

BULLETIN



Number 95 – APRIL 2010

EXTRACT FROM THE STRATEGY OF
TOURISM DEVELOPMENT OF MON-
TENEGRO UNTIL 2020

Margaret Huffadine, the leading US expert on resort architecture, also falls a little short of the mark when she claims that "the modern tourist associates the resort experience with relaxation, luxury, service and care and expects to be pampered. These pleasures are enhanced by the opportunity to participate in a wide variety of sports, recreation and entertainment from day-to-day stresses".



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recycled paper.**

VIII MEETING OF INTERNATIONAL DONOR ORGANIZATIONS TAKES PLACE



On 23 April of this year, meeting number VIII of international donor organizations was held in Montenegro.

On this occasion, Minister of Tourism Predrag Nenezić said that Montenegro should improve the level of coordination with donors because, in addition to funds, they have human capacities as well, which could be useful for implementing strategic goals in tourism. Minister pointed out that there were frequent overlapping in the past, and there were cases when some projects were not fully harmonized with Government priorities, and thus funds, human resources, energy and time were not used properly, i.e. were not used for achieving the vision of Montenegro as a tourist destination that we want to have in 2020. According to his words, participants of the meeting concluded that a large number of projects, which had been jointly implemented, contributed to achieving positive results for Montenegrin tourism.

Minister expressed belief that in the future we should network local level and some of the countries in the region, because the priority will be given to projects at local level and cross-border cooperation, and said that there were a lot of opportunities for co-operation in that segment.

He reminded that Montenegro is developing quickly, which will lead to reduced funds from donor organizations, which by default support underdeveloped countries and said that we have to more considerate when using these funds in the future.

Minister Nenezić said that it was agreed at the meeting to establish operational teams at local, national and the level of donor organizations, and to harmonize all activities and projects with priorities defined by the Tourism Development Strategy until 2020.

Nenezić said that the Ministry of Tourism and the National Tourist Organization will not approve or give positive opinions on any project which is not fully harmonized with priorities of the Strategy.

DELEGATION OF MONTENEGRO LED BY THE PRIME MINISTER ĐUKANOVIĆ PARTICIPATES AT THE FIRST BRITISH – MONTENEGRIN INVESTMENT FORUM IN LONDON

Delegation of Montenegro led by the Prime Minister Đukanović participated at the first British-Montenegrin Investment Forum in London held 14-15 April of this year.

Montenegrin Prime Minister Milo Đukanović pointed out that despite the fact that there is a high interest for Montenegro in the centre of the world's business and that proves that we managed to keep lead position in attracting direct foreign investments, the Government of Montenegro has a clear vision how to develop country further, which in addition to extraordinary geographic position, it also has significant natural resources that we want to value in line with the best practice and experiences in the world in order to ensure sustainable development in the future. Đukanović said that Montenegro has sufficient investment opportunities and expressed belief in their competitiveness.

Montenegrin Prime Minister pointed out that nowadays investors from 86 countries do their business in Montenegro freely and that their number is increasing.

More than 5.000 of foreign companies do their business in Montenegro. They include reputable investors and firms from all over the world. Their positive experience is valuable for attracting new investors and further progress of Montenegro, said Đukanović.

Minister of tourism Predrag Nenezić explained that we can hope for new investors in tourism sector. The Minister thought that Montenegro has image of a rising investment tourist destination, and that we can look into the future with a lot of optimism despite these crisis years.

The Forum was attended by representatives of numerous companies which have not invested in Montenegro before. Many contacts were established and my impression is that Montenegro has a good image of a successful rising tourist destination, said Nenezić.

The owner of Restis Group Viktor Restis says that the best



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way for Montenegro to value its tourist potentials is through eco tourism and offered to be a partner to the Government of Montenegro in that work. Restis said that development of Montenegrin tourism reminded him of the development of French Riviera and in his opinion the key is to follow their example and invest in infrastructure. He thinks that roads are essential for tourists, and adequate environmental protection and addressing of communal problems. Restis said that in addition to beautiful nature, tradition and invaluable historical highlight and status of ecological state, Montenegro could rightfully expect a lot from the future.

