



BULLETIN

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Ministry of tourism of the Republic of Montenegro
and the Tourism Organisation of Montenegro

The trend towards standardisation at different price and service levels may be noticed on the part of tour operators, in the hotel industry and systematic gastronomy. Back in the 90-ties this trend reached the new quality.

From customer view, the success of standardisation is based on several advantages: favourable prices, efficiency, possibility for calculations, forecast and control, on one hand, and diversified offer, on the other. From the point of view of placement, standardisation increases transparency. It facilitates calculations and sale at the market.

Tourists wish no more to buy cheap brands, i.e. to travel to "cheap destinations"; they wish to buy good brands cheaply. It means that they seek high quality at favourable prices, linked to the image the prestige brings about.

The suppliers meet these increasing demands by improving quality in hotel's substance (room size, refurbishing, alternatives to restaurants) and by extending the offer, primarily with leisure activities, entertainment, care and gastronomy.

(Master plan for the development of tourism by the year 2020)

THE PRAGUE FAIR

Again this year the National Tourism Organisation of Montenegro presented Montenegrin tourism offer for the season 2006 at the international tourism fair "Holiday World" held in Prague



from 23rd to 26th February. On 23rd February, the Ministry of Tourism and the National Tourism Organisation held a press conference hosted by the director of the National Tourism Organisation of Montenegro, Vojin Vlahovic.

The conference was attended by some 30 journalists from a range of media, such as TVF, Radio Vltava, Cesky Rozhlas 6, Sky, Ski Magazin, TTG Travel Trade Gazete, Prager Zeitung and so on. Major tour operators were also present: Vitkovice Tours, Tipa Tour, Kovotour, Time Travel etc., as well as numerous prospective investors and business people.

The most significant tour operators present at the Montenegrin market are: Adria Travel spol. s r. o., The Cedok, Kompas Praha, Fischer, Kovotour Plus, Gong Tour, Quick Tour, Retur, Poznani, MH Travel, Delta Tour, Madea, Valaska, Tour Line, GT Tour, Time travel, Vitkovice tours, CK Adriatic Curatio, Tipa Tour.

The Prague fair gathered some 500 exhibitors from over 40 countries of the world. Journalists showed great interest for Montenegro, considering that in 2005 Montenegro had 23,517 Czech visitors accounting for 206,418 overnight stays, or 13% of the total international arrivals. The data show that the Czech market ranks third in its share of the total foreign tourism trade of Montenegro.

The National Tourism Organisation and the tourism businesses and strategic partners were presented for the eleventh time in a row at this, as experts say, largest and most influential tourism event of the Central and Eastern Europe. Presenting Montenegrin tourism product, the National Tourism Organisation gathered "Beppler and Jacobson", HTP "Budvanska rivijera", JP "Morsko Dobro", "Otrant" hotel, HTP "Mimoza", HTP "Onogost", HTP "Milocer", HTP "Korali", HTP "Ulcinjaska rivijera", travel agencies "Globtour" and "Amon Express", Tourism Organisation of Bar, CHF Montenegro at its stand.

BRUSSELS

The tourism offer of Montenegro was presented at the international tourism fair "Brussels Holiday Show" held in Brussels from 9th to 13th February.

Within the five-day presentation of Montenegro, on the first working day of the fair a press conference was held hosted by the Minister of Tourism, Predrag Nenezic, the Ambassador of Serbia and Montenegro in Brussels, Milica Pejanovic Djuricic and the NTO director Vojin Vlahovic.

The conference was attended by some 30 journalists from renowned media like Europe Diplomatic Magazine, De Standaard, Evita, Touring Explorer, Golf revue, Huisarts-Jet Magazine, Liberty TV, Kreo Vakantienoegens, etc. Major tour operators were also present: Thomas Cook, Neckermann, ExpTours, Christophair, Club Thalasso Europ, and many potential investors and people from the business community.

Minister Nenezic presented Montenegrin tourism product, the investment opportunities into tourism of Montenegro, and current issues in present and future tourism development.

Journalists showed great interest for Montenegro, recording this year the increase of Belgian visitors. According to official statistics, by the end of November 2005 there were 1,149 visitors to Montenegro with the total of 6,907 nights.

