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No: 01/01/67 - 837
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. 01/01-834 of 11 May 2026 for the submission of applications for financial support for partnerships with tour operators and travel agencies in the promotion of Montenegro as a tourist destination, and based on the Proposed Decision No. 01/01/62-834 of 23 July 2026, the Director of the National Tourism Organisation of Montenegro hereby adopts the following:

DESICION

on the selection of the project and the award of funds under Public call no. 01/01-834 of 11 May 2026 for the submission of applications for financial support for partnerships with tour operators and travel agencies in the promotion of Montenegro as a tourist destination

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

No.	Company name	Approved amount of financial support
1	LMnext UK Ltd (lastminute.com)	€20,000.00
2	Booking.com B.V.	€19,759.00
3	Thomas Cook (UK) Tourism Company Limited	€12,483.00
4	VPG – Voyage Privé	€7,758.00

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

No.	Company name	Approved amount of financial support
1	schauinsland reisen	€20,000.00
2	Comvel GmbH (lastminute.de)	€20,000.00
3	trendtours Touristik GmbH	€20,000.00

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

No.	Company name	Approved amount of financial support
1	Bravonext S.A. (fr.lastminute.com)	€20,000.00
2	NG Travel SAS	€20,000.00
3	Booking.com B.V.	€19,759.00

IV 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 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 01/01-834 dated 11 May 2026.

The Public call remained open until 11 June 2026.

The Commission for Measure VI – Partnership with tour operators and travel agencies for the promotion of Montenegro as a tourist destination (for the United Kingdom, German and French markets) was established by Decision No. 01/05/37-834 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. Milena Milić, 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 and the allocation of funds, as well as proposing 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.

The Commission established that, under this Public call, a total of 27 (twenty-seven) applications for the United Kingdom, German and French markets were submitted within the prescribed deadline, as follows:

United Kingdom Market

1. Booking.com B.V.
2. TUI UK
3. Thomas Cook (UK) Tourism Company Limited
4. VPG – Voyage Privé
5. LMnext UK Ltd (lastminute.com)
6. easyJet Holidays Limited
7. Travelscape LLC d/b/a Expedia Group Advertising
8. Secret Escapes Limited

German Market

1. Booking.com B.V.
2. TUI Deutschland GmbH
3. Comvel GmbH (lastminute.de)
4. trendtours Touristik GmbH
5. Eurowings Holidays
6. VPG – Voyage Privé
7. Travelscape LLC d/b/a Expedia Group Advertising
8. HolidayCheck AG
9. schauinsland reisen
10. Reisen Aktuell GmbH
11. Secret Escapes Limited

French Market

1. Booking.com B.V.
2. TUI France
3. FRAM
4. VPG – Voyage Privé
5. NG Travel SAS
6. Travelscape LLC d/b/a Expedia Group Advertising
7. Perfectstay France
8. Bravonext S.A. (fr.lastminute.com)

The Commission determined that all submitted applications complied with 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 support under the measure Partnership with tour operators and travel agencies for the promotion of Montenegro as a tourist destination, under reference number 01/01-834 dated 11 May 2026. Having established that the submitted documentation was complete and compliant with the requirements of the Programme and the Public call, the Commission proceeded with the evaluation and scoring of the applications in accordance with the prescribed criteria.

The Public call stipulates that funds shall be allocated in accordance with the ranking list, starting from the highest-scoring applications and continuing until the available budget has

been fully allocated. Where the last-ranked project eligible for funding exceeds the remaining available funds, only a portion of the requested amount may be awarded. In such a case, the prospective beneficiary shall have the right to withdraw its application.

Based on the evaluation and scoring of the applications, the Commission unanimously established the following proposed ranking list, together with the proposed amount of financial support by market – the United Kingdom, Germany, France and Other Markets.

Ranking list of applications submitted under Public call No. 01/01-834 of 11 May 2026 for the submission of applications for financial support for partnerships with tour operators and travel agencies in the promotion of Montenegro as a tourist destination – United Kingdom Market

No.	Company name	Score	Approved amount of financial support
1	LMnext UK Ltd (lastminute.com)	28.92	€20,000.00
2	Booking.com B.V.	22.81	€19,759.00
3	Thomas Cook (UK) Tourism Company Limited	19.84	€12,483.00
4	VPG – Voyage Privé	19.45	€7,758.00
5	Secret Escapes Limited	16.73	€0.00
6	TUI UK	15.97	€0.00
7	Travelscape LLC d/b/a Expedia Group Advertising	15.87	€0.00
			€60,000.00

Ranking list of applications submitted under Public call No. 01/01-834 of 11 May 2026 for the submission of applications for financial support for partnerships with tour operators and travel agencies in the promotion of Montenegro as a tourist destination – German Market

No.	Company name	Score	Approved amount of financial support
1	schauinsland reisen	25.66	€20,000.00
2	Comvel GmbH (lastminute.de)	23.60	€20,000.00
3	trendtours Touristik GmbH	23.55	€20,000.00
4	Booking.com B.V.	20.48	€0.00
5	Reisen Aktuell GmbH	19.47	€0.00
6	Eurowings Holidays	18.23	€0.00
7	Secret Escapes Limited	16.36	€0.00
8	HolidayCheck AG	14.64	€0.00
9	VPG – Voyage Privé	14.40	€0.00
10	Travelscape LLC d/b/a Expedia Group Advertising	12.18	€0.00
11	TUI Deutschland GmbH	9.71	€0.00
			€60,000.00

Ranking list of applications submitted under Public call No. 01/01-834 of 11 May 2026 for the submission of applications for financial support for partnerships with tour operators and travel agencies in the promotion of Montenegro as a tourist destination – French Market

No.	Company name	Score	Approved amount of financial support
1	Bravonext S.A. (fr.lastminute.com)	26.41	€20,000.00
2	NG Travel SAS	24.21	€20,000.00
3	Booking.com B.V.	22.23	€19,759.00
4	VPG – Voyage Privé	20.73	€0.00
5	Perfectstay France	16.56	€0.00
6	Travelscape LLC d/b/a Expedia Group Advertising	14.17	€0.00
7	Karavel – FRAM	13.92	€0.00
8	TUI France	10.19	€0.00
			€59,759.00

In view of the foregoing, the Commission submitted the Proposed Decision No. 01/01/62-834 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