The Forum gathered more than 150 representatives of world companies, including the most successful ones JR Morgan, Bank of China, Restis Group, Plaza Holding, Rothschild Corporate Advisors, Deutsche Bank, Pegasus International, Porto Montenegro, Invest Reality Group, Standard and Poors, Global Finance and many other. The Conference was organized by Developing Market Associates from London and Agency of Montenegro for promotion of foreign investments, with support of the European Bank for Reconstruction and Development.

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MINISTER OF TOURISM PREDRAG NENEZIĆ VISITS KOTOR MUNICIPALITY AND GIVES A LECTURE AT THE FACULTY OF TOURISM AND HOSPITALITY



Within regular activities of the Ministry of Tourism, Minister Predrag Nenezić with his associates went for a working visit to Kotor municipality on 28 April.

At the meeting with the Mayor of Kotor municipality Marija Čatović and her associates, current and planned projects related to sustainable development of tourism in Kotor were discussed, and problems and challenges they face in this municipality.

Next steps are agreed under the implementation of the project "System for sustainable transport in Perast", which implies a regime of limited traffic based on electrical vehicles, which is expected to become functional beginning of June.

Minister Nenezić thought that Kotor municipality is moving in the right direction when it comes to tourism and pointed out that a lot had been done in the previous period on creating conditions for tourism development, starting from com-

munal and road infrastructures, investing in electrical network, important projects such as the said project in Perast, and expanding of the Port of Kotor, which offer an excellent development opportunity for this municipality.

Having in mind the fact that accommodation capacities create a backbone of tourism economy, it was jointly stated that the number of hotels in Kotor should be increased and numerous potential should be used for positioning of this town as the centre of events, nautical and cultural tourism.

He pointed out that, in those terms, the Ministry of Tourism and the Government of Montenegro would provide full support to this municipality.

For the purpose of as quality as possible preparation of existing tourist season, a specific discussion in the discussion was paid to a number of topics related to water supply, communal and road infrastructures, legalization of private accommodation, etc.



After the meeting, Minister gave a lecture at the Faculty of Tourism and Hospitality in Kotor.

Minister presented the Strategy of Tourism Development of Montenegro until 2020 to students of all years, post-graduates and education staff, as well as the vision and goals for the future, and activities which are undertaken in those terms. The lecture was followed by the discussion during which students demonstrated a high interest for current trends in the world and activities and plans in Montenegrin tourism.

ANNOUNCEMENT: MINISTER NENEZIĆ OFFICIALLY OPENED TOURIST SEASON IN THE NATIONAL PARK “BIOGRADSKA GORA”

Minister of tourism Predrag Nenezić officially opened tourist season in the National Park “Biogradska gora” and the region of Bjelasica and Komovi on 30 April.

On this occasion, Minister Nenezić said that Kolašin was becoming a centre of winter and summer tourism, and that creating Montenegro as ecological state started from the NP “Biogradska gora”. Minister said he believed that the NP “Biogradska gora” would register record number of visitors this year as well, and that sustainable development, protection of resources and tourist valorisation were the main goals of the Government of Montenegro and PE “National Parks”. Nenezić invited citizens of Montenegro to visit NP “Biogradska gora”, because it is indeed one of the most beautiful oases in Europe.

Opening of the season was also attended by Mayors of Kolašin and Mojkovac municipalities, Mileta Bulatović and Miladin Mitrović, Director of Development Agency for



Bjelasica and Komovi and Prokletije Jelena Krivčević, Deputy Director of the PE “National Parks” Dragan Dragičević and Director of the NP “Biogradska gora” Darko Brajušković.

Mayor of Kolašin municipality Mileta Bulatović pointed out that the NP “Biogradska gora” is one of the oldest rainforests in Europe and as such, it should be presented to guests. He reminded that this is the oldest National Park in Montenegro declared in 1878 and pointed out that the NP

“Biogradska gora” can and should be the centre of the development of Kolašin and Mojkovac municipalities. Director of the NP “Biogradska gora” Darko Brajušković, encouraged by last year’s results, expressed optimism when it comes to forthcoming season and announced improvement of the scope and the quality of offer. He emphasized implementation of numerous infrastructural projects, announced implementation of two new development projects and emphasized good selling of accommodation capacities mostly to foreign tourist agencies.

A promotional walk along educational path around Biogradsko Lake was organized within this event.



