

# BULLETIN

Number 94 – MARCH 2010



## EXTRACT FROM THE STRATEGY OF TOURISM DEVELOPMENT OF MONTENEGRO UNTIL 2020

*"All efforts within the scope of tourism development need to take into account the external factors, those out of direct influence of Montenegro. On the upside, the favourable conditions are given through the fact that there is international demand for the products offered by Montenegro or the products which may be stimulated, increased and continue to increase. It particularly holds true for nature tourism, active holidays, conference tourism and high quality tourism."*





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recycled paper.**

## **MINISTER PREDRAG NENEZIĆ IN WORKING VISIT TO PLUŽINE MUNICIPALITY**

municipality on 19 March and had a discussion with the Mayor of Pluzine municipality Mijuško Bajagić and his associates. The Minister was informed about ongoing and planned development projects, and about problems and challenges that this municipality faces in tourism. The Minister informed local government representatives about current trends and plans in tourism of Montenegro in general.



During the meeting, Minister Predrag Nenezić and Mayor Mijuško Bajagić paid special attention to topics that related to development of Pluzine as a centre of transit tourism, tourist offer in line with sustainable development and the offer of active holiday.

It was pointed out that during the implementation of activities related to networking agricultural producers and tourism, the hosts from the territory of Pluzine municipality should take an active role and agree upon a way of marketing their products to hotels and hospitality facilities in Montenegro, which implies intensifying Government policy for encouraging the return of population to rural areas.

Exceptional tourist and cultural potentials, which are not sufficiently valued, combined with production of local organic food, offer an exceptional opportunity for future dynamic development of Pluzine municipality.

As a precondition for future tourism development, it was jointly stated that it was necessary to improve offer of accommodation capacities, and overall transportation and communal infrastructure.

The Government project of hiking and biking has contributed over the past 2 years to a considerable increase of the number of tourists, and with rafting, which is regulated in line with international standards through the new Law on Tourism, hiking and biking

represent the most important tourism offer of Pluzine municipality.



Minister Nenezić pointed out that the future Master Plan of Sustainable Development of Žabljak and Durmitor regions would adequately create opportunities for a more intense valuing of the region of Pluzine municipality.

## A MEETING WITH MANAGEMENT OF MONTENEGRIN TOURISM ASSOCIATION (MTA) TAKES PLACE IN THE MINISTRY

Within regular activities of the Ministry of Tourism, a meeting with management of the Montenegrin Tourism Association (MTA) was held on 8 March. On behalf of the MTA, this meeting was attended by: President of the Association Žarko Radulović, President of the Sector of the Hotel Zlatibor Milić, President of the Sector of Private Accommodation Petar Ivković, President of the Camping Sector Uroš Zloković, representative of the Sector of Tourist Agencies Dragan Bošković, President of Transportation Sector Veselin Salamandija.

After greetings of the Minister and associates to newly appointed management for assuming responsible functions, the meeting was dedicated to discussing strategic directions of tourism development and measures for their implementation, then Action Plan of the MTA for this year, and the new Law on Tourism which will soon be subject to reviews and adoption by the Government. A special emphasis was placed on preparations for the next summer tourist season, and short-term measures and activities which can be jointly implemented in order to achieve as optimum results as possible.

Participants of the meeting agreed that the Ministry of Tourism, National Tourist Organization and Montenegrin Tourist Association were willing to build strategic partnership, which is extremely important for improving tourist offer, particularly having in mind current extraordinary circumstances posed by global economic crisis in which the next summer tourist season will take place, and that it had proven in the previous year that public-private partnership is indeed a good recipe for achieving quality results.

It was stated that the Strategy was implemented in line with planned dynamics, that conditions were created for new investments in tourism, many of which would be started this year, and that image of Montenegro, as a sustainable and increasingly quality destination, was growing.

It was also concluded that interests of markets of central, western and northern Europe were better than in the previous year, but that it was still lower than in the record



2008. However, it was stated that it would be extremely important to ensure the planned results from neighbouring markets due to economic crisis in the region and considerably stronger competition, both due to visa liberalization and dumping of prices of a number of other Mediterranean destinations. In those terms, consideration was given to an opportunity to include National Tourist Organization in the joint campaign in the region with private sector, discounted selling of travel arrangements, which would include private accommodation and accommodation in smaller hotels, with transport at affordable prices, aimed at attracting as many tourists as possible, having in mind that prices would be an extremely important factor when deciding about going for a holiday this year as well.

It was also concluded that it was necessary that all offers in the chain of tourist offers should give serious consideration to correcting prices in this crisis period. In addition, it was agreed to establish an operational body which would be consisted of representatives of tourist agencies, coordinators of national web site of integral Montenegrin tourist offer and call centre 1300, which is available to tourists 24 hours a day in order to ensure quality promotion of travel arrangements.

Importance of intensifying fighting grey economy, improving transportation accessibility of Montenegro and opportunities of re-introduction of dual education system were also discussed in the meeting.



