Edelweiss Air AG / DERTOUR Suisse AG (Hotelplan) – for 2026
2. Jet2holidays Limited – for 2027
3. easyJet holidays – for 2026
4. easyJet holidays – for 2027
5. Rainbow Tours S.A. – for 2026
6. NOWA ITAKA SP. Z O.O. – for 2026
7. Arkia Airlines & Arkia International – for 2026

On 25 June 2026, the applicants were requested by email to supplement and/or amend their documentation within seven days, i.e. no later than 2 July 2026.

The Commission resumed its work on 6 July 2026 and noted that Edelweiss Air AG / DERTOUR Suisse AG (Hotelplan) and NOWA ITAKA SP. Z O.O. had informed the Commission in writing that they were unable to provide the requested supplementary

documentation. Consequently, the Commission determined that their applications would not be considered.

The Commission further established that Arkia International failed to submit the requested supplementary documentation within the prescribed deadline, and therefore its application would not be considered.

The Commission also determined that the application submitted by easyJet holidays for 2026 was not in compliance with the Programme and the Public call, as the applicant had already been granted financial support for the implementation of a marketing campaign targeting the United Kingdom market in 2026 under the incentive programme implemented in the previous year. Accordingly, the applicant was not eligible to receive financial support for the implementation of another joint marketing campaign in the same market during the same year.

The Commission established that the following applicants satisfied the eligibility requirements set out in the Programme of incentive measures in the field of tourism for 2026 and the Public call for the submission of applications for financial support for the enhancement of organised air arrivals through joint marketing campaigns with tour operators:

1. easyJet holidays – United Kingdom market, 2027
2. Jet2holidays Limited – United Kingdom market, 2027

Having established that the submitted documentation complied with the requirements of the Programme and the Public call, the Commission proceeded with the evaluation and scoring of the eligible applications in accordance with the prescribed criteria.

Based on the evaluation and scoring of the eligible applications, the Commission unanimously established the following proposed ranking list, together with the proposed amount of financial support.

Ranking list of applications submitted under the Public call for the submission of applications for financial support for the enhancement of organised air arrivals through joint marketing campaigns with tour operators in 2027

No.	Company Name	Market in which the campaign will be implemented	Approved amount of financial support
1	Jet2holidays Limited	United Kingdom	€50,000.00
2	easyJet holidays	United Kingdom	€50,000.00
			€100,000.00

In view of the foregoing, the Commission submitted the Proposed Decision No. 01/01/9-835 dated 23 July 2026, recommending that the Decision be adopted as set out in the operative part thereof.

Instruction on legal remedy: This Decision is final. Any person who considers that his or her rights have been infringed may file an action to initiate administrative court 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

NTO MNE

DIRECTOR
Ana Tripković Marković, PhD