ANNOUNCEMENT: MINISTER NENEZIĆ ATTENDS MEETING OF HOTEL KEEPERS, RESTAURATEURS AND WINE PRODUCERS NAMED “EVENING OF WINE”

The “Evening of wine”, a meeting of hotel keepers and restaurateurs with wine producers, as the first of many meetings focused on improved cooperation between tourist economy and agricultural producers was held on 30 April in the organization of the Ministry of Tourism and the Ministry of Agriculture, Forestry and Water Management. The meeting was attended by Minister of Tourism Predrag Nenezić and Minister of Agriculture, Forestry and Water Management Milutin Simović.

On this occasion, Minister of tourism Predrag Nenezić said that tourism and agriculture were strategic, development priorities of Montenegro and pointed out that it was extremely important to establish a link between producers and consumers in tourism. Minister pointed out that the reason why the two Ministries initiated implementation of a set of activities aimed at creating environment for more efficient linking of these two inseparable sectors, because there is no good tourist offer without a good and quality agriculture product and vice versa.

Nenezić pointed out that the Ministry of Tourism and the National Tourist Organization pay special attention to promotion of gastronomy offer, because it is known that Montenegro has a rich and diverse range of local products, and that this diversity makes the national identity. He commended the quality and origin label “Good from Montenegro” which is granted by the



Chamber of Commerce and pointed out that it provides a significant contribution to creating national identity.

Minister reminded that many destinations in the world built their tourist image on good and known wine and thought that Montenegro was not behind in terms of the quality and beauty of its wines. Nenezić was confident that the quality of Montenegrin wines would be

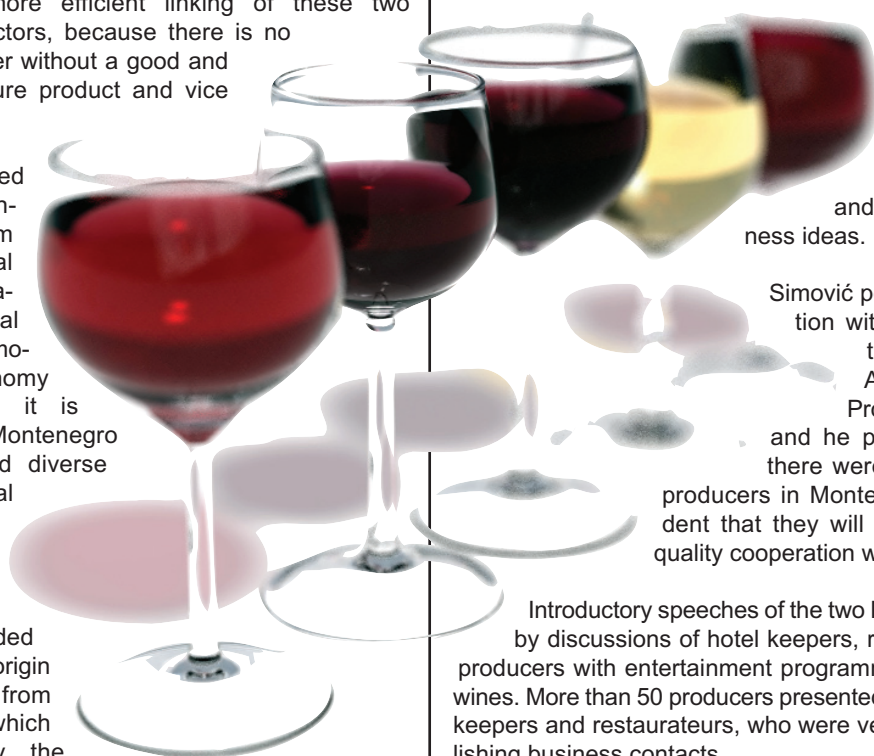
recognized and that it will find its place in hotels and restaurants, and thus provide contribution to recovery and quicker development of our country and Montenegrin national brand.

Minister of agriculture, forestry and water management Milutin Simović commended the idea of the two Ministries holding thematic meetings between hotel keepers, restaurateurs and agricultural producers in Montenegro.

He said that local Montenegrin wines are high quality with recognizable geographic origin and pointed out that they are a result which goes beyond modern and contemporary business ideas.

Simović pointed out his satisfaction with the work and functioning of the Association of Wine Producers of Montenegro and he pointed out that today there were 106 registered wine producers in Montenegro and was confident that they will establish a good and quality cooperation with tourism industry.