# CONSTITUTIONAL SESSION OF THE ASSEMBLY OF THE NATIONAL TOURIST ORGANIZATION OF MONTENEGRO TAKES PLACE

The first constitution session of the Assembly of the National Tourist Organization of Montenegro, as the highest-level body for managing NTO of MNE was held on 23 March. In accordance with the Law on Tourist Organizations, the session was chaired by the Minister of Tourism, who holds the function of the President of the NTO MNE, Predrag Nenezić. Members of the Assembly of NTO MNE, in accordance with the Law, are representatives of the Government of Montenegro, all local and regional tourist organizations, Association of Montenegrin Tourist Industry, hotel companies and public enterprises which influence creation of tourist offers, high-education institutions in tourism, and strategic partners of NTO MNE. Representatives of the Government, Local Tourist Organizations and Regional Tourist Organization are mandatory members of the Assembly of NTO MNE, while representatives of economic associations and companies are voluntary members of the Assembly.

Mandate of 4 years for 44 appointed representatives, who represent 32 members of NTO of MNE, was verified at the constitution session. The number of representatives of



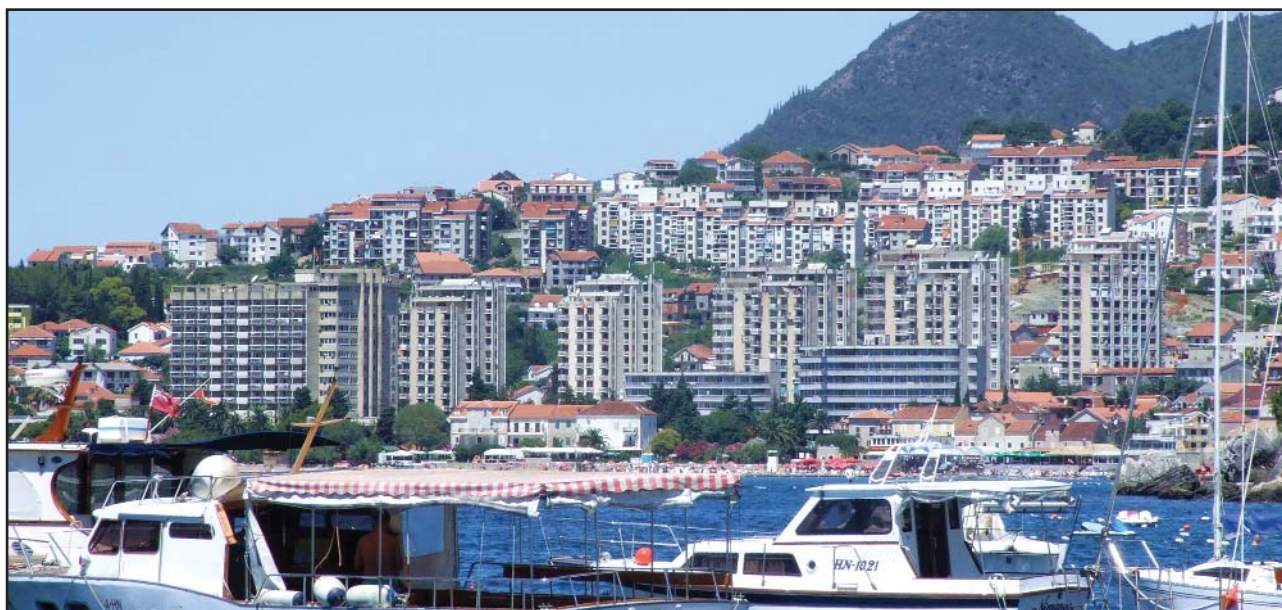
some members is established proportionally to shares in financing of NTO MNE.

The Statute of the National Tourist Organization of Montenegro, Code of Conduct of the Assembly of NTO MNE was adopted in line with the Agenda of constitution session of the Assembly of NTO MNE, and members of Executive and Supervisory Boards were appointed.

The Executive Board, as an executive body of NTO MNE, consists of five members with mandate of four years, and based on the appointment procedure, the Assembly decided that the Executive Board of NTO MNE was consisted of: Željko Radak Kukavičić, Zoran Duletić, Martin Ivečaj, Vule Tomašević and Neda Ivanović.

The Assembly appointed Sanja Vlahović, Predrag Stamatović and Dragan Bošković to be members.

The Assembly was also attended by Acting Director of the National Tourist Organization of Montenegro, Saša Radović, who took the opportunity to inform the present members about the Activity Plan with financial plan of the National Tourist Organization for 2010 previously adopted by the Government of Montenegro.



## MONTENEGRO AN ATTRACTIVE DESTINATION FOR TOURISTS FROM HUNGARY

The National Tourist Organization of Montenegro, together with tourist industry and local tourist organizations, in cooperation with the Ministry of Tourism of Montenegro, presented tourist offer of Montenegro at Hungarian market in the period 04-07 March. This year's appearance at the Tourism Fair "UTAZAS" 2010 in Bu-



dapest was encouraged by increasing number of tourists from this market in the past few years. In addition to Italian tourists, most tourists from the European Union countries, who visit Montenegro, come from France and Hungary.

For the purpose of better promotion, the National Tourist Organization of Montenegro held a press conference on the first day of the Fair, on 04 March at 14.00 in the President Hall in cooperation with the Embassy of Montenegro to Hungary. Deputy Director of the NTO MNE Maja Liješević presented a diversified tourist offer of Montenegro, opportunities for combined holiday on the Montenegrin coast, in the mountains and National Parks, with attractive calendar of events, which will attract tourists even more. She pointed out that the offer of active holiday, culture, segment of accommodation capacities was improved and adjusted to various interests and abilities of tourists from that market. Further speech informed everyone present about implemented investments in tourism, and future plans and projects.

