



Nacionalna turistička organizacija Crne Gore  
Ulica slobode 2  
81000 Podgorica, Crna Gora  
Tel.: +382 77 100 001  
Fax: +382 77 100 009  
E-mail: info@montenegro.travel  
www.montenegro.travel

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In accordance with Conclusion of Montenegro Government, number 07-330/23-2333/2 dated: May 26<sup>th</sup>, 2023, National Tourism Organization of Montenegro announces

## **PUBLIC CALL**

for submitting a request to support the implementation of a joint campaign with tour operators

### **1. The Subject of Support:**

The subject of support is the implementation of a joint campaign in 2023 with tour operators who'll bring guests from Great Britain within organized airplane arrivals.

The goal is to raise awareness of Montenegro as an attractive tourist destination on Great Britain`s market, by targeting a potential tourists within joint marketing campaign, that is connected with the tour operators` programm for Montenegro.

### **2. Total Amount of the Funds:**

The planned total funds for this measure of the program amount to EUR 100,000.00

### **3. Possible Partners:**

Tour operators bringing guests to Montenegro by organized airplane transport, that introduces new connections between Montenegro and the Great Britain or enlarge a number of existing rotations in year 2023 or 2024.

The user of the funds is obliged to operate flights between Montenegro and Great Britain during years 2023 and 2024.

### **4. Fund`s Purpose and Implementation of the Campaign**

The funds are intended to support the implementation of a joint campaign on the emitting market of the Great Britain, including creating a concept of the campaign and realization through media buying

(online, social media, youtube, radio, outdoor, print, etc.) as well as B2B and B2C activities through marketing channels of tour operators.

The entity responsible for the implementation of the campaign is tour operator, supported by National Tourism Organization of Montenegro. If it is possible and asked for, National Tourism Organization of Montenegro shall provide tour operator with material and approve its use (logotype, photo and video material and likewise) in purpose of implementation of agreed promotional activities.

The campaign shall be in accordance with the communication strategies of National Tourism Organization of Montenegro.

Furthermore, the tour operator is obliged to prepare creative solutions for the campaign implementation. Creative solutions shall be delivered to National Tourism Organization of Montenegro for consent, as soon as possible, and at least 5 days before its publication.

**5. Deadline for the implementation of the campaign for which the request for financial support is submitted:** no later than October 31, 2023;

#### **6. Documentation for applications:**

Potencial partners shall submit:

- a) Completed application (attach. 1: Application form)
  - b) The plan of the joint campaign includes:
    - Strategy description, the aim of the campaign, target groups;
    - Media plan, media format and advertising time proposal;
    - Examples of visuals for advertising;
    - Value of marketing activities /planned budget
  - c) Tour operator`s references
  - d) A signed document on the planned program (attach. 2: Planned program)
  - e) The company`s partner list in Montenegro
  - f) Rotation number planned for years 2023 and 2024 (annex 2)
  - g) Montenegro market development plan for the next five years;
  - h) Planned expansion of existing or introduction of new programs for Montenegro
  - i) Evidence of the applicant`s registration in the home country
  - j) Other documentation considered relevant for the implementation of the joint campaign
- All documents shall be submitted in language that is on official use in Montenegro or in English language.

National Tourism Organization of Montenegro reserves the right to ask the applicant for additional

clarifications.

## **7. Support Amount and the Method of Payment**

Funds for financing the joint campaign are provided from the joint fund of the National tourism organization of Montenegro and the tour operator in such a way that the maximum possible participation of the National Tourism Organization of Montenegro is 50% of the costs, and no more than EUR 50,000. The remaining amount of funds is provided by the tour operator.

National Tourism Organization of Montenegro shall pay the funds after the implementation of the marketing campaign, the submission of the report on the implementation and the financial report on the use of funds (with supporting evidence), confirming that the project was implemented in accordance with the concluded contract.

## **8. Funds Not Included in Support by National tourism organization of Montenegro**

The user of this support can neither present earlier invested funds as its share in the financing of the project, nor he can invest planned funds in some period in future, after the realization of the activities of the supported project.

## **9. The Method of Submission of Application and Documentation**

The request with the accompanying documentation shall be submitted to address: National Tourism Organization of Montenegro, Slobode Street 2, Podgorica, to the archive directly, labelled: „Application for the Public Call for submission of requests to support implementation of a joint campaign with tour operators“.

Potential user can submit only one request.

## **10. Requests that shall not be considered**

- a) Requests that do not contain all relevant documentation in accordance with the terms of Program and the Public Call;
- b) Untimely submitted, that is requests submitted after the deadline;
- c) Requests regarding to the projects that are not the subject of the support, in accordance with the Program and Public Call;
- d) Requests submitted by entities that do not belong to the categories defined in point 3;

## **11. Ranking**

The working group formed by the director of the National tourism organization of Montenegro shall evaluate all received applications/proposals. Therefore, evaluation will take into account the quality of the proposed promotional campaign, the type of tour operator's program, including special interest programs, the period/season, the duration of the planned programs for Montenegro (number of rotations, seating capacity, etc.) and the compliance of the program with the general strategic goals of the development of Montenegrin tourism.

