



MONTENEGRO

MINISTRY OF SUSTAINABLE DEVELOPMENT
AND TOURISM

tourism NEWSLETTER

OCTOBER 2015



**MONTE
NEGRO**

Wild Beauty



tourism NEWSLETTER

OCTOBER 2015



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Dear Readers,

Montenegro Airlines, the national airline of Montenegro, has successfully implemented this year's goal: increase of Montenegro's availability by air travel. This will further contribute to the development of tourism and to the fulfilling of Montenegro's capacity for tourism.

The fact that we have been successful is consolidated by the excellent trends recorded during this year, in terms of the number of passengers in almost all flights.

In the first eight months of this year, Montenegro Airlines transported 3.4% more passengers compared to the same period last year. This is to say that, by the end of August, we provided transportation services for almost 410,000 passengers, exceeding the number of passengers in the same period last year by 13,608.

The biggest increase of passengers has been recorded in our flights to Copenhagen (41%), Ljubljana (38%), London (27%), Düsseldorf (22%), and Paris (17%). In the flights to Belgrade, which are the most frequent, there was an increase of 4,400 passengers in comparison with the same period of last year.

In addition to opening new markets, our key goal is to maintain presence at the existing ones.

The national airline is a service provider and a true partner to the tourism of Montenegro, which is best proved by two indicators. Firstly, our commercial analyses show that almost two thirds of our passengers are tourists. This is an extremely high number which certainly affects the national income from tourism. The second indicator that proves that we are working side by side with national tourism is the fact that we are helping to solve the problem of seasonality, which is one of the biggest challenges Montenegrin tourism is facing.

Our contribution to the solution of this problem is visible through our relation with Germany. Namely, this year we have organised a vast number of charter flights from several German cities. The implementation of charter flights started in late March and is ending by mid-November. In this way, the season has been extended for several months.

Next year, charter traffic to Prague will be possible, along with the expansion of charters in the German market, especially in terms of flights to Hamburg and Munich. As far as regular flights go, due to the positive trend and positive expectations, the number of flights to London, Ljubljana and Saint Petersburg could be increased. All of this would mean more tourists in Montenegro.



Daliborka PEJOVIĆ

President of the Board of Directors of Montenegro Airlines

TOPICAL ISSUES IN SEPTEMBER

SUMMER TOURIST SEASON AND RECENT ACTIVITIES IN TOURISM ANALYSED IN BUDVA

At the working breakfast organised last month by the Ministry of Sustainable Development and Tourism in Budva, Minister Branimir Gvozdenović expressed his satisfaction with the success of this year's tourist season and stated that further development requires a special strategic approach, in order to solve the problem of seasonality and in order to keep improving in the future. Minister Gvozdenović stressed that the issue of qualified staff in the field of tourism needs to be resolved and pointed out that such challenges could be overcome through curricula in secondary schools and universities, i.e. through orientation and motivation of students for the areas with insufficient staff.

In addition to the representatives of the Ministry, the working breakfast was attended by the deans of tourism faculties from Bar, Budva and Kotor, representatives of Montenegrin Employers Federation, Montenegro Tourism Association, National Tourism Organization, Chamber of Commerce, and businesspeople working in tourism.

The attendees expressed their gratitude for the efforts invested in the improvement of infrastructure. They also stated that infrastructure needs to be improved further in order to create additional tourist facilities and develop high quality tourism. The attendees stressed the importance of the simplification of the visa issuing procedure for tourists coming in from new outbound markets and the implementation of additional activities to improve the availability of Montenegro as a tourist destination. They also concluded that it is necessary to solve the problem of provisional facilities in the following period, particularly in the key tourist centres, with high-end hotels, in order to improve the ambience throughout the tourist season.

The working breakfast also included discussions on the Purpose Spatial Plan for the Coastal Zone, optimisation of the business environment through the creation of a favourable fiscal



and tax policy in tourism, new tourist facilities, improvement of general technical infrastructure, increasing Montenegro's availability, destination management, and staff policy in the field of tourism.

In addition to welcoming the previous incentives and tax reliefs in tourism, participants of the meeting expressed full support to the Government's proposal of fiscal measures, adopted in July, along with the expectation that the suggested measures would be implemented in practice from 2016. It was also concluded that it is necessary to support large development projects, since such projects contribute to the quality of the tourist offer and affect the arrival of internationally renowned brands to Montenegro.

CAPITAL CITY AND PODGORICA TOURISM BOARD AT EXPO 2015



MILANO 2015
FEEDING THE PLANET
ENERGY FOR LIFE

The Capital City and the Podgorica Tourism Board participated at the EXPO 2015 exhibition, held from 1 May to 31 October 2015

in Milan. The Capital City was presented as a city on water, a city of sports, wine and quality food via a four minute long video.

The video featured many famous inhabitants of Podgorica, and the best ambassadors of tourism: football legend - Dejan Savičević, last year's representative at the Eurovision Song Contest - Nenad Knežević Knez, famous model working in

Milan - Ana Jovanović, and the female handball team of Budućnost Handball Club. Also, all guests at the EXPO were greeted by Stevan Jovetić, another famous person from Podgorica, and a great football star, whose appearance stirred a lot of interest among the representatives of Italian media.

This event was covered by RAI, the public broadcasting company of Italy, and by many journalists from famous print media such as: "Gazzetta", "Repubblica", "ANSA", whose texts were reported by many electronic media outlets in Italy. The video that introduces the Capital City and the Podgorica Tourist Board can be viewed at the following link: http://youtu.be/_v02AwXBzxc

MONTENEGRO TO VICE-CHAIR REGIONAL COMMISSION FOR EUROPE IN 2016



The delegation of the Government of Montenegro, headed by the chair of the National Tourism Organisation of Montenegro, Ms. Željka Radak Kukavičić, participated in the 21st UNWTO General Assembly held in September in Medellín, Colombia.

The topic of this year's UNWTO General Assembly was Tourism: Fostering inclusive development and social transformation, including discussions on issues which directly influence the tourism policy at the highest national and international levels.

The 21st UNWTO General Assembly was opened by the President of Colombia, Juan Manuel Santos. President Santos stressed the importance allocated to tourism by Colombia in its development plans and the economy in general. He also stated that the participants of the conference know best how tourism can affect the development of a destination and initiate its social transformation.

During the UNWTO meeting, new chairs and vice-chairs of the Regional Commission for Europe were appointed, along with the host countries for the meetings in 2016. Montenegro was selected as the vice-chair of the Commission, and has also become the member of the Global Sustainable Tourism, Council, subsidiary body of the Executive Council.

During the meeting of the Assembly, many working meetings and conferences were held. At the working lunch, whose topic was Tourism: a tool for peace and social inclusion, the director of the National Tourism Organisation of Montenegro Željka Radak Kukavičić gave a speech in which she stressed the importance of tourism in the reduction of unemployment, increase of economic growth, and cultural exchange between different destinations.