The press conference was attended by around 40 invitees, including many media representatives, among others representatives of Mood Magazine, Magyarhirlap, Turista Magazine, Radio Pecs, Turizmus panorama, Magazin

Chello, etc.... and representatives of tourist agencies whose offers include Montenegro, such as "Adria tours", "Cepelin", "Ibusz", "Koczka Tours" ...

The press conference was followed by a cocktail for representatives of media, tour-operators and tourist agencies.

The number of tourists from Hungary increased four times from 2006 to 2009. Last year, Montenegro was visited by 32.631 Hungarian tourists, who realized 205.259 overnights, which is an increase of 9.5% compared to the same period last year.

A considerable number of tourists from this market visit Montenegro individually, by cars, but the number of those who choose arrangements offered by lead agencies are increasing, and they travel by bus or railway, as well as airlines of Malev company, which flies from Budapest to Podgorica a several times a week.

On a 50m2 stand, the National Tourist Organization, together with the HG "Budvanska rivijera", "Hungest Sun Resort" Company and with TO Ulcinj, Bar, Budva, Kotor and Tivat, presented during the Fair tourist offer for the coming season 2010. The Fair gathered around 800 exhibitors, more than 40.000 visitors are expected and a large number of professionals.





# TOURIST OFFER OF MONTENEGRO PRESENTED AT INTERNATIONAL TOURISM FAIR "ITB 2010" IN BERLIN

The 44th International Tourism Fair "ITB 2010" took place 10-14 March of this year in Berlin. This Fair, one of lead fairs in tourism industry in the world, gathered more than 11.000 exhibitors from 186 countries, and registered around 200 000 visitors this year.

The National Tourist Organization of Montenegro and the Ministry of Tourism presented the offer of Montenegrin tourism in cooperation with: local tourist organizations of Budva, Tivat and Ulcinj, tourist economy and strategic partners of Montenegrin tourism: HG "Montenegrostars", Hotel "The Queen of Montenegro" and HG "Budvanska Rivijera".

On the second day of the Fair, organized by the Ministry of Tourism and the National Tourist Organization of Montenegro, a press conference was held on the stand of the NTO MNE, where the audience was welcomed by Predrag Nenezić, Minister of Tourism. Karlo Petelin, Director of Montenegrin Tourist Representative Office in Frankfurt and Kirsi Hyvarinen, Advisor to the NTO, presented tourist offer of Montenegro.

During the Fair, a number of German businessmen, tour operators and agents discussed current and future cooperation with representatives of tourist industry of Montenegro at the stand of the National Tourist Organization. Predrag Nenezić, Minister of tourism and Saša Radović, Director of the National Tourist Organization had a discussion with the President of DRV – German Association of tour operators and agencies, Klaus Leple, whose Association has 3000 members. Montenegro officially applied to host annual congress of this Association in 2012 or 2013. This would be an extremely important opportunity for Montenegro because representatives of basically entire German tourist industry would directly learn about Montenegrin offer in the conditions of doing business with our country.

An emphasis was placed on the need for better air links. Special emphasis was placed on Düsseldorf, Cologne and Munich. One of the biggest tour operators for direct distribution, "Bergen und Meer", in cooperation with the national airline company Montenegro Airlines, concluded a contract for buying seats from Düsseldorf and Frankfurt.



The first organized groups of German tourists should arrive to Montenegro end of April.

The presentation was attended by the most important tour operators and representatives of 10 the most influential media and diplomatic representatives of a number of European countries. The visitors were welcomed by the Ambassador of Montenegro to Germany, Vladimir Radulović as well.

In addition, the stand of Montenegro was visited by Wolfgang Reichelt from German Association of Bikers ADFC and a founder of the "Bed & Bike" brand which became very popular in Germany, and which was presented and promoted for the first time in Montenegro.

According to the survey conducted during the Fair, visitors of our stand were mostly interested in general information about the country and tour-operators, air accessibility and safety of roads in Montenegro, cultural landmarks, hotel accommodation and competitiveness of prices in comparison to other destinations.

Programmes of German tour operators and agencies contained tourist offer of Montenegro from before, and the most important are: TUI, Dertour, FTI Frosch Touristik GmbH, REWE Touristik ITS, and Oböna.

Special tourist guides, which present Montenegro as an independent destination, were published in German language by the following publishing companies: Marco Polo, Michael Müller, Aspect Media, Trescher Verlag, Dumont, Reise Know-How, USP Publishing International, etc., and a Guide of the publishing company Bergverlag Rother was published in 2008. The Guide "Wilderness Biking" was published in 2009 produced by Map Solution from Germany.

German economy is still suffering the consequences of economic crisis, salaries paid by most companies are lower than in the previous year, and this will have a significant impact on spending holidays outside Germany.

Lead groups which will travel this year are families and pensioners. The offer of Montenegrin tourist companies is adjusted to this. According to official statistical data, Montenegro was visited by close to 20 000 German tourists in 2010, who realized the total of 110 000 overnights.