Presenting the tourism product of Montenegro, the stand of the National Tourism Organisation gathered HTP "Budvanska rivijera", HTP "Milocer", "Montenegrostars", "Plantaze", "Montenegro Airlines", HP "Fjord", representatives of the Association of Hotel and Restaurant Owners and Operators and the Association of Travel Agencies of Montenegro, "Marine Zone Management", etc.



MINISTER OF TOURISM ON A WORKING VISIT TO VIENNA

MONTENEGRIN MINISTER OF TOURISM, PREDRAG NENEZIC WENT ON A WORKING VISIT TO VIENNA, AT THE INVITATION OF THE PRESIDENT OF THE EUROPEAN TRAVEL COMMISSION AND THE CEO OF THE AUSTRIAN TOURIST OFFICE, DR ARTHUR OBERASCHER.

DURING HIS STAY, THE MINISTER HAD A MEETING WITH MICHAEL FRENZEL, PRESIDENT OF TUI MANAGEMENT, THE LARGEST TRAVEL CONCERN IN THE WORLD. MR FRENZEL INFORMED MINISTER NENEZIC OF THE FAVOURABLE MARKET TRENDS THIS YEAR, IN WHICH TUI IS TO PROVIDE FULL SERVICE FOR 18 MILLION TOURISTS AND HAVE THE REVENUES OF OVER 20 BILLION.

DURING THE VIENNA DISCUSSIONS THREE TOPICS WERE HIGHLIGHTED. INTERNET, AS A POWERFUL TOOL TO ENHANCE TOURISM PRODUCTS HAS BEEN IN THE FOCUS OF LARGEST WORLD TRAVEL AND TOURISM ORGANISATIONS FOR YEARS ALREADY. THE EUROPEAN TRAVEL COMMISSION WILL PROVIDE SUPPORT TO THE MINISTRY OF TOURISM OF MONTENEGRO IN INTRODUCING UP-TO-DATE IT TECHNOLOGIES INTO THE MONTENEGRIN TOURISM OFFER.

ANOTHER MAJOR TOPIC UNDER DISCUSSION WAS THE INVESTMENTS INTO MONTENEGRIN TOURISM INFRASTRUCTURE. IT HAS BEEN CONCLUDED THAT THERE IS PLENTY OF ROOM FOR ENHANCING COOPERATION WITH TUI, FOR 4 YEARS ALREADY BRINGING VISITORS TO MONTENEGRO, ESPECIALLY REGARDING INVESTMENTS AND POSSIBLE INTRODUCTION OF TUI HOTEL CHAIN RIU INTO MONTENEGRO THAT WOULD SIGNIFICANTLY INCREASE THE QUALITY OF OFFER IN A SHORT PERIOD OF TIME.

ANOTHER TOPIC THEY TOUCHED UPON WAS THE IMPORTANCE OF EMERGENCE OF LOW FARES AIRLINES ON THE MARKET, AS A SIGNIFICANT FACTOR FOR FAST INCREASE OF VISITOR SPENDING AND THE EXTENSION OF



THE SEASON. TUI, WHICH OWNS TWO SUCH AIRLINE COMPANIES, AND MANY OTHER AIR CARRIERS ARE INTERESTED TO COMMENCE COOPERATION WITH MONTENEGRO, SOMETHING THE GOVERNMENT IS TO DECIDE UPON IN THE COMING PERIOD.

DURING HIS STAY, MINISTER NENEZIC HAD A MEETING WITH THE DIRECTORS OF TOURISM ORGANISATIONS OF ITALY AND HUNGARY. THEY DISCUSSED THE ENHANCEMENT OF COOPERATION IN THE FIELD OF

TOURISM PROMOTION AND ESTABLISHING FIRMER LINKS AMONG TOURISM INDUSTRIES OF THESE COUNTRIES. THE VERY FIRST CONCRETE STEP WILL BE JOINT PARTICIPATION WITH HUNGARIAN PARTNERS AT THE PROMOTION OF MONTENEGRIN TOURISM IN BUDAPEST ON 17TH MARCH THIS YEAR.

