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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 tourism destination, and based on the Proposed Decision No. 01/01/61-834 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 tourism destination

I Funds allocated for financial support for partnerships with tour operators and travel agencies in the promotion of Montenegro as a tourism destination, for the implementation of promotional campaigns in other markets, shall be awarded to:

No.	Company name	Market in which the campaign will be implemented	Approved amount of financial support
1	NOWA ITAKA SP. Z O.O.	Poland	€20,000.00
2	DER Touristik CZ, a.s.	Czech Republic	€20,000.00
3	Booking.com B.V.	Türkiye	€19,759.00
4	Aaretal Reisen AG	Austria	€6,830.00
5	Voyage Prive	Spain	€10,500.00
6	TUI Belgium nv	Belgium	€20,000.00
7	Travelscape LLC d/b/a Expedia Group Advertising	United States of America	€20,000.00
8	Madfish S.r.l. (it.lastminute.com)	Italy	€20,000.00
9	Bravonext S.A. (ch.lastminute.com)	Switzerland	€2,911.00

II 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 (NTO MNE) 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 other markets was established by Decision No. 01/05/38-834 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 25 (twenty-five) applications for Other Markets were submitted within the prescribed deadline, as follows:

1. NOWA ITAKA SP. Z O.O. – Polish market
2. Rainbow – Polish market
3. TUI Poland – Polish market
4. eSky.pl S.A. – Polish market

5. Booking.com B.V. – Polish market
6. Voyage Privé – Spanish market
7. Red Universal de Marketing y Bookings Online S.A.U. (es.lastminute.com) – Spanish market
8. TUI Belgium nv – Belgian market
9. TUI Österreich – Austrian market
10. Aaretal Reisen AG – Austrian market
11. Booking.com B.V. – Austrian market
12. TUI Sverige AB – Nordic markets
13. TUI Suisse AG – Swiss market
14. Bravonext S.A. (ch.lastminute.com) – Swiss market
15. Madfish S.r.l. (it.lastminute.com) – Italian market
16. Booking.com B.V. – Italian market
17. Travelscape LLC d/b/a Expedia Group Advertising – United States market
18. Booking.com B.V. – United States market
19. Travelscape LLC d/b/a Expedia Group Advertising – Canadian market
20. Travelscape LLC d/b/a Expedia Group Advertising – Turkish market
21. Booking.com B.V. – Turkish market
22. DER Touristik CZ, a.s. – Czech market
23. TUI Nederland NV – Dutch market
24. Booking.com B.V. – Dutch market
25. Booking.com B.V. – Hungarian market

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:

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 – Other markets

No.	Company name	Score	Market in which the campaign will be implemented	Approved amount of financial support
1	NOWA ITAKA SP. Z O.O.	27.58	Poland	€20,000.00
2	eSky.pl S.A.	26.18	Poland	€0.00
3	Rainbow	24.33	Poland	€0.00
4	DER Touristik CZ, a.s.	22.73	Czech Republic	€20,000.00
5	Booking.com B.V.	22.15	Türkiye	€19,759.00
6	Booking.com B.V.	21.78	Poland	€0.00
7	Aaretal Reisen AG	18.86	Austria	€6,830.00
8	Voyage Privé	16.80	Spain	€10,500.00
9	TUI Belgium nv	16.57	Belgium	€20,000.00
10	Travelscape LLC d/b/a Expedia Group Advertising	16.41	United States of America	€20,000.00
11	Madfish S.r.l. (it.lastminute.com)	16.11	Italy	€20,000.00
12	Bravonext S.A. (ch.lastminute.com)	16.08	Switzerland	€2,911.00
13	Red Universal de Marketing y Bookings Online S.A.U. (es.lastminute.com)	16.07	Spain	€0.00
14	Booking.com B.V.	15.84	Netherlands	€0.00
15	Booking.com B.V.	15.49	United States of America	€0.00
16	Booking.com B.V.	15.20	Italy	€0.00
17	Booking.com B.V.	14.75	Austria	€0.00
18	Booking.com B.V.	14.73	Hungary	€0.00
19	Travelscape LLC d/b/a Expedia Group Advertising	14.62	Canada	€0.00
20	Travelscape LLC d/b/a Expedia Group Advertising	14.60	Türkiye	€0.00
21	TUI Österreich	14.52	Austria	€0.00
22	TUI Nederland NV	13.93	Netherlands	€0.00
23	TUI Suisse AG	13.76	Switzerland	€0.00
24	TUI Poland	13.00	Poland	€0.00
25	TUI Sverige AB	11.70	Nordic Markets	€0.00
				€140,000.00

In view of the foregoing, the Commission submitted the Proposed Decision No. 01/01/61-834 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