## TOURIST OFFER OF MONTENEGRO PRESENTED AT TOURISM FAIR MITT IN MOSCOW

The National Tourist Organization of Montenegro, in cooperation with tour operators who sell packages for Montenegro at Russian market, local tourist organizations, strategic partners and tourist industry, presented tourist offer of Montenegro at the MITT Fair, which was held in Moscow 17-20 March of this year. Within the stand of the NTO MNE, offers were presented by: tour operators "R-Tours", "Talas M", "Brezna Tours", "Travel Centar", strategic partners "Montenegro Airlines", HG "Montenegro Stars", "Beppler & Jacobson Ltd.", "Queen of Montenegro", HG "Budvanska Rivijera", tourist organizations of Budva, Bar and Ulcinj, and companies HIT Montenegro – Hotel "Maestral", Hotel "Mediterran", HTP "Ulcinjaska Rivijera" and Hotel "Dvori Balšića" from Ulcinj, Atlas Hotels Group - Hotel "Princess", Hotel "Korali" and Hotel "Adria" from Bar, and tourist agencies "Neva Travel CG", "Prometheus CG" and "Kompas Montenegro".

Director of the National Tourist Organization of Montenegro, Saša Radović had a number of meetings with Russian and local tour operators on the second day of the Fair, and they pointed out the problems these markets face in the period of economic crisis, and they informed him with expectations during this season. Due to stronger competitions on this market, the measures adopted by a part of tourism industry and air carriers related to reducing prices and attractive travel arrangements for early bookings and longer stays in Montenegro were evaluated as extremely positive. An emphasis was placed on the need for more aggressive promotional campaign, especially in Russian electronic media.

**According to official statistics, Montenegro was visited by 145 000 Russian tourists in 2009, which is by 24% more than in the previous year, who realized more than one million overnights, which is by 18% more than in 2008. This positions Russia as the second largest market for Montenegrin tourism.**

It was pointed out that only reasonable pricing policy and diversified offer of mountain-coastal-cultural tourism of appropriate quality can help us to position ourselves at this very important market.

Around thirty flights a week are planned during summer tourist season from the following cities: Moscow, St. Petersburg, Kaliningrad, Yekaterinburg and Samara. Montenegro Airlines will maintain regular flights on Sundays, Tuesdays, Wednesdays, Fridays and Saturdays to Montenegro from Moscow and St. Petersburg. The first charter flights are expected from end March and will be maintained, as announced, until November.

Ambassador of Germany to Russian federation, Slobodan Backović, also visited the stand of Montenegro. Cooperation between Embassy and the Ministry of Tourism is extremely important in relation to the project of precise registration of real estates owned or used by Russian citizens in our country in order to collect appropriate, legally defined fees based on tourism exploitation of these facilities. A possibility of suspending visas for citizens of Kazakhstan was discussed as well due to a great interest of their tour operators. During the Fair, all exhibitors had dozens of meetings with Russian tour operators and tourist agents who showed a great interest in Montenegro, both for summer season and pre-season and post-season. There is particularly a great interest of younger population for holidays on Montenegrin coast, which led to contracting excursions during pre-season, in April and May, and special groups in MICE tourism.

**Analyses show that the market of Russia, by spending for travelling and holidays, is continuously growing, and the consumption in the past year is by 14% higher than in 2008. Indicators show that an average Russian tourist travels for holiday twice a year and that most tourists, more than 75%, books travels and selects destinations two weeks before going for holiday. Specific expansion of conference and business tourism is expected in 2010.**

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# WORKSHOP HELD IN PARIS WHERE REPRESENTATIVES OF TOURIST INDUSTRY OF MONTENEGRO MET WITH TOUR OPERATORS FROM THE FRENCH MARKET

Traditional workshop Monténégro “Beauté sauvage de l’Adriatique” in the organization of the National Tourist Organization of Montenegro and Montenegro Airlines was held within the complex “Bateaux Mouches”, on the Bateau Zouave ship in Paris on 22 March, where representatives of tourist industry of Montenegro met with partners from the French market.

In addition to the NTO MNE and Montenegro Airlines, tourist offer of Montenegro was also presented by “Talas M DMC”, “IN Booking”, “Guliver Montenegro”, “Adriatic Express”, “Luminalis Events DMC”, “Kalamper”, “Montenegro Stars Hotel Group”, “HTP Budvanska Rivijera”, etc. Also, a large number of participants from France speak about stronger interest in tourist offer of Montenegro.

The workshop was attended by: “Top of Travel”, “Jet Stim”, “Vacances Transat”, “E.T.R.E.S.”, “Easyvoyage”, “Sportera”, “Agence Parfums du Monde”, “Touristra Vacances”, “Belle Planete”, “Varlik”, “Time Tours”, “Club Small Business”, “Selarl les Colonnes de Saint Vincent”, “Nouvelles Frontiers”, “Tabarka Evasion”, “Bemextours”, “Visage de Tunisie”, “Libert Afat Voyage”, “FTF Voyage”, “Tangka Voyages”, “MD International”, “Nouvelobs”, “Societe JS Wine”, “Atout Neuf”, “La Francaise de Motivation”, “Cite Groupe”, “Arts et Vie Voyages Culturels”, “Matis technologies”, “Passenger”, “Helms Briscoe Paris”, “UCPAAdventure”, “Ikhar et Oriensce”, “DFCG”, “Mana Voyages”, “Prodintour”, “Croatie Tours”, “Marsans International”, etc. During the workshop, Montenegrin businessmen informed tour operators with specific offer for this season.



