



MONTENEGRO

MINISTRY OF SUSTAINABLE DEVELOPMENT
AND TOURISM

tourism NEWSLETTER

JULY 2015

**MONTE
NEGRO**

Wild Beauty



tourism NEWSLETTER

JULY 2015



FOTO: Luka Ratković

JULY 2015

TABLE OF CONTENTS:

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- 1 INTRODUCTION BY THE DIRECTOR OF THE NATIONAL TOURISM ORGANIZATION OF MONTENEGRO
- 2 JUNE TOPICAL ISSUES IN TOURISM
- 10 JUNE CENTRAL TOPIC
- 10 Interview with the Secretary General of the UN World Tourism Organization
- 14 NEW HOTELS OPENED IN JUNE
 - PALMON BAY HOTEL & SPA, Igalo
 - Hotel MAGNOLIJA, Tivat
 - Apart Hotel SEA FORT, Sutomore
 - Hotel PORTO SOLE, Sutomore
 - Apart Hotel CRUISER, Ulcinj
- 19 BATHING SITES IN MONTENEGRO
 - Blue Flag raised at 18 Bathing Sites
 - Dolcinium Kitesurfing Club
- 20 ANNOUNCEMENTS OF JULY EVENTS
- 20 Capital City of Podgorica
- 21 Old Royal Capital of Cetinje
- 22 Central and Northern Region
- 27 Coastal Region
- 28 INTERNATIONAL MEDIA ON MONTENEGRO
- 30 TOURIST TURNOVER IN MONTENEGRO
- 30 Number of Tourists and Overnight Stays
- 31 Road Border Crossings
- 31 Sozina Tunnel
- 31 National Parks of Montenegro
- 31 Durmitor National Park
- 32 METEOROLOGICAL CHARACTERISTICS IN JUNE

Dear readers,

The tourist product of Montenegro keeps improving every year. The figures speak for themselves, but in support of this fact there are also numerous awards and recognitions coming from abroad. We are proud that the leading British travel company Thomas Cook awarded Montenegro the “Destination of Excellence” bronze award for major contribution to the development of sustainable tourism, that Jaz Beach was proclaimed the best beach in Europe and that numerous articles have been published in renowned specialized journals.

The National Tourism Organization of Montenegro, in cooperation with strategic partners in the Montenegrin tourism sector, local tourism organizations and the Montenegrin tourist industry, presented its tourist offer at all the relevant international and regional fairs and markets. Our offer for the 2015 season was promoted in Paris, Warsaw, London, Vienna, Istanbul, Belgrade, Berlin, Moscow, Baku and Milan.

Traditionally, as part of the preparation for the summer season, we organized a so-called “road show” campaign to present our current offer in all the major cities in the region, in Serbia, Bosnia and Herzegovina, Skopje and Ljubljana.

We hosted journalists from important foreign media and tour operators.

The Ministry of Sustainable Development and Tourism and the National Tourism Organization of Montenegro, with the support of Budva Municipality, the host city, and in cooperation with their partners, hosted the “II UNWTO Conference on Destination Management in the Mediterranean”, organized at the end of June in Budva. The Conference gathered dozens of renowned international and national experts in the field of tourism and more than 200 participants from 25 countries, who participated in panel discussions and presented their own experiences and the experiences of their countries and companies of origin. I am sure that the recommendations, information and experiences of other countries will be useful for better valorization of our tourist potentials.

Tourism indicators for the first five months, an increase in the number of tourists by 14% and an increase in overnight stays by 11%, demonstrate that the tourist season in Montenegro is developing in the right direction, which boosts our optimism that the season will continue in an equally successful way. Also, the World Tourism Organization refers to Montenegro as a positive example of a destination which has managed to achieve accelerated development.

The advantage of Montenegro, compared to other tourist destinations, is the combination of contrasts and the diversity of the offer in a small area. There are few destinations in the world which offer tourists the possibility to enjoy, in the same day, beautiful beaches and medieval coastal towns, moving onwards to the mountains with countless opportunities for active holidays in untouched nature, staying in authentic ethno villages and enjoying the beauty of five national parks.

In order to valorize our potentials, we all need to make joint efforts – the state, local governments, the non-governmental sector and a partner of particular importance – the economic sector. The Government of Montenegro, with the aim of further development of the offer, has adopted the Program of Incentive Measures in the Field of Tourism for 2015/2016. This is the chance for all of us to give our contribution to the development of tourism.



Željka Radak Kukavičić

JUNE TOPICAL ISSUES IN TOURISM



II UNWTO CONFERENCE ON DESTINATION MANAGEMENT IN THE Mediterranean Held in Budva

The 2nd UNWTO Conference on Destination Management in the Mediterranean was held in Hotel Splendid in Budva, from 22–24 June 2015. The opening speeches were given by Branimir Gvozdenović, Minister of Sustainable Development and Tourism, Lazar Radenović, Mayor of Budva and Taleb Rifai, UN World Tourism Organization (UNWTO) Secretary General, who expressed his satisfaction with the opportunity to visit Montenegro again, adding that what he had the chance to see during his visit represents a solid basis for sustainable

Taleb Rifai: “Montenegro is a positive example of sustainable development of a tourist destination in the Mediterranean”

development, and that he perceives the success achieved by Montenegro also as the success of the World Tourism Organization.

The Minister of Sustainable Development and Tourism, Branimir Gvozdenović, reminded that Montenegro became a full member of the UN World Tourism Organization in November 2007, at the 17th session of the General Assembly. As the leading international association in the field of tourism, the World Tourism Organization promotes tourism as the generator of economic prosperity, inclusive de-



velopment and environmental sustainability.

“According to the Report of the World Travel and Tourism Council (WTTC), the average annual growth of investments in the forthcoming ten-year period is forecasted at the level of 8.2 %, amounting to around €594 million in 2025, which will make up around 53% of the total investment in Montenegro. We are aware of the importance of these forecasts and we are moving forward in that direction, by carrying out reforms in our legislation, primarily through the introduction of new forms of tourism and other types of facilities”, underlined Minister Gvozdenović. istakao je ministar Gvozdenović.

More Tourists from China WILL VISIT MONTENEGRO IN THE FORTHCOMING PERIOD

The Minister of Sustainable Development and Tourism, Branimir Gvozdenović, and his colleagues hosted today a delegation from China, headed by the Ambassador of the People's Republic of China to Montenegro, H.E. Cui Zhiwei. The purpose of the visit was to present to tour operators and investors the potentials of Montenegro and possibilities for improvement of cooperation in the field of tourism and investments.

“China is a country of great potentials and we expect more tourists and new investments from your country in the forthcoming period. I believe there are significant opportunities for improving cooperation in this field, particularly taking in consideration the excellent business environment in Montenegro, low tax rates and the euro as the official currency. What is most important to point out is that Montenegro is one of the safest countries in the world”, underlined the minister.

The meeting was also attended by representatives of the tourism industry in China's Sichuan Province and the three largest tour operators: Chengdu China Youth Travel Service, Sichuan China Travel Service and Panda Tourism Group, who stayed for a three-day visit to Montenegro. Sichuan Province has great potential and a market of around 100 million people and several millions of outbound tourists. The abovementioned companies offer vacation packages to all continents. In the last six months they have been organizing charter flights from the capital of Sichuan to Moscow and they are willing to include Montenegro in their program.

In order to present the country, an interesting presentation of the beauty of Montenegro, such as the bridge over the River Tara and the coastal area, was organized for the guests from China, who were also made familiar with already implemented and ongoing projects.



MINISTER GVOZDENOVIĆ IN A WORKING VISIT TO BAR MUNICIPALITY

The Minister of Sustainable Development and Tourism, Branimir Gvozdenović, and his colleagues, went for a working visit to Bar Municipality. The purpose of the visit was to analyze the preparation for, and the progress in the current tourist season, which marked an increase in the number of overnight stays of more than 10% compared to last year. Other issues relating to the good functioning of Bar Municipality were also discussed.

Minister Gvozdenović started the visit to Bar Municipal-

ity by visiting Virpazar and reconstruction works on the bridge over the River Crmnica. The value of the investment amounts to more than 450,000 euro.

Minister Gvozdenović and the Mayor of Bar, Zoran Srzentić, visited together the works on the Sutomore roundabout. During the visit with Mr. Srzentić and his colleagues, Minister Gvozdenović underlined the importance of this visit, the purpose of which was to tackle different issues aimed at the acceleration of the process and better exploitation of the potentials of Bar.

