



MONTE NEGRO

MINISTRY OF SUSTAINABLE DEVELOPMENT
AND TOURISM

tourism NEWSLETTER

SEPTEMBER 2015

MONTE
NEGRO

Wild Rooster



tourism NEWSLETTER

SEPTEMBER, 2015.

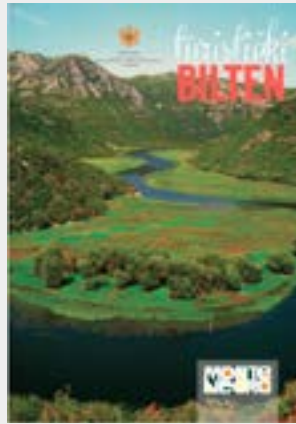


FOTO: Andrija Kasom

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Dear readers,

Official indicators on tourist season in Montenegro this year show a continuous rise in revenues, number of tourists and overnight stays, while joint activities for preparation of the season at all levels show that this year's summer season may be characterised as a very successful one. Such a good tourist season was also a result of events traditionally organized, both in the coastal and in the northern parts of Montenegro.

Montenegrin national parks registered a large number of visitors, too. By the end of August, the parks were visited by 236,000 visitors, which is a rise of 32 per cent compared to the same period last year. Along with traditional offer and novelties, and favourable weather conditions, we expect that the upward trend in terms of number of visitors will be continued in the late season as well.



With its own vision of development, Montenegro aims to become a developed tourist destination, with a unique product, offered throughout the year, with a balanced development of the northern and the southern regions, with tourism as the driving force of Montenegro's economy and its new development cycle. In that regard, the national parks, located in the central and the northern parts, which are regions that lag behind in development compared to the southern region of Montenegro, are among key instruments to future development and resources of the parks, based on nature, cultural heritage, agriculture and old artisan crafts, which is a solid basis that balanced development of these regions should be built on. Extraordinarily beautiful and preserved nature of our country, rich cultural heritage, ideal geographical position, along with the supreme service, can, doubtlessly, provide for sufficient demand and supply of a modern tourist, who seeks holidays both on the Adriatic coast and in the "green oases" of the parks.

This year, too, the world media are promoting Montenegro's "wild beauty" through quality and interesting articles and photographs. The National Geographic recommends the Skadar Lake as the best kept secret, the British Guardian places the National Park Durmitor among ten most beautiful in Europe, while the photograph of the Biogradsko Lake wins their competition for the most beautiful photo in July.

We would like to point out that, in order to develop further the tourist offer based on sustainable development, over the last decade the National Parks of Montenegro, in cooperation with the business and local structures, have developed a significant number of infrastructural facilities and also the specific nature-based tourist offer. We are certain that, in case public infrastructure development continues, along with the promotion of values and potentials of protected natural areas and the interest of businesses to invest in new "green" ideas, products and facilities grows, it will, in medium term, result in growing positive trends in the area of national parks, particularly in the north of Montenegro. Development of a quality, specific and innovative tourist offer in protected areas will increase the competitiveness of Montenegro's tourist product and create an additional value to Montenegro's economy.

To that end, inspired by the beauty of the nature and open for new, environmentally driven ideas, we would like to call on all interested entities, representatives of local administrations and communities, businesses as well as donor organizations, to propose their "green" programmes and implement them in

Zoran MRDAK

AUGUST TOPICAL ISSUES

AS OF NOW, PODGORICA ON GOOGLE EARTH MAP

A

As a result of cooperation between the Ministry of Sustainable Development and Tourism and the company Aerodata International Surveys from Belgium, aerial imaging of the territory of the capital city of Podgorica was done in September 2014, covering 80 square kilometres in 3D resolution and as of now, the imagery is available via Google Earth.

With this application, Podgorica can be explored from any place in the world. The application provides a comprehensive and detailed view of the panorama and structures, along with façade views and number of floors. Various data layers are available in 3D resolution, so among others, distance and area of structures can be calculated. Imagery updating on Google Earth is of importance both for Montenegro's positioning and promotion.

In the upcoming period, the Ministry of Sustainable Development and Tourism plans ortho-photo imaging of the entire territory of Montenegro, which will be of particular importance in the process of legalization of informal structures, work of inspectorates and tax services.



SUMMER TOURIST SEASON RESULTS PRESENTED TO JOURNALISTS

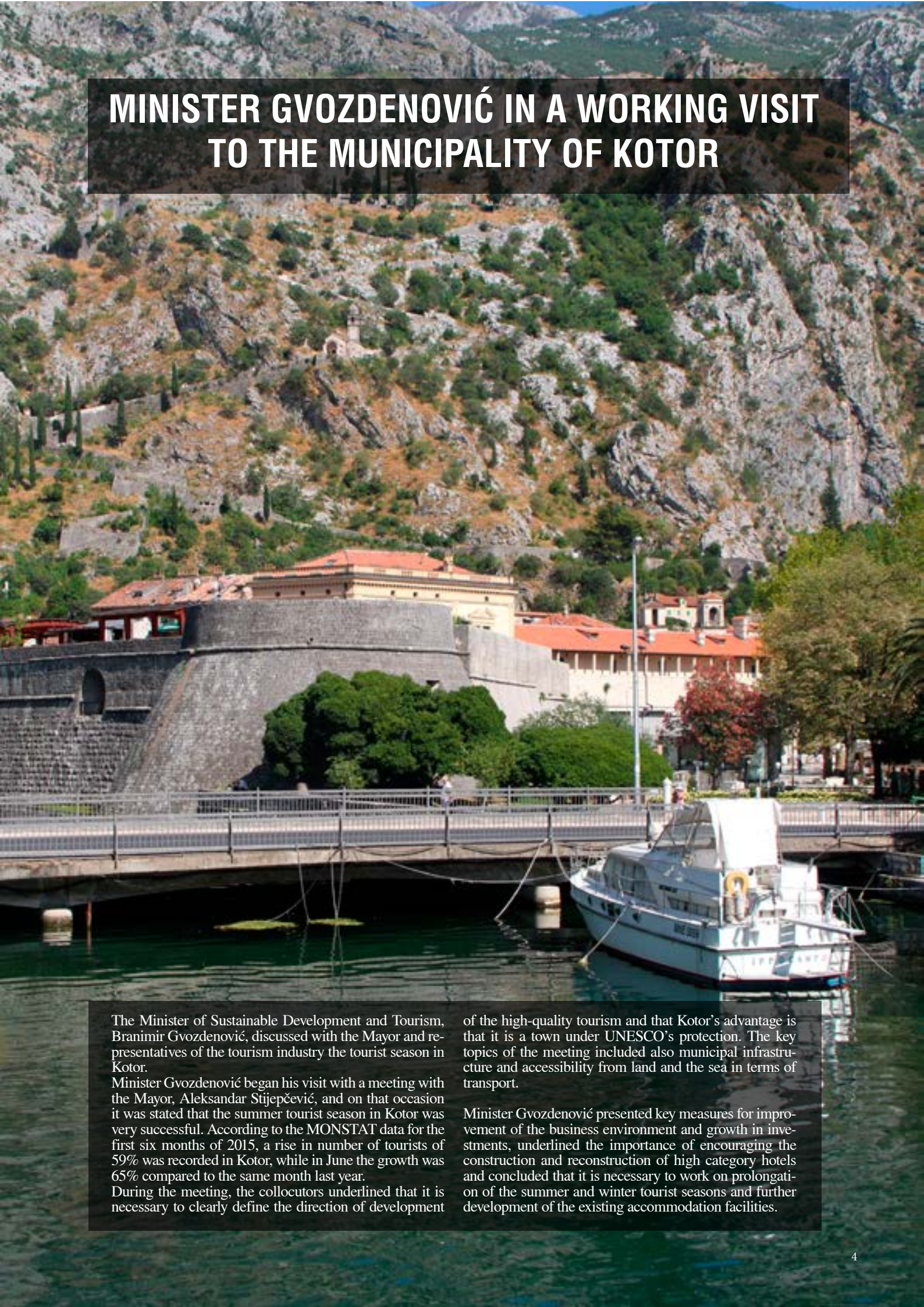
The Ministry of Sustainable Development and Tourism and the National Tourism Organisation of Montenegro hosted a working breakfast where the Minister of Sustainable Development and Tourism, **Branimir Gvozdenović** and the Director of the National Tourism Organisation **Željka Radak Kukavičić**. Informed journalists of the results of the ongoing tourist season, the activities implemented this year and presented the investment environment in Montenegro.