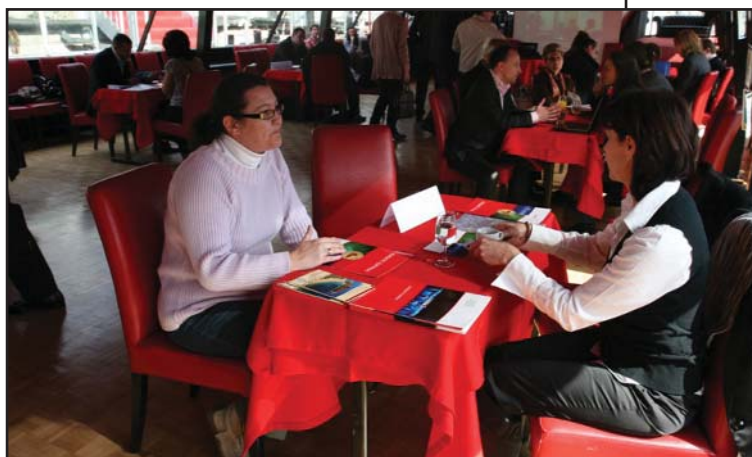
NTO MNE will continue to implement promotional activities in other important markets through similar forms of presentations, where emphasis is placed on direct business meetings.

French market is a good example and indicator that good air links, with adequate promotion, guarantee success on west European markets. During summer tourist season, Montenegro Airlines will fly five times a week Paris – Podgorica -Paris and Paris – Tivat - Paris, on Tuesdays, Thursdays, Fridays, Saturday and Sundays. 33 flights are already booked for May, which shows stronger interest in Montenegro in pre-season as well.

Anyway, France is a very important emissive market for Montenegro, from which we register continuous increase of the number of tourists. According to statistics, Montenegro was visited by more than 33.000 French tourists in 2009, who realized 194.000 overnights, which is by 35% more than in 2008.

French tourists mostly stay in hotels (90%), use services of tourist agencies for organizing their stay in Montenegro (67%), and mostly travel by plane (66%). Their main activities during their stay are visiting cultural and historical monuments (70%), walking (57%), swimming (42%), hiking (36%), rafting (21%), etc.

Famous tour operator “Thomas Cook” announced that he would bring French tourists to Montenegro as of this year by his charter flight.





## TOURIST OFFER OF MONTENEGRO PRESENTED FOR THE FIRST TIME AT THE TUR FAIR IN GOTHENBURG

Within the TUR Tourism Fair in Gothenburg, which was held 25-28 March, a press conference was held on the second day, where Deputy Minister of tourism Nebojša Popović and Advisor to the National Tourist Organization of Montenegro, Kirsi Hyvaerinen, presented Montenegrin tourist offer, Strategy of Tourism Development to 2020, and the most important development projects in tourism of Montenegro. The presentation was attended by representatives of 15 media from Scandinavia, and the most important were "Aftonbladet" (one of the most read Scandinavian daily newspapers) and "Travel Report" (one of the most read Scandinavian travel magazines).

The National Tourist Organization of Montenegro and the Ministry of Tourism presented for the first time the offer of Montenegrin tourism on this very important tourist market. Partners from tourist industry of Montenegro are present at Montenegrin stand as well: Hotel "The Queen of Montenegro", hotel group "Budvanska Rivijera", "Beppler & Jacobson", Hotel "Maestral" and local tourist organization of Budva.

Interest in the stand is high, and there are often situations that the stand of Montenegro is visited by tourists who recently visited Montenegro and they are very interested in current tourist offer. Visitors of our stand were mostly interested in general information about the country, procedures at border crossings if they come individually or in groups, air connections, cultural landmarks, offer for active holiday, and competitiveness of prices compared to other destinations. Interest of Scandinavians in Montenegro is proven by increasing number of flights which connect them with our country. "Kuoni Scandinavia"/"Apollo", one of the two biggest tour operators in Scandinavia has charter flights from Oslo to Tivat, from May to end August, and also from Stockholm and Gothenburg from end May to beginning of October. "Apolo" will expand its offer to involve Finnish market. The first organized groups of Scandinavian tourists will arrive to Montenegro end of May.

In addition, Montenegro Airlines will introduce beginning of May a direct line Copenhagen-Podgorica, twice a week (on Tuesdays and Saturdays), and Finnish "Blue 1" and "Nor-

wegian" bring guests to Montenegro via Dubrovnik Airport. A need for better air links is stressed.

Tour operators, especially in the field of active holiday, specialized for biking and hiking and cultural tourism, confirmed that a trend for these types of tourism in Sweden is very positive, and demonstrated a double increase of the number of tourists since 2006. There is also an increased demand for "all inclusive" offer, especially during financial crisis, especially when speaking about families.

According to surveys, target groups which will travel this year from the market of Scandinavia are families, highly educated people and pensioners. Young people mostly plan travelling at the last minute. In those terms, the offer of Montenegrin tourist enterprises in this market is adjusted.



For all important international emissive markets, including Scandinavian market, the National Tourist Organization plans to organize study visits for journalists and tour operators in June, in cooperation with partners and donor organizations to give them an opportunity to be informed about current "hiking and biking" project. In addition, a study

tour will be organized end of September for Scandinavian tour operators who are interested in coastal, cultural and gastro offer.