"Also, one of the aims of tourism is to bridge ethnic, racial and regional borders. Tourism essentially contributes to better relations and understanding between people and cultures. Democratic changes and transparency create a better social climate which provides new incentives for tourism. Rapid tourism development poses a new challenge for those working in the field of tourism, tourist agencies, politicians, and the tourists themselves", said the director of Montenegro's National Tourist Organisation and stressed the importance and dedication of Montenegro to their Euro-Atlantic integration, bearing in mind that the accession of Montenegro to NATO and the EU would have a positive impact on the further development of tourism in Montenegro and in the region.

The General Assembly was attended by more than 900 delegates from 120 countries, including more than seventy ministers and state secretaries for tourism. This visit was important for Montenegro to introduce its capabilities and the activities undertaken and planned in the most important development branch of state economy. Also, meetings with ministers and officials of other UNWTO countries create new opportunities to exchange experience and information to improve the tourist offer.

WORLD TOURISM DAY CELEBRATED

World Tourism Day took place on 27 September. This year's slogan was: One Billion Tourists, One Billion Opportunities, which stressed the global potential of tourism for social and economic development, and the broad influence of tourism.

Montenegro is among the many tourism-oriented countries that celebrated the World Tourism Day. The Podgorica Tourist Board, in cooperation with the Montenegrin Employers Foundation promoted new tourist routes at Lake Skadar, and Bar Tourist Organisation organised a visit of students to Lake Skadar National Park.

At the celebration of World Tourism Day, the Minister of Sustainable Development and Tourism, Branimir Gvozdenović, stated that in the past several decades, tourism experienced constant growth and represented one of the largest and most developed sectors of economy worldwide, with a growth tendency in the next 20 years. According to UNWTO's long-term prognosis for the tourism sector by 2030, in terms of international tourist arrivals around the world, an increase of 3.3% annually could be expected in the period between 2010 and 2030, amounting to 1.8 billion arrivals in 2030.

"Such trends are a great opportunity for Montenegro, as one of the fastest growing tourist destinations internationally. Montenegro, as a tourist destination, has an increasing importance at the Mediterranean region, which has been demonstrated by statistical analyses of all renowned tourist organizations", Minister Gvozdenović said.

The fact that Montenegro was appointed as vice-chair of the Regional Commission for Europe, for the period 2016-2017 at the 21st UNTWO General Assembly implies that Montenegro's great efforts were recognised. Also, Montenegro is now a member of the Global Sustainable Tourism Council, a subsidiary body of the UNTWO's Executive Council.

"It is a great honour and responsibility to play a leading role in the region of Europe, which unites 43 different countries. We are proud of the support and confidence shown to Montenegro as a tourist destination. This gives us the opportunity to be actively included in UNTWO's working processes and the shaping of European and international tourist policy", Minister Gvozdenović concluded.

Taleb Rifai, Secretary-General of UNWTO, said that this year's

World Tourism Day was an opportunity to celebrate the potential of one billion tourists.

"Today, more than a billion tourists travel annually to different destinations. This billion tourists is what makes tourism a leading sector of economy, with the contribution to the global GDP of 10% and total world export of 6%. Still, these



large numbers represent more than just economic power - they demonstrate enormous potential and a growing capacity to solve the most important world challenges, including social and economic growth, inclusive development and environment protection. Each time we travel we become part of a global movement with the power to initiate positive changes for our planet and all people" Secretary-General Rifai stated.

The Ministry of Sustainable Development and Tourism, and the National Tourism Organisation of Montenegro sincerely congratulated all tourism workers for the results achieved during the summer tourist season, wishing for the trend of growth to continue also during the winter season, and that each season may be more successful than the last.

MONTENEGRO'S TOURIST OFFER PRESENTED AT „IFTM TOP RESA 2015“

The National Tourism Organisation of Montenegro and the Ministry of Sustainable Development and Tourism, in cooperation with local tourist organisations, tourism companies and strategic partners, presented the offer of Montenegro at the "Top Resa 2015" Travel Market in Paris.

"Top Resa" brings together a vast number of professionals in the field of tourism. It has an exclusively business character, and the appearance at this Market allows the establishing of contacts and conducting business with tour operators at the best moment for planning and making arrangements for next year.

The Montenegrin pavilion was visited again this year by the Ambassador of Montenegro to France, Dragica Ponorac. In

addition to the representatives of the National Tourism Organisation of Montenegro and the Ministry of Sustainable Development and Tourism, ten other participants were present: HG Budvanska Rivijera, Montenegro Stars Hotel Group, Hotel Avala Resort & Villas, tourist agencies: MTO Travel, Explorer and Luminalis, and the local tourist organisations of Budva, Bar and Herceg Novi, including also the national airline, Montenegro Airlines.

It has been estimated that the Market was attended by around 30 thousand visitors this year, including more than a thousand representatives of different media outlets, as well as business people planning to invest in tourism.

MONTENEGRO INTRODUCES INVESTMENT POTENTIAL AT HOT. E CONFERENCE IN LONDON

Hot.E - Hotel Investment Conference Europe, held in London in September was opened with the Special Pre-Conference Session - A focus on Montenegro, with the main topic being the introduction of investment potential in Montenegro.

In this session, Montenegro's business environment was introduced. Investors of three important tourism projects, whose realisation is ongoing - Porto Montenegro, Luštica Development and Portonovi, talked about their experience in their work in Montenegro and discussed the investment environment in Montenegro, its advantages and challenges. At this event, the Minister of Sustainable Development and Tourism, Branimir Gvozdenović, talked at the Plenary Session, in which he introduced investors with the potential in the field of tourism, focusing on the advantages that Montenegro has to offer, owing to its geographical position, the proximity of the north and the south, and the opportunities and planned projects in the northern region.

Minister Gvozdenović presented incentive measures and plans for Montenegro as a tourist destination of high quality in the following period. He stressed the high ranking of our country, as one of the fastest growing tourist destinations in the world according to the WTTC, and plans for further development, primarily in the development of hotel capacities in the entire territory of Montenegro. Speakers at the panel included also Philip Coggan, market analyst from "The Economist", and Sarah Duignan, Director of Account Management at "STR Global".

Hot.E is one of the most important conferences worldwide, aimed exclusively at the field of investment in the hotel industry, with sessions that focus on capital markets and investment opportunities in Europe. It aims to ensure organised exchange of information and experiences in the given area and to create foundations for better communication between interested parties.

Hot.E is organised by Burba Hotel Network (BHN), with 30 years of experience in the organisation of the most prestigious international gatherings of the hotel and tourism investment community. The BHN includes over 25 thousand leading companies in the field of hotel industry from more than 140 countries. This year's conference was attended by the most relevant hotel operators such as Accor Hotels, Jumeirah Group, Langham Group, Trump Hotels, Falkensteiner Hotels, Marriot Hotels, Starwood Hotels, Scandic Hotels, Airbnb and many others.