During the talks with Minister Gvozdenović, media representatives expressed particular interest in projects recently in public focus, such as projects concerning Mamula, Kraljičina Beach, Aman Resorts and others.

The Director of the National Tourism Organisation, **Željka Radak Kukavičić**, presented the activities implemented in the previous period as well as official data on the season in Montenegro, recording a continuous increase in revenues, number of tourists and overnight stays. The total revenues for the first six months of this year amounts to around EUR 145 million, which is a rise of about nine percent compared to the same period last year.



MINISTER GVOZDENOVIĆ IN A WORKING VISIT TO THE MUNICIPALITY OF KOTOR



The Minister of Sustainable Development and Tourism, Branimir Gvozdenović, discussed with the Mayor and representatives of the tourism industry the tourist season in Kotor.

Minister Gvozdenović began his visit with a meeting with the Mayor, Aleksandar Stijepčević, and on that occasion it was stated that the summer tourist season in Kotor was very successful. According to the MONSTAT data for the first six months of 2015, a rise in number of tourists of 59% was recorded in Kotor, while in June the growth was 65% compared to the same month last year.

During the meeting, the collocutors underlined that it is necessary to clearly define the direction of development

of the high-quality tourism and that Kotor's advantage is that it is a town under UNESCO's protection. The key topics of the meeting included also municipal infrastructure and accessibility from land and the sea in terms of transport.

Minister Gvozdenović presented key measures for improvement of the business environment and growth in investments, underlined the importance of encouraging the construction and reconstruction of high category hotels and concluded that it is necessary to work on prolongation of the summer and winter tourist seasons and further development of the existing accommodation facilities.

SPELEO-DIVING EXPEDITION “TRNOVO 2015” EXPLORING CAVES IN THE VICINITY OF THE VILLAGE TRNOVO, CRMNICA

The second international speleodiving expedition “Trnovo 2015” is one of preparatory activities for implementation of the project “Time Stopped – Ethno Village Cave Park Trnovo”.

In addition to this one, the Ministry of Sustainable Development and Tourism supported also the first expedition in Montenegro in July last year that explored in full Trnovo caves Grbočice, Babatuše and Spile. Exploration of these caves, from the scientific and other aspects, and detailed survey of this area, as an ethnographic entity of the old Montenegro, are of particular importance for development of the potential tourist product.

Activities of the second expedition were a follow-up to the exploration of the caves Grbočica, Babatuša and Spila, and an inventory of ethno products and houses was made. Also, video and photo material for recording of the documentary on Trnovo was developed for the project “Time Stopped – Ethno Village Cave Park Trnovo”.

A film and a monograph of the expedition are expected to be released this year, on the basis of the materials collected, after completion of the final exploration of the second expedition.

One of the most important objectives of the future project is tourism valorisation and protection of this unique area, taking into account sensitivity of the issue of ethno-culture and natural resources. The awareness of sustainability of Montenegro’s high-quality natural and ethno heritage should be adjusted to the trend of increasing needs of contemporary living style, through infrastructure, eco food production and other.

A very important segment of the project was encouraging the sustainable development, with particular emphasis laid on acknowledging the importance of eco and ethno entity, including biodiversity, society and the community, which is significant both for Trnovo and the entire area stretching between the two national parks - the Skadar Lake and the Lovćen. Valorisation of this area would make the two national parks a single entity.



INTERVIEW WITH THE DIRECTOR OF THE NATIONAL TOURISM ORGANISATION OF MONTENEGRO

Željka Radak Kukavičić expressed satisfaction for the successful tourist season and numerous events and festivals that have so far been organised throughout Montenegro, and concluded that the National Tourism Organisation will continue promoting various segments of Montenegro's tourist offer through its promotional events and selection of media in study tours.



Are you satisfied with the results of the summer tourist season in Montenegro?

According to current indicators, this season will be more successful than last year and the record season of 2013. Namely, the official indicators for the past seven months, as well as a good tourist turnover in August give rise to justified optimism. As you know already, early this year, due to the crisis at the Russian market, there were announcements that we would be facing a difficult tourist season. We can now say with certainty that the joint preparatory activities for the season, implemented at all levels, resulted in a successful season.

According to official MONSTAT data, since the beginning of the year by the end of July Montenegro was visited by 832,635 tourists, or 21 per cent more than in the same period last year. Furthermore, 5,201,120 overnight stays were recorded in the first seven months which is 29 per cent more than in the same period last year, and the upward trend was recorded also in August.

The data of local tourism organizati-

The natural “landmark” sites, such as the deepest canyon in Europe, the largest lake in the Balkans, 150 mountain peaks above 2,000 m, are our main assets.

ons show that the tourist turnover in August ranged from 16 to 18 per cent, and it is estimated that by the end of August, Montenegro was visited by around 1.4 million tourists with around nine million overnight stays.

How important is the offer in the north for success of the summer tourist season?

Affordable accommodation prices, successful events as well as numerous opportunities for active holidays in the nature make the northern region attractive to tourists. I would like to point out that the number of overnight stays

in Žabljak in July was 27 per cent higher than in the same month last year. International visitors in August in this town accounted for the whole 70 per cent of the total number of visitors and among most numerous were guests from France, Belgium, Russia and Poland.

Beautiful coast and hotel facilities are the driving force of our development, but an increasing interest of tourists in Montenegro as a destination for active holidays can be noted. In the past few years, particular attention is paid to creating the conditions for tourism valorisation of the hinterland and the mountainous regions of Montenegro. The natural resources are very important for tourism. Namely, this tourism segment has become one of the fastest growing sectors in the tourist industry worldwide, and Montenegro has values that can create its specific identity, different from competing destinations. There are numerous opportunities for active holidays in pristine nature, accommodation in authentic ethno-villages, enjoyment in five national parks covering around 15 per cent of the entire territory of our country. The natural “landmark” sites, such as the deepest canyon in Europe, the lar-

gest lake in the Balkans, 150 mountain peaks above 2,000 m, are our main assets.

Also, we have tried to combine our traditional hospitality with the gastronomic offer through Wine Routes, Cheese Routes and Honey Routes. By following the signage of these routes, all those interested will be welcome as guests of local villagers, who will offer Montenegrin specialities along with wine from their cellars, honey and cheese.

Under the segment mountaineering and biking, activities aimed at further development of infrastructure, promotion and education have been implemented. That, too, generates positive effects. Also, rafting has already been recognized as an extraordinary experience.

This summer, Montenegro hosted a number of big and significant events. In your opinion, to what extent does organisation of such events influence the success of the season?