CLOSE TO THE END OF HIS VISIT, MINISTER NENEZIC WAS A GUEST AT THE PRESTIGIOUS VIENNA OPERA BALL, ONE OF THE LARGEST SOCIAL GATHERINGS OF THE KIND IN EUROPE.

AMERICAN TOURISTS IN MONTENEGRO

The arrival of the first organised group of American visitors marked the beginning of this year tourism season at the Budva's Riviera.

A group of American visitors arrived in Montenegro through the "Vantage Travel", one of the leading tour operators in America.

Vantage Travel" is a world renowned tour operator selling packages for affluent market customers, present at all the high-quality destinations from Australia and New Zealand, to Asia, Europe and America.

Montenegro, as a destination, was included last year into

their programme, primarily at the request of visitors themselves. After this package has been offered to the market, the response was unexpectedly good and is sold extremely well.

The booking of this company accounts for 12% of passengers for Vienna and Budapest, 20% for Vietnam, while the booking for Montenegro amounts to 52%, or the best result ever achieved in the history of the company.

During their stay in Montenegro, the US visitors will be staying at the "Montenegrostars" hotel in Becici, which has signed a contract with the Boston-based travel agency "Vantage Travel" for the arrival of American visitors until the end of this year and throughout 2007.

MONTENEGRO AT THE INTERNATIONAL TRAVEL FAIR IN NURNBERG

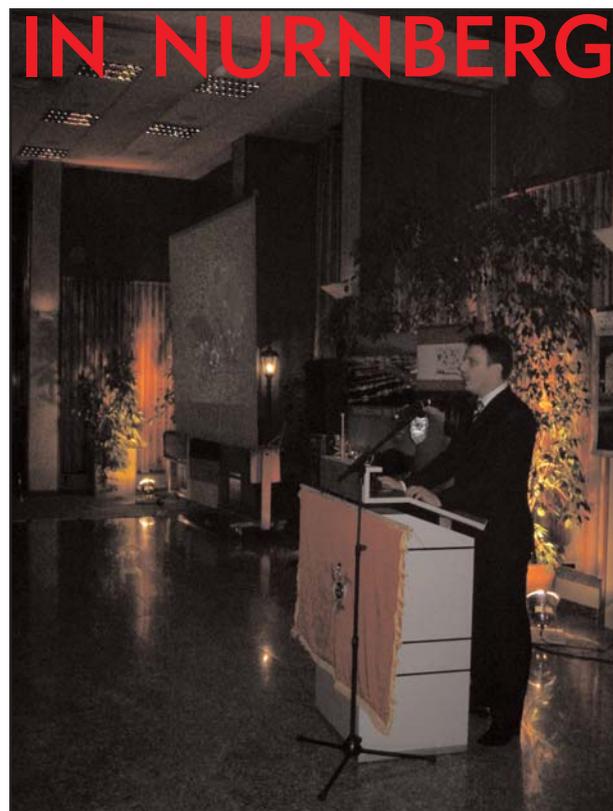
FOR THE THIRD TIME IN A ROW, THE TOURISM ORGANISATION OF MONTENEGRO IN COOPERATION WITH THE TOURISM ORGANISATION OF BAR AND FRANC-MONTENEGRIN ASSOCIATION "FRAMOQ" FROM NURNBERG, PRESENTED THE MONTENEGRIN TOURISM PRODUCT AT THE INTERNATIONAL TOURISM FAIR "FREIZEIT GARTEN TOURISTIK" IN NURNBERG, WHICH WAS OPENED ON 25TH FEBRUARY THIS YEAR.

THERE WERE SOME 800 EXHIBITORS AT THE FAIR FROM 22 COUNTRIES AND SOME 200,000 VISITORS. THE FAIR IS TO BE OPEN UNTIL 5TH MARCH 2006, AND IN THE INTERNATIONAL TOURISM HALL THE VISITORS WILL HAVE THE OPPORTUNITY TO OBTAIN INFORMATION ON THE TOURISM OFFER OF MONTENEGRO FOR THE COMING TOURISM SEASON 2006.

