



# BULLETIN

**Number 57  
December 2006**

## Ministry of Tourism and Environmental Protection and The National Tourism Organisation of Montenegro

*Unspoiled nature is often equated with a large share of leisure and rest. Choosing a destination almost every other visitor considers the unspoiled nature. Still, unspoiled environment is not a competitive advantage in itself. After "environment" emerged as a hot issue in the 80-ties and stayed on people's minds, unspoiled environment is today seen as a prerequisite for a holiday, the one taken for granted, as a basic ingredient.*

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



# Tourism Data at the National Level

## TOURISM DATA AT THE NATIONAL LEVEL

### Physical indicators (JANUARY – DECEMBER)

#### TURNOVER

	Turnover
Nights	6.012.000
International	2.312.000
Domestic	3.700.000

	952.000
Arrivals	
International	382.000
Domestic	570.000

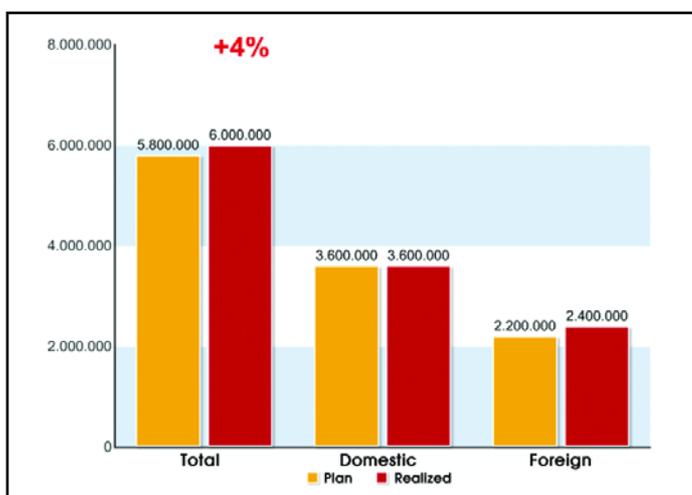
## FINANCIAL DATA (JANUARY–DECEMBER)

TOTAL TOURISM REVENUES: € 322,3 mil. \*\*

AN INCREASE OF: 23,5% COMPARED TO THE SAME PERIOD IN 2005

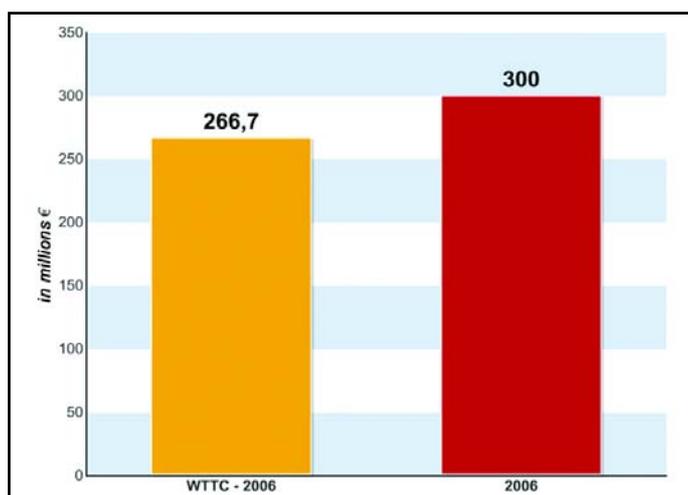
\*\* SOURCE: MINISTRY OF TOURISM — ESTIMATES DONE USING THE METHODOLOGY OF THE CBoM

## PLAN ACHIEVEMENT LEVEL – ECONOMIC POLICY –

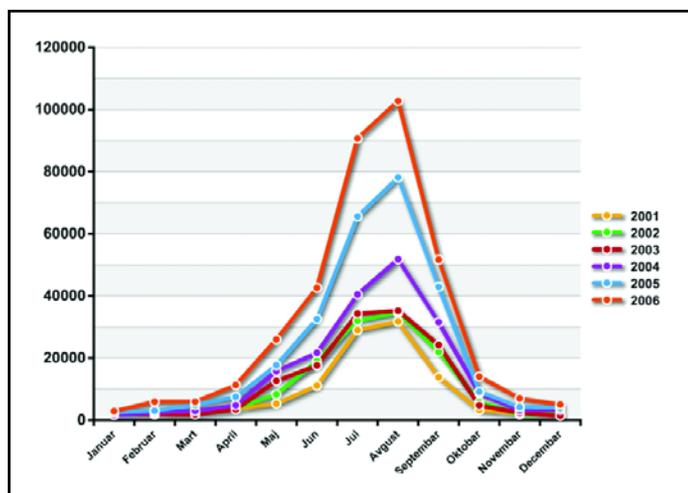


AVERAGE LENGTH OF STAY 6.31 days.