Meeting between Gvozdenović and Richard Numerous Opportunities Evaluated for Cooperation between Montenegro and France

Gvozdenović and Richard expressed their particular satisfaction with the meeting and the chance to exchange information in relation to projects implemented in Montenegro and to evaluate numerous opportunities for cooperation between the two countries. The officials agreed that



the development of projects aimed at strengthening tourism ties between the mountain region and the coastal zone would bring an added value to the tourist offer of Montenegro, and that the combination of French experience and Montenegro potentials would inevitably bring to positive results.

“The development of mountain tourism in Montenegro has great potentials, and the efforts should be focused on this particular issue in the forthcoming period”, underlined Richard.

Other than the investments of French capital, Minister Gvozdenović said he deems as extremely important the transfer of knowledge, experiences and standards from this country. During the meeting, satisfaction was expressed with the increase in the number of French tourists visiting Montenegro, which was up by 10% on last year. Minister Gvozdenović also took the opportunity to talk with French tour operators about ways to additionally motivate tourists from this country to visit Montenegro.

Minister Gvozdenović Participates in Promotional Walk “WALKING WITH AMBASSADORS”

On Saturday, June 13, the Public Enterprise for the National Parks of Montenegro organized the promotional event “Walking with Ambassadors” in Biogradska gora National Park. The aim of this promotional event was to present to members of the diplomatic corps in Montenegro the natural treasures of Biogradska gora National Park and the activities of the Ministry of Sustainable Development and Tourism and the Public Enterprise for the National Parks of Montenegro, to exchange ideas and information,

in direct communication, about protection, development and improvement of protected areas.

Numerous ambassadors of foreign countries in Montenegro participated in the event: those of the United States of America, United Arab Emirates, Austria, Germany, Bulgaria, Albania, Bosnia and Herzegovina, Croatia, as well as the representatives of the European Union and UNDP delegations.

Minister Gvozdenović in a Working VISIT TO ULCINJ MUNICIPALITY

The Minister of Sustainable Development and Tourism, Branimir Gvozdenović, and his colleagues, went for a working visit to Ulcinj Municipality. The purpose of the visit was to analyze activities aimed at achieving a successful progress of the summer tourist season and to discuss other issues related to the improvement of the current situation in this municipality. Minister Gvozdenović, together with the European Commission delegation, started the visit by visiting the location of the Ulcinj Saltworks with the aim of presenting the results of activities in the preservation of the biodiversity of this important site, undertaken in the previous period.

After the visit to the Saltworks, Gvozdenović and his colleagues visited Ulcinj Municipality, where they met with the Mayor Fatmir Gjeka and his team, with the aim of analyzing the situation in the areas of vital importance for the development of the southernmost Montenegrin municipality.

At the meeting with the Coordination Team for the Moni-



toring of the Tourist Season, Minister Gvozdenović took the opportunity to obtain additional information about the activities necessary for a proper development of the summer tourist season. Numerous topics were tackled in relation to the work of institutions involved in the Coordination Team for the Preparation of the Tourist Season, such as the functioning of inspection bodies, cleanliness, water supply, safety, etc. The working visit continued with a meeting with beach concessionaires on the Ulcinj Riviera, hotel managers and owners of hospitality facilities.

European Commission Ready to Support the Development of MONTENEGRO AS A TOP-QUALITY TOURIST DESTINATION

The Minister of Sustainable Development and Tourism, Branimir Gvozdenović, met in Slovenia Violeta Bulc, European Commissioner for Transport. The meeting was organized within the framework of the Summit 100 Business Leaders of Southeast Europe, held in Portorož.

During the meeting, the officials welcomed the development of Montenegro as a top-quality tourist destination, underlining that important progress has been achieved in

the previous period in improving the accessibility of Montenegro, building and upgrading traffic infrastructure. The importance of a continuous, more intensive connection of Montenegro with key emittive markets was underlined, which will be the focus of efforts in the forthcoming period. At the Summit 100 Business Leaders of Southeast Europe, the Minister Gvozdenović participated in the plenary panel of ministers entitled "How to turn Business Creativity into Prosperous Reality".



Presenting the Winner of the Architectural Competition for the FIRST HOTEL IN LUŠTICA BAY



Luštica Development AD and the Ministry of Sustainable Development and Tourism presented the winner of the international architectural competition for the future Promenade Hotel, the first of seven hotels to be constructed within the Luštica Bay tourist complex, in Trašte Bay near Tivat. The winner of the first prize and the sum of €15,000 is the architect Aaron Gentry, TVS Design, Atlanta, USA. In second place, awarded €12,000, is the design made by a team from the architectural studio GRAD from Podgorica. The third prize is shared between Iva Petković and Anđelka Badnjar Gojinić, architects from Tivat (with the technical support of 3D Vizualization EDIT)

and AF Studio from London. They were awarded €7,000 each. The jury decided to hire two designs, the first produced by the team of architects from the MITARH D.O.O. architectural studio from Belgrade and the second made by HCP Architecture & Engineering, Malaga, Spain.

“It is very important that two of the four awarded designs come from Montenegro. The ministry will continue to work on furthering the practice of architectural competitions, since they represent an opportunity for affirmation of the quality and identity of architectural creation in Montenegro. We expect the partnership and participation of academic community, associations and investors on this path”, Jelušić said.



RYANAIR PRESENTS 2015 WINTER Schedule for Montenegro

The company Ryanair published its winter flight schedule, three months earlier than in 2014, with a new route, additional flights and greater frequency, but at the same, low-cost ticket prices. For next winter, Montenegrin clients and visitors will have the opportunity to choose between two routes from Podgorica, free hand baggage allowance, different benefits such as low taxes, a new website, a new application for mobile boarding passes, the benefits of Ryanair Family Extra and Business Plus packages, which make the company's offer an ideal choice for families, business and leisure travelers.



Promotion of the Tourist Offer IN SARAJEVO AND BANJA LUKA

The main city square in Sarajevo recently hosted the promotion of Montenegro's tourist offer. The interest of citizens for this summer's tourist offer was additionally raised by an article published in the June issue of the journal "Magazin" entitled "All the Treasures of Montenegro".

The author of the text travelled around Montenegro together with a group of Bosnian journalists, and in his article he described in a picturesque way the Montenegrin landscapes, coastal towns and mountainous areas.

In June, the National Tourism Organization of Montenegro,

in cooperation with the local tourist organizations of Bar, Budva and Ulcinj, presented the summer tourist offer also in Banja Luka. The promotion was organized with the support of the Tourist Organization of Banja Luka.

One of the promotional activities in Banja Luka was the prize draw for three summer holiday packages in Montenegro, offered by the Tourist Organization of Budva and Hotel "Slovenska plaža", the Tourism Organization of Bar and Hotel "R" in Utjeha, and the Tourist Organization of Ulcinj and Hotel "Mediteran".



Presentation of Tourist Offer OF MONTENEGRO IN CHINA

The Conference on Cooperation in the Field of Tourism, held on June 10 in Ningbo, China, opened with the presentation of the tourist offer of Montenegro. The conference was the part of the existing project of cooperation between Central and East-



ern European countries and the People's Republic of China (16+1) in which Montenegro is one of the participants.

The conference on tourism gathered numerous official delegations from Central and Eastern European countries, representatives of governments and diplomatic corps, as well as the most important tour operators from Ningbo city and Zhejiang Province.

The conference was inaugurated by the Deputy Director of the National Tourism Organization of Montenegro, Maja Liješević, who underlined the good relations between the People's Republic of China and Montenegro, the importance of a regional approach in the creation of special programs and promotions for this market, as well as the increased interest of the citizens of one of the most populous countries in trips to Montenegro and the region. Her speech was followed by the presentation of Emil Kukulj, NTO Manager, who informed the participants about the tourist offer of Montenegro with the emphasis on cultural and historical heritage, national parks and UNESCO areas. On behalf of the Tourism Organization of Bar, Neda Ivanović, director, presented the complete tourist offer of Bar Riviera.

Tourist Offer of Montenegro PRESENTED IN LJUBLJANA

On June 18, the National Tourism Organization of Montenegro organized in Ljubljana the promotion of the tourist offer of Montenegro for the

summer season. The promotion gathered all important Slovenian media as well as tourist agencies offering in their holiday package programs for Montenegro.



JOURNALISTS FROM SERBIA IN A Study Visit to Montenegro

Within the framework of intense promotion of the tourist offer of Montenegro in the region, the National Tourism Organization of Montenegro and the Tourism Organization of Budva Municipality organized in June a study visit for a group of media representatives from Serbia.