Year by year, the entertainment and cultural programme has made Montenegro become known also as a destination of good times and fun, which is what the leading world media in the tourism and travel industry are writing about. The diverse entertainment programme shows that in addition to traditionally good holidays, our guests are coming on purpose to attend the events that are gathering an increasing number of visitors.

Under the Programme of Incentives in Tourism for 2015/2016, the Government of Montenegro provided support aimed at further development of events and other segments of the tourist offer and at making Montenegro even more recognizable as a good destination for organization of entertainment, cultural, sports and similar events, and the funds allocated for this support amounts to EUR 140,000.

The so-called 'event industry' that includes festivals, conferences, exhibitions, sports, cultural and various other events is changing very quickly and it has a significant influence on tourism. Development of tourism, popularisation of the destination and higher occupancy rates are primary benefits of organization of major events. That is why we are trying, through competent institutions, to provide significant support to every stage in implementation and preparation of a particular event. Major festivals, such as Sea Dance



have a significant effect on quality and attractiveness of our tourist offer and they strengthen its destination image. I would like to recall that the Sea Dance has recorded this year an increase in number of international visitors of the whole 70 per cent, which contributed to increase of overall tourist turnover. According to assessments, the festival generated income ranging from EUR 15 to 20 million.

The Lake Fest, the Southern Soul Festival, the Guitar Fest, the Jazz Festival, the Refresh, the Afterbeach Parties, traditional carnivals and many other events are becoming increasingly important in Montenegro's tourist offer.

What are the announcements for the late season and what Montenegro can offer tourists in those months?

According to information from hotel industry, good occupancy rate is certain also in September, October, and in some hotel companies even in the first

half of November.

In the upcoming period, a large number of seminars will be organized, which will contribute to a good occupancy rate. In MICE tourism – most favourable for a destination's development – we are influencing not only the prolongation of the tourist season, which is, perhaps, a factor of key importance in destinations such as Montenegro, but we are, on the other hand, thus encouraging also the development of other tourism forms.

There are also numerous interesting cultural and entertaining events organised throughout Montenegro, in the late season, and these contribute to further diversity in our tourist offer. Among others, these events are Podgorica Summer that lasts by the end of September, the September Days in Nikšić, the Festival of International Alternative Theatre – FIAT, the World Music Stage in Budva, the traditional Festival of Information Technology Achievements and the Mackerel Day, and many other events.



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Have the preparations for the winter tourist season 2015/2016 already begun?

This year, the preparations for the winter season have begun much earlier. The Action Plan was developed by the National Tourism Organisation as early as July. The tourism industry is already preparing travel packages, intensive promotion activities are planned at both national and regional markets - Tirana, Shkoder, Dubrovnik and Trebinje, as well as printing of new advertising materials.

Organisation of various events is a very important segment of winter tourism offer, so some new events are planned in order to diversify further the offer in our ski resorts. Study visits are very important for promotion of the winter season, so this coming winter we will welcome a number of journalists from the region.

Activities aimed at organisation of ski schools for pupils, that the National Tourism Organisation is providing full support to, are ongoing.

What are further plans for Montenegro's tourism development?

Our objective is to encourage investing into construction of hotel accommodation in order to develop high-end tourism and meet the needs of the increasingly demanding tourism market. Also, further efforts are necessary in development of MICE tourism and its promotion as well as in promotion of Montenegro's tourism potential, and in addition to natural beauties, history, culture and religion, emphasis should be laid on other tourism forms.

Numerous positive articles published on Montenegro show that presence of leading hotel brands worldwide, such as the Aman Resorts, the Regent, the One and Only, the Hilton and others, which on their own recommend our destination to visitors contributes to Montenegro's promotion and positioning, but they also recommend it to investors as a place to invest in.

In the upcoming period, the National Tourism Organisation of Montenegro plans promotion of various segments of Montenegro's tourism offer through its promotional events and selection of the media in study visits, such as new investment projects for utmost pleasure, hiking the unwalked trails, eco-village and active holidays offer.

Contemporary tourists no longer want holidays in the form of a ten-day vacation on beaches and they are increasingly focusing on search for holidays that, in addition to relaxation, offers also authentic environment, healthy environment and new experiences. National agencies are recording a rise in demand for combined tours, and one of main reasons for choosing Montenegro in that

regard is surely its diverse tourist offer.

You mentioned that numerous international media outlets are writing about Montenegro. Would you name some of them, for the end of our interview?

These articles on Montenegro were published in a number of the most famous magazines and on this occasion, I will name just a few of them – the Conde Nast Traveller, the Tutler, the Vanity Fair, the Boat International, the Robb Report...

The leading tourist guide worldwide, the Lonely Planet, in its new issue for October 2015, placed Montenegro among the top 75 (33th position). Furthermore, the Jaz Beach is included among top ten European beaches that are must-see this year, thus positioning Budva and Montenegro as the best tourist destination, above Portugal, France, Italy, the United Kingdom, Spain, Greece and Lithuania. For all thrill-seekers who visit Montenegro and the Jaz Beach this year, the

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Lonely Planet recommends daily excursions with rafting in the Tara canyon as a must.

The European Best Destinations website has placed the St. Stefan's beach among the 15 most beautiful in Europe, while the Porto Montenegro was mentioned on the pages of the prestigious the Sunday Times.

TV Station France2 broadcasted a story on Montenegro. Also, in one of the most renowned Italian shows on travel – Sereno Variabile – a story on Montenegro was broadcasted, while the National Tourism Organisation of Montenegro was one of organisers of that visit. The show was watched by more than 1.3 million people and the viewer rating rose by more than 8 per cent.

MONTENEGRIN BATHING SITES

Safety in Montenegrin bathing sites

Lifeguards – for your safety

The official data on drowning death toll in many countries worldwide pointed to the need to begin with implementation of standards that would contribute to reducing the number of these water incidents. Among activities undertaken for the reason of prevention, the swimming training should come first. Furthermore, training of lifeguards and lifeguard services is an efficient way in which countries are trying to improve the safety in bathing sites.

Lifeguard training has been implemented in an organised manner since 1997, the year when the Red Cross of Montenegro has become a member of the International Life Saving Federation – ILS, with current membership of 132 organisations from the same number of countries. Also, on the basis of the Law on Red Cross and the Law on Coastal Zone, the Red Cross of Montenegro has begun implementation of comprehensive activities as the leader of lifeguard service programme in Montenegro.

The training for future lifeguards is delivered in premises of the Training Centre of the Red Cross of Montenegro, equipped with contemporary training equipment, as well as in the sea. The training is delivered by a team of international instructors of the Red Cross of Montenegro, comprising physical education teachers, medical doctors and swimmers. Also, the training curricula and the programme for lifeguards are harmonized with the ILS programmes. Under these training programmes (theory and practice) the attendants acquire the knowledge and skills necessary in order to be able to deliver independently, timely and properly all the practical actions that would contribute to saving lives in water or maintain the vital functions of victims until expert medical teams arrive, who are in charge of providing medical care.

Future lifeguards attend the course of 100 lessons in the field of lifeguarding, first aid and resuscitation. Upon completion of the comprehensive curriculum, the candidates pass the theoretical and practical parts of the exam, and if they satisfy the criteria, they are issued with a lifeguard licence. The licence is subject to annual renewal, where lifeguards prove their psycho-physical abilities in a test - that both theoretically and practically they are able to be lifeguards in the current season.