Montenegro's tourist offer presented at „IFTM Top Resa 2015“

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CENTRAL TOPIC IN OCTOBER

INTERVIEW WITH SNEŽANA VEJNOVIĆ, CEO OF TALAS-M DMC

CEO of Talas-M DMC, agency that deals with promotion and development of MICE tourism in Montenegro, stresses the importance of this segment of tourist offer for the extension of the season and the development of the general economy, stating that Montenegro was visited by 15% more tourists this year within MICE tourism. Ms. Vejnović stresses that Montenegro is an extremely exotic destination for tourists, with many opportunities offered within a small area, which is the greatest advantage of our country for this kind of tourism. Ms. Vejnović also states that traffic availability and hotel capacities need to be improved in the future, in order to further develop MICE tourism in Montenegro.

How much is MICE tourism developed and how important is it in the general tourist offer of Montenegro?

Talas-M has actively been dealing with this type of tourism since 2006, and each year a certain improvement and growth can be perceived. I feel that this is the leading type of tourism that could extend the season. The important aspect for a destination with potential to develop MICE tourism is the fact that MICE tourism implies greater spending per person, and also the fact that a single incentive programme includes many local suppliers, which demonstrates a multiplied financial effect on the economy as a whole.

When is MICE tourism most present during the year?

The most active period for MICE to-

„If you take all that is best from Europe and put it all in a small country - you get Montenegro“.

urism is between April and October. In July and August, only the Russian MICE market is present, even though it is also slowly transitioning to the western European trend. It often happens that we have groups in November, January, February and March.

Are there any announced visits for the coming period? Was there an increase or decrease of the number of visits with regard to last year?

It is my pleasure to conclude that there has been an increase in the number of stays year after year in this field of tourism. This year, this increase amounts to around 15% in comparison with last year.

We have been working on the programmes for 2016 and 2017 for some time, and we already have confirmations from different groups coming from different parts of the world. The most frequent ones are the groups from France and Russia, with the markets of Poland and Scandinavia opening in the last several years. This year, we had an incentive group from Brazil. They spent two days in Dubrovnik and three days in Montenegro. Over the past several years we have recognized



a demand from the American MICE market, so we are planning an exhibition at the IMEX America Las Vegas this year, from 13 to 15 October.

MICE is a demanding and dynamic type of tourism. In order to implement it professionally, you need to perfect yourself constantly, to follow world trends and respect the industry's standards. We are members of several international societies that help us open our business horizons and assist us in realizing our global strategy in this industry. Among others, I would like to mention that we are members of EUROMIC and Ovation Global DMC, which carefully select their members, and only one Destination Management Company from a certain country can be their member. Their mission, simply put, is marketing of a destination, education, standards and positioning of the destination at the global market.

In which areas is Montenegro ahead of the competition and what is lacking?

The greatest advantage of Montenegro is the fact that, according to our clients, it is an "exotic destination". The very thought that one is travelling to Montenegro, a country which is so close, and yet so far away for the European market, inspires positive emotions. It is unique since in a very short period of time, such as the travels within MICE tourism, one can experience so many different things in Montenegro. It is possible to enjoy rafting, spend time in eco villages, attend conferences in the open, participate in a regatta in the Bay of Kotor, go wine tasting on Skadar Lake and enjoy a gala evening on Sveti Stefan, in Porto Montenegro, or at a different location, spend a traditional evening with Montenegrin folklore or listen to klapa music in an old city square, and spend evenings or participate in activities in our beaches, with appropriate entertainment or "team building".





most every year a new hotel is opened, for example in Dubrovnik or Belgrade, where such international brands exist as Radisson, Marriott etc.

However, in spite of the limitations in terms of accommodation, an increase in demand has been recorded. I believe that hotels Regent in Tivat and Aman on Sveti Stefan contributed to the profiling of Montenegro among the “high end” destinations.

Will this type of tourism continue to be developed in the following period?

Our long-term experience and presence in the international MICE stage tells us that it will. I feel that the institutions of Montenegro recognize the importance of this type of tourism and that they will take necessary marketing steps in promoting Montenegro as a MICE destination at all levels. A positive regional example is Slovenia, which has a professional team within the country and also foreign advisors, actively working to position Slovenia at the MICE market.

I believe that Montenegro is a viable MICE destination, and we are basing our development strategy on this fact. We are investing significantly in the marketing of the destination and in the Talas-M employees. International experience shows that we are on the right path, and we believe that current and future investment in tourism will significantly contribute to the development of this segment of tourism as well.

I like to say: “If you take all that is best from Europe and put it all in a small country - you get Montenegro”. There are endless opportunities to create MICE programmes and I believe we have the capacity to entertain even the most demanding clients, which can be seen from our portfolio. Some of our references include: *L’Oréal, Chanel, Kerastasse, Vichy, Henkel, Coca-Cola, Nestle, E. Leclerc, JTI, Nike, Delta Lloyd, Raiffeisen reisen, Crédit Agricole, AXA, MMA, Diot, Renault, Volvo, Peugeot, Audi, Nissan, Kamaz, Toyota, Skoda, Total, Exxon Mobil, Shell, CAT, Siemens, Motorola, Alcatel, Canon, Netlight, Belgacom, Kirby, JC Decaux, Airbus, Zepher, Xerox,*

HP, Bledina, Servier, Nycomed, Sanofi Aventis, BFM TV, RMC, Merck, Football Associations of Italy, England, Switzerland, Denmark, Poland. On the other hand, one of the limitations for further development of MICE tourism is the insufficient availability by air. I believe that the promotion of Montenegro as a MICE destination needs to be intensified in those markets where our airline flies directly. Winter conference packages need to be offered in these markets, in the right time and in the right place. Also, Montenegro requires more 4- and 5-star hotels, since currently we are limited for further development of MICE tourism. In the entire region, al-

BATHING SITES OF MONTENEGRO

JAZ Beach, Budva

Jaz Beach is situated around 2.5 kilometres from Budva in the direction of Kotor and Tivat. It consists of two parts, 800 and 400 metres long, with a total surface area of 22,500 square meters.

In the hinterland of this pebbly beach, there is a campground and parking, surrounded by greenery, which provides an additional feeling of comfort.



KRALJIČINA Beach, Budva

Kraljičina Beach is located in front of the “Miločer” Hotel, at the entrance to Miločer Park, in a vale surrounded by diverse vegetation. All those who like to stay long on the beach and enjoy the sunset, while lying on fine sand will find this beach irresistible. The beach is 200 metres long, with a surface area of 1,950 square metres.

