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**“Montenegro:  
a growing tourist destination”**

*di Željka Radak Kukavičić*

## **“Montenegro: una destinazione turistica in crescita”** *di Željka Radak Kukavičić<sup>8</sup>*

*Il direttore dell’Organizzazione Nazionale del Turismo del Montenegro offre una visione panoramica su questo Paese come destinazione turistica.*

*L’autrice introduce l’articolo con un approfondimento sugli indicatori finanziari e statistici dei movimenti turistici: nel 2017 il turismo ha generato 459.1 milioni di euro, contribuendo sul PIL montenegrino per l’11%. Nel periodo 2018-2019, si stima un’ulteriore crescita pari al 4.2%, grazie all’aumento del numero di arrivi e presenze, così come dei ricavi generati dai flussi turistici internazionali.*

*Nell’articolo sono presentati anche i principali risultati dell’ultima indagine realizzata dall’Organizzazione Nazionale del Turismo, focalizzata sulle caratteristiche del turista che viaggia in Montenegro.*

*La maggior parte dei turisti che ha visitato le coste montenegrine durante i mesi estivi ha dichiarato di avere un’età compresa tra i 30 e 49 anni. Il 46.2% ha viaggiato con il proprio partner; il 30.1% con la famiglia e le principali motivazioni di viaggio individuate sono state relax e divertimento. L’indagine si sofferma altresì sulle modalità di ricerca di informazioni*

*rispetto alla regione di provenienza dei turisti e analizza i differenti mezzi di trasporto utilizzati. Viene poi considerato il numero di notti spese nella destinazione.*

*Negli ultimi 4 anni sono stati costruiti 115 nuovi hotel, 76 dei quali appartenenti alle categorie 4 o 5 stelle. Il settore alberghiero ha beneficiato di investimenti per progetti volti a raggiungere alcuni obiettivi strategici, tra essi lo sviluppo di una destinazione turistica di alto livello, la creazione di nuovi posti di lavoro, il miglioramento del tenore di vita, la generazione di ricavi stabili negli anni. Tutto ciò sulla base di un modello di gestione sostenibile della destinazione.*

*Un breve focus racconta inoltre il turismo nautico in Montenegro.*

*Infine, l’articolo descrive brevemente le azioni dell’Organizzazione Nazionale del Turismo in chiave di cooperazione con altre istituzioni internazionali e nazionali al fine di implementare alcune iniziative e condividere le informazioni.*

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<sup>8</sup> Željka Radak Kukavičić, Direttore dell’Organizzazione Nazionale del Turismo del Montenegro

## **“Montenegro: a growing tourist destination”**

by *Željka Radak Kukavičić*<sup>δ</sup>

*The article offers an overview of Montenegro as a tourist destination, from the perspective of the Director of the National Tourism Organization.*

*The author introduces the article with an overview of the financial and statistical indicators regarding tourism traffic: in 2017, revenue produced from travel and tourism amounted to € 459.1 million, accounting for 11% of total GDP, while a 4.2% increase is forecast for the period 2018-2028. The number of arrivals and overnight stays is increasing year by year, as well as revenue generated from international tourists.*

*The results of a survey carried out by the NTO regarding the peculiar characteristics and attitudes of tourists in Montenegro are summarized in the article. The majority of tourists that visited the Montenegrin coast during the summer months fall within the 30 - 49 age category, and they visit Montenegro with their partners (46.2%) and families (30.1%). The main reasons for their trip are relaxation*

*and entertainment. The survey also analyses how tourists in the region obtain information, and the different modes of transport they use. The number of nights spent in the destination is also considered. Over the past four years, 115 new hotels have been built in Montenegro, 76 of which have 4 or 5 stars. There have been projects implemented and investments made linked to the strategic objectives of tourism.: these include the creation of a high-end tourist destination, creation of new jobs, improvement of living standards, stable generation of revenue, all on the basis of sustainable management of the destination.*

*A short focus covers nautical tourism in Montenegro.*

*Finally, the article briefly describes how the NTO of Montenegro cooperates with international institutions and organizations in order to share information and to implement regional and international initiatives.*

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<sup>δ</sup> Željka Radak, Director of the National Tourism Organisation of Montenegro

## “Montenegro: a growing tourist destination”

by Željka Radak Kukavičić

### 1. Introduction

Enhancement of tourism offer of Montenegro as the main task, and therefore all the activities of the National Tourism Organisation of Montenegro, are carried out in order to create image of Montenegro and promote it as a tourist destination with the year-round and diversified tourism offer based on the principles of sustainability, competitiveness, innovation, attractiveness, diversity and authenticity.