NEW INFO POINT ON BOŽAJ BORDER CROSSING



The Tourism Organization of Podgorica opened a new Info Point at the Božaj border crossing. To avoid traffic jams, the point is placed few kilometers from the border crossing itself, in the vicinity of the restaurant “Troja” with visible indications from the border crossing to the Info Point.

The Tourism Organization of Podgorica is continuing operating info points at Podgorica’s airport, bus and railway stations. During the high season, info points are also open at the weekends, with the work organized in two shifts.

Info points offer promotional materials for the capital city, the National Tourism Organization of Montenegro, local tourist organizations and the tourist industry, as well as all necessary information about registration of foreigners.



TOPICAL ISSUE IN JUNE

INTERVIEW WITH THE SECRETARY GENERAL OF THE UN WORLD TOURISM ORGANIZATION

The top official of the largest global tourist association, of which Montenegro has been a member since 2007, visited Montenegro on the occasion of the Second Conference on Destination Management in the Mediterranean. In his interview, he underlined that sustainability is the key concept of future tourist development in Montenegro.

Taleb RIFAI, UNWTO Secretary General: “Thanks to the investments in the past period, new investors will keep coming”

Montenegro and its future. What are the possibilities, considering that our country has the fastest growing tourist industry in the Mediterranean, and is sustainable development the key to success?

RIFAI: Montenegro is visited by around a million and a half tourists every year, including domestic tourists. This generates total revenue of around 1 billion. This is an extraordinary success for a small country such as yours, with a population of only 600,000 inhabitants, which means that you have almost three times as many tourists. However, the possibilities of Montenegro go far beyond this. The success does not need to mean more arrivals, but the quality of what is offered to tourists. To be more precise: less arrivals with a higher consumption, this is the real idea of development, because the type of tourism promoted in Montenegro and which will continue to be promoted – as confirmed by the Minister of Tourism, Branimir Gvozdenović, and as I could see for myself – is sustainable development. In other words, it is the type of tourism development which assumes responsibility both for the environment and for the people. This is why I believe that the current situation represents an excellent basis for the development of sustainable tourism. Montenegro should promote itself as a “boutique destination” – a destination which everybody perceives as extremely attractive, but at the same time intimate and personal. I believe

I believe that projects such as Porto Montenegro and Luštica Bay will convince other investors to start investing in Montenegro. This is why I wouldn't worry too much about foreign investors, because this type of projects determines investment trends. Besides, future investments don't have to be this big, but they should encourage the implementation of tourist projects open throughout the year, says the top official of the World Tourism Organization, Taleb Rifai.

that Montenegro should propose itself to tourists as their “personal destination” and not as the country of mass tourism. I believe that Montenegro has every chance to remain as it is, at least judging by what I saw in these two days visiting your country. Your country is indeed charming in its own special way. This is why I agree with the aim of the ministry, that Montenegro should remain attractive only to certain tourists, but from all parts of the world, offering them top-quality tourist products, special services and the best-qualified tourist workers.

To achieve such a high standard of offer, are greater hotel accommodation capacities necessary, considering that Montenegro has only 20% capacity?

RIFAI: Let us not forget that quality and luxury is not the same thing. High quality may be obtained through an authentic feeling, no matter how “down to earth” it may seem. I recently visited a small hotel with only ten rooms, the quality of which is so high that it can compare with a five-star hotel with 400 rooms. But both of them have their clients. Quality is not determined by the size or by some standards by which luxury is defined. The emphasis is on authentic experience, and that is exactly what Montenegro is capable of offering.

Does this mean that each of us could open the doors of our homes to host tourists who seek this particular authentic feeling from the local people?

RIFAI: This is exactly what is happening in many parts of the world and the UN World Tourism Organization supports this type of traveling. However, one should be careful with this type of tourism. It definitely needs to be kept under control. We need to guarantee safety, standards and hygiene for every tourist. We need to guarantee that service providers will do their best to avoid people losing faith in this type of accommodation. Thus, this global trend in the tourist industry is equally promising and worrying.

Speaking about tourist services, we cannot fail to mention the issue of employees in the tourist sector. At this moment, Montenegro still lacks the



necessary personnel and the fact that wages in the tourist sector are lower than the state average certainly doesn't make the situation easier.

RIFAI: Many countries face this problem, especially those which only recently started developing their tourist industries. I am referring to the countries which have focused their attention on this economic sector over the past two or three decades. I talked to your Minister of Tourism also about this. He believes it is very important to raise the level of education, professional training and advancement. But a country with such a small population will always face the problem of an insufficient number of workers. Even if the number of highly qualified workers is high, they will not be enough to satisfy the needs of tourists who are three times more numerous than the domicile population. Certainly, education, training and qualifications of employees have always been the precondition

for making a tourist destination good and successful. But you have something else. By your nature, as hosts you are cordial, extremely spontaneous and without a "hidden agenda". In other words: "what you see is what you get". This is extremely comforting for someone who comes from abroad. Moreover, it constitutes as much as 80% of what a visitor who comes to Montenegro needs. Montenegrins like their guests and they always treat them cordially. I am fully convinced that the problem of manpower can be easily resolved with little effort. What you need is good institutions for the education and training of personnel.

Is it necessary to establish educational institutions in Montenegro or is it sufficient to have our staff trained in renowned international educational centers?

RIFAI: Both are necessary. But you cannot rely only on those who study abroad. You need to open educational institutions in Montenegro, because they are the basis of everything that happens in the country. There is another issue we addressed with the representatives of the ministry – the initiative of the World Tourism Organization to "adopt" one such institution, which would then become the leading educational center. A potential candidate is the Faculty of Tourism and Hospitality in Kotor. If we can guarantee that there will be at least one such center of excellence, it will be quite enough to start the education of personnel in the tourism at the high-

est level.

Finally, let us talk about investments. What is the way to attract major investors?

RIFAI: There are two ways to do it. But, first let me say that I visited here two exceptional investment projects and I am impressed with their attractiveness to tourists. These are Porto Montenegro and Luštica Bay, tourist complexes in which large amounts of money will be invested. I believe that such projects, once made operational, will also convince other investors to invest in Montenegro. This is why I wouldn't worry too much about foreign investors. Only two or three projects of this kind will create the investment trends. Thus, investments do exist, and they can also be subject to improvements, like any other thing in tourism. Besides, the next investments don't have to be as big as the two I've mentioned. Moreover, Montenegro doesn't need just any old investment, but specific investment in tourist projects which would be open throughout the year. As I was told by the Minister of Tourism, certain measures to facilitate investments are already under way: tax reduction and guarantee of employment to the domicile population. If this "package" gets to work, I am sure that you will get many medium-sized investments, such as those for hotels and holiday resorts. And above all, you have to wait for three to five years to give the chance for current investments to demonstrate their real potentials. After that, you should only go along with the conditions dictated by the market. I am sure that in the meantime the results of announced measures will be visible.



PALMON BAY HOTEL & SPA, Igalo



Palmon Bay Hotel & Spa is a new, modern four-star hotel located on the seashore in Igalo. It has 163 rooms, many of them with a sea view.

The hotel has its own beach, 15 meters from the hotel, a spa center, outdoor pool for children, indoor pool and two conference halls.

The Wellness and Spa center offer a pool with therapeutic

mineral water, Turkish bath, Finnish sauna, infrared sauna, hydro massage tub, gym and massage parlor.

The hotel has a rich gastronomic offer both in the beach bar, main restaurant, pool bar, and in the restaurant on the roof terrace, which has a wonderful view of the Bay of Kotor. Palmon Bay Hotel & Spa is a part of Primorje hotel group, which also includes the Hotel Palma, Hotel Planinka and the restaurants Prova and Marzamin.



