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Number: 011056-1214  
Podgorica, 11.07.2024.

In accordance with Conclusion of Montenegro Government, number 08-330/24-3704/2 dated:04.07.2024. godine, National Tourism Organization of Montenegro announces

## **PUBLIC CALL**

for submitting a request for support for the improvement of organized air arrivals through a joint marketing campaign with tour operators

**MEASURE – Support for the improvement of organized air arrivals through a joint marketing campaign with tour operators**

### **1. The subject of support:**

The subject of support is the improvement of organized air arrivals through a joint marketing campaign in year 2024 and/or 2025 with tour operators that operate regular flights to Montenegro from the emission markets: Great Britain, Germany, Switzerland, France, Poland, Denmark, Sweden, Norway, Finland and Italy.

The goal is to raise awareness of Montenegro as an attractive tourist destination in the mentioned markets by targeting potential tourists through joint marketing campaigns, linked to the programs of tour operators for Montenegro.

### **2. Total amount of funds:**

The total planned funds for this program measure amount to EUR 510,293.42, namely EUR 200,000.00 for the year 2024 campaign and EUR 310,293.42 for the year 2025 campaign.

### **3. Possible partners:**

Tour operators who bring guests to Montenegro by organized air transport, who introduce new or expand programs for Montenegro from any of the following markets: Great Britain, Germany, Switzerland, France, Poland, Denmark, Sweden, Norway, Finland and Italy in a way that introduces of new airlines connecting Montenegro with destinations from the emissive market and/or increasing the number of rotations on existing airlines and/or extending the flight period in years 2024 and/or 2025 compared to the previous year. The condition for support is that the user introduces new or expands shall introduce new or expand programs for

Montenegro in at least one year, and to 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 user of the funds shall realize flights in years 2024 and 2025 between Montenegro and the market that is the subject of the campaign in the submitted application/application.

A possible partner cannot be an entity that, during the previous three fiscal years, received assistance from a competent state administration body, a competent municipal body, and a legal entity that manages and disposes of public revenue funds and state property, the value of which exceeds EUR 300,000.00, including the amount possible support for which he is applying. If the tour operator realizes flights in cooperation with the airline, this condition must also be met for the airline.

#### **4. Assignment of funds and implementation of the campaign**

The funds are intended to support the implementation of a joint marketing campaign on the emissive markets of Great Britain, Germany, Switzerland, France, Poland, Denmark, Sweden, Norway, Finland and Italy in years 2024 and/or 2025 through the creation of a campaign concept, the lease of media space (online and/or offline) and through marketing channels of tour operators.

The implementation of the campaign provider is a tour operator with the support of NTO Montenegro. If required and if possible, the NTO of Montenegro will make available to the tour operator and approve the use of materials (logo, photo and video material, etc.) for the implementation of contracted promotional activities.

The campaign should be agreed upon with the communication strategy of the NTO of Montenegro. The tour operator shall prepare creative solutions for the implementation of the campaign. Creative solutions are submitted for the approval of the NTO of Montenegro as soon as possible, and no later than 5 days before publication.

#### **5. The support amount and the method of payment**

Funds for financing the joint marketing campaign are provided from the joint fund of the NTO of Montenegro and the tour operator in such a way that the maximum possible participation of the NTO of Montenegro is 50% of the costs, and no more than EUR 50,000 per campaign. This amount represents the maximum possible amount of support and includes all costs. The remaining amount of funds is provided by the tour operator.



NTO of Montenegro will pay the funds annually, after the implementation of the marketing campaign, the submission of a report on its implementation, a financial report on the use of funds (with supporting evidence) and a report on the implementation of flights in accordance with the application, which confirm that the conditions are met, that the tour operator has introduced new airlines which connect Montenegro with destinations from the emissive market and/or increased the number of rotations on existing airlines and/or extended the flight period in years 2024 and/or 2025 compared to the previous year and that the project was implemented in accordance with the concluded contract. If the expansion of the tour operator's program is planned in 2025, the funds will be paid after the submission of a report confirming that it has been implemented.

**6. Deadline for the implementation of the campaign for which the request for financial support is submitted:**

A joint campaign with a tour operator can be realized within years 2024 and/or 2025.