Having in mind high standard of citizens and overall economic situation, this market is very attractive since Sweden is, according to said parameters, on the second place in Europe, after Luxembourg, which offers very good perspectives when speaking about travelling.

According to statistics, Montenegro was visited by nearly 16.000 tourists from Scandinavia in 2009, who realized the total of 105.000 overnights.

TUR gathered more than 1.200 exhibitors from 100 countries this year. The market of Scandinavia integrates markets of Norway, Sweden, Denmark, Finland and Island.

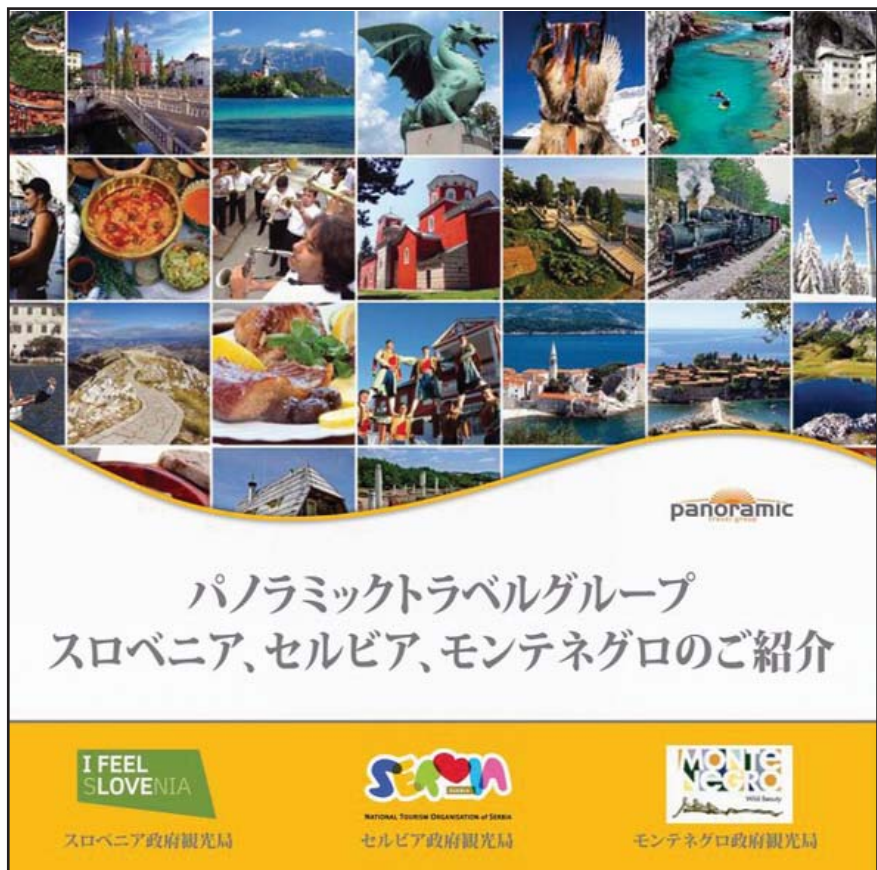
## NATIONAL TOURIST ORGANIZATIONS OF SLOVENIA, SERBIA AND MONTENEGRO APPEAR JOINTLY AT TOURISM FAIR IN OSAKA

National Tourist Organizations of Slovenia, Serbia and Montenegro jointly appeared for the first time at the “Kanku Tabihaku 2010” Fair, which took place 27-28 March this year in Osaka, within joint regional promotional activities on distant overseas markets, i.e. markets outside Europe. The “Kanku Tabihaku 2010” Fair in Osaka, which was closed on 28 March, is one of the biggest tourist events in western Japan, fully opened for public, i.e. has B2C nature, and according to data of organizers, it gathered more than 33.000 visitors this year.

For this Fair and joint regional appearance of NTOs of the three countries, in cooperation with the “Panoramic” Ltd. from Slovenia, a special joint brochure of tourist offers of Slovenia, Serbia and Montenegro was prepared in Japanese, which promotes tourist offers of the three countries. This brochure, together with other individual promotional material of each country, was distributed at the joint stand, with emphasis on promotion of tourist offer of this region of the Balkans with all of its characteristics and attractions.

In addition, on planned stage of the Fair, i.e. the main “PR stage”, one hour presentations were held for each country during both days of the Fair, and a quiz for the guests of the Fair in Japanese language, for which all three National Tourist Organizations had prepared prizes in the form of traditional souvenirs of each country.

This form of joint promotional appearances is very important for regional networking and will be important in the future as well, especially on distant markets, i.e. markets outside Europe for improving attractiveness and for quality positioning of this region in general, both on the market of Japan and on markets of other distant countries.





## WEB PAGE DEDICATED TO NAUTICAL TOURISM WWW.SAIL-WORLD.COM PUBLISHES ARTICLE

### “MONTENEGRO – SET TO FLOURISH FOR SAILING”

The web site [www.sail-world.com](http://www.sail-world.com) where news on sailing, races of sailing boats and cruises are updated every-day by associates worldwide, published an article on Montenegro titled “Montenegro – set to flourish for sailing”. “Montenegro, once the stylish playground of Hollywood icons Elizabeth Taylor, Sophia Loran and Kirk Douglas, is due to flourish again. For years locked in as a part of Yugoslavia, now the independent nation, with its deep waters and beautiful coastline, is attracting the attention of sailors – and developers” – says the text.