Hotel MAGNOLIJA, Tivat

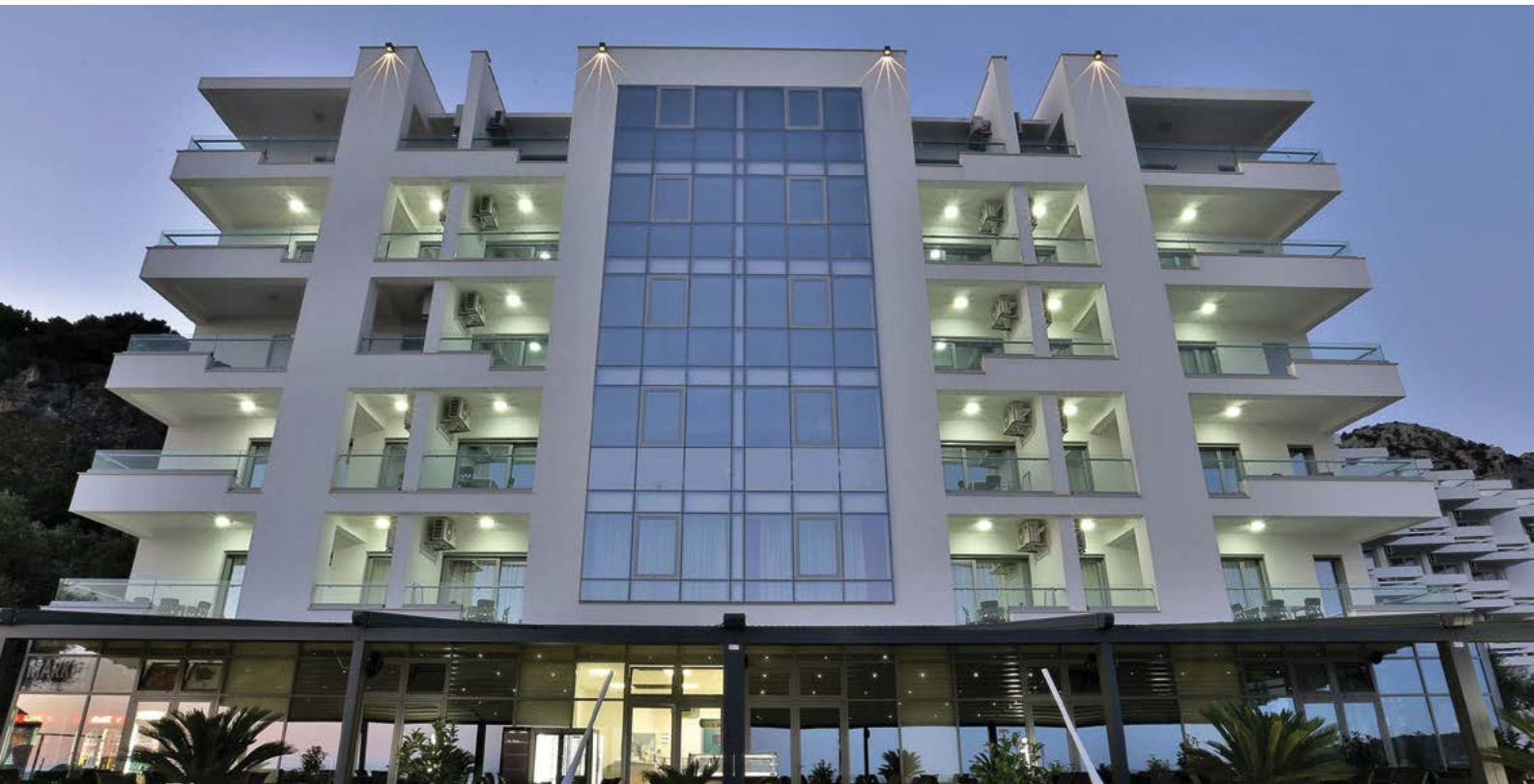


Hotel Magnolija in Tivat is one of the most important, high-quality hospitality facilities within the Montenegrin tourist offer. After the reconstruction work, costing €600,000, Hotel Magnolija was upgraded to the category of a four-star hotel. The hotel offers a range of different types of accommodation, 19 family rooms, 20 double studios and 16 double suites, amenities and a spa and wellness center equipped

according to the most modern standards.

The modern suites and studios of Hotel Magnolija are located at a distance of only 200 meters from Porto Montenegro marina. The offer includes free wireless Internet connection, terrace and flat-screen TVs with cable channels. Accommodation units in Hotel Magnolija are equipped with air conditioning and mini-bars.





Apart hotel SEA FORT, Sutomore

Apart Hotel Sea Fort is a new four-star hotel in Sutomore. It is located on the beach promenade in Sutomore. The offer includes the restaurant and free wireless Internet available in all parts of the hotel. The modern and fully furnished suites have a terrace with comfortable furniture and a sea view.

Decorated in light and pleasant colors, suites have living rooms with a sofa and flat-screen TV. The other amenities in the Apart Hotel “Sea Fort” in Sutomore include a mini-market, play zone for children, garage and modern hairdresser and beauty parlor.

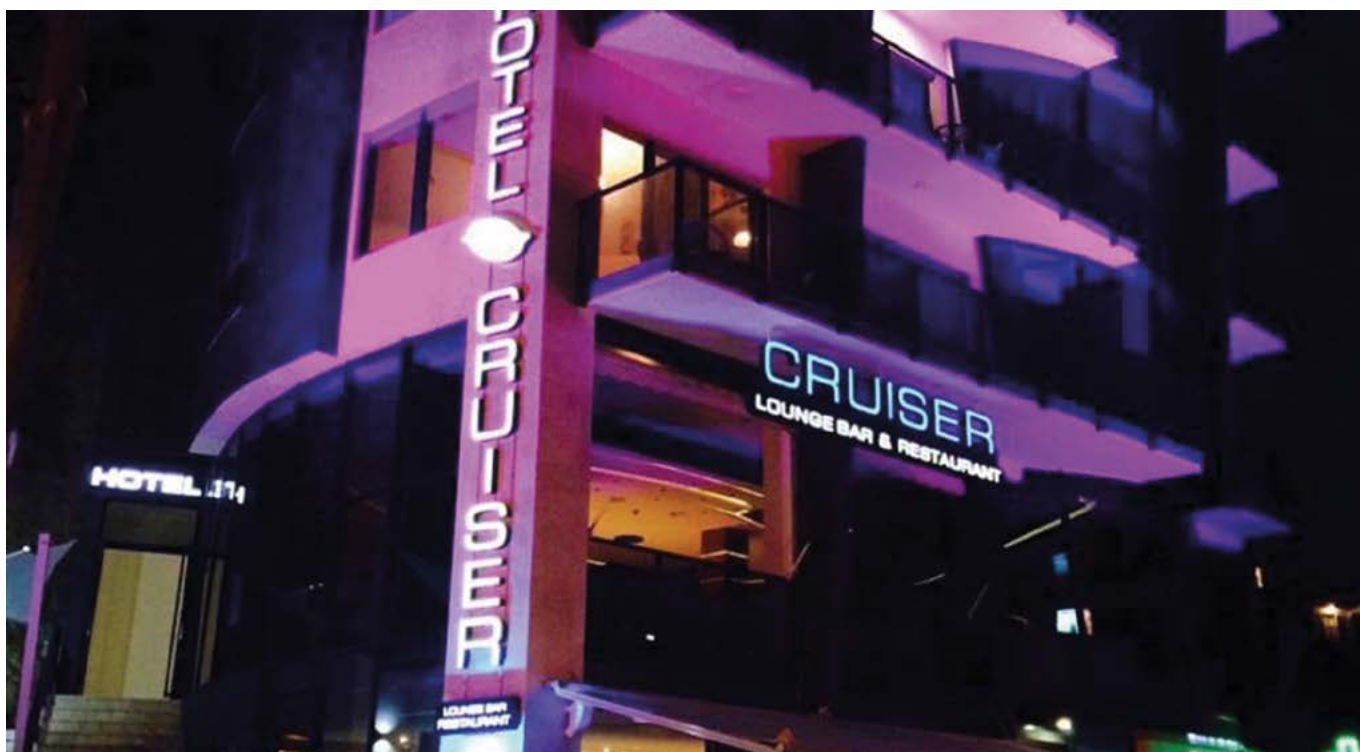


Hotel PORTO SOLE, Sutomore



The new small hotel Porto Sole is a modern 4-star hotel with a sea view, located in the vicinity of the beach in Sutomore. Accommodation units are modern and comfortable and they are equipped with flat-screen TVs. The offer includes outdoor

and indoor pools, a terrace for sunbathing, a fitness center, sauna, and a spa and wellness center. The other hotel amenities include a garage and transfer for hotel guests to and from the airport.



Apart hotel CRUISER, Ulcinj



Apart Hotel Cruiser is a new 4-star hotel, located on the promenade of the Small Beach in Ulcinj, at a distance of only 500 meters from the Old Town of Ulcinj.

The hotel offers a restaurant and bar, air-conditioned accommodation with furnished terraces with a sea view. Suites are modern and comfortable with flat-screen TVs, satellite channels and modern kitchenettes.



