

No: 01/05/20-1314  
Podgorica, 11.05.2024.

Based on the Law on Tourism and Hospitality ("Official Gazette of Montenegro", No. 002/18, 004/18, 013/18, 025/19, 067/19, 076/20, 130/21), Public Invitation No. 01/05/2-1314 dated July 11<sup>th</sup>, 2024, for the submission of a request for the improvement of organized air arrivals through a joint marketing campaign with tour operators for 2024 and 2025 and based on Proposal Decision no. 01/05/29 - 1314 dated September 9<sup>th</sup>, 2024 the Director of NTO of Montenegro makes

## **THE DECISION**

on the selection of projects and the allocation of funds according to the Public Call No. 01/05/2-1314 dated July 11<sup>th</sup>, 2024, for submitting a request for supporting the promotion of organized air arrivals through a joint marketing campaign with tour operators for years 2024 and 2025.

Funds intended to support the implementation of a joint marketing campaign with tour operators that operate regular flights to Montenegro from the emission markets: United Kingdom, Germany, Switzerland, France, Poland, Denmark, Sweden, Norway, Finland and Italy are allocated to the company Jet2holidays Limited in the amount of 50,000.00 euros per year (2024 and 2025) in order to improve organized air arrivals.

The applications of the companies Nowa Itaka, Schauinsland Reisen, DER Tour and Voyage Prive did not meet the requirements of the Public Call and did not acquire the condition to be considered.

After the decision has been made by the director of the NTO of Montenegro and its publication, contracts will be signed with the selected beneficiary of the projects, which regulate mutual rights and obligations in connection with their implementation.

## **EXPLANATION**

The Government of Montenegro adopted Conclusion No. 08-330/24-3704/2 dated July 4<sup>th</sup>, 2024, by which the National Tourism Organization of Montenegro undertakes to implement part of the Program of Incentive Measures in the field of tourism for the year 2024 and to publish a Public Call in accordance with the Program.

In accordance with the aforementioned Conclusion, the National Tourism Organization of Montenegro has published a Public Call for submission of requests for the promotion of organized air arrivals through a joint marketing campaign with tour operators that operate regular flights to Montenegro from emissive markets: United Kingdom, Germany, Switzerland, France, Poland, Denmark, Sweden, Norway, Finland and Italy.

Public Call is published on websites of NTO of Montenegro and Ministry of Tourism, dated July 11<sup>th</sup>, 2024.

Public Call was open until August 12<sup>th</sup>, 2024. godine.

By Decision No. 01/05/5-1314 dated July 23<sup>th</sup>, 2024, a Workgroup was formed with the task of performing the initial processing of requests received under the Public Call, processing, systematizing requests, obtaining additional data, if necessary, and establishing a proposed

ranking list of projects . The task of the Workgroup is also to supervise the intended use of approved funds, in accordance with the Program.

According to this Public Call, a total of 7 applications were received. Applications were submitted by the following subjects:

1. Jet2holidays Limited for year 2024
2. Jet 2holidays Limited for year 2025
3. Nowa Itaka for years 2024/2025
4. Schauinsland Reisen
5. DER Tour Group
6. Voyage Prive for implementing campaign on UK market
7. Voyage Prive for implementing campaign on France market

In the program of incentive measures in the field of tourism for 2024, in the part related to the measure: Support for the improvement of organized air arrivals through a joint marketing campaign with tour operators in point 10, it is defined that the following requests will not be considered:

- a) Requests that do not contain all the required documentation in accordance with the conditions of the Program and Public Call;
- b) Untimely submitted requests, i.e. submitted after the defined deadline;
- c) Requests related to projects that are not subject to support according to the Program and the Public Call;
- d) Requests submitted by entities that do not belong to the categories defined in the "Possible partners" section;

On a meeting held on September 2<sup>nd</sup>, 2024, a Workgroup stated that seven requests are submitted timely, related to the Public Call, as follows:

1. Jet2holidays Limited for year 2024
2. Jet 2holidays Limited for year 2025
3. Nowa Itaka for years 2024/2025
4. Schauinsland Reisen
5. DER Tour Group
6. Voyage Prive for implementing campaign on UK market
7. Voyage Prive for implementing campaign on France market

Upon inspection of the received documentation, Workgroup have determined as follows:

1. Applicant Jet2holidays Limited for year 2024 have submitted the necessary documentation and meets the conditions to be considered
2. Applicant Jet2holidays Limited for year 2025 have submitted the necessary documentation and meets the conditions to be considered
3. Applicant Nowa Itaka for years 2024/2025. was not considered because he did not submit complete documentation. Missing documents:

A certified copy of the five-year fixed/allotment lease agreement with the airline if they do not operate flights with their own fleet.

4. The requests of the applicants **Schauinsland Reisen**, **DER Tour** and **Voyage Prive** were not considered because they do not meet the conditions stipulated in point 3 of the Public Call,



where it is defined that possible partners can be tour operators who bring guests to Montenegro by organized air transport, who introduce new or expand programs for Montenegro from one of the following markets: United Kingdom, Germany, Switzerland, France, Poland, Denmark, Sweden, Norway, Finland and Italy in a way that introduces new airlines that connect Montenegro with destinations from the issuing market and/or increases the number of rotations on existing airlines and/or extends the flight period during 2024 and/or 2025 compared to the previous year. The condition for support is that the user introduces new or expands programs for Montenegro in year 2024 or 2025. If the beneficiary applies for support for two years, he shall introduce new or expand programs for Montenegro in at least one year, and maintain the same number of destinations from the emissive market to Montenegro in the second year, i.e. the same number of rotations compared to the previous year. The beneficiary of the funds shall implement flights in 2024 and 2025 between Montenegro and the market that is the subject of the campaign in the submitted application.

Workgroup have determined that application of the company **Jet2holidays Limited** met all conditions in order to be considered and have awarded points as follows:

	Criteria	Points	Jet2holidays Limited 2024 (UK)	Jet2holiday Limited 2025 (UK)
1.	Total reach of marketing campaign	Maximum 10 points	10	10
2.	No. of promotional channels	Maximum 5 points	5	5
3.	Duration of the campaign	Maximum 5 points	October- November 5	April- September 5
4.	The number of new flight destinations from emissive markets to Montenegro during 2024/2025 compared to year 2023	Maximum 10 points	(2 new destinations during 2024) 10	0
5.	The number of additional rotations toward Montenegro during 2024/2025, comparing to year 2023	Maximum 7 points	(166 rotations during year 2024, 181 roaction during year 2025) 7	7
6.	Duration of the program of touroperators during 2024/2025, including direct flights to Montenegro	Maximum 12 points	12	12
7.	Participation in the campaign financing	Over 55% 3 points 60% and more 5 points 70% and more 7 points	(EUR 120.000 campaign – 50.000 NTO of Montenegro and 70.000 Jet2holidays Limited) 3	(EUR 120.000 campaign – 50.000 NTO of Montenegro and 70.000 Jet2holidays Limited) 3
8.	If touroperator operate flights with its own fleet	5 points	5	5
		Total No.	57	47

Having in mind all of the above, the Workgroup submitted the Proposal for Decision No. 01/05/29-1314 dated September 9<sup>th</sup>, 2024, where it is stated that the company Jet2holidays Limited has met all required conditions from the Public Call and proposes that it shall be awarded an amount of EUR 50,000 for year 2024 and EUR 50,000 for year 2025 for the implementation of a joint marketing campaign.

Based on mentioned above, a decision was made as in the enacting clause.

Delivered to:  
website  
in files  
a/a

director of NTO of Montenegro  
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