**7. Required documentation for application:**

Potential partners shall submit:

- a) Completed application, which includes an explanation for each criterion for scoring applications (Attachment 1)
- b) Joint campaign plan that includes:
  - Media plan, proposals for media formats and advertising time;
  - Value of marketing activities/planned budget.
- c) References of the tour operator (number of transported tourists in 2023, fleet and capacities, number of countries with which it implemented / implements joint campaigns and examples of campaigns for tourist destinations, etc.)
- d) A signed document on the implemented and planned program for Montenegro, which includes the number of lines to destinations and rotations for the years 2023, 2024 and 2025 in a form that is an integral part of the invitation (Attachment 2)
- e) A certified copy of the five-year contract on fixed / allotment seat lease with the airline if it does not operate flights with its own fleet.
- f) Five-year program development plan for Montenegro (2024-2028)
- g) List of partners of the company in Montenegro;
- h) Evidence of the applicant's registration in the home country
- i) A statement signed by an authorized person declaring under full material and criminal responsibility that the information provided in the request is correct
- j) A statement signed by an authorized person of the tour operator declaring under full material and criminal responsibility that during the previous three fiscal years, he did not

receive help from the competent state administration body, the competent municipal body and the legal entity that manages and disposes of public revenue funds and state property of value which exceeds EUR 300,000.00 including the amount of possible support for which he is applying.

- k) A statement signed by an authorized person of the airline, if the tour operator does not realize flights with its own fleet but in cooperation with the airline, by which it declares under full material and criminal liability that during the previous three fiscal years it did not receive assistance from the competent state administration body, the competent municipal body and a legal entity that manages and disposes of public revenue funds and state property worth more than EUR 300,000.00, including the amount of possible support for which it applies.
- l) Other documentation that is considered relevant for the implementation of the joint campaign

The documentation is submitted in the language that is in official use in Montenegro or in English.

NTO of Montenegro reserves the right to request additional clarifications from the applicant.

### **8. Funds that are not included in the calculation for support by NTO of Montenegro**

The support beneficiary cannot show previously invested funds as his participation in the financing of the project, as well as funds that he plans to invest in a future period after the realization of the activities of the supported project.

### **9. Method of submitting request and documentation**

The request with accompanying documentation in original or certified photocopies must be submitted within 30 days from the date of publication of the Public Call to the address: National Tourist Organization of Montenegro, Slobode Street 2, Podgorica, marked: "Application for the Public Call for submission of a request for support for the improvement of organized air arrivals through a joint marketing campaign with tour operators" and indicating the year for which it is applied for.

The potential user shall submit the Request with accompanying documentation, in addition to being delivered to the address of the National Tourism Organization of Montenegro, by electronic means no later than the thirtieth day from the date of publication of the public invitation to the following email addresses: [aleksandra.maksimovic@montenegro.travel](mailto:aleksandra.maksimovic@montenegro.travel) and [danica.banjevic@montenegro.travel](mailto:danica.banjevic@montenegro.travel).

Documentation submitted only by e-mail will not be considered.



## 10. Requests that 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

## 11. Criteria for scoring

	Criteria	Points
1.	<b>Total reach of the marketing campaign (total reach)</b>	Maximum number 10 points
2.	<b>Number of promotional channels</b>	Maksimalan broj 5 points
3.	<b>Duration of the campaign</b>	Maximum number 5 points
4.	<b>Number of new destinations from the emissive market to Montenegro in 2024/2025 compared to 2023</b>	Maximum number 10 points
5.	<b>Number of additional rotations to Montenegro in 2024/2025 year compared to 2023</b>	Maximum number 7 points
6.	<b>Duration of the tour operator program during 2024/2025 which includes direct flights to Montenegro</b>	Maximum number 12 points
7.	<b>Participation in campaign financing</b>	Over 55% 3 points 60% and over 5 points 70% and over 7 points

8.	If the tour operator operates flights with its own fleet	5 points
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## 12. Public call and deadline for submission of applications

The public call for applications for support for the implementation of a joint campaign with tour operators is published on the websites of the Ministry of Tourism, Ecology, Sustainable Development and Development of the North and NTO of Montenegro.