**Fig.1: Montenegro Map and Key elements**



Coast length: 293km / Beaches: 73km  
Mountain peaks higher than 2000m: more than 150

The National Tourism Organisation of Montenegro implements its activities in line with the action plans designed for targeted source markets and state of play in global tourism, and also by adopting suggestions and proposals given by local tourism organisations and tourism industry.

The vision of development of Montenegro as a tourist destination is for it to position itself in the coming period as the year-round destination and to attract wealthy tourists who will be motivated by its cultural and nature offer, as well as by its diverse coast.

Tourism development strategy is targeting markets depending on the level of priority they have been assigned. In that regard, promotional activities are targeting first priority markets: Germany, Austria, Great Britain, France, Poland and Russia, second priority markets: region, Italy, Scandinavia, Netherlands, Belgium, Ukraine and China and third priority markets: USA, South Korea, Japan, UAE, Turkey, Hungary, Switzerland and Czech Republic.

In order to show a clear picture of the Montenegrin tourism products, their marketing

promotion and results that have been achieved, the text below describes the following:

1. Financial and statistical indicators of tourism traffic;
2. Results of the Guest Survey – Tourists’ Attitudes and Spending carried out by the National Tourism Organisation of Montenegro in 2014 and 2017 respectively;
3. Hotel capacities;
4. Forms of cooperation with international tourism institutions and organisations.

## **2. Financial and Statistical Indicators of Tourism Traffic in Montenegro**

The past decade of Montenegrin tourism has seen continuous growth trend in respect of tourism traffic and revenue.

According to the WTTC<sup>1</sup> data published in the 2018 annual survey, in which data for 2017 were used, direct share of travel and tourism in the 2017 GDP amounted to EUR 459.1 million, which is a 11% of the total GDP, while the growth is projected at 4.2% for the period 2018-2028, which would result in the 13.3% share of travel and tourism in total GDP in 2028, i.e. direct

share of travel and tourism is projected at EUR 752.6 million.

Moreover, according to the WTTC data, total share of travel and tourism in the 2017 GDP amounted to EUR 988.2 million which accounted for 23.7% of the total GDP, while a 3.9% annual growth is also projected for the period 2018-2028 which would result in a 27.9% share of travel and tourism in total GDP, i.e. the total share of travel and tourism is projected at EUR 1,582.3 million.

In 2017, total share in employment resulting from travel and tourism in Montenegro, including jobs indirectly supported by the industry, amounted to 19.3% of total employment (36,500 jobs). The 2018 WTTC report states that this growth is expected to rise to 45,000 jobs in 2028 (21.5% of the total number of employees). Revenues generated from tourism are constantly on the rise and according to the report issued by the CBM<sup>2</sup>, which publishes data on a quarterly basis, the revenue generated from international tourists in the travel/tourism sector in 2018 amounted to EUR 1,000,943,000, which is an 8.6% growth compared to 2017, while such growth in 2018 amounted to 81,29% compared to 2010.

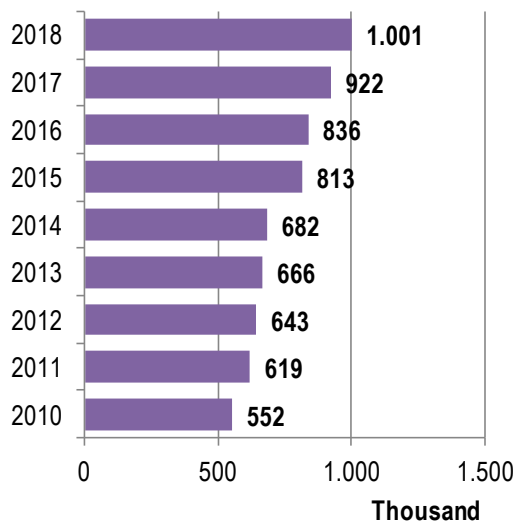
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<sup>1</sup> World Travel & Tourism Council