Marina Porto Montenegro in Tivat is described as a grand marina on the coast, which will due to its marine infrastructure, modern amenities and attractive prices become an appealing destination to everybody who has a yacht but doesn't want to be in Monte Carlo, Nice or Cannes because they like nature more, they like ecology more, and the different type of geography and topography and a much better weather.

As a great advantage of the marina, it is pointed out that there will be not only berths for “normal” yachts, but for super-yachts as well, because the depth is more appropriate for today's big ships than it is the case with ports built in the past.

Once complete, Porto Montenegro will feature 500 regular berths and another 150 for super-yachts, with residences, luxury hotels, bars, art galleries, a nautical museum and a waterfront promenade. The first 85 berths for yachts up to 100 metres opened for business last summer and were fully booked within three weeks.



***[www.montenegro.travel](http://www.montenegro.travel)***

## MINISTER OF TOURISM NENEZIĆ RECEIVES AMBASSADOR OF THE KINGDOM OF SPAIN IÑIGO DE PALACIO ESPAÑU

Minister of tourism Predrag Nenezić received Ambassador of the Kingdom of Spain Iñigo de Palacio España. During the meeting, mutual satisfaction was expressed by bilateral relations of the Kingdom of Spain and Montenegro, and a need for intensified contacts considering of options for closer cooperation in tourism was stressed. Minister Nenezić informed the respected guest about the results of last year's tourist season and about plans and projections for the forthcoming season. In addition, the Minister informed the Ambassador about the current situation in Montenegrin tourism in general, planned investments and projects on the coast and in the north of Montenegro, trends and plans defined by the Strategy of Tourism Development to 2020.



The Ambassador of the Kingdom of Spain expressed assurance that tourism of Montenegro was developing in the right direction, since competent institutions have a clear vision and dedication to development based on sustainable principles, which would ensure benefits and better standard of living of the population. He pointed out natural resources as a great advantage of Montenegro, especially potentials that the northern region possessed for sustainable development of sport and health tourism, which would contribute to positioning of Montenegro as a recognized tourist destination.

In that respect, the Ambassador pointed out the need to establish better relations of our region with Spain, having in mind high potential of this market, and the interest in Montenegrin tourist offer. He stressed the need for better information of potential partners about investment opportunities, creating more favourable and more transparent business environment, and importance of shortening procedures, especially court procedures.

Having in mind rich experiences in tourism, the Ambassador offered assistance of his country and committed to providing assistance in finding large investors for our destination.





## MINISTER OF TOURISM PREDRAG NENEZIĆ RECEIVES AMBASSADOR OF GREAT BRITAIN KATE KNIGHTS SANDS



Minister of tourism Predrag Nenezić received the Ambassador of Great Britain Kate Knights Sands on 18 March of this year.

During the meeting, mutual satisfaction was expressed by bilateral relations of the Great Britain and Montenegro, and the need was stressed for intensified contacts and considering opportunities for closer cooperation in tourism. The Minister informed the Ambassador with full commitment of Montenegro to developing the country as a high-quality destination in compliance with sustainability principles. He pointed out that for the purpose of achieving the vision of Montenegro to become a leader in the Mediterranean, which is defined by the Strategy of Tourism Development to 2020, strategic partners with foreign donors were necessary. The Minister stressed satisfaction with presence of a number of investors from the Great Britain in our country and expressed assurance that the cooperation would intensify, because their contribution to the development of Montenegro is very important.

The Minister informed the Ambassador about current trends

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in Montenegrin tourism, implemented and planned foreign investments and projects aimed at improvement of hotel-tourism infrastructure (such as Porto Montenegro, Aman Resorts-Sveti Stefan, Orascom-Luštica, pilot project in Perast, etc.), and about trends and plans defined by the Strategy of Tourism Development to 2020. He informed the respected guest with nomination and short-listing of our country for the award Tourism for Tomorrow in Beijing.

Nenezić commended good air connections between Montenegro and the Great Britain and announced more intense flights during summer season. He expressed assurance that by the end of this year, or during next year, the National Tourist Organization would open a representative office in London, where there are a lot of specialized tour operators, who are extremely interested in our destination.

The Ambassador of the Great Britain Kate Knights Sands expressed assurance that Montenegro was developing in the right direction since competent institutions have a clear vision and dedication to development based on sustainable principles, which would ensure benefits and better standard of living of the population and preserve values of our country. She stressed the need for better information of potential partners about investment opportunities, creating more favourable and more transparent business environment, and offered assistance and committed to helping in finding large investors for our destination.

The Ambassador pointed out that Montenegro was a very important market for British tourists and investors as well, and their number is continuously growing, and she expressed assurance that the same trend would continue in the future.

## MINISTER OF TOURISM PREDRAG NENEZIĆ HOLDS A MEETING WITH THE MINISTER OF CULTURE, TOURISM, YOUTH AND SPORT OF THE REPUBLIC OF ALBANIA FERDINAND XHAFERAJ

Minister of tourism Predrag Nenezić met with the Minister of Culture, Tourism, Youth and Sport of the Republic of Albania Ferdinand Xhaferaj.