If the public call does not succeed or there are remaining funds intended for this measure of the program, the NTO of Montenegro can announce new public calls until the funds are spent as a whole.

The deadline for submitting applications is 30 days from the date of publication of the Public Call.

## 13. Ranking and decision-making procedure

The initial processing of applications received under this Public Call is the responsibility of the working group formed by the director of NTOCG. The working group processes and systematizes applications, obtains additional data, scores and prepares a ranking list and a proposal for a Decision on the selection of projects and allocation of funds, i.e. a proposal for a Decision on rejecting applications, if all applications do not meet the conditions stipulated by the Program and the Public Call. The working group scores and ranks the received applications for each year separately.

Based on the ranking list and the proposals of the Working Group, the director of the NTO of Montenegro makes a Decision on the selection of projects and the allocation of funds, that is a Decision on the rejection of applications, no later than within 30 days from the closing date of the Public Call.

Funds will be approved for projects according to the points list from the highest number downwards, until the final distribution of the total amount of available funds, per year, intended for the Program Measure.

If the last project on the points list exceeds the total determined annual amount, the project can receive only part of the requested funds. In that case, the potential user will have the option to withdraw the request.



NTO of Montenegro concludes an agreement with applicants for selected projects 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.

The ranking list will be published on the websites of the Ministry of Tourism, Ecology, Sustainable Development and Development of the North and NTO of Montenegro.

#### **14. List of users to whom funds have been approved**

The list of users to whom funds have been approved with the amount and purpose of allocated funds per beneficiary will be published on the websites of the Ministry of Tourism, Ecology, Sustainable Development and Development of the North and NTO of Montenegro within 7 days from the date of the Decision on the selection of projects and the allocation of funds.

#### **15. Deadline for signing the contract**

The national tourism organization will sign the contract with the selected users no later than 15 days after the publication of the Decision on the selection of projects and allocation of funds.

#### **16. Supervision**

The working group appointed by the director of the NTO of Montenegro supervises the intended use of approved funds by means 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 NTO of Montenegro. If necessary, additional supervision is carried out by inspecting the documentation of the beneficiaries of the funds.

In the event of irregularities being determined, the director of the NTO of Montenegro will, at the proposal of the Working Group, initiate the procedure for terminating the contract.

The beneficiary of the funds shall submit a report on the implementation of the marketing campaign and a financial report on the use of funds (all funds spent, including funds invested by the beneficiary and other partners) with accompanying documentation that confirms the statements in the report in the part of the funds allocated through the Program of Incentive Measures (copies of invoices, proof of payment and contract for costs and other documentation according to the contract) no later than 15 days from the day of project implementation. If the beneficiary of the funds does not submit the said reports within the prescribed period, the NTO of Montenegro will inform him 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 the Working Group, on the basis of the submitted report on the implementation of the marketing campaign and the financial report on the use of funds, with accompanying documentation, determines that the beneficiary of the funds did not implement the project in accordance with the concluded contract, the NTO of Montenegro will inform him that he did not realize the right to financial support.

#### **17. Users obligations are:**

- to sign the contract,
- use the funds as intended in accordance with the concluded contract
- deliver to NTO of Montenegro, a report on marketing campaign implementation, together with accompanying evidence of the realization of the activity no later than within 15 days from the day of the realization of the campaign.
- to deliver to NTO of Montenegro, no later than 15 days from the date of campaign implementation, a financial report on the fund use (all funds spent, including funds invested by tour operators) with accompanying documentation that confirms the statements in the report (copies of the invoices and contracts for expenses, photos and other documentation according to the contract).
- shall operate flights between Montenegro and the emissive market for which support has been approved in 2024 and 2025.
- introduces new airlines that connect Montenegro with destinations from the emissive market and/or increases the number of rotations on existing airlines and/or extends the flight period in years 2024 and/or 2025.
- At the request of the NTO of Montenegro, provide for inspection additional documentation requested subsequently
- Performs other obligations defined by the contract.

NTO of Montenegro has the right to request changes to certain activities defined by the joint campaign and to propose new activities in order to harmonize them with the Strategic Documents of Tourism of Montenegro.

NOTE: The Public Call is published on 11.07.2024.

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