Kraljičina Beach (Queen’s Beach) got its name from the queen Marija Karadorđević, since it was her favourite beach. At that time, 80 years ago, today’s “Miločer” Hotel served as the summer residence and castle to the Yugoslav Karadorđević dynasty. This image of the hotel has been preserved to this day.

NEW HOTEL OPENED IN SEPTEMBER



Hotel **Castelo**, Perzića do, Budva

This new hotel was made of stone to resemble a castle, and is situated in an exceptionally beautiful and peaceful part of the coast, called Perazića Do, near Budva.

Hotel Castelo possesses nine modern equipped apartments, with a calming view of the sea from their windows and terraces. Guests of the hotel, in addition to the apartments in which the harmony between modern and traditional is

clearly visible, can enjoy other facilities as well.

The front of the hotel features two swimming pools with a view of the sea. The hotel also includes a fitness centre and a room with pool tables.

Even though it might be considered small in terms of the number of accommodation units, this hotel is quite comfortable, since the apartments are quite spacious, and it has rightfully been awarded 4 stars.



ANNOUNCEMENTS OF OCTOBER EVENTS

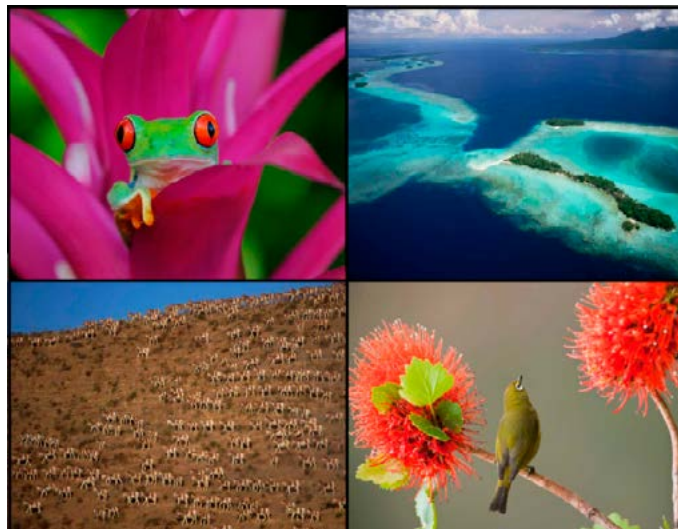
Capital City, Podgorica

EXHIBITION “NATURE: THE 34 WONDERS OF THE WORLD“

Where: **PODGORICA, DVORAC PETROVIĆA**

When: **8 SEPTEMBER - 8 OCTOBER**

The Exhibition Nature: the 34 Wonders of the World will take place in the House of Petrović Summer House, and will last for one month. This exhibition was organised by the Petrović Njegoš Foundation, The Institut Français of Montenegro and the Centre for Protection and Research of Birds of Montenegro. This exhibition is a result of cooperation between the magazines “Terre sauvage”, “Nature Picture Library”, “BirdLife France” and the Critical Ecosystem Partnership Fund. The visitors have the opportunity to get to know the biodiversity of the world, with highlighted zones inhabited by numerous plant and animal species, which are endangered today.



INTERNATIONAL COFFEE DAY

Where: **PODGORICA, DELTA CITY**

When: **01. OCTOBER**



In addition to special activities to be realized together with several cafes around the city, the central International Coffee Day manifestation will take place in the atrium of Delta City Shopping Centre.



Dječija nedjelja 2015

1. - 7. 10. 2015.

*O svijetih moga lica,
ova moja porodica*



PROGRAM:

1. oktobar - „Upoznaj svoja prava i svoje obaveze“, posjeta Centru za prava djeteta Crne Gore

2. oktobar - „Stoji! Da ne bude poslije još!“
edukativni saobraćajni čas u Autoškoli savez vozača Crne Gore
- akcija „Stari za mlade“

3. oktobar - Piknik sa Mašom, Kraljev park

4. oktobar - kulturno-umjetnička manifestacija
„Zaigramo zajedno“, II sprat Mall

5. oktobar - „Gdje god nađeš mjesto, tu drvo posadi“, brdo Gorica, sadnja drveta prijateljstva

6. oktobar - „Svi smo jedan tim“
sportsko druženje djece

7. oktobar - „Kutak za mame i tate“
edukativna radionica za roditelje

Organizator: NVO DEC Pčelica zadržava pravo izmjene programa. www.pcelica.me


CHILDREN'S WEEK 2015

Where: **PODGORICA**
When: **1 - 7 OCTOBER**

NGO Children's Education Centre "Pčelica" organises many cultural, artistic and educational events during Children's Week, from 1 to 7 October.

"CAPITAL PLAZA" FASHION CONNECTION

Where: **ŠIPČANIK AND CAPITAL PLAZA, PODGORICA**

When: **17. 18 AND 20 OCTOBER**

The 16th "Capital Plaza" Fashion Connection, organized by "Mondaine Models" fashion agency will be held in "Šipčanik", on 17 October, and in "Capital Plaza", on 18 and 20 October.

THE BEST OF MONTENEGRO

Where: **DELTA CITY, PODGORICA**

When: **24 - 25 OCTOBER**

The Best of Montenegro is a promotional manifestation dedicated to the best homemade food producers, brought together in an attempt to harmonize strategic economic interests of the country and to raise awareness of our own values.

The participants in the event include producers of wine, olives and olive oil, honey, prosciutto, milk and dairy products, medicinal herbs, organic products.



ANNOUNCEMENTS OF OCTOBER EVENTS

Old Royal Capital, Cetinje

REPERTOIRE OF MONTENEGRIN ROYAL THEATRE ZETSKI DOM

Where: **CETINJE**

When: **OCTOBER**

A new and entertaining repertoire of the Royal Theatre Zetski Dom in Cetinje has been announced.



КРАЉЕВСКО ПОЗОРИШТЕ ЗЕТСКИ ДОМ НА ЦЕТИЊУ

ОКТОБАР 2015.

ОКТОБАР 2015.