In 2015, the Red Cross of Montenegro issued licences for 496 lifeguards - which is a record number in a single season since the lifeguard training has been implemented in an organised manner – and all of them are hired. You can see them in all managed bathing sites, in identical red-yellow uniforms, supervising the bathing site, communicating with the swimmers, eliminating potential risks on beaches or providing timely alerts on possible dangers. The authority of a lifeguard, based on skills, courage and humanity, has been increasingly recognized in Montenegrin bathing sites. The outcome of that is a noticeable decrease in number of incidents in bathing sites.

IT IS VERY IMPORTANT THAT SWIMMERS RESPECT THE RULES OF CONDUCT IN BATHING SITES, OFTEN PRESENTED VISIBLY:

- *Do not make sudden entry into the water*
- *Do not dive into the water before you know the terrain – bottom configuration*
- *Do not enter the water under the effect of psychoactive substances*
- *Do not enter the water immediately after a hearty meal*
- *Move within the marked boundaries of the bathing site – rescue zone*
- *Avoid being in the water in places marked for vessels*
- *Avoid being in the water in places where waters flow in, with strong and unpredictable ...*

SELF-RESCUE AND RESCUE

Swimmers should know that in many circumstances they can help themselves:

- *The most important thing is not to panic in case of danger*
- *Stretching moves can relieve the muscles of cramps, use other limbs if some are injured*
- *Keep swimming on the surface if you come across water plants that make you nervous or scared, or sharp rocks in the water that may hurt you.*
- *Call for help is necessary in order to alert the others that you need assistance.*
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THIS SEASON VISIT Beach PLOČE, Kotor



The Ploče Beach exists since 2002 and it is located in the central part of Montenegrin coast, between Budva and Kotor, only 9 kilometres away from Budva. Year by year, the Ploče Beach has grown from inaccessible rocky coast into one of the most beautiful beaches on Montenegro's coast. It is confirmed by a large number of awards and recognitions for the quality, as well as numerous commendations of visitors. The key asset of this beach is impeccably clear and clean seawater.

The Ploče Beach is an ideal choice for all those who want to find peace, away from city hustle and bustle, and they can enjoy various specialities, rustic surroundings, good wine and beautiful views of the open sea in the company of friends.

In addition to beautiful and clean seawater, the beach has plenty of amenities for younger and older visitors, families with children as well as for those that want to have good fun. There are four pools with seawater for children and adults, while the restaurant offers various sea specialities and national dishes. Also, the bar offers a wide choice of refreshing drinks and fast food.

Sport fans can enjoy various forms of recreation on beach

and in water, table football, pocket billiards, table tennis, beach volleyball and other forms of recreation. In order to make the fun complete, a jet ski, pedal boats, towable tubes as well as parasailing. Visitors can also hire a yacht for one or several days, and cruise along the Budva Riviera. Massage services are provided to all guests who need them.

The offer includes swimming and diving schools, while safety and security of all swimmers is provided by a large number of lifeguards, at the both the sea and in the pools. A playroom with trained staff is at disposal of the youngest visitors.

Visitors interested in daytime fun can enjoy the parties in the open pool cocktail bar, foam parties, with many DJs.

For all visitors who prefer a more peaceful environment, there is a national restaurant at the beach, open throughout the year, with a terrace and wonderful views of the open sea. The offer of the Ploče Beach apart from high-quality fish and sea food specialities includes also a wide choice of national dishes. In addition to good food, there is also a broad range of national and international wines.

The Ploče Beach is accessible by road, but also by boats departing from the Budva marina.



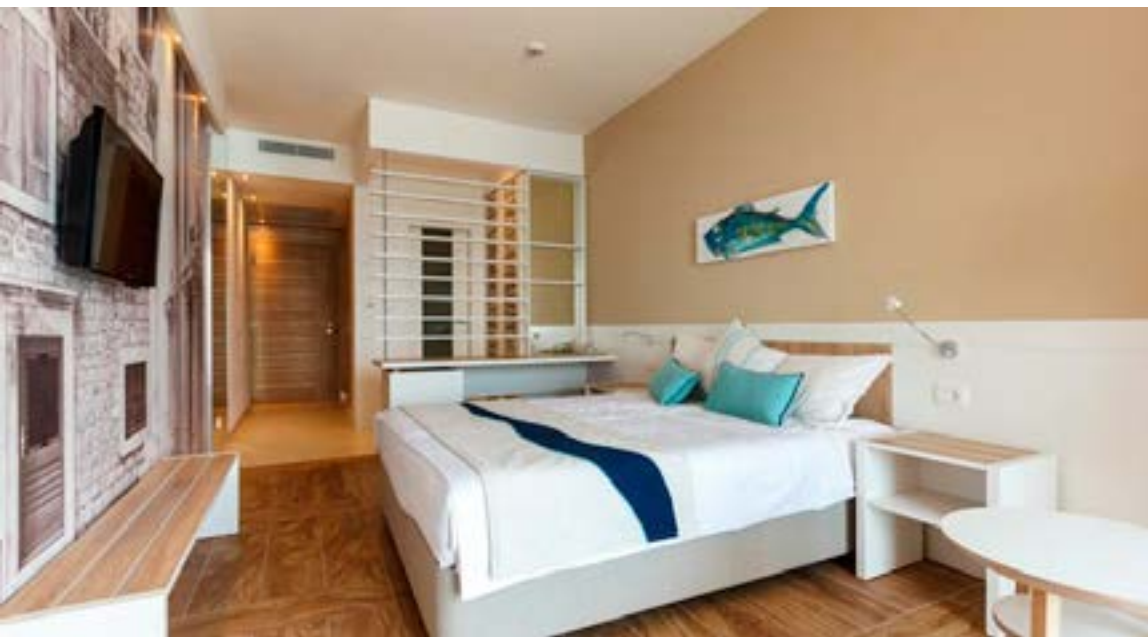
A NEW HOTEL OPENED IN AUGUST



Hotel **DELFIN**, Bijela

The refurbished Hotel Delfin, in Bijela, with a new annexe and a beach bar, is one of the most modern and best equipped hotels on the Montenegrin coast. This hotel, situated on the coast in the peaceful part of Bijela, has been rightfully awarded the prestigious 4**** category. The Hotel has 195 modern rooms and suits, with beautiful and relaxing views of the sea. Visitors can enjoy the wide range of the Hotel's amenities, rooms and suites equipped with specially designed furniture and modern bathrooms, slim TV sets, digital air conditioning, Internet, spacious and modern restaurant, banquet room for seminars and conferences. Aperitif Bar and a souvenir shop are located in the central hall.

One of the most beautiful sandy beaches in the Bay of Boka Kotorska, with very clean seawater, is in front of the hotel. The warm seawater enables a long bathing season that lasts from May until October. In addition to the beach, the visitors may enjoy themselves in the beach bar and the hotel's indoor pool that can be used throughout the year. For the moments of rest and relaxation, the visitors can use the Spa & Wellness Centre and a modern gym at their disposal. The Hotel has its own quay, providing the opportunity for nautical tourism. Excursions and visits to cultural-historical monuments of the Bay of Boka Kotorska can be organised for the Hotel's guests, as well as cruises of the Bay. It is important to mention that the hotel is open throughout the year.



ANNOUNCEMENTS OF SEPTEMBER EVENTS

Capital City, Podgorica

ELECTRONIC BEATS CITY

Where: **PODGORICA, MALL SPORTS STADIUM**

When: **04 – 05. SEPTEMBER**

Telecom's international music programme the Electronic Beats brings a unique live experience to countries worldwide, and this year, it announces a completely new series of events named the **Electronic Beats City Festivals**, in the Capital City of Podgorica.

Podgorica is among the first cities where such an event, bringing a unique live experience, is to take place, and on September 4 and 5, various places throughout the city will be 'occupied' by international and national performers.