BATHING SITES IN MONTENEGRO

An international jury awarded 18 bathing sites on the Montenegrin coast with the Blue Flag, while another 12 beaches and Bar marina are in the pilot phase, after which they will qualify for this prestigious award.

This prestigious certification that has existed since 2003, was also awarded to Stevuzo Beach, in the bay of Dobroč. Other flags were awarded to the bathing sites of Kalardovo, Plavi Horizont and Almara Beach, in Tivat. The blue flag in Budva was awarded to Blue Beach, Escallera Sand and Beach Life, Time Out, Sveti Toma and the Queen of Mon-

tenegro.

In Bar Municipality, the blue flag was awarded to the bathing site Paradiso, and in Ulcinj, blue flags will fly in the bathing sites Toni Grill, Miami, Europe Beach, Safari, MCM Beach and Copacabana Beach.



WHAT TO DO THIS SEASON

Dolcinium Kitesurfing Club



Dolcinium Kitesurfing Club is the first Montenegrin kitesurfing club, established in 2008. It is located on one of the most beautiful beaches in Montenegro – the Large Beach, 12 km long, which spreads from Đerane Cape to the west, to the River Bojana to the east.

Beside the beautiful location for kitesurfing on the sandy beach, the club offers unforgettable entertainment and relaxation on comfortable “cabanas” where one can relax sipping various summer cocktails and listening to the sound of relaxing music from the nearby bar where parties are organized almost every day.



The Dolcinium Club, located in a beautiful ambience and in a completely safe environment, is the ideal place for learning to kitesurf, at the best prices and with the best instructors, who will surely leave you satisfied with their service. The basic kitesurf training includes between 10 and 12 lessons, and it can be done only when the mistral wind blows. The price of the course ranges from €380 in June to €400 during the peak tourist season. The prices of cabanas range from €10 to €12, and parking and entrance to the beach are free of charge.

The main event on this beach, for three consecutive years now, has been the Southern Soul Festival, which was held this year from 25 to 28 June. The first and the second edition of the Southern Soul Festival have placed Montenegro and Ulcinj on the musical world map.

The mild summer climate, exquisite food, diversity of accommodation capacities in the area of Ulcinj, rich sport and tourism offer and famous hospitality of inhabitants of this part of Montenegro are additional reasons to come to the Southern Soul Festival.

Untouched nature and the ambience of the Dolcinium Kitesurfing Club beach, carefully selected artists and a friendly atmosphere, have turned out to be the bull’s eye for visitors, but also for the local community which recognized the vision of the Festival. The excellent response of guests from all over Europe have led to the spreading of its good reputation, so that the arrival of visitors from other continents is expected this summer.

ANNOUNCEMENT OF JULY EVENTS

Capital city of Podgorica



SUMMER OF PODGORICA 2015

Where: **PODGORICA**

When: **28 JUNE – 4 JULY**

All those who happen to be in Podgorica in the summer period know where the “key points” in the town are located, where they can spend pleasant spiritual moments listening to a good concert, watching a theatre play, visiting an exhibition or a literary evening, or simply watching a movie.



INTERNATIONAL LITERARY SHORT STORY FESTIVAL “WHERE AM I CALLING FROM”

Where: **PODGORICA**

When: **28. JUNE - 04. JULY**



The event International Literary Short Story Festival “Where Am I Calling From” is organized by the “Karver” bookshop, designed as a cultural event of regional and international importance.



ANNOUNCEMENT OF JULY EVENTS

Old Royal Capital of Cetinje

SCENTS OF LIME TREES AND HONEY

Where: **CETINJE**

When: **12. JULY**



The event Scents of Lime Trees and Honey is traditionally held at the Bašić Market (Bašića Pazar), on the day of St. Peter of Cetinje. It is attended by numerous exhibitors from the country and the region, who display their apiculture products and equipment. The exhibition is enriched by a display of home-made handicrafts and souvenirs, and by a rich cultural and arts program.

This is one of the most important apiculture events in the country and in the region, which is demonstrated by the number of participants and visitors, which keeps increasing each year. The program includes a rich cultural and arts program.

SUMMER IN THE OLD ROYAL CAPITAL

Where: **CETINJE**

When: **27 JUNE – 5 SEPTEMBER**

The program Summer in the Old Royal Capital includes a carefully planned and intertwined cultural, sport, promotional, entertainment and other events. Each year the program features renowned performers from the country and the region.

Ljeto u Prijestonici			
27. JUN - 03. JUL FESTIVAL ANIMIRANOG FILMA 'NAFF 2015' Dvorski trg	13. JUL LIPSKA PEČINA - POČETAK RADA Lipska pečina	25. JUL III RIDEČKA NOĆ Bijeka Crnojevića	14 - 16. AVUGUST TANGO MEETING FESTIVAL Dvorski trg
11 - 12. JUL XXXII MEĐUNARODNA BRODSKA AUTO TRKA 'LOVCEN' Cetinje - Ivanova korita	13. JUL XIII VITEŠKE IGRE CRNE GORE Ivanova korita	31. JUL PREDSTAVA 'PROKLETA AVLIJA' Ljetnja pozornica (Grad testar)	21 - 22. AVUGUST NJEGUŠKI VIKEND / XI NJEGUŠKA TRPEZA Njegusi
12. JUL XIX 'MIRIS LIPA I MEDA' Bašića pazar	14. JUL VEĆE FOLKLORA Ljetnja pozornica	04 - 07. AVUGUST VI 'CETINJE JAZZ FEST' Hotel 'Grand' - ljetnja bašta	21 - 22. AVUGUST III STREET BASKET TURNIR 'CETINJE 2015' Park „33. jul“
12. JUL 'BOOT CAMP CHALLENGE' Ivanova korita	18. JUL III INTERNACIONALNI SASAME SUIVENIRA Gradska tržnica	07 - 09. AVUGUST MUZIČKI KONCERTI / FESTIVAL Ljetnja pozornica	05. SEPTEMBAR 'POSJEDAK U KOSJERE' Kosjeri
ULAZ NA SVE PROGRAMSKE SADRŽAJE JE BESPLATAN			
www.cetinje.me www.cetinje.travel			

ANNOUNCEMENT OF JULY EVENTS

Central and Northern Regions

Summer in Spuž is a traditional cultural, entertainment and sports event, held each year under the Spuž bridge. Numerous visitors are drawn by concerts of popular and modern music, theatre and literary encounters, sports competitions in basketball, volleyball, chess, traditional disciplines, jumps into the water and other activities on the beach.

SUMMER IN SPUŽ 2015

Where: **DANILOVGRAD**

When: **JULY AND AUGUST**

DŽIP RELI MONTENEGRO TROPHY

Where: **NIKŠIĆ**

When: **3 – 5 JULY**

This year, as in the previous 16 years, the Montenegro Trophy Jeep Rally will run through the least known, wildest and the most beautiful areas of Montenegro. The convoy, composed of 40 to 50 vehicles with Montenegrin and international crews, will start in Nikšić and will go through Danilovgrad, Spuž, Podgorica, Dinoša, Cijevna Canyon, Korito, Lake Rikavac, Širokar, Veruša, Mateševa, Trešnjevik and Andrijevića, arriving in the evening in Plav, at Kula Damjanova, where the first overnight stay is planned.

The following morning, the convoy starts through Babino Polje, Bogičevica, through Hridski krš, next to Lake Hrid and goes down through Markišića Chalet to Plav, where the second overnight stay is planned.

The third day is traditionally dedicated to competitions. After the excursion planned in one of the spectacular nearby valleys (Grebaja, Grlja...), the so-called skillfulness test will be organized on a range specifically prepared for this purpose.

WHITE FIELD JAZZ FESTIVAL

Where: **BIJELO POLJE**

When: **3 – 4 JULY**

The Festival of Jazz Music will be held on the central city square, Trg Slobode, in Bijelo Polje on 3 and 4 July. The festival will open at 8pm with a performance by the drummer Dragoljub Đuričić. The program also includes concerts by the bands Valentino and Bajaga.



BERANE SUMMER

Where: **BERANE, CULTURAL CENTER, POLIMLJE MUSEUM**

When: **JULY – AUGUST**



The event Berane Summer features a rich cultural and entertainment program, theatre plays, poetry evenings, painting exhibitions, sports events.

GUSINJE SUMMER

Where: **GUSINJE**

When: **JULY – AUGUST**

The event Gusinje Summer includes cultural, sport and educational events, where everyone can find something for himself. The majority of cultural events are the product of authors originating from Gusinje, which gives a special character to this event and encourages the creativity of the people in this area.