## GENERATED DIRECT REVENUES COMPARED TO WTTC FORECASTS

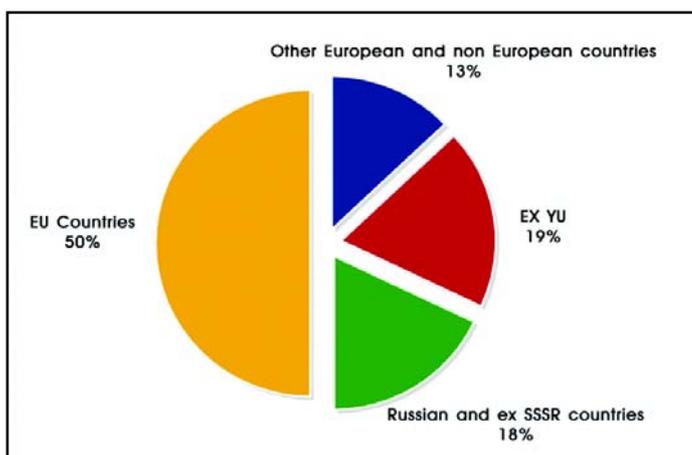


## INTERNATIONAL ARRIVALS IN THE PAST 5 YEARS (2001 — 2006)



[www.mturizma.cg.yu](http://www.mturizma.cg.yu)

## THE STRUCTURE OF INTERNATIONAL VISITORS



## STRUCTURE OF THE INTERNATIONAL GUESTS IN 2006

Country of origin	Tourists	Nights	Average duration of stay in days	Structure of overnight stays in %	Overnight stays INDEX
	3	4	5 (4:3)	6(4:5)	7
Bosnia and Herzegovina	54747	333851	6.10	15.36	125.19
Croatia	11000	47703	4.34	2.20	160.77
Macedonia	14920	74263	5.19	3.42	83.74
Slovenia	17310	75764	4.38	3.49	132.17
Austria	4896	18289	3.74	0.84	147.53
Belgium	5635	39150	6.95	1.80	566.82
Bulgaria	2299	6672	2.90	0.31	161.59
Czech Republic	28634	222100	7.76	10.22	107.62
Slovakia	11672	89166	7.64	4.10	139.66
Denmark	1208	4981	4.12	0.23	175.45
Germany	20088	142100	7.07	6.54	106.41
Finland	2361	14626	6.19	0.67	240.64
France	17626	103647	5.88	4.77	161.34
Greece	1224	3093	2.53	0.14	139.83
Netherlands	3175	25553	8.05	1.18	123.84
Ireland	4251	26572	6.25	1.22	242.78
Iceland	80	193	2.41	0.01	41.15
Italy	16251	60494	3.72	2.78	127.31
Hungary	8709	46465	5.34	2.14	127.97
Norway	5072	46267	9.12	2.13	102.87
Poland	6359	34541	5.43	1.59	196.56
Portugal	775	4198	5.42	0.19	414.41
Romania	1346	7843	5.83	0.36	173.71
Russia	60196	452953	7.52	20.84	180.51
Spain	1548	5232	3.38	0.24	210.46
Switzerland	2281	9585	4.20	0.44	113.03
Sweedwn	4111	23093	5.62	1.06	74.15
Great Britain	12822	78348	6.11	3.61	162.59
Luxembourg	200	744	3.72	0.03	316.60
Other european countries	7168	30562	4.26	1.41	125.56
Israel	6050	9805	1.62	0.45	114.91
Japan	565	1301	2.30	0.06	141.72
Turkey	924	3128	3.39	0.14	159.75
Canada	1307	5495	4.20	0.25	153.84
USA	5783	17087	2.95	0.79	176.68
Australia	880	2530	2.88	0.12	133.72
New Zelaand	183	438	2.39	0.02	247.46
Other non european countries	2536	9553	3.77	0.44	74.70
Albania	23842	95772	4.02	4.41	245.75
TOTAL:	369434	2173157	5.88	100	138.14