Introductory speeches of the two Ministers were followed by discussions of hotel keepers, restaurateurs and wine producers with entertainment programme and degustation of wines. More than 50 producers presented their products to hotel keepers and restaurateurs, who were very interested in establishing business contacts.



A MEETING TAKES PLACE WITH BUS CARRIERS IN THE CHAMBER OF COMMERCE OF MONTENEGRO

A meeting with lead bus carriers and representatives of enterprises who manage bus stations in Montenegro was held on 6 April in the organization of the Chamber of Commerce of Montenegro, and it was attended by the Minister of tourism Predrag Nenezić, Minister of maritime affairs, transportation and telecommunications Andrija Lompar, President of the Chamber of Commerce of Montenegro Velimir Mijušković and Director of the National Tourist Organization of Montenegro Saša Radović.

This year's tourist season and promotion of Montenegrin tourist offer in the market of the region was discussed in the meeting. Carriers expressed willingness to engage in the campaign and consider opportunities for reducing the total price of transport for this year's summer season within their abilities, and the opportunity to provide certain capacities and additional discounts for the campaign implemented by the National Tourist Organization and Montenegrin Tourism Association in the markets of Serbia, Bosnia and Herzegovina, Kosovo, Albania and Macedonia. At the same time, bus carriers expressed willingness to contact their partners from regional markets who drive to Montenegro to encourage them to engage and offer the same terms of travel.



Coordination Body for preparation and monitoring of season, which regularly take place, and some of the matters to be addressed in future meetings in the Chamber of Commerce of Montenegro.

The campaign of the NTO MNE and CTU will be supported by a number of bus carriers by reducing the ticket price by 40% for every trip to Montenegro, which will initially apply to 5 seats in every bus which will travel to our country.

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The carriers pointed out problems of long time spent on border crossings, particularly on border crossings to Bosnia and Herzegovina, Serbia and Albania, a possibility to subsidize purchase of oil, payment of eco fees, high taxes and insurance rates. Minister Nenezić and Minister Lompar proposed that some of these matters, such as long time at border crossings, are addressed at the session of the

campaign.

The group of road transporters of the Chamber of Commerce of Montenegro will send a list of all bus carriers who are willing to participate in the campaign in the market of the region to the Ministry of Tourism, with specific discounts and capacities and thus contribute to promoting prices which are aligned with the conditions imposed by the economic crisis.

The campaign of the NTO MNE and CTU will be supported by a number of bus carriers by reducing the ticket price by 40% for every trip to Montenegro, which will initially apply to 5 seats in every bus which will travel to our country.

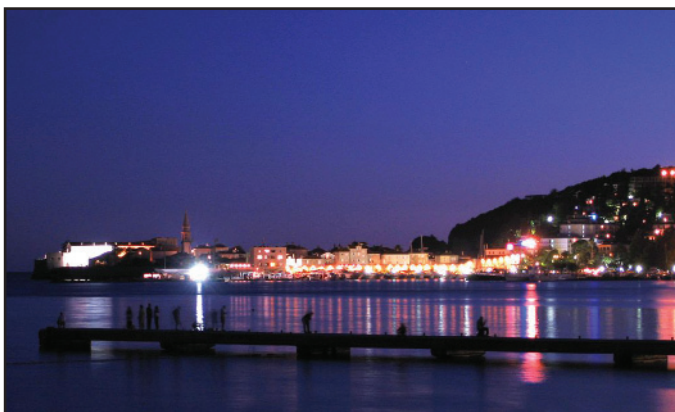
DEPUTY MINISTER OF TOURISM ZORAN DULETIĆ PARTICIPATES AT THE I INTERNATIONAL BUSINESS FORUM “RUSSIA-MONTENEGRO: NEW BUSINESS OPPORTUNITIES” IN BUDVA

The First International Business Forum “Russia-Montenegro: New business opportunities” was held in Budva 13-17 April of this year.

Today, on the second day of the Forum, within the second plenary session, Deputy Minister of tourism Zoran Duletić gave a presentation titled “Plans for the development of tourist infrastructure of Montenegro. The most attractive projects for foreign investments.”

On that occasion he pointed out that development strategic goals in Montenegro were related to high quality tourism throughout the year, higher revenues per guest, per day respectively, perspectives for providing attractive new employment opportunities, sustainability and improving the overall level of the quality of life. The focus is on creating a quality hotel sector and its specialization in diverse, attractive tourist infrastructure, with valuing of known and attractive areas, and cultural and historical heritage.