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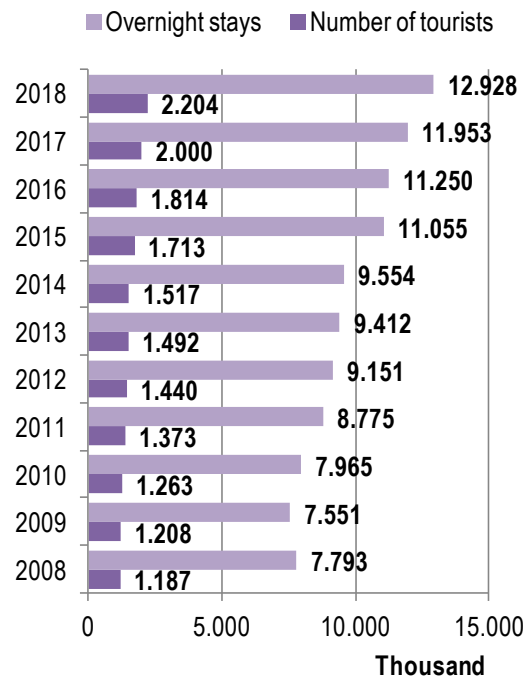
<sup>2</sup> Central Bank of Montenegro

**Chart 1: Revenues Generated from Travel and Tourism Sector 2010-2018 (in EUR 000)**



Over the last ten years, the number of tourists visiting Montenegro and of their overnight stays has been constantly on the rise.

**Chart 2: Total Number of Arrivals and Overnight Stays in 2017/2018**

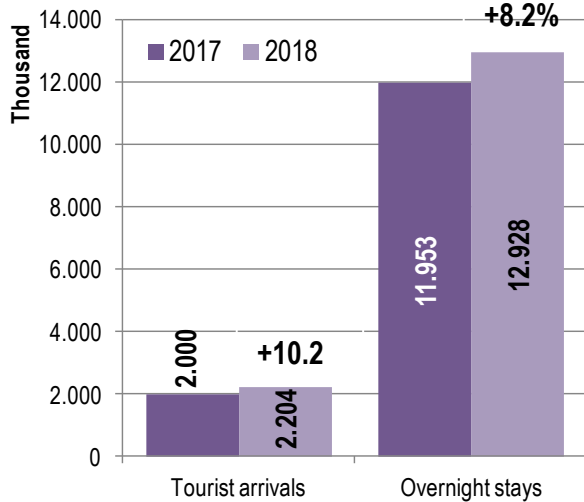


Based on MONSTAT<sup>3</sup> data (official data on collective accommodation and unofficial data on individual accommodation), in 2018 Montenegro generated a total of 2,204,408 tourist arrivals, which is a 10.22% rise compared to the year before. A total of 12,927,798 overnight stays were generated in 2018 in both, collective and

<sup>3</sup> Statistics Administration of Montenegro

individual accommodation, which is a 8.15% rise compared to 2017.

**Chart 3:** Total Number of Arrivals and Overnight Stays Generated in 2017/2018

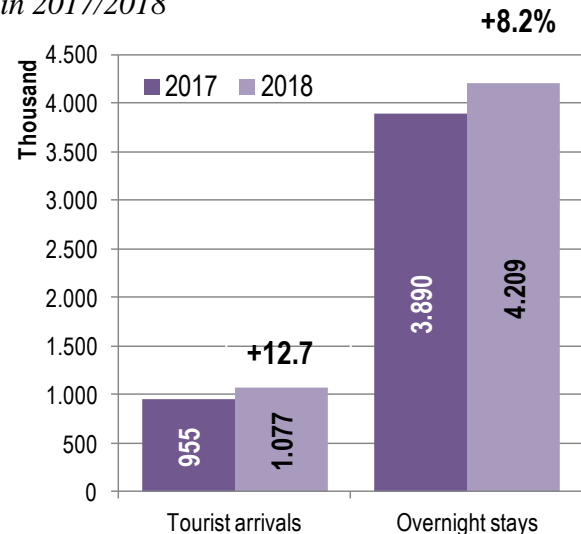


Tourists from Russia (25.1%), Serbia (24.5%), Bosnia and Herzegovina (9.1%), Ukraine (3.9%), Germany (3.6%), France (3.1%), Poland (2.8%) and Great Britain (2.6%) accounted for the largest share in total overnight stays generated by foreign tourists in 2018.

Also, according to the MONSTAT<sup>4</sup> official data, in 2018 Montenegro generated 1,076,848 arrivals of tourists who stayed in collective

accommodation which is a 12.7% rise compared to 2017. Moreover, a total of 4,208,955 overnight stays were generated in collective accommodation in 2018 which is a 8.2% rise compared to 2017.