## HOTEL OPERATION REPORT — HORWAT & HORWAT CONSULTING — COMPARATIVE DATA 2005/2006

- GOP — GROSS OPERATING PROFIT PER HOTEL ROOM INCREASED FROM 11.8% IN 2005 TO 20.1% OF THE TOTAL REVENUES IN 2006.
- OCCUPANCY RATES AT THE NATIONAL LEVEL INCREASED FROM 31.3% TO 34.2%.
- AVERAGE ROOM RATE INCREASED FROM € 31.86 TO € 37.29
- RENOVATED 4-STAR HOTELS SHOWED BEST REVENUES PER AVAILABLE ROOMS, OVER € 18,000
- INDIVIDUAL VISITORS INCREASINGLY MORE SIGNIFICANT IN OVERALL VISITOR STRUCTURE ACCOUNTING FOR MORE THAN 16% THIS YEAR.

## FORECASTS FOR 2007

— VISITORS —

INTERNATIONAL  
500,000  
+25%

DOMESTIC  
600,000  
AS IN 2006

TOTAL  
1,100,000  
+10%

## FORECASTS FOR 2007

— NIGHTS —

TOTAL  
6,600,000  
+10%

SERBIA, VOJVODINA, KOSOVO  
3,600,000  
AS IN 2006

INTERNATIONAL  
3,000,000  
+25 %

[www.visit-montenegro.org](http://www.visit-montenegro.org)

# "Wild Beauty Award"

This year's Wild Beauty award ceremony was held on Saturday, 16th December at the "Splendid" hotel in u Bečići. It is for the second time in a row, under the auspices of the President of Montenegro, Filip Vujanović, and as organised by the National Tourism Organisation, that this prestigious award was granted, as an acknowledgement for the contribution to the quality, affirmation and promotion of Montenegrin tourism.

The Awards Council with the Minister for Economic Development Branimir Gvozdenović as the Council Chair, the Minister of Tourism and the Environment Predrag Nenezić, the Vice Chair, the Director of the National Tourism Organisation Vojin Vlahović, the President of the Montenegrin Tourist Association Branko – Diki Kažanegra, Prof dr Borislav Uskoković, professor at the Faculty of Economy, Dean of the Faculty for Tourism, Hotel Management and Trade in Bar Prof dr. Stevan Popović, Dean of the Faculty of Architecture Prof dr. Goran Radović, Director of 'Morsko dobro' Rajko Barović, Manager of the Queen of Montenegro Hotel Dragan Ivančević, Director of HTP Primorje Predrag Jelušić, journalist of 'Pobjeda' Nikola Perković and journalist of Montena Tanja Debeljvić, as members, proposed to the panel the nominations for awards per categories.

On the basis of these nominations, the panel with the Minister of Tourism and the Environment Predrag Nenezić, Prof dr Borislav Uskoković, Manager of the Sveti Stefan hotel, Pero Radenović, editor of Vijesti Radmilo Tadić and the hotel operation consultant Ferdinand Wieland on board, chose the best pursuant to the Regulations for Granting the Wild Beauty Award.

For the contribution to tourism development the total of 18 awards was granted in 11 categories. The winners were given 12 "Lovćen" sculptures, the work of the Docent at the Faculty of Arts in Cetinje Nenad Šoškić and 18 plaques, the work of the Docent for Graphic Design at the Faculty of Arts in Cetinje, Ana Matić.

The ceremony at "Splendid" was attended by many guests from the public and cultural life of Montenegro and the region, representatives of the diplomatic and consular bodies as well as the international institutions with offices in Montenegro. After the awards ceremony an after party was organised for the guests.



## Awards

### Hotels

– The nominees in the Best Hotel Category:

- Hotel Maestral in Pržno
- Hotel Bianca in Kolašin
- Hotel Montenegro in Bečići
- Hotel Podgorica in Podgorica

The Best Hotel Award, as the panel decided, went to the **"Montenegro" hotel in Bečići**, operating within the Montenegrostars Company.

– The nominees in the Best Small Hotel category:

- Hotel Vila Montenegro – Sveti Stefan
- Hotel Amfora – Orahovac
- Hotel Max Prestige – Budva

In this category, the award went to the **"Vila Montenegro" hotel from Sveti Stefan**.

– The nominees in the Best New Hotel category:

- Hotel "Queen of Montenegro", Bečići
- Hotel "Mediteran", Bečići
- Hotel "Bellevue Iberostar", Bečići

The award for the best new hotel went to the **"Queen of Montenegro" hotel in Bečići**.