All information on tickets, venues and times of performances will be published at the event's website

-www.electronicbeats.net.

The Electronic Beats, launched back in 2000, is Deutsche Telekom's international music programme, with a broad and innovative media portfolio, encompassing live events all over Europe. Readers can enjoy the pioneer music journalism of a quarterly prize-winner – the Electronic Beats Magazine, as well as on the electronicbeats.net. The online offer includes also the EB.Radio – radio station broadcasting music and streaming broadcasts 24 hours a day as well as video channel EB.TV, where users can search the festival's video archive, interviews made with performers or watch the weekly Slice Show.



FIAT

Where: **PODGORICA, KUSLEV HOUSE**

Vrijeme održavanja: **05 – 16. SEPTEMBER**

The Festival of International Alternative Theatre - FIAT celebrates its 30th anniversary this year.

PODGORICA SUMMER 2015

Where: **PODGORICA**

When: **21. JUNE - 21. SEPTEMBER**

All those who happen to be in Podgorica in summer are well aware of the key sites throughout the town where they can spend pleasant spiritual moments in a good concert, theatre play, exhibition, literary night or a film.



ANNOUNCEMENTS OF SEPTEMBER EVENTS

Old Royal Capital, Cetinje

SUMMER IN THE OLD ROYAL CAPITAL

Where: **CETINJE**

When: **27. JUNE - 05. SEPTEMBER**

Cultural, sports, promotional, entertaining and other events are carefully planned and interwoven in the programme the Summer in the Old Royal Capital. Renowned performers from the country and the region take part in this event every year.

Ljeto u Prijestonici			
27. JUN - 02. JUL FESTIVAL ANIMIRANJE PUNJE NAJF 2019 Cetinje, Crna Gora	03. JUL LJETNA FESTIVAL KULIĆA BABA Cetinje, Crna Gora	04. JUL 14. RIJEČKA NOĆ Kuljeva, Crna Gora	04. - 05. AVGUST NARODNI VEŠTAČKI FESTIVAL Cetinje, Crna Gora
04. - 05. JUL BIOKO MEFISTOFELSKI BIKARALI BIOKO TAKLA SUSTAVI Cetinje, Crna Gora	05. JUL 100. SPOMENI DANA DOKOLJE Cetinje, Crna Gora	05. JUL PROJEKCIJA KULIĆA BABA Cetinje, Crna Gora	05. - 06. AVGUST NARODNI VEŠTAČKI I KULIĆA BABA FESTIVAL Cetinje, Crna Gora
05. JUL 100. SPOMENI DANA DOKOLJE Cetinje, Crna Gora	05. JUL 100. SPOMENI DANA DOKOLJE Cetinje, Crna Gora	05. - 06. AVGUST 14. RIJEČKA NOĆ Kuljeva, Crna Gora	05. - 06. AVGUST 14. RIJEČKA NOĆ Kuljeva, Crna Gora
05. JUL 100. SPOMENI DANA DOKOLJE Cetinje, Crna Gora	05. JUL 100. SPOMENI DANA DOKOLJE Cetinje, Crna Gora	07. - 08. AVGUST NARODNI VEŠTAČKI I KULIĆA BABA FESTIVAL Cetinje, Crna Gora	08. SEPTEMBAR POSJEDAK I KOSIJERI Kosijeri, Crna Gora

III RIJEČKA NIGHT

Where: **CETINJE, RIJEKA CRNOJEVIĆA**

When: **11. SEPTEMBER**

The Old Royal Capital of Cetinje and the Tourism Organisation of Cetinje are organising for the first time the event called the **Riječka Night**, under the programme of the **Summer in the Old Royal Capital**. The night of music, national specialities and good times in **Rijeka Crnojevića** has already become the central point of the summer and a night when Rijeka Crnojevića receives thousands of visitors.



This musical and entertainment programme in the local community Kosijeri is the closing event of this year's **Summer in the Old Royal Capital**.

POSJEDAK IN KOSIJERI

Where: **CETINJE**

When: **05. SEPTEMBER**

Posjedak is a native village gathering.

ANNOUNCEMENTS OF SEPTEMBER EVENTS

Central and Northern Regions

SEPTEMBER DAYS

Where: **NIKŠIĆ**

When: **SEPTEMBER**

On the occasion of the Day of the Municipality of Nikšić the **September Days** will be organised, with a rich cultural and sports programme: international chamber music festival, theatre plays, concerts, sports competitions and other events.



BEDEM FEST 6

Where: **NIKŠIĆ, THE BEDEM CASTLE**

When: **03 – 06. SEPTEMBER**

This year's Bedem Fest star will be the Croatian music star **Josipa Lisac**, while participants of the festival include winners of 49th Zaječar Guitar Fest, winners of the Rock Bunt Master Festival, winners of Croatian Demo Festival, hip-hop musician and writer **Marko Šelić Marčelo**, bands Dicipin A Kichme, Irish Strew and others.



LITERARY GATHERINGS IN PLAV

Where: **PLAV, CULTURE CENTRE**

When: **05 – 06. SEPTEMBER**

The traditional writers gathering in Plav will take place in early September and poets from Montenegro, Bosnia and Herzegovina and Kosovo will take part in the central night. The organiser of the Literary Gatherings in Plav is the Public Institution Culture Centre Plav, while sponsors are the Municipality of Plav and the Ministry of Culture.

MOTOCROSS ON THE MT. PROKLETIJE

Where: **NIKŠIĆ**

When: **03 – 06. SEPTEMBER**



Moto-club under the name Moto Cross Plav – Gusinje will host the two-day ride of two-wheel and four-wheel bikes on the Mt. Prokletije. The event is significant both for the Moto Cross Club and for the promotion of tourism, sports and healthy lifestyle, and it is just a beginning of cooperation and gatherings of clubs from different countries.

The plan for the next year is organisation of an international event that will gather all fans of bikes, nature and enjoyment, with participation of clubs, Tourism Organisation of the Municipality of Plav in cooperation with the Capital City of Podgorica.

SUV RALLY "PLJEVLJA TROPHY 2015"

Where: **PLJEVLJA**

When: **12. SEPTEMBER**

This off - road rally in which all types of SUVs take part, it goes along local, forest and non-categorised roads, through beautiful rural and mountain areas on the territory of the Municipality of Pljevlja. Both summer and autumn rallies are organised.



ANNOUNCEMENTS OF SEPTEMBER EVENTS

Coastal Region

BIKERS' GATHERING

Where: **ULCINJ, SAFARI BEACH**

When: **06 – 08. SEPTEMBER**

This year's bikers' gathering is the seventh such event, organised traditionally at the Safari Beach, under the sponsorship of the Tourism Organisation of Ulcinj.



VIII PETROVAC JAZZ FESTIVAL

Where: **PETROVAC**

When: **05 – 06. SEPTEMBER**

The Jazz Festival has become a traditional event, aimed at diversifying the cultural events, and it offers visitors in Petrovac a rich cultural programme in late season. The Tourism Organisation of Budva is one of sponsors of the festival, and the project leader is NGO Urban Cult from Petrovac.

CADMUS' DAY

Where: **BUDVA, OLD TOWN**

When: **26. SEPTEMBER**



Cadmus' Day is a festival promoting the cultural heritage of Budva, with particular emphasis laid on ancient heritage and the myth about Cadmus and Harmonia. The promoters of this event are dressed in ancient togas, musicians play the music of that period, and visitors are offered food from the early days of Budva and this region.