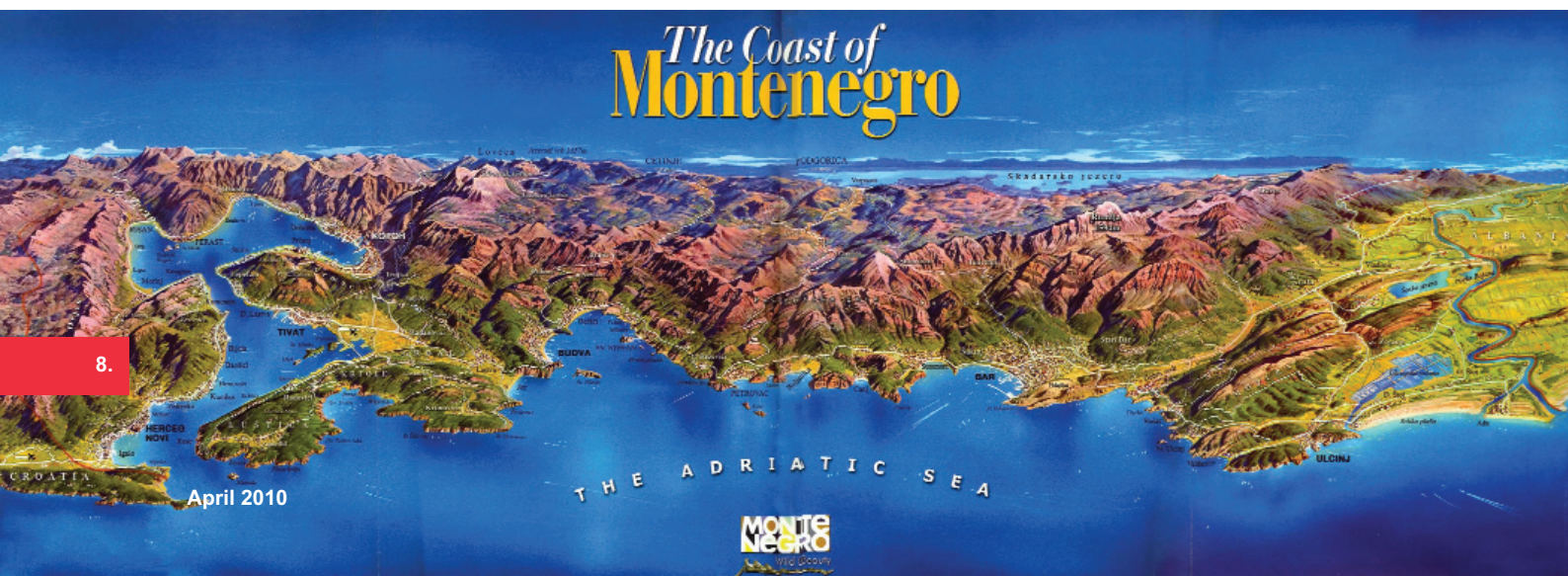
He pointed out that achieving of the vision of Montenegro to become a leader in some segments of the market on the Mediterranean, which is defined by the Tourism Development Strategy until 2020 requires strategic partnerships with foreign investors. He referred to implemented, initiated and planned investments in construction and reconstruction of hotel-tourist infrastructure such as Porto Montenegro, Aman Resorts-Sveti Stefan, Orascom-Luštica, Banyan Tree resort on the island Sveti Marko in Tivat, followed by valuing of locations Rose in Herceg Novi, etc. Also, in addition to already mentioned, he pointed out a several attractive locations for this form of foreign investments: Ada Bojana, Velika plaža and Valdanos in Ulcinj, Island of Flowers in Tivat, Kumbor in Herceg Novi, Bigovo, Žabljak and Kolašin.



The main emphasis of future investment activities is placed on the construction of hotel capacities and similar holiday facilities, which meet the criteria of higher categories. For the purpose of acceptability of the said facilities on the market and their work throughout the year, it is necessary to respect quality, with diversification of offer by quality specialization focused on target groups.