**Chart 4:** Number of Arrivals and Overnight Stays Generated in Collective Accommodation in 2017/2018



As far as Montenegrin airports are concerned, the airports in Montenegro registered an 8.16% increase in air traffic, i.e. 14,928 airplanes were registered, while the number of passengers increased by 12.72% compared to 2017, i.e. 2,452,539 passengers were transported.

<sup>4</sup> Statistics Administration of Montenegro

As far as border crossings are concerned, 16,107,777 entries to Montenegro were registered in 2018, which is 9.99% increase compared to 2017, while a 7.77% increase of entries of motor vehicles was also registered in 2018 compared to the year before.

### **3. Guest Survey – Tourists Attitudes and Spending**

In 2017, the National Tourism Organisation carried out a survey during tourism season in the coastal municipalities regarding tourists' attitude and spending in Montenegro – the 2017 Guest Survey. The survey served the purpose of collecting the main sociodemographic data on guests, specificities of travel and stay in Montenegro, costs during the stay at the destination and attitudes towards tourism offer at the destination. The survey also contains comparative results relative to 2014 which is very important from the perspective of monitoring tourism-motivated travels in Montenegro.

These surveys have been conducted continuously since 2008. Since then, the methodology has been changed to a certain degree, however the main features remained the same which is why findings enable monitoring of the most important tourism trends. Cooperation was established with the Tourism Institute of Croatia in 2013 in order to

According to the data of the Agency for Electronic Communications and Postal Activities, a total number of active roaming users in Montenegro in 2018 reached 6,571,729 which is a 5.17% increase in the number of users compared to 2017.

enhance the existing survey methodology and approximate to the TOMAS methodology (TOuristisches MArktforschungssystem Schweiz) which has been adjusted by the Tourism Institute over time in line with the market needs. These improvements were made in line with the recommendations given by the Statistical Office of the European Union (Eurostat), World Tourism Organization (UNWTO) and ESOMAR, the strongest professional association of market researchers (European Society for Opinion and Marketing Research)<sup>5</sup>.

The survey was published and distributed to all tourism operators in order to increase the degree of satisfaction among our tourists and improve tourism yield.

Some of the descriptive results are:

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<sup>5</sup> TOMAS trends 1987-2008, Tourism Institute, Zagreb



- Tourists that visited Montenegrin coast during summer months belong to different age generations. The majority of tourists fall within age category from 30 to 49 years (63.7%), those younger than 29 years of age account for 24.1%, while senior citizens account for 12.2% of our tourists. Compared to 2014, there has been an evident 16.1% increase in the number of tourists falling within the age category from 30 to 49 years of age, while the number of young and senior citizens has decreased.
- Considerable number of tourists (39.3%) hold university or post-university degrees. Regardless of such high percentage, this is still a 9.3% decline compared to 2014.
- Somewhat more than a half (52.3%) of our guests are from the households whose income ranges between EUR 501 and EUR 1,500. The most evident increase compared to 2014 has been recorded in respect of the group of tourists whose monthly income averages between EUR 1,001 and EUR 1,500 (10.3%), whereas the most considerable decline has been recorded among those with monthly income exceeding EUR 3,501 (7.1%).
- Montenegrin coast as a tourist destination mainly attracts guests arriving with their partners (46.2%) and families (30.1%). Singles account for 12.8% of tourists arriving to Montenegro for summer holiday. Those that arrived only with their partners (49.6%) and with family members (28.1%) most frequently stay at hotels. Situation is similar in private accommodation and those that arrived with their partners accounted for 45.2%, while those that arrived with their family members accounted for 30.6% of guests.
- Passive holiday and relaxation remain primary motives for visiting Montenegro. These are followed by entertainment which accounts for a significant 17.9% increase compared to 2014. There has been an evident 15.5% increase in the motives related to savouring food and drinks.
- In 2017, internet was the most dominant source of information, despite a decline compared to 2014 (6.4%). Significant growth has been recorded in respect of recommendations given by family or friends and experience from earlier stay (14% respectively). A 7% growth has been recorded in respect of recommendations given by

tourism organisations or clubs. Internet has been a dominant source of information in respect of the countries of origin among which the Scandinavians are at the forefront (64.6%), followed by the English (61.3%), Czechs, Hungarians and Poles (59.6%), while recommendations given by family and friends are very important for the guests coming from Ukraine and Belarus (59.4%), Russia (51.3%), France (45.5%). In 2014, 34.5% of those older than 50 years of age used internet as the source of information about the destination, whereas in 2017 that percent rose to 40.1%.