The event Days of Blueberries has been taking place in Plav for 15 consecutive years and it has become an international event. The event also includes an exhibition of honey and apiculture products.

The Days of Blueberries was proclaimed the best tourist event in Montenegro and it was the winner of the 2011 Montenegrin Oscar award.

DAYS OF BLUEBERRIES

Where: **PLAV**

When: **END OF JULY**

ANNOUNCEMENT OF JULY EVENTS

Coastal Region

29TH THEATRE CITY 2015

Where: **BUDVA**

When: **20 JUNE – 10 AUGUST**

The Theatre City Festival is a cultural event which takes place during the summer months in Budva. Since it was established in 1987, this festival has been reviving the Mediterranean spirit of the Old Town, transforming each square and piazza, and also parts of the town outside of the Old Town nucleus, into an open-air stage where visitors and unwitting passers-by become participants in an artistic performance. Considering that the festival, since it was established, has been a part of Budva's tourist offer, the Theatre City together with the town of Budva is a must-see destination for both residents and cul-

tural tourists – the proof of it is the fact that the festival hosts every year around 15,000 visitors.

Conceived as a summary of contemporary works of art, primarily theatrical, but also visual, musical and literary performances, Theatre City confirms its reputation with the quality of its program, not only as the host to numerous troupes and artists, but also with the quality of the production in which it reexamines the authentic cultural heritage of Budva and Montenegro and its transposition into contemporary patterns of artistic creation.



Thanks to the votes of 1.2 million fans, the Sea Dance festival was proclaimed the best medium-sized festival in Europe (in the category of up to 40,000 visitors per day) at the EU Festival Awards for 2014, the most prestigious European and international competition in this field, which was held in Groningen, in the Netherlands.

This victory will be written in gold lettering, since it is the first time that the title of the best in one of the leading categories has been given to a festival's inaugural edition.

The Sea Dance Festival is a must-see for all lovers of good music and electronic music fans, who have the chance to enjoy the soft sand under their feet, under the hot kiss of the

sun. Come and join the adventure of paradise and let yourself go, enjoy parties on one of the most beautiful beaches on the Adriatic Sea, enjoy unforgettable sunsets accompanied by electronic beats and cocktails on the beach.

The inaugural edition of the Sea Dance Festival will be remembered as the most important event in Montenegro in 2014, which is why it was awarded the Montenegro Wild Beauty Award for the event with the greatest promotional effect for Montenegro.

In the three days of the Sea Dance Festival, there were around 80,000 visitors, the number of tourist visits to Budva rose by 11%, whereas Jaz Beach was the host to some of the most prominent figures on the international music scene. The Sea Dance Festival is a part of EXIT Adventure, and represents one of the favorite stages of the EXIT Festival featuring numerous international and regional music artists.

KOTOR ART

Where: **KOTOR**

When: **LATE JUNE – MID-AUGUST**

KOTOR ART

At the International Kotor Art Festival more than 2,000 artists, performers and lecturers will participate through eight festival segments: the Festival of A Capella Singing, the Festival of Theatre for Children, Don Branko's Music Days, KotorArtTeatre, Kotor APSS, Town Writing, Piazza of Philosophers and the Sea Rock Festival.

There will be 115 programs, in 48 days, at 27 locations in the Old Town, Kotor and the Bay of Kotor, with participants from 25 countries (among them Portugal, Italy, Germany, Russia, Austria, Belgium, Switzerland, Norway, Latvia, Poland, Spain, Chile, Venezuela, Mexico, Israel and the USA...)



The 14th Don Branko's Music Days will bring this year the most extensive program of 16 concerts in the main program and six in the fringe program. The concerts of various genres and styles, in various surroundings in Kotor, will be performed by renowned artists, the majority of whom will be performing in Kotor and Montenegro for the first time: violinists Nemanja Radulović and Patrycja Piekutowska, pianists Elena Bashkirova and Albert Mamriev, soprano Katarina Jovanović, Henchel string quartet, Dubrovnik Piano duo, conductors Mladen Tarbuk, Nikolay Lalov, Claude Villaret, the Montenegrin Symphony Orchestra, the Symphony Orchestra of Dubrovnik and the KotorArt Festival Orchestra.

The performers in the fringe program are, among others, Gibonni with Matija Dedić, and as every year special concerts have been planned: a concert by the students of the Music School in Kotor, a performance by sight-impaired musicians from the region, through which the festival wants to draw attention to these extraordinary people and their thorny path to success in this region. A

special concert, with participation of the newly formed Montenegrin vocal ensemble "Luča", featuring the actress Varja ĩukić, will commemorate the 450th anniversary of the death of Kotor's patron saint, Blessed Osanna. A jazz orchestra that will perform in the piazzas of Kotor will contribute to the idea of bringing city squares to life, with their night under the name "The Dance", when they will perform musical hits from the 60s and 70s.

A ten-day workshop for children will be organized in the squares of the city, under the name KotorarTić. This year's festival program includes many premieres in Montenegro and one world premiere – the work of the young Montenegrin composer Nina Perović, composed on the occasion of the 450th anniversary of the death of Blessed Osanna, which was created within KotorArt. Particular attention is paid also to the program of the Festival Orchestra, which will play music from the countries of performing conductors – pieces from Brazil, Switzerland and Bulgaria, never performed before in Montenegro.

DON BRANKO'S MUSIC DAYS

Where: **KOTOR**

When: **25 JUNE – 14 AUGUST**

23RD KOTOR FESTIVAL OF THEATRE FOR CHILDREN

Where: **KOTOR**

When: **01 - 12 JULY**

The focus of this year's Kotor Festival of Theatre for Children is on the Montenegrin child and youth theatre, valorization of its achievements and evaluation of possibilities for further development. The festival includes five premiers: *The Wizard of Oz*, *Puss in Boots* and *The Tale of the Fisherman and the Fish*, performed by the City Theatre of Podgorica; *Hansel and Gretel*, performed by the Royal Theatre "Zetski Dom"; and *Beware, step on the zebra*, performed by Tivat Cultural Center, as well as the three revivals of the festival's own co-productions from previous years: *Gulliver*, *How to Grow Great People* and *The Chinaman*, representing a showcase of its kind, which will also be an occasion to officially announce the establishment of a professional child and youth theatre in Kotor.

The festival will host artists from more than 15 countries, from the USA to China, and for the first time Kotor will play host to renowned artists from Norway, with a theatre play dedicated to babies. A series of programs will be dedicated to young people and to sensitive social groups. The program of this year's festival will include a large number of excellent and comprehensive educational events, exhibitions, concerts, literary and multimedia evenings, ecological programs, movies and installations. Moreover, the festival will give the opportunity to a group of children from all around Montenegro to be special guests throughout the festival, thus promoting the right of each child and young person to have access to cultural events in the society.



SEAROCK FESTIVAL

Where: **KOTOR, OLD TOWN**

When: **24 - 25 JULY**

SeaRock was conceived as a project which makes no compromise with mainstream musical trends, and its aim is to promote real rock, a task that can be accomplished only by engaging renowned figures in this musical branch.



FAŠINADA

Where: **KOTOR**

When: **22. JULY**

The Bay of Kotor represents an inexhaustible treasure of beautiful traditional celebrations and popular customs. One of the most attractive events is surely Fašinađa, an ancient custom from the Bay of Kotor in honor of Our Lady of the Rocks and the man-made island on which the grateful sailors from the bay constructed a church in honor of Our Lady. This traditional celebration got its name from the Italian word "fascia", meaning strip or band, because boats, decorated with poplar branches and loaded with rocks, were tied to each other to form a strip, the "fascia". The boats carried

only the local priest and men, descendents of famous seafarers, and prominent citizens of Perast, while the women waved to them from the shore. Every year on 22 July, at sunset, rowing boats set out to the sound of Bugarštica songs (epic ballad poetry) towards the island to fulfill the vows of their ancestors and to drop more rocks around the island. The island was made at the end of 15th century when the original church was built, although it has since expanded as the island has grown larger.

PAUL VAN DYK U KOTORU

Where: **KOTOR, MAXIMUS NIGHTCLUB**

When: **13.JULY**



German DJ legend and producer Paul van Dyk, one of the pioneers of the European electronic scene, will be the host of Maximus Nightclub in Kotor on 13 July. It will be the first, long-awaited performance of this cult figure in Montenegro, who is also the creator of numerous club hits and collaborator with famous artists such as Depeche Mode, Madonna, U2 and Justin Timberlake...