In addition, Deputy Duletić spoke within the second thematic session “Russian-Montenegro: Situation in tourism and migration, forms and perspectives of development” about attractiveness of new sectors of tourism, holidays on mountains and in national parks throughout the year and pointed out that special attention is paid to creating preconditions for valuing of tourist potentials of continental and mountain regions of Montenegro. For that purpose, inter alia, Master Plan for tourism development in Kolasin municipality is prepared, and drafting of a similar document for the region of Durmitor is in the process.

Deputy Minister of tourism, Zoran Duletić said he was confident that a successful cooperation with Russian investors on projects in tourism will continue in the future.



TOURIST OFFER OF MONTENEGRO PRESENTED DURING PRESENTATIONS IN MOSCOW AND YEKATERINBURG

National Tourist Organization of Montenegro in cooperation with tour operator R-Tours Company presented tourist offer of Montenegro for this year's season on Russian market by two presentations in Moscow and Yekaterinburg. The first presentation, which was attended by a large number of tourist agencies and sub-agents of R-Tours, was held on 14 April in Moscow in the Hotel "Golden Ring". Ambassador of Montenegro to Russia, Slobodan Backović gave an introduction, and the President of R-tours Group Ratko Citakovic spoke about tourist offer of Montenegro, as well as the Director of R-tours for Montenegro Ana Marojević and the associate of the NTO MNE Miladin Radišević.

The attendees were informed about tourist offer of Montenegro, new projects and investments, current package arrangements for this year, and with diversified tourist products as well.



According to information of R-tours, the current booking from this market is a lot better than the booking at the same time last year.

During this summer season, around 30 charter flights are planned weekly from Moscow, Petrograd, Kaliningrad, Yekaterinburg and Samara in the period from mid April to November. Montenegro Airlines will have regular lines five times a week this summer season, on Sundays, Tuesdays, Wednesdays, Fridays and Saturdays.

According to official statistical data, Montenegro was visited by 145000 Russian tourists in 2009, which is by 24% more than in the previous year, and they realized more than one million overnights, which is by 18% more than in 2008.

NO CHANGES IN THE REGIME OF CROSSING MONTENEGRIN BORDER BY CITIZENS OF SERBIA

Regarding media speculations that Montenegro will not allow entrance to citizens of Serbia to its territory without a valid passport as of 1 June of this year, and for the purpose of timely and accurate information of the public and partners in Serbia, we would like to inform everybody that there has not been any changes to the current regime of mutual travel of citizens between Montenegro and Serbia, which assumes an opportunity to travel based on a valid travel document or an identity card.

As until now, all adult citizens of Serbia can travel to Montenegro with identity card as well.

As for travelling of minors, an agreement has been reached on the initiative of the Ministry of Foreign Affairs of Montenegro to postpone enforcement of the Decision on crossing of state border by minors with an identity document, which was planned to come into force on 1 June 2010.

In line with this, Ministries of Interior of Serbia and Montenegro reached an agreement that minors can cross borders of the two countries without a passport until 1 October of this year.