ПОНЕЂЕЉАК, 12. у 20.00 часова ----- *СЦЕНА ГЕНЕРАЦИЈА*
Сем Шейард
ЛУДИ ОД ЉУБАВИ
У сарадњи са ФДУ Цетиње

ПЕТАК, 16. у 18.00 часова ----- **ИВИЦА И МАРИЦА**
Режија Мирко Радоњић

СУБОТА, 17. у 18.00 часова ----- **ИВИЦА И МАРИЦА**
Режија Мирко Радоњић

УТОРАК, 20. у 20.00 часова ----- *СЦЕНА ГЕНЕРАЦИЈА*
Мари Шизгал
ТИГАР
Режија Петар Пејаковић
У сарадњи са ФДУ Цетиње

ПЕТАК, 23. у 20.00 часова ----- **ОТВОРЕНА РАДИОНИЦА**
ЗАЈЕДНИЧКЕ ДРАМЕ
Љубомир Ђурковић - Један чин

СУБОТА, 24. у 20.00 часова ----- **ОТВОРЕНА РАДИОНИЦА**
ЗАЈЕДНИЧКЕ ДРАМЕ
Огњен Спахић - Кратки резони

БИОСКОП

ЧЕТВРТАК, 08. у 20.00 часова ----- Пројекција филма и разговор са редитељем
Заједно - Режија, Миша Радивојевић
Ток - Режија, Мишо Обрадовић

ПЕТАК, 09. у 20.00 часова ----- Пројекција филма
ЗАЈЕДНО - Режија, Миша Радивојевић
ТОК - Режија, Мишо Обрадовић

СРИЈЕДА, 28. у 20.00 часова ----- Пројекција филмова
Бисерна обала - Режија Душан Касалица
Умир крви - Режија, Сенад Шахмановић
Заклони - Режија, Иван Салатић
Филм у боји - Режија, Милутин Дарић

ЧЕТВРТАК, 29. у 20.00 часова ----- Пројекција филмова
Бисерна обала - Режија Душан Касалица
Умир крви - Режија, Сенад Шахмановић
Заклони - Режија, Иван Салатић
Филм у боји - Режија, Милутин Дарић

Краљевско позориште Зетски дом задржава право на измјене репертоара

Улазнице се могу купити на билетарници Зетског Дома од 10-13 и 18-20,00. Информације:041/ 235 280, 067/428 655, e-mail:zetskidom@t-com.me

ANNOUNCEMENTS OF OCTOBER EVENTS

Central and Northern regions



The tenth annual international guitar festival in Nikšić will feature many concerts of artists from Montenegro, France, Macedonia, Germany and Italy.

NIKŠIĆ GUITAR FESTIVAL

Where: **NIKŠIĆ, NIKŠIĆ THEATRE AND "DARA ČOKORILO" MUSIC SCHOOL HALL**

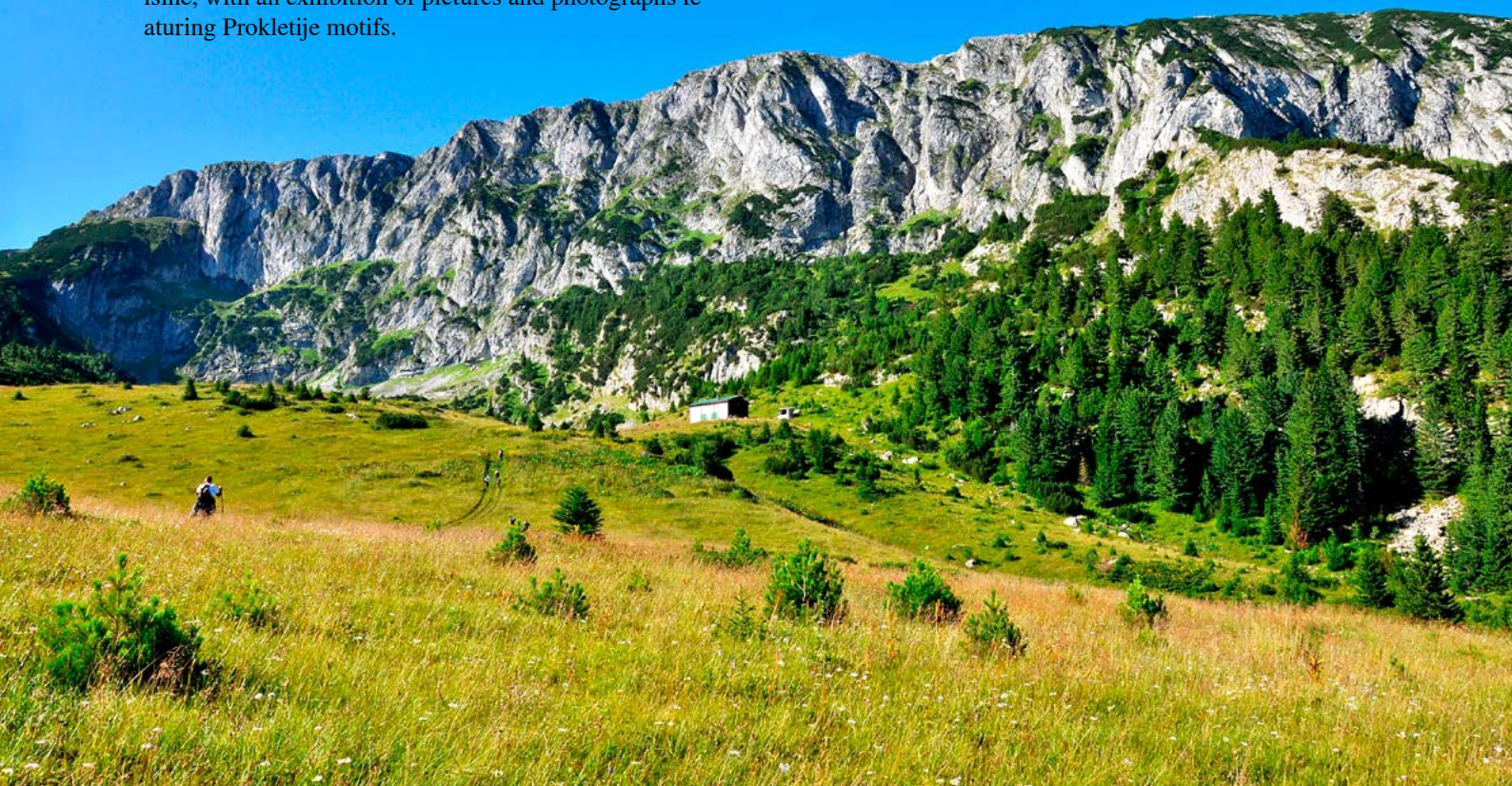
When: **26 SEPTEMBER - 11 OCTOBER**

OCTOBER ON MOUNT PROKLETIJE

Where: **PLAV, PROKLETIJE NATIONAL PARK**

When: **5 - 9 OCTOBER**

October on Mount Prokletije is an international event, with hiking and biking tours organised in the Prokletije National Park, over 5 days. The event is complemented by the promotion of Prokletije tradition, culture and cuisine, with an exhibition of pictures and photographs featuring Prokletije motifs.



DAYS OF HONEY

Where: **BERANE**

When: **10 OCTOBER**

Days of Honey is a traditional manifestation that has been bringing together beekeepers from Berane and the region for years. It aims to improve apiculture, promote honey and related products, and healthy lifestyles.



HEART OF LIM

Where: **BERANE**

When: **28 - 30 OCTOBER**

Heart of Lim is an international festival of entertainers, actors and singers, taking place from 28 to 30 October in Berane.



DAYS OF PLJEVLJA CHEESE

Where: **PLJEVLJA**

When: **23 OCTOBER**

The Days of Pljevlja Cheese is an agricultural and competitive manifestation, with producers exhibiting dairy products. It also features a selection of best cheese and other dairy products.