THE BUSINESS DELEGATION OF MONTENEGRO WAS HEADED BY THE MINISTER OF TOURISM PREDRAG NENEZIC, WHO DURING THE WORKING VISIT MADE MANY CONTACTS WITH FIGURES OF POLITICAL AND BUSINESS LIFE IN AN EFFORT TO EXTEND COOPERATION WITH THIS SEGMENT OF THE GERMAN MARKET.



WITHIN THE PRESENTATION OF MONTENEGRO, ON SATURDAY 25TH FEBRUARY, AT THE "ARVENA PARK" HOTEL AN OFFICIAL DINNER WAS ORGANISED FOR PEOPLE FROM THE BUSINESS COMMUNITY AND FIGURES OF POLITICAL AND CULTURAL LIFE OF THE FRANC REGION, TAKING THE OPPORTUNITY TO PRESENT THE MONTENEGRIN TOURISM



OFFER TO THE ESTEEMED GUESTS. THERE WERE SOME 150 INVITEES AT THE DINNER, INCLUDING THE HONORARY AND REGULAR MEMBERS OF THE "FRAMOQ", THEIR PARTNERS AND FRIENDS FROM GERMANY, DIPLOMATIC REPRESENTATIVES OF MONTENEGRO AND THE REPRESENTATIVES OF THE ASSOCIATION OF MONTENEGRINS FROM DIASPORA.

www.mturizma.cg.yu



www.visit-montenegro.org

AWARDS FOR PARTICIPANTS TO "TRADITIONAL MONTENEGRIN CUISINE 2005" CAMPAIGN

"Gifts and Flavours of Nature"

The campaign of National Tourism Organisation under the slogan "Gifts and Flavours of Nature" initiated in 2004, aiming to upgrade the quality of restaurant services, was successfully continued in 2005.

The best participants to the campaign were granted awards at the official ceremony held in Becici on 3rd March this year.

The campaign was pursued in cooperation with the Association of Chefs of Montenegro and the strategic partners of the Ministry of Tourism and the National Tourism Organisation. The contribution to the campaign implementation was also given by the marketing agency "AMC Communication" from Budva, that were involved in the publication of a mini cook book with all the restaurants participating to the campaign and the recipes for traditional dishes, then stickers for all restaurants participants of the "National Cuisine 2005".

Over the past year the campaign was promoted by presentations and tasting of Montenegrin dishes during the fairs and exhibitions as well as during the "Days of Montenegro in the United Nations" in Vienna in September last year.

This year's campaign gathered 117 restaurants, or 22 more than in 2004. The host at the awards ceremony was the director of the National Tourism Organisation, Vojin Vlahovic.

A special panel granted awards in the following categories: national restaurants, traditional restaurants, hotels buffets and the category of 'other participants to the campaign'.

In the category of national restaurants the awards went to "Koliba" from Bogetici, "Konak" from Cetinje, "Jadran kod Krsta" from Budva, "Stari mlini" from Kotor and "Catovica mlini" from Morinj.

As for traditional restaurants, the awards went to: "Masa" from Podgorica, "Nautilus" Igalo, "Porto" Budva, "Balsica dvori" Ulcinj and the restaurant of "Pine" hotel from Tivat.

For hotel buffets, the awards went to "Montenegro" Becici, "Maestral" Milocer, "Queen of Montenegro" Becici, "Teuta" Risan and "Akvamarin" from Budva.

Apart from awards granted to the most successful participants of the campaign which contributed significantly to the promotion and preservation of traditional Montenegrin cuisines, a number of scrolls of gratitude were also given.

Winter season

Judging by this year's winter tourism figures, positive trends compared to the previous year's tourism data for the same period may be noted.

As was forecasted by our economic policy, a stable winter tourism season is developing successfully, seeing, both at the coast and in the mountains, some 30% visitors more than last year.



According to the official statistics, in January this year Montenegro had 11,988 visitors, 8,129 domestic and 3,859 interna-

tional, accounting for the total of 48,047 nights.

According to the preliminary data of the Tourism Inspectorate services, in February there were 46,920 visitors, 26,770 domestic and 20,150 international.

During this winter season 66 hotels were in operation, or 30% more than last year, which, among other things, led to better occupancy rates both at the coastal and the northern region of Montenegro.

Although the winter season is nearing its end, Montenegrin winter tourism centres are continuing with the season even in March.