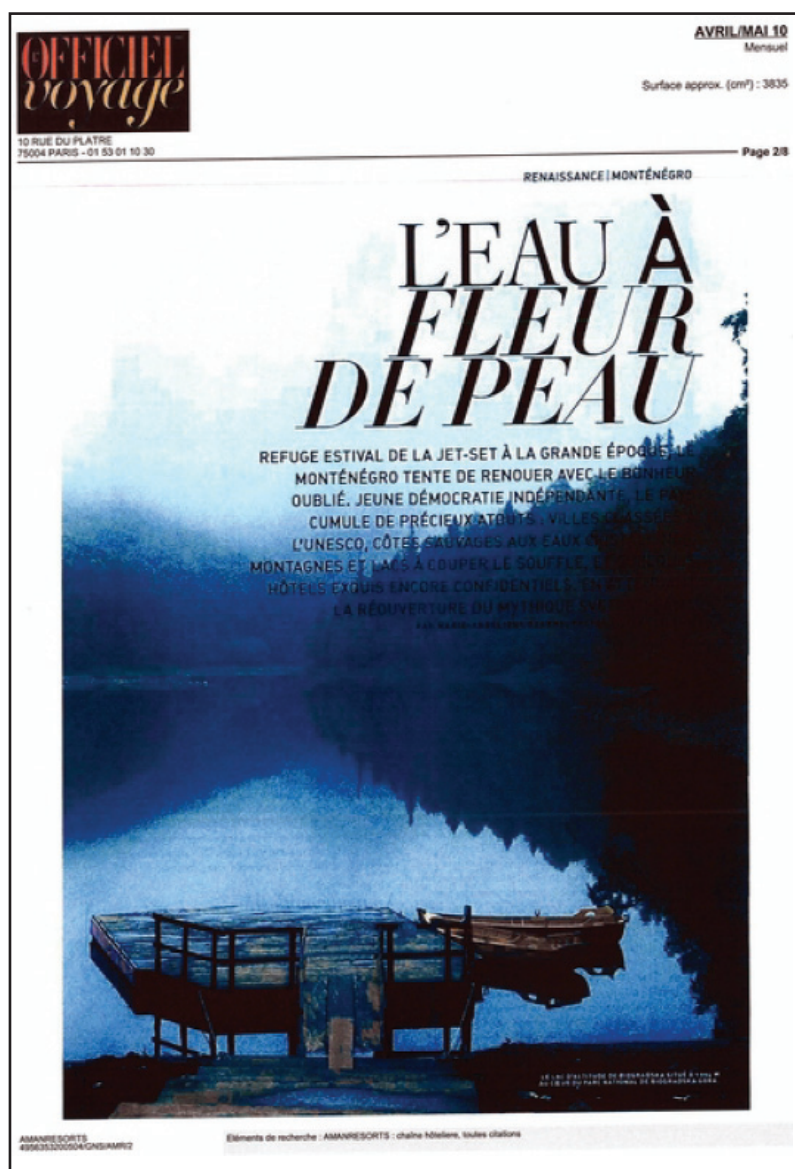
PRESTIGIOUS FRENCH MAGAZINE "OFFICIEL VOYAGE" PUBLISHES COVERAGE ON MONTENEGRO

"Officiel Voyage", reputable French magazine published coverage on Montenegro on eight pages in its April/May edition, where beauties of Biogradska Gora, medieval towns, winter and summer tourist centres are presented.

The journalist of this Magazine Marie Angélique Ozanne and the photographer Vincent Ferrane stayed in our country in September last year in the organization of the National Tourist Organization.

"Former summer jet-set destination is grandiosely coming back." These words are the beginning of Montenegro, which is described as a "young, independent democracy, a country which has towns under UNESCO's protection, beautiful beaches, crystal clear sea, mountains and lakes, and hotels which provide quiet holiday and discretion."

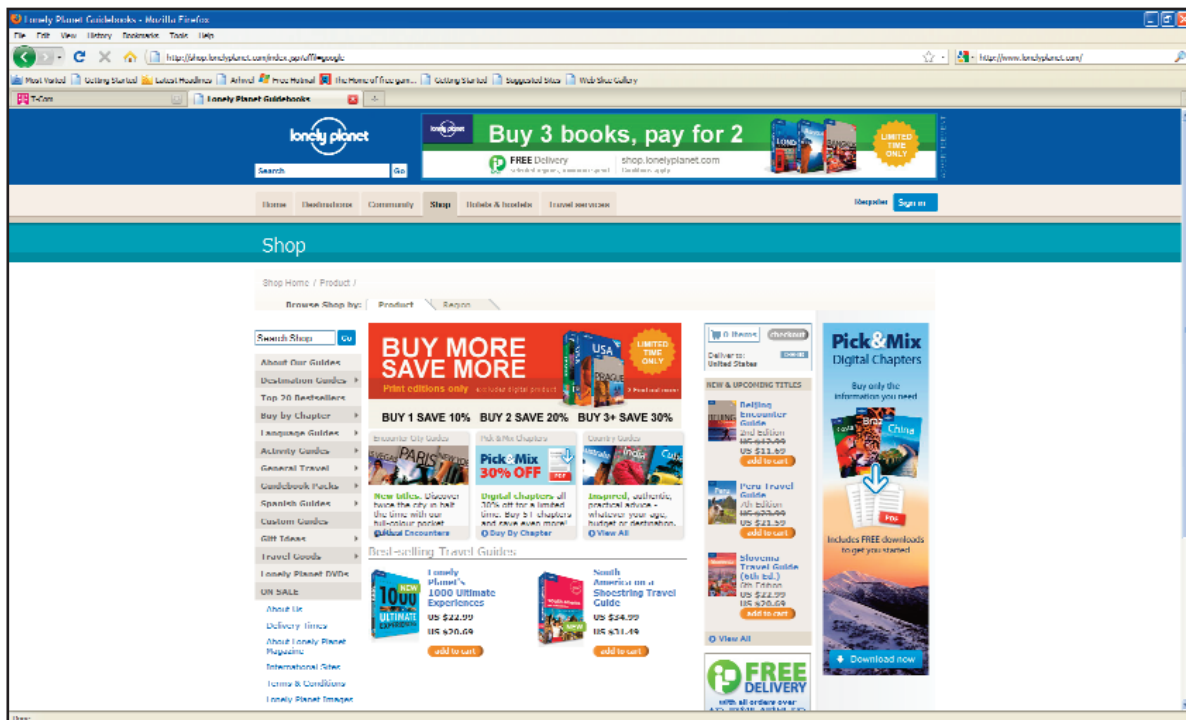
Further on, it says that one of the most beautiful canyons is located in Montenegro, the Tara Canyon, then Sveti Stefan, Skadar Lake, numerous cultural and historical landmarks. Kotor, festivals, fashion revues of famous fashion designers such as Emanuel Ungaro, Zuhair Murad, Diane von Furstenberg, etc. are also mentioned, then famous personalities who visited our country: Sofia Loren, Monica Vitti, Lady Di, Claudia Schiffer, Liz Taylor, Richard Burton, Sylvester Stallone, etc. In addition to beautiful photographs, the Article offers useful information about staying in Montenegro: contacts of hotels, Montenegro Airlines, French tourist agencies which sell arrangements for Montenegro, etc.