ANNOUNCEMENTS OF OCTOBER EVENTS

Coastal Region

CHOIR FESTIVAL

Where: **HERCEG NOVI**

When: **2 - 4 OCTOBER**

Herceg Novi will welcome choirs and ensembles from Slovenia, Serbia and Montenegro, with the official opening on 2 October, 8pm, at the plateau in front of the Music School. Entrance to all events is free of charge.

II DOLCINIUM INTERNATIONAL FESTIVAL

Where: **ULCINJ, MALA PLAŽA**

When: **8 - 10 OCTOBER**

The Dolciniurn International Festival aims to present culture and tradition of all participating countries. It also contributes to the extension of the tourist season, animating tourists from the region, introducing culture and folklore, and raising the level of the country's tourist offer. The festival will feature around 400 participants and around 4,000 visitors.

XX INTERNATIONAL TV FESTIVAL BAR 2015

Where: **BAR**

When: **20 - 24 OCTOBER**

The first International TV Festival in Bar was held in 1995. It brings together broadcasters from famous European centres, from all republics of former Yugoslavia, and the region of South-eastern Europe. At the Bar TV Festival in 2000, the participants included BBC (Great Britain), FR3 (France), RAI (Italy), ZDF (Germany), ORT (Russia), etc. Since 2001, the Festival (MEDIACOM Centre) has been implementing new contents and manifestations, such as the "Meeting of Televisions from the Countries of South-eastern Europe", etc.



DAY OF ŠIRUN

Where: **BUDVA, OLD TOWN**

When: **3 OCTOBER**



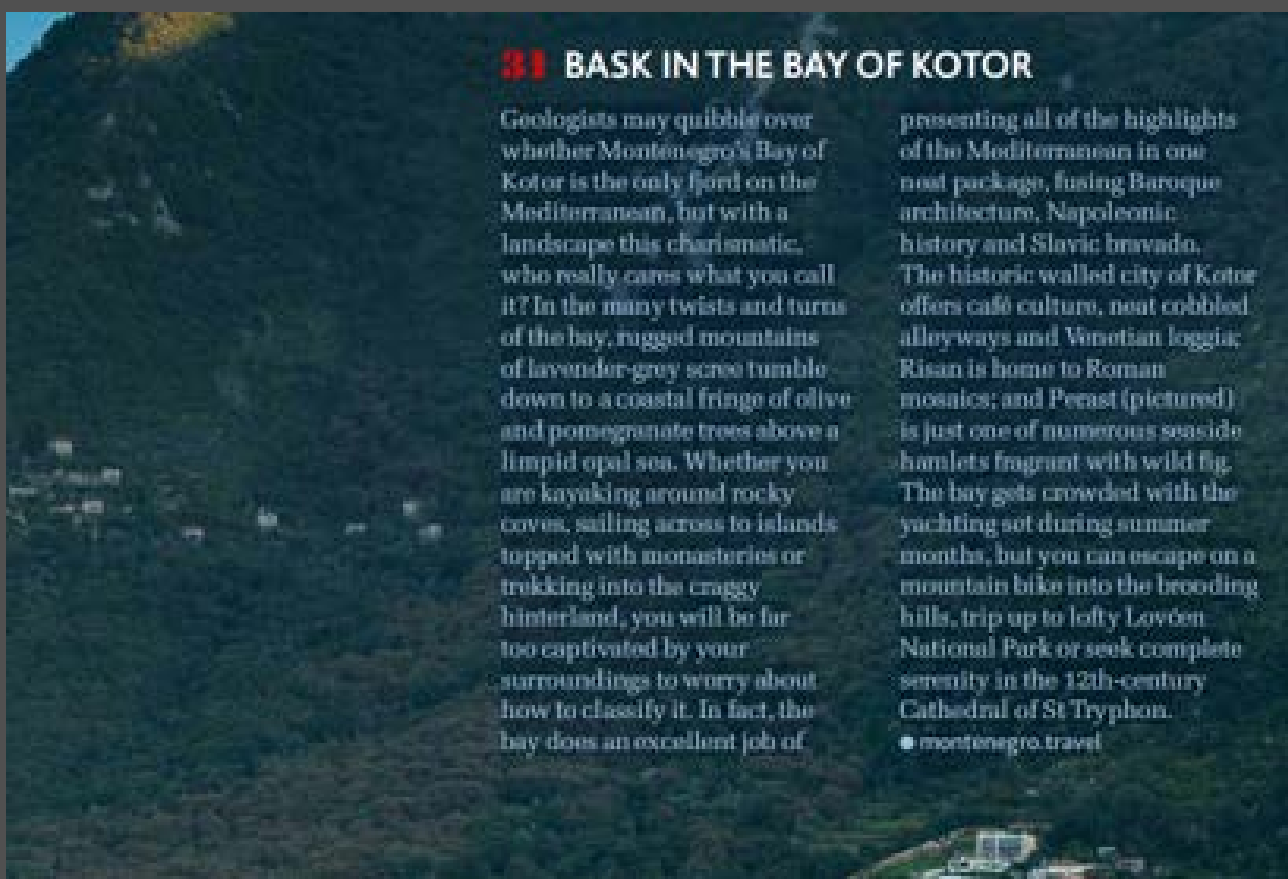
In front of the Old Town walls in Budva, the traditional, fiftieth celebration of fish and wine, **Days of Širun**, which officially rounds out the season of summer events, will take place. Just like every year, guests will be offered very tasty fish, served with wine or beer. During the manifestation, interesting sporting events will

be organised, such as the stripping of prosciutto from a beam, sack racing and rope pulling. Guests will be entertained by children's choirs from Budva, Town Music of Budva, majorettes, the local feštaduni, folklore groups, members of Budva Gymnast Club, and many performers of klapa music.

NOTE: The organisers reserve the right to change the date and cancel the event due to bad weather conditions and other reasons.

INTERNATIONAL MEDIA ON MONTENEGRO

“LONELY PLANET” INCLUDES MONTENEGRO AMONG TOP 78 DESTINATIONS



31 BASK IN THE BAY OF KOTOR

Geologists may quibble over whether Montenegro's Bay of Kotor is the only fjord on the Mediterranean, but with a landscape this charismatic, who really cares what you call it? In the many twists and turns of the bay, rugged mountains of lavender-grey scree tumble down to a coastal fringe of olive and pomegranate trees above a limpid opal sea. Whether you are kayaking around rocky coves, sailing across to islands topped with monasteries or trekking into the craggy hinterland, you will be far too captivated by your surroundings to worry about how to classify it. In fact, the bay does an excellent job of

presenting all of the highlights of the Mediterranean in one neat package, fusing Baroque architecture, Napoleonic history and Slavic bravado. The historic walled city of Kotor offers café culture, neat cobbled alleyways and Venetian loggia; Risan is home to Roman mosaics; and Perast (pictured) is just one of numerous seaside hamlets fragrant with wild fig. The bay gets crowded with the yachting set during summer months, but you can escape on a mountain bike into the brooding hills, trip up to lofty Lovćen National Park or seek complete serenity in the 12th-century Cathedral of St Tryphon. ■ [montenegro.travel](#)

The article states that the charismatic landscapes of the Bay of Kotor provide plenty of opportunities for various entertaining activities, such as sailing and hiking. Kotor, a historical town, consisting of narrow, Venetian style paved streets offers many cafes and cultural monuments.

