Montenegro

Ministry of [Sustainable Development and Tourism](http://www.mrt.gov.me/en/ministry)

Number: 01/05/2-515

Podgorica, 18/06/2019

In accordance with the Conclusion of the Government of Montenegro No. 07-2319 of 13 June 2019, the National Tourism Organisation of Montenegro announces:

**PUBLIC CALL**

for submitting a request for obtaining support for conducting a joint campaign with tour operators

**1. Subject-matter of assistance:**

Subject-matter of the assistance is conducting targeted joint campaigns with tour operators which bring guests from key source markets for Montenegro in organised flight arrivals.

Joint campaigns are related to promotion of the destination and offer of package tours for Montenegro which include pre-season and/or post-season periods (January-May and October-December).

**2. Total amount of funds:**

Funds allocated for this Programme Measure total EUR 150,000.00 (inclusive of VAT).

**3. Potential partners:**

Tour operators which bring guests to Montenegro by organised airline transport and which intend to

increase the number of rotations in pre-season and post-season periods in the coming period, as well as in the coming years.

In selection of the partner, consideration will be given to compliance of the programme with main

strategic goals of the Montenegrin tourism and to the presence of tour operators (existence of

representative offices) in key source markets. The aim of the campaign is to increase the level of

knowledge of the brand Montenegro Wild Beauty.

**4. Documents needed to file applications:**

Potential partners must submit the following:

• Filled out application (Attach 1: Application form)

• Joint Campaign Plan which includes creative concept of the campaign, targeted strategic geo-zones (in which campaign will be conducted), production of materials etc., media plan for joint media

Campaign (Attach 2: Media plan - paid channels i Attach 3 – Media plan – own channels)

• Financial plan

• References of tour operators

• Certified statement on duration of implementation of the programme (Attach 4)

• List of the partners/companies in Montenegro

• Registration Certificate of the Company in their home countries

• List of representative offices in countries outside the home country (if applicable)

• Types of programmes including products of special interests

• Number of rotations and guests in 2016, 2017 and 2018. who came to stay in Montenegro through touroperators (Attach 4)

• Number of rotations plan for 2019. (Attach 4)

• Growth potential in the coming years (what is the planned rise in the number of guests)

• Planned expansion of the existing programmes and introduction of the new programmes for

Montenegro.

If documents are submitted in a foreign language, they must be accompanied by a translation done by sworn translator into the language which is in official use in Montenegro.

The Ministry of Sustainable Development and Tourism and National Tourism Organisation of

Montenegro (NTOM) reserve the right to request additional explanations from the applicant.

**5. Amount of assistance and mode of payment**

Maximum amount of funds that can be approved is EUR 150,000.00. The NTOM is entitled to demand modification of certain activities defined within the joint campaign and to propose new activities for the purpose of ensuring compliance with strategic tourism documents of Montenegro. Minimum amount of co-payment by partners for targeted joint campaigns is EUR 75,000 of own funds. The NTOM will make the payment upon delivery of the report on implementation of the media

campaign and delivery of the financial report.

 **6. Purpose of funds**

Assistance in conducting joint campaign in the source markets of Great Britain, Germany, Austria,

France and Poland by covering a part of costs for the promotion campaigns for Montenegro in

2019.

The campaign includes designing a creative concept, production of material, targeted geo-strategic

zones (in which campaign will be conducted) etc, promotion activities through online and offline

communication channels, organisation of joint presentations and press conferences and organisation of study visits.

**7. Funds which are not part of the assistance by NTOM**:

Beneficiary of assistance may not state funds invested earlier, and that also applies to the funds it intends to invest in some future period upon implementation of activities within the supported project.

**8. Manner of filing application and documents**

Application with accompanying documents is to be submitted to the address: Nacionalna turistička

organizacija Crne Gore, Marka Miljanova 17, Podgorica, directly to the archive office with the indication: „Prijava na Javni poziv za podnošenje zahtjeva za dobijanje podrške za sprovođenje zajedničke kampanja sa turoperatorima.” (English: Application to the Public Call for filing applications to receive assistance for conducting joint campaigns with tour operators).

Potential beneficiary may file only one application.