The Article announces opening of Sveti Stefan during the upcoming summer season.

Statistical data in 2009 register increased number of French tourists by 35% as compared to 2008. Besides swimming and visiting cultural and historical landmarks (90%), they are also interested in hiking (57%), mountaineering (36%), rafting (21%), etc. During this summer season, Montenegro Airlines will for the first time fly Paris – Podgorica and Paris – Tivat five times a week, which indicates better interest of this important market.

THE MOST PRESTIGIOUS WORLD TOURIST GUIDE LONELY PLANET PLACES MONTENEGRO ON THE LEAD POSITION OF THE MOST WANTED DESTINATIONS FOR TRAVELLING IN JUNE



Lonely Planet placed Montenegro on the lead position of the most wanted destinations for travelling in June.

The guide titled “Where to go in June” proposed the best places for holiday and places to avoid.

Montenegro was placed number one with numerous advantages when compared to competitors: temperature of sea water reaches 28 degrees, stunning old town on the Montenegrin coast are unreal, sunny sandy beaches go along the whole coast, dramatic mountains reflect on the sea surface, beautiful pine forests, unbelievable lakes and breath taking canyons, National Park Durmitor, a place which is heaven for skiers in winter and heaven for hikers in summer, beautiful Tara canyon is Mecca for rafters, so much in a such a small country.

Montenegro is followed by: Provence, Greece and Peru, and the region of Middle East is recommended to be avoided.

Original article can be downloaded here:

<http://www.lonelyplanet.com/france/travel-tips-and-articles/42/50792?affil=l>

www.montenegro.travel

PODGORICA

ON THE LIST OF SECRET TOWNS

One of the lead on-line sources of tourist information, Skyscanner, placed Podgorica amongst ten secret European capitals. The list of Europe's Secret Capital Cities was prepared by the portal as a response to headlines that Spain is no longer sufficiently exotic European destinations for the British.

Development director of the portal Barry Smith said that the British see Spain as too "British". "Why not visit some other destination? Although many enjoy fish, chips and Carling draft beer, when they go for a holiday outside the Great Britain, they want to leave that behind", said Smith. He added that the Skyscanner's secret cities are not sufficiently known to be exciting. "It is likely that you will come across many British in these destinations", said Smith. The first of the Skyscanner's list is the capital of Moldova, Kishinev.

"Kishinev is the town known for vast green areas and architecture, and this is the place of the biggest wine collection in the world, known as Milestii Mici", writes Skyscanner.

Minsk is the second on the list, the third is Luxembourg, followed by Skopje, Sarajevo, Podgorica, Kiev, Zagreb, Belgrade and Talin.