On this occasion, Ministers said that there was a lot of room for improving cooperation between Montenegro and Albania, not only in tourism but in other fields as well. Minister of tourism Predrag Nenezić said that the two countries, and other countries in the region, could jointly appear primarily on overseas markets, such as the United States of America, China, India, Japan, and in Baltic countries. These are emissive markets for the future of our region, and it is only together that we could achieve good results. Nenezić and Xhaferaj agreed that the two countries had a lot to offer jointly to investors, especially in cross-border areas such as Ulcinj, Skadar Lake and Prokletije.

Minister Nenezić thinks that Montenegro could help colleagues from Albania by sharing experiences gained over the past 10 years. The growth of the number of tourists from Albania is more than 10% in the last 6 years, which shows increasingly good cooperation between the two countries, which could be even better thinks Nenezić. Nenezić said he was satisfied with the number of Albanian tourists who visit Montenegro both in winter and summer.

They agreed to update the Protocol of Cooperation, which was signed in 2004.

Having in mind quick development of these two countries, and primarily national process of Montenegro, the Protocol could be considered outdated, although it had been only six years from its adoption - said Xhaferaj. He said that he had pre-



sented to representatives of the Government of Montenegro an idea of joint broadcasting of promotional video clips of the two countries on global TV stations. Xhaferaj pointed out that so long as Montenegro and Albania were considered complementary and not competitive markets, it would be the best direction for developing both cooperation and promoting tourism for entire region. In addition, we presented the idea to organize a cruise and to link Budva and Saranda - said Xhaferaj.

Xhaferaj pointed out that Prime Ministers of the two countries were willing to support further cooperation in tourism.

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## MINISTER NENEZIĆ RECEIVES AMBASSADOR OF THE REPUBLIC OF HUNGARY TIBOR CSASZAR

Minister of tourism Predrag Nenezić received Ambassador of the Republic of Hungary H.E. Tibor Csaszar on 8 March of this year. During the meeting, mutual satisfaction was expressed by bilateral relations of the Republic of Hungary and Montenegro, and a need for intensified contacts considering of options for closer cooperation in tourism was stressed.

Minister Nenezić informed the respected guest about the results of last year's tourist season and about plans and projections for the forthcoming season. In addition, the Minister informed the Ambassador about the current situation in Montenegrin tourism in general, planned investments and projects on the coast and in the north of Montenegro, trends and plans defined by the Strategy of Tourism Development to 2020. Minister expressed satisfaction with improved cooperation between the two countries and pointed out that he expected their further improvement. Minister considered this year's participation of Montenegro at the Tourism Fair in Budapest to be very successful and commended good air connections between Montenegro and Hungary.

The Ambassador of the Republic of Hungary H.E Tibor Csaszar expressed assurance that tourism of Montenegro was developing in the right direction, since competent institutions have a clear vision and dedication to development based on sustainable principles, which would ensure benefits and better standard of living of the population. The Ambassador stressed that Montenegro was a very important market for Hungarian tourists.

He pointed out natural resources as a great advantage of Montenegro, especially potentials that the northern region possessed for sustainable development of sport and health

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tourism, which would contribute to positioning of Montenegro as a recognized tourist destination.

In that respect, the Ambassador pointed out the need to establish better relations of our region with Hungary, having in mind high potential of this market, and the interest in Montenegrin tourist offer.

He expressed great satisfaction with participation of Montenegro at this year's Tourism Fair in Budapest and stressed the need for better information of potential partners about investment opportunities, creating more favourable and more transparent business environment, and importance of shortening procedures, especially court procedures.

The Ambassador stressed readiness of the Republic of Hungary to help our country find large investors.

# MINISTER OF TOURISM PREDRAG NENEZIĆ RECEIVES THE PRESIDENT OF “TONINO LAMBORGHINI GROUP” COMPANY TONINO LAMBORGHINI

Minister of tourism Predrag Nenezić received Tonino Lamborghini, the President of prestigious Italian company “Tonino Lamborghini Group” on 3 March. On this occasion, the Minister informed Lamborghini and his associates about full commitment of the Government of Montenegro to develop the country as a high-quality destination in compliance with sustainability principles. He pointed out that for the purpose of achieving the vision of Montenegro to become a leader in the Mediterranean, which is defined by the Strategy of Tourism Development to 2020, strategic partnerships with foreign investors were necessary.

Minister informed the successful Italian entrepreneur about current trends in Montenegrin tourism, implemented and planned foreign investments aimed at improving hotel-tourist infrastructure (such as Porto Montenegro, Aman Resorts-Sveti Stefan, Orascom-Luštica, etc.).

During the meeting, opportunities for cooperation were discussed and it was agreed that there was a lot of room for that having in mind that this company has a developed business in tourism, hotel industry, hospitality and production, and it recognizes Montenegro as a destination with a potential to become a leader in the region.

The “Tonino Lamborghini Group” Company runs a successful business in several segments throughout the world for almost three decades now: hospitality, hotel



industry, production of modern accessories, IT technology, production of electric vehicles and bicycles. The recognizable brand “Lamborghini”, which implies typical lifestyle characterized by luxury and originality, includes a chain of coffee shops and a number of hotels in Europe, USA, China, Dubai, etc., and an opportunity of opening similar hospitality facilities in Montenegro was discussed in this meeting.

In addition, opportunity for cooperation on projects which contribute to environmental protection was also discussed, such as already initiated project “System of Sustainable Transport in Perast”, which inter alia implies using electric transportation means, since this company is producing them.