The objective of the festival is to promote the cultural heritage, in combination with the long standing cult of wine and grapes, which all together creates an important segment of the tourist offer. The aim is also to attract as many visitors as possible with the rich cultural and art programme and make the visitors' stay in September interesting. The festival will be organized in the area within and in front of the Old Town Budva. It is a one-day event and entrance is free of charge for all visitors.

WORLD MUSIC STAGEWhere: **BUDVA, OLD TOWN**When: **18. SEPTEMBER**

World Music Stage is a new festival in the calendar of events of the Tourism Organisation Budva, organised for the first time in September this year. Visitors and media already expressed high interest in this event that will present to all visitors of the festival and tourists on our coast the latest music worldwide. The venue of this event is the Painters' Square in front of the Old Town.

The idea and the concept of the festival will remain the same for the next year. The plan is to bring the renowned names of the world music in order to provide a rich music programme to tourists in Budva in the late season. The objective of the festival is Budva's promotion as a modern tourist centre and to attract a large number of visitors, even beyond the region, in the late season.

TIVAT CULTURAL SUMMER - PURGATORIJEWhere: **TIVAT, CULTURE CENTRE**When: **27. JUN - 15. SEPTEMBER**

Most of the plays are performed on the summer stage of Tivat, situated in the Buća summerhouse. The programme of the **Purgatorije** event includes the participation of various, and well-known national and international theatre groups, plays, performances, literary nights, arts exhibitions, etc. The number of visitors to this cultural festival in Tivat is growing, which is confirmed by the quality of the event's programme. The tourists visiting Tivat leave the town full of good impressions and are looking forward to coming back, thanks to the diversified programme of **Purgatorije**.

**GLOBAL ADRIA INTERNATIONAL HALF-MARATHON**Where: **KOTOR, OLD TOWN**When: **04 - 06. SEPTEMBER**

Global Ports Holding organises the first international **Global Adria Half-Marathon** in cooperation with the Athletic Federation of Montenegro and the Faculty for Management in Sport of the University of Donja Gorica, under the auspices of the Municipality of Kotor.

The half-marathon of 21.1 kilometres and the 10 kilometres race will start in the vicinity of the Old Town of Kotor and will continue along the road to Muo, Prčanj and Stoliv.

The registration fee for the 10 kilometres race is symbolic EUR 10, while for half-marathon it amounts to EUR 15. For this amount, all participants will get race package (a

bag, number, t-shirt, timer chip and participant's medal) along with usual refreshments, in accordance with the international rules that apply to organisation of such events. At the end of the event, winners will be announced in several categories and more than 40 awards will be handed. This event has a philanthropic character, as funds collected from the fee will be donated to the Secondary School of Economy and Hospitality Industry in Bar.

Participants can register online, on the website www.globaladriahm.com by 25 August 2015.

JAZZ FESTIVAL HERCEG NOVI

Where: **HERCEG NOVI, KANLI TOWER AND PARK HALL**

When: **04 – 05. SEPTEMBER**



Herceg Novi will host the third **Jazz Festival** in early September. The first festival night will take place on the Kanli Tower, while the Park Hall in Herceg Novi is reserved for the second night of the festival. The entrance is free of charge for all visitors during the festival.



COMICS FESTIVAL

Where: **HERCEG NOVI, KANLI TOWER AND THE PARK HALL**

When: **04 – 09. SEPTEMBER**

The **Comics Festival** will be open on Friday 4 September, at 20:00h in the Josip Bepo Benković Gallery.

The Festival's guests this year are **Fabio Celoni**, the great master of Bonell and Disney, **Paolo Mottura**, Disney's legend and one of authors of a recent colour Dylan, **Stevan Subić**, great Serb comic star in rising, author of Adam Wild, **Aleksa Gajić**, a great master of comics from this region, who will present his new project as well as his older works.

Guests of the Festival are also **Renato Vladimir Renky** DJ and comics artist, a great comics enthusiast who, among others, brings an extraordinary exhibition, as well as **Zoran Đukanović**, coming from Amsterdam with an excellent lecture and exhibition dedicated to Lens, the latest issue of Macondo – the exclusive material for Herceg Novi.

The organisers announce as a special guest the legend of the comic art in this region, **Lazar Sredanović**, author of Dikan, who is to promote the second volume of this story.

Editions of the publishing company Macondo will be

presented at the Festival, as well as **Dražen Baletić** and the Comics Club Mr.No from Podgorica, so that all topical editions will be available. A presentation of the comics art school from Nikšić will be presented during the Festival, as well as an exhibition of its attendees.

As in previous years, Serb comics guru **Vlada Vesović** will take part at the Festival, as well as masters from Zagreb, **Tihomir Tikulin Tico** and **Mirna Martinović**.

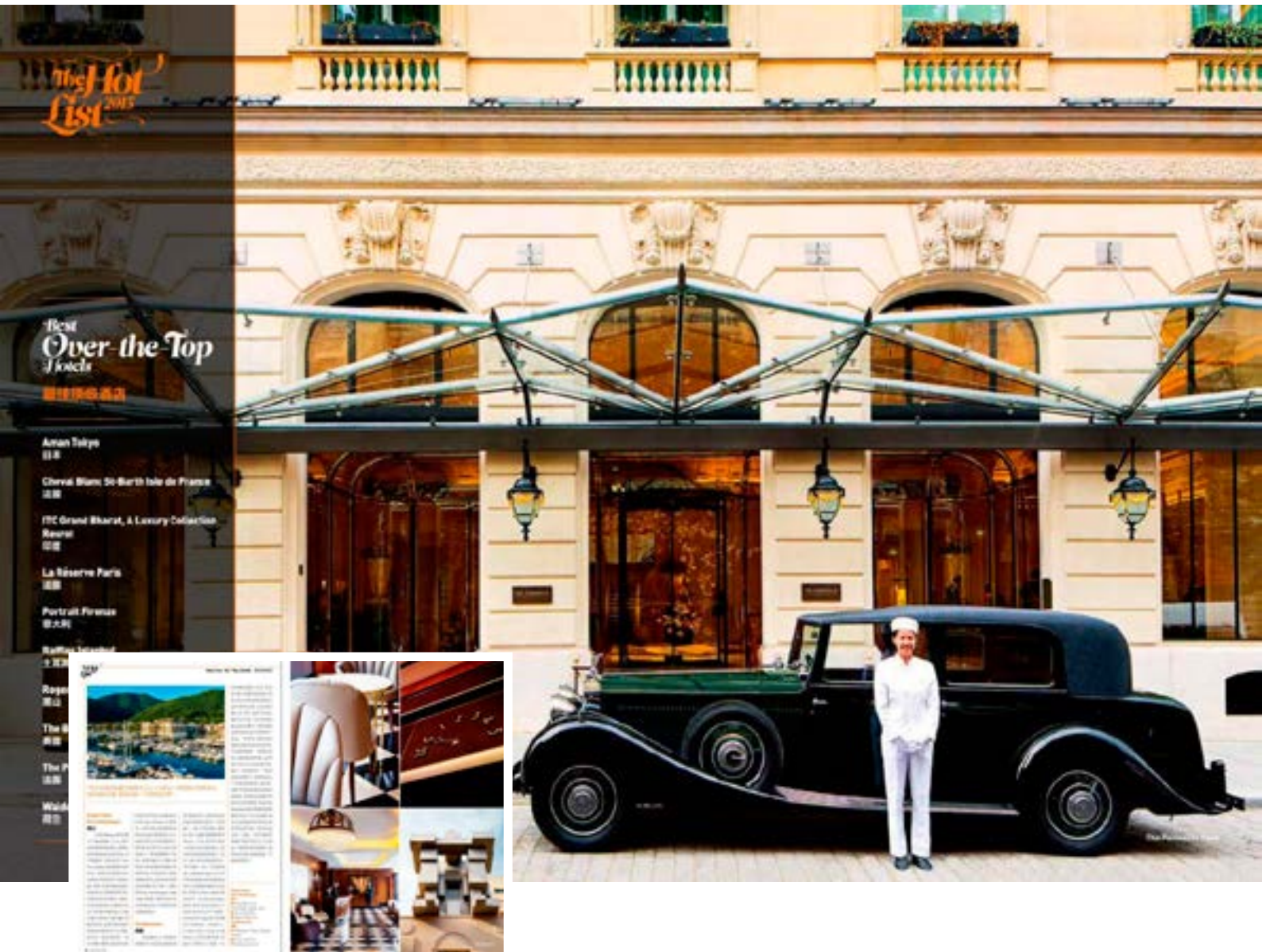
The organisers have prepared excellent festival posters, one of authors is Will Simpson, UK, an excellent artist and storyboarder of the TV Series the Game of Thrones. Exhibitions as a central part of the Festival will include the works of **Stevan Subić**, **Fabio Celoni** and **Paolo Mottura**. Exhibition of **Aleksa Gajić** on his new film project, the second part of the popular Technotise – Prophet 1.0 will be particularly interesting.