– The nominees in the Best City Hotel category:

- Hotel "Blue Star", Budva
- Hotel "Best Western Premier Montenegro", Podgorica
- Hotel "Podgorica", Podgorica

In this category, the award went to the **"Podgorica" hotel from Podgorica**.

– The nominees in the Best Mountain Hotel category:

- Hotel "Bianca" – Kolašin
- Hotel "Enigma" – Žabljak
- Hotel "Brile" – Kolašin

The award in this category went to the **"Bianca" hotel from Kolašin**.

– In the Tourism Mediation category, the nominees in the Best Tour Operator category in 2006 were:

R– tours  
Prodintour  
Neckerman

and the Best Tour Operator award went to **R– Tours**.

– The nominees in the Best Travel Agency category were:

Alfa Tours  
Globtour  
Adriatic Express

and the Best Travel Agency award went to the **"Adriatic Express" from Budva**.

– The award for best results achieved in the foreign market went to the **Iberostar Bellevue company**, and the award for best results in upgrading the offer went to **JP Morko dobro**.

– **Johann Friedrich Engel** won the award as a foreign national who contributed to tourism development and quality enhancement of the Montenegrin tourism product.

– In the Best Campaign category, which contributed the most to upgrading the quality of the tourism product, the awards were given to the **"Make It Clean" campaign of the Montenegrin Employment Agency**, **"Green Is In" campaign of the NGO Most** and **"Look Around You, Think About the Space" campaign of the NGO Expeditio from Kotor**.

– The nominees in the Best Event category were as follows:

Dani masline, Bar (Olive Days),  
Festival tamburaša, Bijelo Polje (Tamburitzas Players' Festival)  
Putevima Kralja Nikole (Following the Roads of King Nikola)

and the award went to the **Festival tamburaša**.

– The nominees in the Best Tourist Website category:

www.durmitorcg.com  
www.montenegro.com  
www.visit-montenegro.com  
www.ecotourism.cg.zu

The award went to **www.visit-montenegro.com**.

– The nominees in the Best Innovative Project category:

National Parks of Montenegro – Visitor Centre and Bird Watching – NP Skadarsko jezero  
Montenegro Charter Company  
"Montenegro for partiers" Guide – MTC



The Best Innovative Project award went to the **National Parks of Montenegro for the Bird Watching project**

– The nominees in the Best Beach category are three Blue Flag beaches:

Majami, Velika plaža Ulcinj  
Kalardovo, Tivat  
Dobreč, Herceg Novi

The beach of the year 2006 was the **Majami beach at the Velika plaža, Ulcinj**.

– The nominees in the Best Restaurant category:

Restaurant "Javor", Žabljak  
Restaurant "Demižana", Budva  
Restaurant "Čatovića Mlini", Morinj  
Restaurant "Maša", Podgorica  
Restaurant "Koliba", Bogetići

According to the panel, the best restaurant in 2006 was **"Maša" restaurant in Podgorica**.

The Council made the decision to introduce a new category as of the next year, Transport in Tourism, and for this year they singled out: "Autosaobraćaj" – Herceg Novi, "Montenegro Express" – Budva and "Montenegro Airlines". In the category of Eco-tourism Projects this year no award was granted, and two projects were nominated: Coastal Mountain Transversal Orjen-Lovćen-Rumija and Ethno Village "Brezna" – Piva.

The award panel proposed to the Council, and the Council passed a decision to that effect, that within the category of awards for Individuals, a Montenegrin national for the contribution to the tourism development and life achievements in tourism business, and a foreign national for the contribution to Montenegrin tourism development and upgrading the product quality, the awards are to be granted every three years.

However, this year an exception was made for foreign nationals and it was awarded to Johann Friedrich Engel. Considering that last year the award went to Franz Josef Flosbach, director of the DEG, the company which supported the development of the Master Plan for Tourism Development until 2020, there was no dilemma for the panel that this year the award should go to Mr Engel, the creator of this strategic document for tourism development in Montenegro.

# Montenegrin delegation headed by the Minister of Tourism and the Environment on a two-day visit to Austria

A MONTENEGRIN DELEGATION, HEADED BY THE MINISTER OF TOURISM AND THE ENVIRONMENT, PREDRAG NENEZIĆ, WAS ON A TWO-DAY VISIT TO THE REPUBLIC OF AUSTRIA. THERE, MINISTER NENEZIĆ AND MEMBERS OF THE DELEGATION FROM THE GOVERNMENT AND THE BUSINESS SECTOR OF MONTENEGRO HAD A MEETING WITH THE PRESIDENT OF THE REPUBLIC OF AUSTRIA, HEINZ FISCHER.