- For a large number of guests from France (52.2%) and Great Britain (45.4%) this is the first visit to the destination. In 2017, the majority of tourists arrived to Montenegro by plane (48.7%), of whom 35.6% arrived by regular flights and 13.1% arrived by charter flights. The second most used means of transport for arrival to Montenegro were cars (40.5%), in respect of which a 7.1% rise was recorded compared to 2014.
- The majority of guests booked their accommodation directly communicating with the accommodation facility (74%). In that regard, there has been a significant growth compared to 2014, at which time the figure

amounted to 54.7%. There has been an evident 15.7% decline compared to 2014 in respect of booking accommodation through travel agencies/tour operators. Tourists most often booked accommodation 1 to 4 weeks prior to arriving to the destination. That has been the case with 56.9% of tourists, which is a 11% rise compared to 2014.

- The majority of guests stay in Montenegro for 4 to 7 nights (55.3%) and from 8 to 10 nights (28.4%). As for the number of nights spent at the destination, 35.1% of guests from Serbia stayed for the period between 8 and 10 nights. In the category of 4 to 7 nights, the most numerous are Italians (81.3%) followed by domestic tourists (78.4%), guests from France (67.7%), Great Britain (66.1%) and Germany (50.2%). A significant number of Scandinavians (15%) stay at the destination for 15 to 21 nights.
- Scandinavian guests use full board services more than any other guests (13.4%), whereas every fourth guest from Germany uses half board services. Swimming and bathing are still the main activities of our guests during their stay in Montenegro. These are followed by eating at restaurants (92.9%), shopping (85.1%), sightseeing/visits to

museums/galleries/exhibitions (69.7%), attending local events, shows and concerts (68.9%), going out to disco and nightclubs (66.4%) etc.

- The most visited places during the 2017 summer season were Budva, Tivat, i.e. Porto Montenegro, Kotor, i.e. Saint Tryphon’s Cathedral, Saint Stephen Island, Ostrog Monastery etc.
- Majority of tourists used taxi (38.6%) and local transportation services (28.5%). Every fifth guest used rent-a-car services and every second guest used roaming services. Guests from Scandinavia, Russia and France are the ones that used taxi services the most, while guests from Ukraine and Belarus, Russia and France are the ones predominantly using local transportation. Every tenth German used vessel rental services. Almost every second guest in Kotor and fourth guest in Budva used rent-a-car services. As the experience with Montenegro broadens, the number of tourists renting cars evidently declines.
- Overall impression is that tourists are happy with the elements of tourism offer of Montenegro. They particularly emphasise

natural and landscape sceneries, kindness of staff at accommodation facilities, comfort at accommodation facilities, hospitality of local population, personal safety and picturesqueness and development of the place.

- Total average costs of the travel per person in Montenegro in summer 2017 amounted to EUR 623.21, whereas daily costs per person amounted to EUR 77.9. The highest average spending per travel (per person in euro) was generated by guests from Scandinavia (EUR 1,046.28), followed by tourists from France (EUR 958.30), Italy (EUR 893.11), Ukraine and Belarus (EUR 851.19), Great Britain (EUR 848.39), Russia (EUR 832.11), Germany (EUR 776.56), Poland, Czech Republic and Hungary (EUR 584.37), Serbia (EUR 437.09), Kosovo, Macedonia, Albania and Romania (EUR 424.48), Bosnia and Herzegovina and Croatia (EUR 365).

#### **4. Hotel capacities**

According to the WTTC<sup>6</sup> data published in the 2018 annual survey, in which data from 2017 were used, investments in travel and tourism in 2017 amounted to EUR 369.8 million, thus

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<sup>6</sup> World Travel & Tourism Council

accounting for 35.1% of total investments. The growth in 2018 was projected at 6.4%, along with a 4.2% increase at the annual level in the next ten years, with investments projected at EUR 596.1 million in 2018 thus accounting for 41.7% of total investments.