The DJ List ranked him this year in fourth place on the list

of the best DJs in the world. So far he has published seven studio albums, and his latest album The Politics of Dancing 3 will be promoted in Kotor. The German DJ was the first Grammy nominee for the best dance album in 2003, whereas in 2005 and 2006 he was ranked the world's number 1 DJ, something less than a handful of DJs have ever achieved. He had sold more than three million albums by 2008.

OLIVE OF KOTOR BAY

Where: **TIVAT**

When: **03. JULY**

Within this traditional cultural and entertainment event, members of the Olive Growers' Association "Boka" from Tivat present their olive oil products on the town's "Pine" seashore. The entertainment part of the program includes a performance by a folk ensemble, a capella singers and others.



TIVAT SUMMER FESTIVITIES

Where: **TIVAT**

When: **1 JULY – 20 AUGUST**

During the summer season, the Tourist Organization of Tivat organizes diverse events and festivities, such as gastronomic evenings, enriched with folk and musical performances, concerts, a capella evenings and sport events.

TIVAT CULTURAL SUMMER – PURGATORIJE

Where: **TIVAT, CENTAR ZA KULTURU**

When: **27 JUNE – 15 SEPTEMBER**

The Tivat Cultural Center organizes its most important cultural event Purgatorije.

The majority of plays are performed on the summer stage of Tivat, located in the Buća summerhouse. The program of the Purgatorije event includes the participation of various renowned national and international theatre groups, plays, performances, literary evenings, art exhibitions, etc. The number of visitors to the cultural festival in Tivat keeps growing every year, which is confirmed by the quality of the event’s program. Tourists visiting Tivat leave the town full of good impressions and are looking forward to coming back, thanks to the diversified program of Purgatorije.



An event attracting huge attention and interest from tourists for the second year, aimed at promoting the overall tourist offer of Tivat, especially gastronomic and cultural values, and promoting Tivat as a destination for all tastes and budgets.

The “Summer of Good Taste” gastronomic event has been conceived as a kind of festivity where everyone enjoys having fun among good company and where the participants dem-

onstrate their cooking skills. The event takes place in different locations in Tivat Municipality, in restaurants, taverns, hotels and on the tour boat Vodena Kočija (Water Chariot), and it always guarantees good fun, an excellent food offer with diverse specialties of Mediterranean cuisine, dishes made with žućenica (wild edible chicory) within the program of the Žućenica fest, accompanied by a folk ensemble and cheerful sounds of music.

“SUMMER OF GOOD TASTE” GASTRONOMIC EVENINGS

Where: **TIVAT**

When: **7 JULY – 11 AUGUST**

THE GIANTS OF PATAGONIA

Where: **BUDVA, FAIRGROUNDS**

When: **01 JUNE - 31 AUGUST**

One of the most spectacular dinosaur exhibitions, designed by the Grupo Cultural from Argentina, which has been a huge success worldwide, will be presented in the halls of the Fairground in Budva in an area of 1,200 m², under specially prepared exhibition conditions.

The Giants of Patagonia are the most authentic and comprehensive exhibition of dinosaurs found on the territory of the southern hemisphere. The dinosaurs of Argentina belong to the oldest species known, showing more extreme characteristics compared to their North American relatives. The exhibits include the largest carnivore that ever populated the planet, the smallest animals, from the first to the last species, flightless birds of the Cretaceous period, dinosaurs that learned how to fly, and many oth-



ers.

So far, this exhibition has been seen by more than one million people throughout the world. For more information about the exhibition, please visit the website of NGO DIV www.ngodiv.me

NOTE: Organizers reserve the right to change the date or cancel the event due to bad weather conditions or for other reasons.

ONLY PLANET PROCLAIMS JAZ BEACH THE BEST IN EUROPE

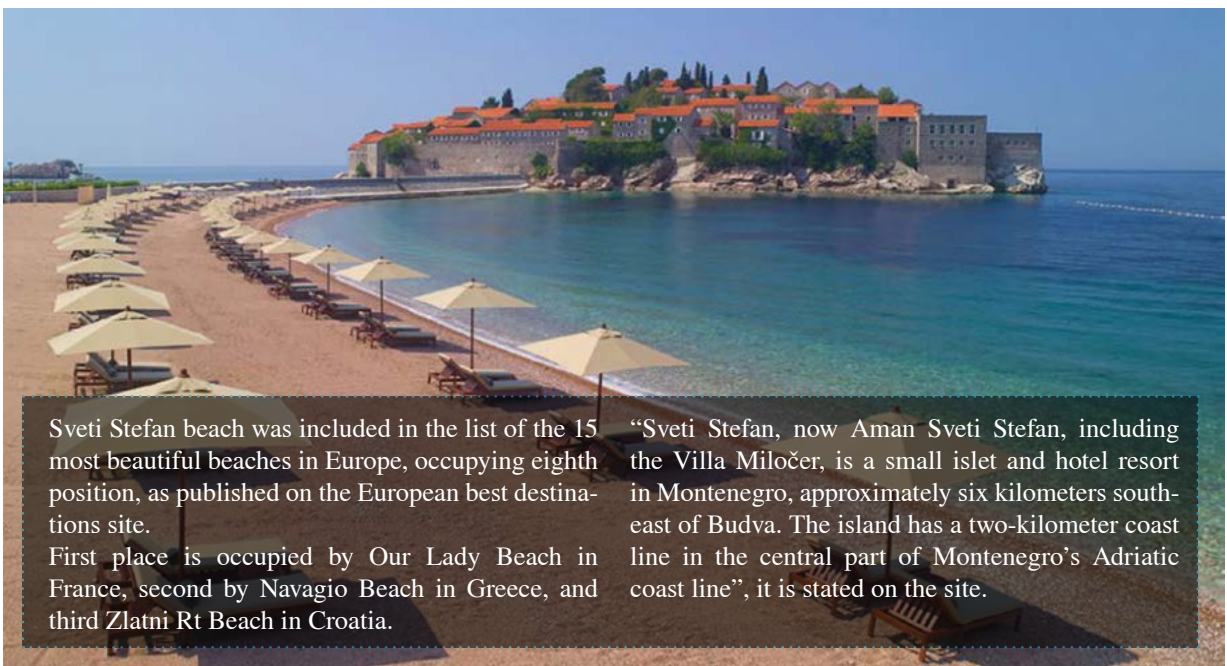


The largest travel guide book publisher in the world, Lonely Planet, after a visit to last year's Sea Dance Festival, ranked Jaz Beach top of the list of the ten best European beaches, which is a must-see of this year. In this way, Budva and Montenegro have been positioned as the best tourist destination in front of Portugal, France, Italy, Great Britain, Spain, Greece and Lithuania. In its article, this renowned travel guide, consulted by more than 300 million people when choosing the best travel destinations, stated that Jaz Beach, together with the Sea Dance Festival, whose inaugural edition was voted the Best European Medium-Sized Festival, is the

best place for people looking for beach holidays with a little adventure. Beside Jaz, the text reads, there is no other place to be if you are looking for a good music festival.

In the description of the beach, it is stated that Jaz is located just outside of Budva, graced by the charming Old Town and a citadel that turns into a stage for the Theatre City open-air performances in the summer. For adrenaline junkies who this year decide to visit Montenegro and Jaz, the Lonely Planet recommends day-trips including the unmissable rafting down the Tara Canyon.

BEACH IN SVETI STEFAN AMONG THE 15 MOST BEAUTIFUL IN EUROPE



Sveti Stefan beach was included in the list of the 15 most beautiful beaches in Europe, occupying eighth position, as published on the European best destinations site.

First place is occupied by Our Lady Beach in France, second by Navagio Beach in Greece, and third Zlatni Rt Beach in Croatia.

“Sveti Stefan, now Aman Sveti Stefan, including the Villa Miločer, is a small islet and hotel resort in Montenegro, approximately six kilometers southeast of Budva. The island has a two-kilometer coast line in the central part of Montenegro’s Adriatic coast line”, it is stated on the site.

TOURIST TURNOVER IN MONTENEGRO

NUMBER OF TOURISTS AND OVERNIGHT STAYS January - May 2015/2014

According to the latest official data for the period January – May of this year, the number of tourists in Montenegro increased by 14.62%, while the number of overnight stays increased by 11.12% compared to the same period in 2014.