THE AUSTRIAN PRESIDENT AND MINISTER NENEZIĆ DISCUSSED THE COOPERATION PROTOCOL BETWEEN THE MINISTRY OF TOURISM AND THE ENVIRONMENT AND THE TOURISM BUSINESSES IN MONTENEGRO WITH THE PENSIONERS ASSOCIATION OF AUSTRIA, SIGNED IN APRIL THIS YEAR, WHOSE VALUE IS IN THE RANGE OF 12 – 14 MILLION EUROS. THE PROJECT WILL BE LAUNCHED IN SPRING 2007 AND IS TO LAST FOR 2 YEARS; IT REFERS TO THE ARRIVAL OF 20,000 SENIOR AUSTRIAN TOURISTS TO STAY IN THE BEČIČI HOTELS. THE IMPLEMENTATION OF THE PROTOCOL WILL GREATLY CONTRIBUTE TO SUCCESSFUL OPERATION OF MONTENEGRIN COMPANIES SUCH AS MONTENEGRO AIRLINES, PUBLIC COMPANY AIRPORTS OF MONTENEGRO, TRAVEL AGENCIES, HOTEL OPERATORS, CAR CARRIERS, RESTAURANT OWNERS AND OTHERS PROVIDING TOURISM-RELATED SERVICES.

IT WAS MUTUALLY AGREED THAT SIGNING THIS IMPORTANT DOCUMENT WILL STRENGTHEN AND ENHANCE COOPERATION IN THE TOURISM SECTOR.

PRESIDENT FISCHER UNDERLINED THE IMPORTANCE OF THE DECISION OF MONTENEGRO AND EXPRESSED HIS BELIEF THAT THERE ARE CAPACITIES IN PLACE WITHIN THE GOVERNMENT TO ENSURE ACCELERATED ECONOMIC AND SOCIAL DEVELOPMENT OF THIS NOW INDEPENDENT STATE.

THE MAYOR OF BUDVA RAJKO KULJAČA AND MONTENEGRIN BUSINESS COMMUNITY REPRESENTATIVES WERE PRESENT DURING THE MEETINGS.



## Meeting of the National and Local Tourism Organisations

8th December – As organised by the National Tourism Organisation and attended by the Minister of Tourism and Environment, Mr Predrag Nenezić, a meeting of National Tourism Organisation of Montenegro (NTO) with all the local tourism organisations (LTO) was held in Podgorica on the topic of "NTO-LTO/RTO Cooperation".

The meeting aimed at enhancing cooperation between the National Tourism Organisation and the local ones towards the efficient implementation of the Law on Tourism Organisations. Namely, by the devolution of competences envisaged by this law, the local tourism organisations were given more responsibilities in creating and promoting tourism products of their municipalities. In his introductory statement, the NTO Director welcomed the participants and expressed the readiness for a constructive dialogue.

In his address, the Minister of Tourism and Environment, Mr Predrag Nenezić, reminded of the activities undertaken so far which contributed to creating an environment conducive to investments and further enhancement of sustainable tourism development. Minister also reminded that the Ministry of Tourism and the National Tourism Organisation of Montenegro have established cooperation with the European Bank for Reconstruction and Development (TAM program), the German Society for Technical Assistance and Cooperation (GTZ), and the Centre for International Migrations and Development (CIM) to support tourism-related projects and further spur sustainable development and better use of regional economic potentials. Some of the main goals providing grounds for good policy of sustainable tourism development and management, as was pointed out by the NTO director, Vojin Vlahović, are certainly: meeting the needs of visitors, competitiveness of tourism destination, the region and tourism businesses, cultural heritage and preservation of the environment, and product diversification. The prerequisite



for attaining these goals is the productive cooperation of the National Tourism Organisation with all local tourism organisations in the coastal, the central and the northern regions alike.

After a constructive discussion and contributions of all LTO representatives, towards the end of the meeting, it was underscored that the National Tourism Organisation plays an important role in further strategic planning and diversification, in coordination and implementation of joint programmes and measures, as well as in marketing and promotional activities, in particular at the international market. Its role in strategic tourism development should be further stabilised in a wider institutional framework, in the on-going dialogue and cooperation with LTO/RTO, the private sector, as well as national and international associations and institutions. Apart from the Minister of Tourism and Environment, the NTO Director with his aides, and the directors of local tourism organisations, the meeting was attended by the Mayor of Plav, a CIM consultant based in the NTO, and a GTZ consultant for the Tourism Master Plan, Mr Johann F. Engel.