The exhibition of original works will pay respect to the late legendary artist of this region, **Ivica Bednjanec** of Croatia. This excellent exhibition brings original boards of a number of the most renowned authors worldwide, from private collections throughout the region.

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

INTERNATIONAL MEDIA ON MONTENEGRO

CHINESE MAGAZINE CONDE NAST TRAV- ELLER - REGENT PORTO MONTENEGRO AMONG TEN BEST HOTELS WORLDWIDE



In this selection, the **Regent Porto Montenegro** is side by side with the nine best hotels of France, the Netherlands, England, Turkey, Japan, Italy and India, thus confirming once again its quality at the international high-end tourism market.

This award is coming at the right time, as the best recommendation for attracting guests from the Far East and for continuous promotion of Montenegro as a luxury tourist destination, even at the distant markets.

BRITISH TELEGRAPH – BUDVA, ONE OF THE BEST AND MOST BEAUTIFUL SUMMER DESTINATIONS IN EUROPE

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Foto: Andrija Kasom



“Founded by the Greeks in the fourth century BC, and then fortified during the Middle Ages, the town forms the heart of the “Budva Riviera”, which runs 22 miles from Trsteno to Buljarica, and is dotted with a series of sheltered coves and 12 kilometres of sand and pebble beaches”, says the author of the article, **Jane Foster**.

“For many people the most beautiful part of the coast is St. Stefan, a small island 6 miles from Budva, connected to the mainland by a sand spit. The Island is home to the

Aman Sveti Stefan Hotel that has the exclusive right to use a number of spectacular beaches on the island, but there are public beaches, too”, says the author.

The Telegraph has not forgotten the Jaz Beach.

“West of Budva, the Blue Flag Jaz is a curving arc of fine pebbles and sand, ideal for children, with pedal boats, kayaks and jet-skis for hire. It is backed by a campsite, and hosts open-air summer concerts and the traditional Sea Dance Festival”, says Foster.

MONTENEGRO

IN THE HARPER'S BAZAAR



“Two hundred mile Adriatic coastline of Montenegro, which lies south of Dubrovnik, is one of the most beautiful imaginable.” Apart from Porto Montenegro, the author also mentions Sveti Stefan as a legendary hotel where **Sophia Loren, Elizabeth Taylor and Richard Burton** stayed. In addition to a vivid description, the author quotes the price of the luxury package to Montenegro at the end of

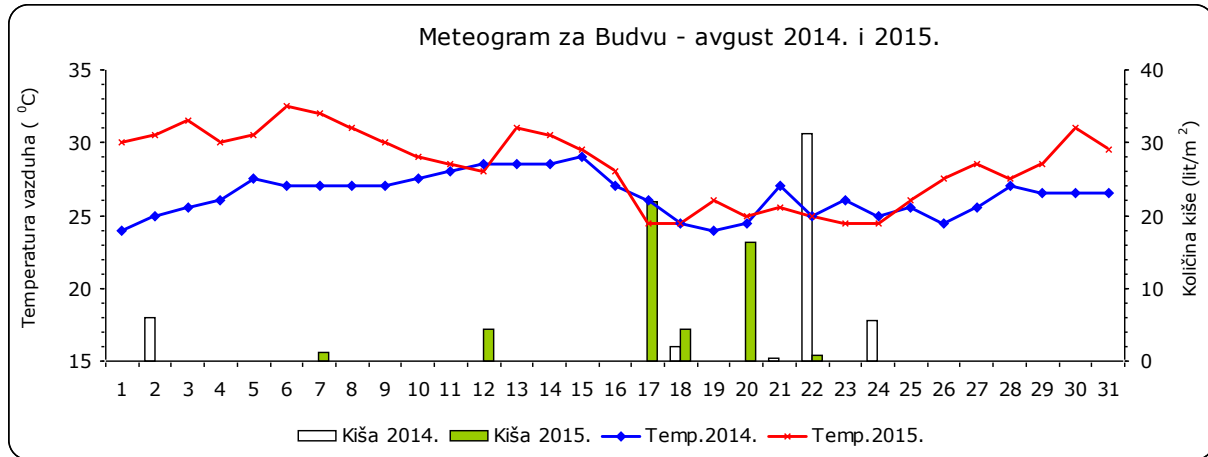
the article:

“A seven-night package to Montenegro for two people costs from £3,222. The price includes three nights at Aman Sveti Stefan, two nights at the Hotel Regent - Porto Montenegro and two nights at Forze Mare, international flights and transfer. This luxury package can be booked via www.originaltravel.co.uk.”



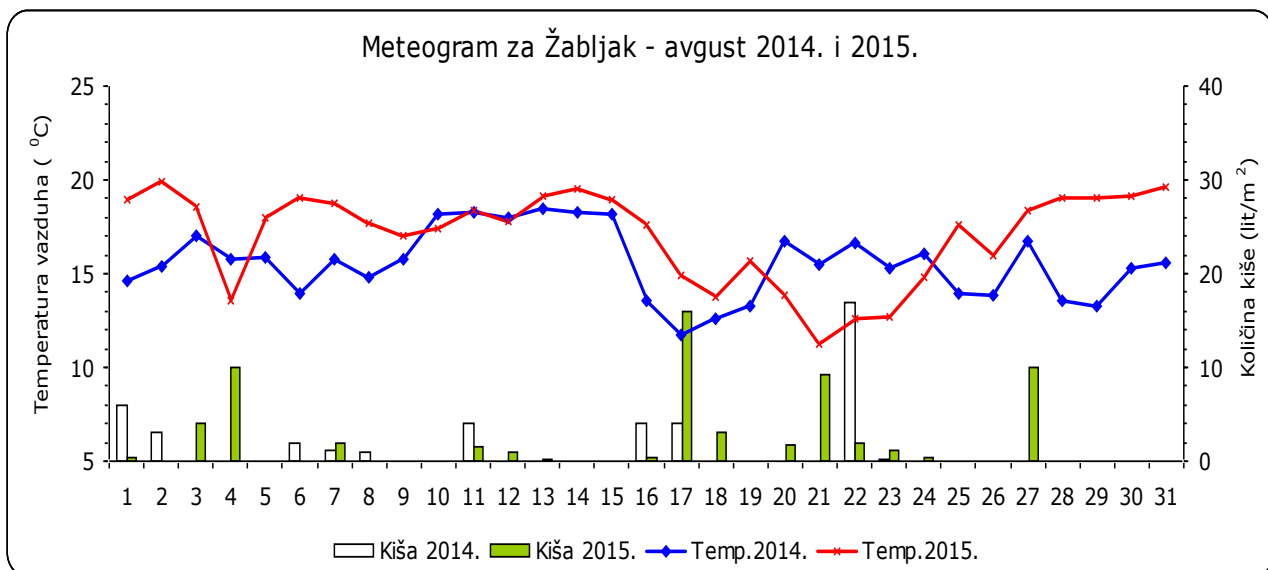
Foto: Andrija Kasom

METEOROLOGICAL CHARACTERISTICS IN AUGUST



In the coastal region of Montenegro, August 2015 was a bit warmer and a bit rainier than the same month last year. In that period, 30 tropical days and 28 tropical nights less were recorded, while in August last year there was one tropical day and four tropical nights less. There were five rainy days in August last year, while there were six rainy days in the same period of this year.