NUMBER OF TOURISTS	January – May 2014	January – May 2015	INDEX 15/14
Domestic	27.123	35.324	130,24
International	155.270	173.739	111,89
TOTAL	182.393	209.063	114,62

Source: MONSTAT

NUMBER OF OVERNIGHT STAYS	January – May 2014	January – May 2015	INDEX 15/14
Domestic	467.044	503.273	107,76
International	273.613	319.746	116,86
TOTAL	740.657	823.019	111,12

Source: MONSTAT

According to types of accommodation facilities, in the first five months of 2015, the number of tourists in hotels and other collective accommodation facilities increased by 14.45% reaching an increase of overnight stays of 7.76% compared to the same period last year.

Turnover in private accommodation also increased in the period January – May 2015, that is, the number of tourists increased by 15.44% and overnight stays by 16.86% compared to the same period last year.

NUMBER OF TOURISTS	January – May 2014	January – May 2015	INDEX 15/14
Hotels and Collective Accommodation	150.192	171.890	114,45
Private Accommodation	32.201	37.173	115,44
TOTAL	182.393	209.063	114,62

Source: MONSTAT

NUMBER OF OVERNIGHT STAYS	January – May 2014	January – May 2015	INDEX 15/14
Hotels and Collective Accommodation	467.044	503.273	107,76
Private Accommodation	273.613	319.746	116,86
TOTAL	740.657	823.019	111,12

Source: MONSTAT

ROAD BORDER CROSSINGS

In June of this year, the number of vehicles on road border crossings in Montenegro saw an increase of 9.8%, and also the passenger turnover increased by 9.99% compared to the same period in 2014.

Turnover	June 2014	June 2015	INDEX 15/14
Motor Vehicles	301.096	330.619	109,80
Passengers	910.487	1.001.513	109,99

SOZINA TUNNEL

In June of this year Monteput d.o.o. recorded an increase in vehicle traffic through Sozina tunnel of 7.92%, and an increase in revenue of 12.34% compared to the same period last year.

Traffic	Jun 2014	Jun 2015	INDEX 15/14
Number of Vehicles	206.381	222.721	107,92
Revenues (€)	687.747	772.602	112,34

NATIONAL PARKS OF MONTENEGRO

In June of this year, the Public Enterprise for the National Parks of Montenegro recorded an increase in the number of visitors of 35.47%, and an increase in revenues of 23.04% compared to the same period last year.

Turnover	June 2014	June 2015	INDEX 14/15
Number of Visitors	29.580	40.074	135,47
Revenues (€)	97.367	119.804	123,04

TOURIST OFFER OF DURMITOR NATIONAL PARK

The tourist offer in Durmitor National Park is based on sustainable development principles and is tailored to the needs of modern tourists, which reflect in the presence of different recreational activities, including education about the natural and cultural values of the park, the local way of life and traditions.

In Durmitor National Park, a significant number of infrastructural segments has been provided to visitors, such as *visitors' centers, a souvenir shop, a network of mountaineering, trekking, educational and cycling trails, organized viewpoints, camping sites, rest sites for mountaineers and cyclists, chalets, mountain shelters, bivouacs, the motel in Radovan Luka and a snowshoe trail.*

Durmitor National Park offers numerous tourist products, among which the most typical and the most interesting are: *rafting, rafting on traditional wooden rafts, walking, cycling, rowing in wooden boats on Black Lake, an adventure park, zip wires, free climbing, sport fishing, kayaking,* and in the winter period snowshoeing and skiing.

Starting from this tourist season, the following tourist products will be offered to visitors of the park:

- *A cross-country* trail with specifically designed obstacles and freeride trails for mountain biking lovers;

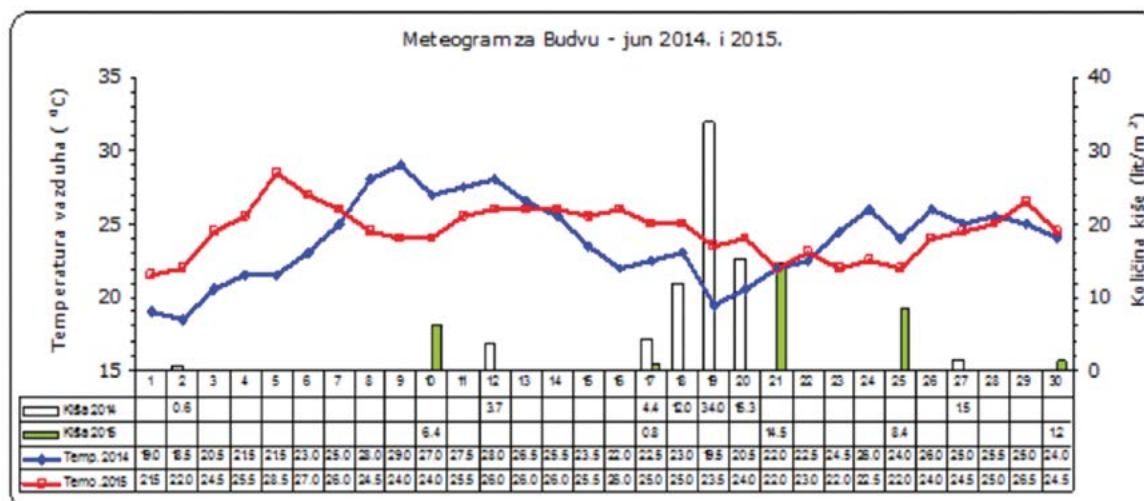
- *A reading forest*, where visitors who wish to relax reading a good book in the quiet of the birch forests on the banks of Black Lake, will have at their disposal recliners and boxes with books;

- *A children's playground*, constructed out of natural materials, with different facilities suitable for the development of motor skills such as climbing, balance and swinging;

- *Kayaks* for paddling on Black Lake and rental of bicycles and trekking poles.

Within the project entitled Open Doors, equipment at the viewpoints Štuoc and Ćurevac is about to be supplied and installed, offering visitors, in an innovative way, the possibility to enjoy panoramic views of the local scenery. Also, activities related to the preparation of a system of new information boards is under way, which will include indications of the principle entrances into the park and of info boards, where tourist products, sports equipment for lease and price lists will be displayed.

METEOROLOGICAL CHARACTERISTICS IN JULY

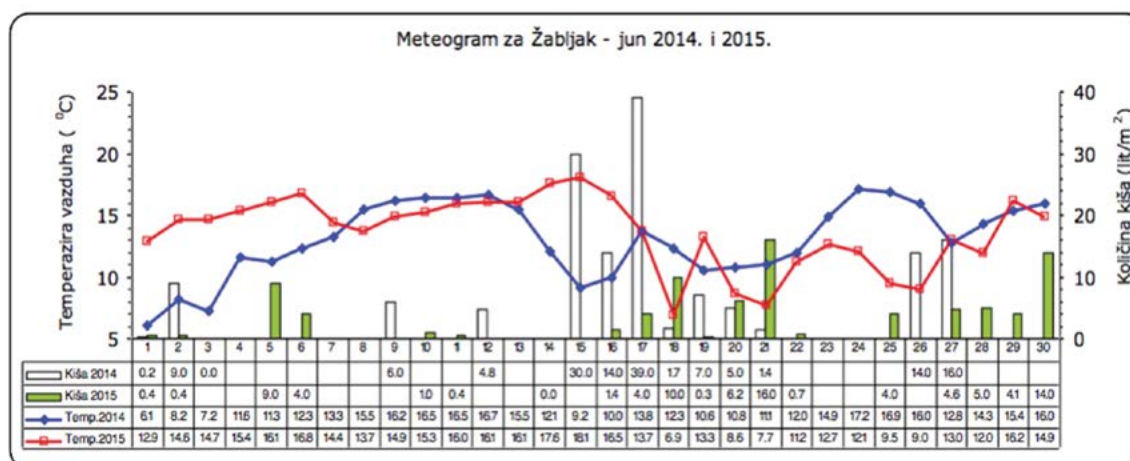


On the basis of temperature and precipitation indicators, it has been recorded that in June 2015, the coastal region of the country was slightly warmer and significantly drier compared to the same month last year.

- In June 2014, there was one fewer tropical day and one more tropical night than in June this year, when there were 15 tropical days and nights.

- In June 2015, all days were typical for the summer season, compared to June 2014, when there were four fewer such days.

- In June 2015, there were five rainy days. In the same period last year, major levels of rainfall were recorded, 56.2% more in a total of six rainy days.



In June 2015, a slightly warmer and significantly drier period compared to the same month last year was recorded in mountain tourist centers.

- In June 2014, there were no sunny days, whereas during

June 2015, four sunny days have been recorded.

- In June of this year, there were 18 rainy days, whereas in the same month in 2014, there were five fewer rainy days; however the quantity of precipitations was 42.3% higher.



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