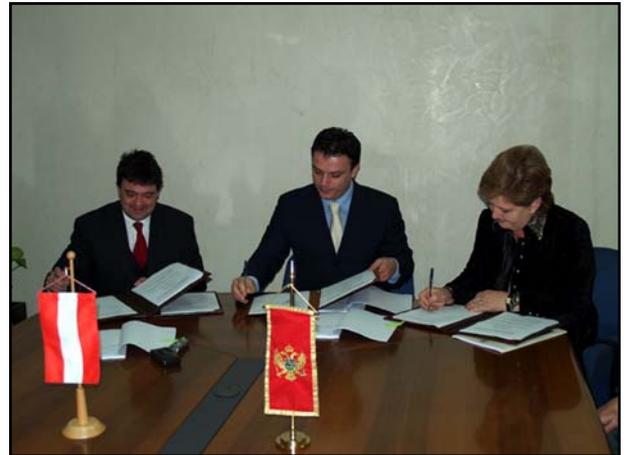
# Assistance Agreement for the "Sewerage System for the Municipality of Kotor" Signed

The Minister of Tourism and the Environment, Predrag Nenezić, the Mayor of Kotor, Marija Čatović and the Charge d' Affairs of the Austrian Embassy Florian Raunig signed a 870,000 euro worth Agreement for the support to the "Sewerage for the Municipality of Kotor" Project, by which waste waters are to be collected and taken out of the Kotor Bay towards the Traste outfall into the open sea.

After signing the Agreement, Minister Nenezić underscored the importance of continuing cooperation between the Governments of Montenegro and Austria on a number of tourism and environment related projects. He also pointed out the significance of the presence of Austrian investors in tourism and other business sectors.

The Mayor of Kotor, Marija Čatović expressed her gratitude to the Austrian Government for the support which will contribute greatly to solving the current problems experienced with waste water in the Kotor Bay, thus indirectly contributing to tourism development and environmental protection.

The Charge d' Affairs of the Austrian Embassy, Florian Raunig, expressed his pleasure that on behalf of the Government of Austria he is the signatory of the Agreement to assist the Government of Montenegro and the Municipality of Kotor in their efforts for the water of one of the most beautiful spots in



Montenegro to be kept clean in the interest of the local population and visitors alike, as well as the development of tourism and preservation of the environment.

## Deputy Minister of Tourism and the Environment signed the Founding Charter of the Regional Environmental Centre

DEPUTY MINISTER OF TOURISM AND THE ENVIRONMENT, SINIŠA STANKOVIĆ, signed today in SENT ANDRÉA, HUNGARY THE FOUNDING CHARTER FOR THE REGIONAL ENVIRONMENTAL CENTRE FOR CENTRAL AND EASTERN EUROPE (REC). THE REC MISSION IS TO PROVIDE ASSISTANCE TO THE CENTRAL AND EASTERN EUROPEAN COUNTRIES IN THEIR ENVIRONMENTAL PROTECTION EFFORTS AND TAKE AN ACTIVE ROLE IN REFORM PROCESSES TOWARDS BUILDING A DEMOCRATIC SOCIETY WITHIN THESE COUNTRIES.

By doing so, MONTENEGRO BECAME, THE 29TH SOVEREIGN STATE WHICH, SINCE THE ESTABLISHMENT OF REC IN 1990, signed the Founding Charter, thus continuing to give its full support to ENVIRONMENTAL PROTECTION EFFORTS AT THE LOCAL, NATIONAL AND INTERNATIONAL LEVEL.

SIGNING OF THE REC FOUNDING CHARTER IS A CONTINUATION OF ALREADY STRONG AND SUCCESSFUL COOPERATION BETWEEN THE MONTENEGRIN GOVERNMENT AND THE NATIONAL REC OFFICE, WHICH WAS SET UP IN MONTENEGRO IN 2004.

## Strategic partners of Montenegrin tourism

- CRNOGORSKA KOMERCIJALNA BANKA A.D.
- HTP BOKA
- HTP BUDVANSKA RIVIJERA
- PUBLIC COMPANY FOR COASTAL ZONE MANAGEMENT OF MONTENEGRO
- BEPLER & JACOBSON
- HOTEL GROUP MONTENEGRO STARS
- MONTENEGRO AIRLINES
- AD PLANTAŽE
- HTP PRIMORJE
- THE QUEEN OF MONTENEGRO