“Risan is home to Roman mosaics; and Perast is just one of numerous seaside hamlets fragrant with wild fig.”

“During summer months you can escape on a mountain bike into the brooding hills of lofty Lovćen National Park”, the article states.

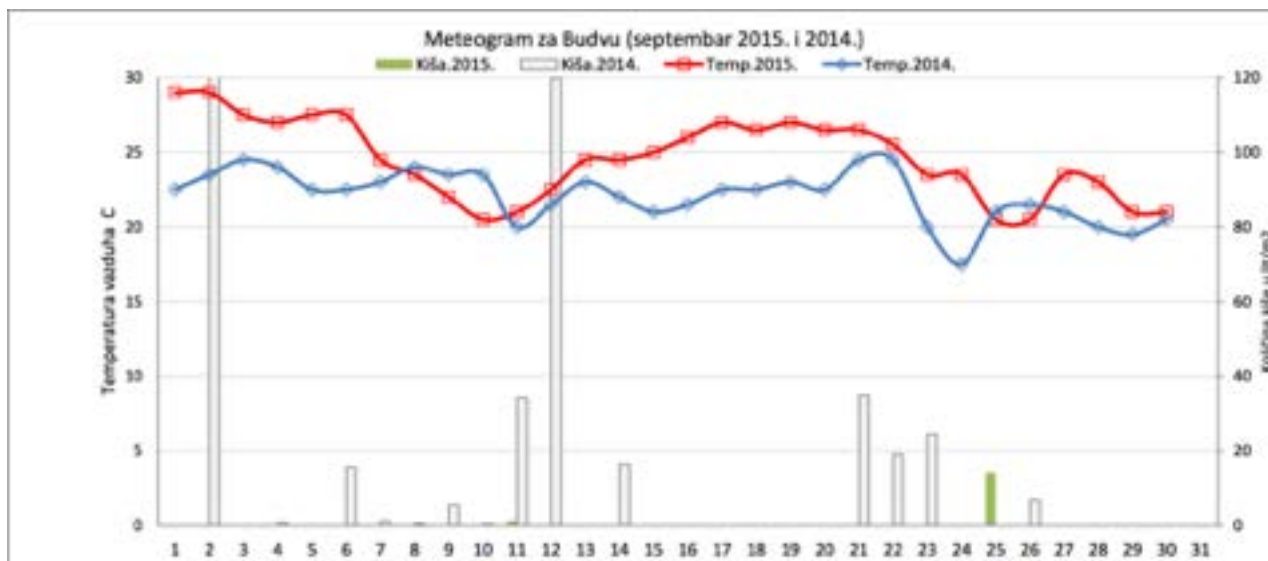
BIOGRAD LAKE PHOTO WON GUARDIAN'S COMPETITION



The photograph was taken by Ciara Milne who took the picture of this Montenegrin Lake during her honeymoon in Montenegro. The Guardian article states that the photo perfectly captures the feeling of long, hot summer days.

“A moment in time incredibly well recognized and composed, from the symmetry of the boats and deck, the postures of the figures and the distant hills above the mirror-calm lake”, the caption states.

METEOROLOGICAL CHARACTERISTICS IN SEPTEMBER



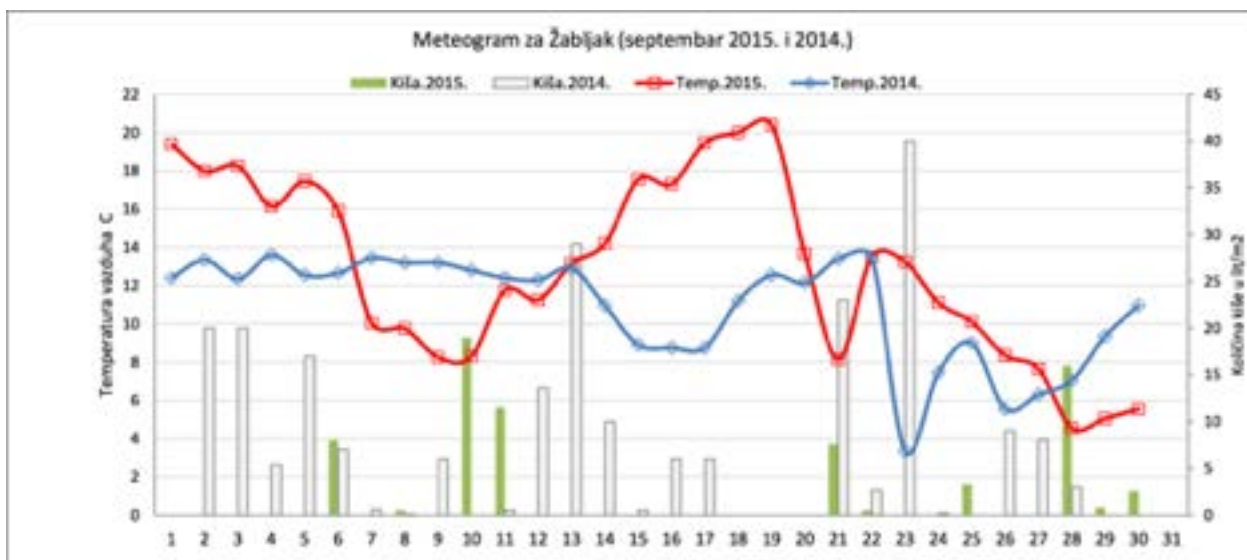
(Budva meteogram – September 2015 and 2014; Green = rain 2015; White = rain 2014; Air temperature (C), Rainfall (l/m2))

In the coastal region of Montenegro, based on the temperature and rainfall indicators in September 2015, a significantly warmer period was recorded compared to the same period of last year.

In September this year, there were 30 summer days, which is 2 more than last year. Also, last year no tropi-

cal days were recorded, whereas this year, there were 17 tropical days.

In September this year, three rainy days were recorded, which is 11 days less compared to last year. This year the recorded precipitation in September amounts to 16 liters of rainfall per square meter, which is only 3% of the amount recorded in the same period last year.



(Žabljak meteogram – September 2015 and 2014; Green = rain 2015; White = rain 2014; Air temperature (C), Rainfall (l/m2))

In September this year, the average monthly temperature in mountain tourist centres was two degrees higher compared to the same period last year.