**9. Applications which will not be considered**

**a)** Applications which do not contain all the required documents in accordance with conditions

set out in the Programme;

**b)** Applications filed in an untimely manner, i.e. those filed after the set deadline;

**c)** Applications related to the projects that are not subject of this Programme;

**d)** Applications submitted by entities which do not belong to the categories defined in the Programme for the Measure within which they apply for assistance;

**10. Ranking**

In selecting the programme, particular consideration will be given to the proposed campaign plan and defined joint activities, media plan, network of representative offices of tour operators, amount of funds intended to be invested, data on the number of guests which the tour operator intends to bring to Montenegro in 2019, as well as to the programmes implemented in 2016, 2017. and 2018.

Ranking list will be posted on websites of the Ministry of Sustainable Development and NTOM.

Funds for the projects will be approved on the basis of the scoring list starting from the highest number to the lower ones, until final distribution of the total amount of available funds allocated for the Programme Measure.

If the last project on the scoring list exceeds total amount allocated for this Programme Measure, the

project may receive only a part of the requested funds. In that case, potential beneficiary will have the possibility of withdrawing application.

**11. Announcement of a Public Call**

A Public Call to apply for support to conduct a joint campaign with tour operators will be published on the website of the Ministry of Sustainable Development and Tourism and NTOM.

If a Public Call fails NTOM is not required to resubmit.

**12. Deadline for filing applications**

The deadline for submitting applications is 21 days from the date of announcement of the Public Call.

**13. Decision-making procedure**

Initial processing of the applications received for this Public Call falls within competence of the working group set up by director of the NTOM. The working group processes and systematises applications, obtains additional data and draws up the proposal of the ranking list of projects which

meet the requirements.

On the basis of the established proposal of the ranking list, the Council (Commission) responsible for proposing decision on Public Call set up by director of the NTOM establishes Proposal of the decision on selection of the projects that qualify for assistance and allocation of funds.

Director of the NTOM renders decision on selection of the projects, or decision on rejection of the projects if none of the applications meets requirements set out in the Programme and Public Call. The NTOM concludes contracts with applicants whose projects have been selected which regulate mutual rights and obligations during their implementation.

**14. Deadline for making a decision and for deciding on complaints**

Decision on selection of projects and allocation of funds, or decision on rejection of projects if none of the applications meets requirements set out in the Programme and Public Call, will be made no later than 45 days from the day of closing the Public Call.

Applicant is entitled to file complaint against decisions that have been made based on the Programme and Public Call within 8 days from the day on which decision is posted on the website.

Decision on the complaints will be made within 15 days from the day of receiving complaints.

**15. List of beneficiaries to whom funds are approved**

The list of beneficiaries to whom funds are approved, which also specifies the amount and purpose of the allocated funds, will be posted on websites of the Ministry of Sustainable Development and Tourism and the NTOM within 15 days from the day on which Decision on selection of projects and allocation of funds has been made.

**16. Deadline for signing the contract**

The NTOM will sign contracts with selected beneficiaries no later than 15 days from the day of

publishing Decision on selection of projects and allocation of funds, or from the day of making a

decision on complaints.

**17. Supervision**

The working group appointed by director of the NTOM supervises earmarked spending of the approved funds by examining a written report with accompanying documents (proofs of funds disbursement) which the beneficiary of funds submits to the NTOM within the agreed deadline. Where necessary, additional supervision is also carried out by gaining insight into the documents at the funds beneficiary’s.

In the event of identifying any objective circumstances that led to the impossibility of fulfillingobligations arising from this Programme and obligations laid down in the Contract, beneficiary of funds immediately informs the NTOM thereof in writing.

The beneficiary of funds is obligated to inform the NTOM of any changes in implementation of the Programme relative to the proposed Programme. In the event of reducing implementation of the planned programme, the NTOM may reduce or suspend further joint activities and in that case it recognises only costs incurred until the moment of reducing the proposed programme in accordance with the prescribed requirements. In the event of identifying irregularities in disbursing the approved funds, director of the NTOM renders decision on returning the funds, whereas beneficiary is obligated to return them within 15 days from the day of receiving such decision.

**18. Beneficiary is obligated to:**

* Sign the contract
* Use funds for the purpose they are allocated for
* Submit financial report to the NTOM concerning funds disbursement (for all the funds spent including funds invested by the beneficiary and other partners) along with accompanying documents which confirm statements made in the report (copies of receipts and contracts for costs, photographs and other documents in accordance with the contract)
* Submit report on implementation of the marketing campaign to the NTOM
* Provide documents to the NTOM which it requests subsequently
* Fulfil other obligations laid out in the contract.

**Contact person**: Aleksandra Maksimović, e-mail: aleksandra.maksimovic@montenegro.travel