Ranking list shall be published on websites of Ministry of Economic Development and Tourism, as well as on page of National Tourism Organization of Montenegro.

The funds shall be approved according to the score list, descending from the highest number downwards, until the final distribution of the available funds designated for the Measure of the Program.

If the last project on score list, exceeds the total amount of the designated funds for this measure of the Program, the project may receive only a part of the requested funds. In that case, the potential user will have the option to withdraw the request.

## **12. Announcement of the Public Call**

The Public Call for submitting applications for receiving support for implementing joint campaign with tour operators shall be published on websites of Ministry of Economic Development and Tourism and National Tourism Organization of Montenegro.

In case that public call is not successful, National Tourism Organization of Montenegro is not obliged to announce call again.

## **13. Deadline for submitting application**

Deadline for submitting application is 21 day, counting from the day of announcement of the public call.

## **14. Decision Making Procedure**

Applications submitted for this Public Call shall initially be processed by working group, appointed by the director of National Tourism Organization of Montenegro.

Herein, working group shall process and systematize requests, acquire additional information, prepare a ranking list and a proposal of the Decision on project selection and funds allocation, that is, proposal

of the Decision on application denial.

According to the ranking list and the proposal of the working group, director of National Tourism Organization of Montenegro shall make a Decision on project selection and funds allocation, that is, a Decision on application denial, in case that all applications fail to meet conditions provided in Program and Public Call, but no later than 30 days, counting from the day of closing Public Call.

National Tourism Organization of Montenegro shall sign an agreement with selected project applicants, on mutual rights and obligations, regarding their implementation.

The applicant does not have the right to submit an objection to the decisions made, based on the Program or the Public Call, and the decision is final.

#### **15. The List of Approved Funds**

The list of users to whom funds have been approved with the amount and purpose of allocated funds per user shall be published on the websites of the Ministry of Economic Development and Tourism and National Tourism Organization of Montenegro within 7 days, from the date of the Decision on the project selection and allocation of funds.

#### **16. Deadline for Signing an Agreement**

National Tourism Organization of Montenegro shall conclude an agreement with users here chosen, no later than 15 days on publishing Decision on project selection and allocation of funds.

#### **17. Supervision**

The working group appointed by the director of the National Tourism Organization of Montenegro supervises the intended use of approved funds in the form of a written report with supporting documentation (evidence of the use of funds) that the user of the funds submits within the agreed period to the National Tourism Organization of Montenegro.

If necessary, additional supervision is applied, by inspecting the documents of the user's funds.

In case of determining irregularities in the use of approved funds, the director of the National Tourism Organization of Montenegro, upon the proposal of working group, makes a decision on the termination of the contract and the return of the funds, and the user shall return them within 15 days from the receipt of the decision.

The user of the allocated funds is obliged to submit Marketing Campaign Implementation Report as well as Financial Report on Funds Usage (all funds invested, including funds invested by user and other partners), together with accompanying documentation that confirms reports in the part of the funds allocated through the Incentive Measures Program (copies of invoices, proof of payment and contract for costs and other documentation in accordance with the contract) within 20 days from the day of project implementation. If the user of the funds does not submit the specified reports within the relevant period, the National Tourism Organization of Montenegro shall inform them in writing, that the failure to submit the reports in question will be considered a waiver of the request for the allocation of funds and will leave him an additional deadline for the delivery of the report, which cannot be longer than 10 days from the date of receipt of the notification. .

If, according to submitted Marketing Campaign Implementation Report and Financial Report on Funds Usage, with accompanying documentation, working group confirms that the user did not realized project in accordance with the agreement, National Tourism Organization of Montenegro shall inform him that he is not entitled for the financial support.

National Tourism Organization of Montenegro is enabled to redistribute funds that were not allocated regarding to Public Call, and within the framework of measures provided in Program of Incentive measures.

#### **18.Obligations of the user are:**

- To sign an agreemnet
- To use funds properly, in accordance with concluded agreement
- To deliver to National Tourism Organization of Montenegro it`s Marketing Campaign Implementation Report, with accompanying documentation, acting as a prove on realization of activities, no later than 20 days upon the realization of the campaign.
- To deliver to National Tourism Organization of Montenegro Financial Report on Funds Usage (of all used funds, including funds invested by tour operator itself), with accompanying documentation, acting as a prove of statements from the Report (copies of invoices and contracts for expenses, photos and other documentation according to the contract) within 20 days from the day of the campaign at the latest.
- must operate flights between Montenegro and Great Britain in years 2023 and 2024.
- introduces new connections between Montenegro and Great Britain or increases the number of existing rotations within years of 2023 or 2024.
- At the request of the National Tourism Organization of Montenegro, provide for inspection additional documentation requested subsequently
- Performs other obligations defined by the agreement.

National Tourism Organization of Montenegro can ask for the change of some activities defined by the joint campaign and to propose new activities in order to comply with the Strategic Documents of Tourism of Montenegro.

NOTE: The Public Call is published on May 31<sup>st</sup>, 2023.

Contact: Aleksandra Maksimović, e-mail: [aleksandra.maksimovic@montenegro.travel](mailto:aleksandra.maksimovic@montenegro.travel)