- The maximum daily temperature, of 20 degrees and more, was recorded on 14 days, whereas no such days were recorded last year.
- Also, this year, 7 days with summer temperatures of 25 or more degrees were recorded, whereas in September last year, no such days were recorded.

On 19 September, the record high temperature for this

period was recorded in Žabljak, amounting to 30.1 degrees.

- In September, there were 10 rainy days, which is 12 days less compared to last year. Also, 70 litres of rain fell per square meter, which amounts to 31% of the last year's recorded precipitation in the same period.
- Weather conditions from the point of view of tourism in September were very favourable, which contributed to a high occupancy rate in the coastal region and in the mountain tourist centres.

TOURIST TURNOVER IN MONTENEGRO

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

According to the latest official data for the period January - August this year, the number of tourists in Montenegro rose by 15%, while the number of overnight stays rose by 29% compared to the same period in 2014.

NUMBER OF TOURISTS	Januar - August 2014	Januar - August 2015	INDEX 15/14
Domestic	128.450	115.346	90
International	1.071.291	1.264.886	118
TOTAL	1.199.741	1.380.232	115

Source: MONSTAT

NUMBER OF OVERNIGHT STAYS	Januar – August 2014	Januar – August 2015	INDEX 15/14
Domestic	799.917	607.620	76
International	7.100.134	8.598.786	121
TOTAL	7.900.051	9.206.406	116

Source: MONSTAT

According to type of accommodation facility, in the first eight months of 2015, in hotels and other collective accommodation facilities, the number of tourists was 8% higher, and the number of overnight stays was 4% higher than in the same period last year.

Turnover also rose in private accommodation. In the period January - August 2015 the number of tourists was higher by 20% and overnight stays by 22% compared to the same period last year.

NUMBER OF TOURISTS	Januar – August 2014	Januar – August 2015	INDEX 15/14
Hotels and Collective Accommodation	508.590	547.264	108
Private Accommodation	691.151	832.968	120
TOTAL	1.199.741	1.380.232	115

Source: MONSTAT

NUMBER OF OVERNIGHT STAYS	Januar – August 2014	Januar – August 2015	INDEX 15/14
Hotels and Collective Accommodation	2.454.500	2.559.741	104
Private Accommodation	5.445.551	6.646.665	122
TOTAL	7.900.051	9.206.406	116

Source: MONSTAT

AIRPORTS OF MONTENEGRO

In September, the airports in Podgorica and Tivat recorded an increase in the number of flights by 5% and the number of passengers by 5% compared to the same period last year.

Number of Flights	September 2014	September 2015	INDEX 15/14
Podgorica	497	521	105
Tivat	664	697	105
TOTAL	1.161	1.218	105

Passenger Turnover	September 2014	September 2015	INDEX 15/14
Podgorica	78.035	83.504	107
Tivat	126.449	131.517	104
TOTAL	204.484	215.021	105

MONTENEGRO AIRLINES

In September, the national airline - Montenegro Airlines, recorded an increase in the number of passengers in regular flights of 5%, and an increase in the number of flights of 7% compared to the same period in 2014.

Regular Air Traffic	September 2014	September 2015	INDEX 15/14
Number of Flights	671	720	107
Passenger Turnover	56.759	59.471	105

SOZINA TUNNEL

In September, the company Monteput recorded an increase in the number of vehicles passing through Sozina Tunnel by 10%, and the income has been increased by 6% compared to the same period last year.

Turnover	September 2014	September 2015	INDEX 15/14
Number of Vehicles	187.564	205.833	110
Income (€)	650.441	690.088	106

NATIONAL PARKS OF MONTENEGRO



The data of the Public Enterprise for National Parks of Montenegro shows that the number of visitors in September of this year has increased by 26%, and the income has increased by 28% in comparison with the same period in 2014.

Turnover	September 2014	September 2015	INDEX 15/14
Number of Visitors	42.292	53.476	126
Revenues (€)	126.993	162.441	128

POINTS OF INTEREST AND THE TOURIST OFFER OF PROKLETIJE NATIONAL PARK

Prokletije National Park is the youngest national park of Montenegro, having been founded in 2009. It is situated in the territory belonging to municipalities of Plav and Gusinje, and has the surface area of 16,630 hectares. The park comprises two nature reserves: Hridsko Lake and Volušnica, with a total surface area of 1,052 hectares.

The relief of the park is indented, with many rises peaking over 2,000 m in altitude, gorges, steep slopes and Alpine type river valleys. The rocky vastness is composed of peaks bearing mystical names - Rosni vrh (Dew Peak), Dobra i Zla Kolata (Good and Evil Kolata), Trojan, Gvozdeni (Iron Peak), Šilo (Awl), Očnjak (Fang), Volušnica, Popadija (Priest's Wife), Talijanka (Italian Lady), which compete in height and scenic beauty. The park is ordained by several small glacial lakes (Hridsko, Visitorsko, Ropojansko, Tatarsko, Bjelajsko, Lake on Vezirova Brada, Lake on Treskavac, Koljindarsko etc.), small and big streams, sources and springs of drinking and mineral water, rivers, underground wells and mountain ponds.

The dominant quality of Mount Prokletije is the richness and diversity of the flora and fauna, representing not only a central point in the mountain diversity of the Balkans, but rather also a centre of biodiversity of European and international importance. Its forests are among the most important natural riches, some of them being virgin forests. The flora of Prokletije consists of more than 1,700 plant species, which comprise one half of the flora in Montenegro, or around a fifth of the total flora in the Balkans.

Most species are endemic, relict, rare, medicinal and melliferous. The area of the Park comprises many endemic types of insects and butterflies. Also typical are endemic representatives of amphibians and reptiles. 161 bird species were recorded, the most important ones being grey heron, spoonbill, teal, bearded vulture, griffon vulture, short-toed snake eagle, northern goshawk, sparrowhawk, buzzard, hobby, peregrine, hazel grouse, crossbill, etc. Bats and rodents also have a significant presence. Other recorded species include rabbit, wolf, brown bear, lynx, wild boar, chamois and roe deer.

The tourist offer of **Prokletije National Park** is based on principles of sustainable development and responds to the needs of modern tourists, meaning that different recreational activities are offered, including education on natural and cultural values of the park, local way of life and tradition.

The Prokletije National Park has established a significant amount of infrastructure segments intended for the visitors, such as the visitors' centre, gift shop, mountain, hiking and bike trails, camping areas and free climbing rocks.

A set of tourist offers have been created in the park. Some of the most typical include: hiking, bike rides, free climbing, camping. The park also comprises a system of information panels that mark the main entrance to the park and present the offer of sporting equipment for rent, including also the price list. The park offers the renting of bicycles, hiking sticks and camping tents.