A warmer and much rainier period was recorded in August 2015 in mountain tourist centres compared to the same period last year. There were no tropical days in the month of August this year, the same as last year. There were 16 summer days in August 2015, which is 12 more than in the same period 2014. There were 16 rainy days in August this year, while in the same period in 2014, there were six rainy days less.



TOURIST TURNOVER IN MONTENEGRO

NUMBER OF TOURISTS AND OVERNIGHT STAYS January - July 2015/2014.

According to the latest official data for the period January - July of this year, the number of tourists in Montenegro rose by 21%, while the number of overnight stays rose by 29% compared to the same period in 2014.

NUMBER OF TOURISTS	January - July 2014	January – July 2015	INDEX 15/14
Domestic	71,268	77,708	109
International	615,156	754,927	123
TOTAL	686,424	832,635	121

Source: MONSTAT

NUMBER OF OVERNIGHT STAYS	Januar – July 2014	Januar – July 2015	INDEX 15/14
Domestic	368,619	360,852	98
International	3,677,131	4,840,268	132
TOTAL	4,045,750	5,201,120	129

Source: MONSTAT

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

Turnover rose also in private accommodation, so in the period January – July 2015 with the number of tourists by 37% higher and overnight stays higher by whole 45 % compared to the same period last year.

NUMBER OF TOURISTS	January– July 2014	January – July 2015	INDEX 15/14
Hotels and Collective Accommodation	369,886	400,084	108
Private Accommodation	316,538	432,551	137
TOTAL	686,424	832,635	121

Source: MONSTAT

NUMBER OF OVERNIGHT STAYS	January– July 2014	January – July 2015	INDEX 15/14
Hotels and Collective Accommodation	1,659,752	1,729,915	104
Private Accommodation	2,385,998	3,471,205	145
TOTAL	4,045,750	5,201,120	129

Source: MONSTAT

AIRPORTS OF MONTENEGRO

In the airports Podgorica and Tivat, in August of this year, the number of flights rose by 7% and the number of passengers rose by 5%, compared to the same period in 2014.

Number of Flights	August 2014	August 2015	INDEX 15/14
Podgorica	578	635	110
Tivat	1,097	1,155	105
TOTAL	1,675	1,790	107

Passenger Turnover	August 2014	August 2015	INDEX 15/14
Podgorica	101,299	112,879	111
Tivat	211,204	213,851	101
TOTAL	312,503	326,730	105

MONTENEGRO AIRLINES

In August of this year, the national airline company Montenegro Airlines, recorded increase in number of passengers on flights in regular air traffic by 5%, as well as increase in number of flights by 3% compared to the same period in 2014.

Regular Air Traffic	August 2014	August 2015	INDEX 15/14
Number of Flights	881	929	105
Passenger Turnover	83,747	86,445	103

NATIONAL PARKS OF MONTENEGRO



In August of this year, the Public Enterprise for the National Parks of Montenegro recorded a rise in the number of visitors by 28%, and a rise in revenues of 30% compared to the same period in 2014.

Turnover	August 2014	August 2015	INDEX 15/14
Number of Visitors	70,526	89,981	128
Revenues (€)	222,320	288,446	130

TOURIST OFFER OF THE SKADAR LAKE NATIONAL PARK

The tourist offer of this National Park is based on diversity of its nature, cultural and historical heritage. **The Skadar Lake National Park** is an ideal destination for nature-lovers as it has unique, preserved, rich and diverse flora and fauna. The offer of the interpretation programme and tourist products meet the needs of all visitors demanding in terms of quality and uniqueness of natural, cultural and anthropogenic attractions. Active holidays, hospitality of the local population, autochthonous gastronomic offer, healthy food prepared in a traditional manner – are just some of the reasons for which those who visit this National Park come back to discover new of its charms. With implementation of the activities planned in the strategic documents, **the Public Institution National Parks of Montenegro** have significantly enriched the tourist offer with new amenities, but also with new infrastructure facilities. In addition to the objective of enriching the tourist offer, the activities undertaken aim at attracting a larger number of visitors in order to mitigate the seasonal effects.

Also, activities aimed at further development of the Park's facilities have been implemented this year. Thus, an increasing number of international visitors is attracted to the **NP Skadar Lake** by the bird-watching programme, and the bird-watching station on Stanaj was reconstructed.

Info-centre in Podhum was refurbished, a car park and camping site constructed. The park organises kayaking, while hiking and biking trails have been reconstructed. Multimedial presentations of the park and educational workshops for the youngest visitors have been organised throughout the year.

New information boards were placed at the main entry points of the Park, as well as information boards that will present the tourist products, the offer of sports equipment for rent and the price list.

Most of the new amenities and further improvement of existing ones were introduced on the basis of the increasing and specific demands of tourists visiting the protected area.



“ADVENTURE PROMOTION - **WITH DRUM RHYTHM** THROUGH THE NATIONAL PARKS”

On August 6 and 7, the event entitled **ADVENTURE PROMOTION - WITH DRUM RHYTHM THROUGH THE NATIONAL PARKS** was organised in the **National Parks Durmitor and Lovćen**.

On August 6, visitors of the **NP Durmitor** could enter the Park free of charge and enjoy a guided hiking tour on the Three Lakes Trail (the Black, the Barno and the Zmijinjke Lakes), row the boats and kayaks on the Black Lake free of charge, with support of members of the Kayak Club Morača from Podgorica, and ride the bikes on the new cross-country trail the Black Lake – the Barno Lake – the Mliniski Brook – the Black Lake, with technical support of members of the Biking Club Tempo from Podgorica, and enjoy the Reading Forest.

Also, the adventure park offered its services at prices reduced by 50 per cent, while all visitors had an amazing experience during

a two-hour concert of the drummers band of **Dragoljub Đuričić**, organised on the plateau in front of the Black Lake.

On August 7, visitors of the **NP Lovćen** could enter the park free of charge; ride the guided biking tour on the trail from Ivanova Korita to Štirovnik. At visitors' disposal from Ivanova Korita to Njeguši were also Quadro vehicles and SUVs, provided by the tourist agency Explorer.

A guided hiking tour was organised with support from guides of the Mountaineer Club Captain Angel, on the trail Ivanova korita–Treštenik–katun Dolovi at the price reduced by 40 percent. All visitors were given the opportunity to enjoy the tourist offer of the adventure park and the rhythm of the drummers band of **Dragoljub Đuričić**, in Ivanova Korita, by the Children's Holiday Resort.

The new children's playground and the barefoot trail were particularly attractive to the youngest visitors.