Some of the strategic goals in tourism include creation of a high-end tourist destination, opening of new jobs, improvement of the standard of living, stable generation of revenues, and all that on the basis of sustainable management of the destination. As far as current programmes and projects are concerned, investors from over 100 countries are present in Montenegro, due to which we occupy a leading

position in the region which is measured by the value of foreign investments per capita. The value of agreed investments in projects implemented in tourism sector is estimated at around EUR 3 billion and some of these are: *Porto Montenegro* in Tivat is recognised in world maps of luxury yachting tourism. The project, as an investment made by the company Investment Corporation of Dubai from Emirates, was launched a decade ago by the Canadian businessman Peter Munk who also led it up until a year ago, and this project inspired new soul into the Bay of Tivat and the town, along with internationally renowned image. Up until now, a total of EUR 514 million have been invested in the project. As

a result of extensive restauration and reconstruction works, St. Stephen, which now operates as part of the renowned brand Aman Resorts under the name *Aman Sveti Stefan*, regained high position on world lists of the most attractive tourist destinations. Particularly encouraging is the fact that the company Adriatic Properties which operates St. Stephen continues to invest in the development of Montenegrin tourism and it renovated and opened *Hotel Maestral*, while investments are expected to be made in construction of the hotels *Kraljičina plaža*, *Miločer*, with total such investments in these three projects amounting to around EUR 160 million. In the north of Montenegro, i.e. in Žabljak, this company will also reconstruct *Hotel Durmitor* and the value of these works is estimated at around EUR 20 million. Construction of the complex *Luštica Bay* is in the first phase (out of three) and investor is Swiss-Egyptian company Orascom. In just a couple of years' time, a practically entire city will be located on this beautiful site with exclusive tourism facilities and amenities, and with homogenous landscape architecture based on ecological standards of construction. The newly opened hotel *Chedi* is the first out of seven hotels whose construction is envisaged as part of the new tourist town worth of EUR 1,1 million (EUR 145 million have been invested so

far in this project). One should not forget that investor also took out a lease on the locality of Lastavica island along with *Mamula* fortress in Herceg Novi, while Mamula fortress is planned to be reconstructed into one of a kind hotel of a museum type, with 5-star rating, in accordance with conservation requirements. The amount of the agreed investment is EUR 15 million. In the Herceg-Novi part of the Bay of Kotor, i.e. in Kumbor, Montenegro will soon have a completely new tourism resort *Portonovi*. The value of this investment, funded by the Azerbaijani oil company Socar, is around EUR 650 million (EUR 250 million were agreed upon). Exceptional value of this project is generated from construction of the hotel *One&Only*, one of the most famous global hotel chains, and as a result of its inclusion in the project Portonovi it will be for the first time present in Europe as the hotel brand. Apart from these, it is worthwhile mentioning the project of the Qatar company on *Plavi horizonti – Beyond Horizon*, the total value of which will exceed EUR 200 million to be invested in construction of the hotel-tourist complex, as well as in many other projects on the coast. Total value of the investment in *HTP Ulcinjska rivijera* amounts to EUR 31.83 million and it will include reconstruction and renovation of the hotels

Olimpik and Belvi with their annexes and construction of accompanying amenities (swimming pools, sports grounds, hospitality facilities), and it will be implemented in three phases: first phase of investing 2017-2018 (EUR 10.24 million), second phase 2018-2019 (EUR 6 million) and third phase 2026-2027 (EUR 15.5 million). The plan is to increase capacities of the complex to 600 rooms of 4-star rating, and the resort received its first guests in June 2018. Strong focus in development of winter and mountain tourism has been placed on the north of Montenegro, i.e. on putting *Bjelasica and Komovi* areas to good use. Similar goes for *Durmitor area*, and we also plan to include the remaining areas in the north. Mountain ski resorts are currently developed, and the base settlement of the mountain centre „Kolašin 1600“ is planned to be built on 27.19 ha and will comprise the zone with facilities of the Central Settlement along with hotels, apartments, reception and public amenities, zones of special groups with facilities for one-family accommodation units and areas for the starting points of ski lifts.

Over the past four years, 115 new hotels have been built in Montenegro, out of which 76 hotels have 4\* and 5\*.

**Tab. 1:** *Number of new hotels from 2014 to 2018 by star classification*

<b>New hotels</b>	<b>5*</b>	<b>4*</b>	<b>3*</b>	<b>2*</b>	<b>1*</b>
2014	1	6	1	4	0
2015	0	13	5	2	1
2016	2	18	4	0	0
2017	2	19	10	1	1
2018	6	9	8	2	0
<b>2014-2018</b>	<b>11</b>	<b>65</b>	<b>28</b>	<b>9</b>	<b>2</b>

### **5. Focus: Nautical Tourism Ports – Marines in Montenegro**

Ports of national importance in Montenegro are: Commercial Port of Bar - 18 berths, Nautical Tourism Port - Marina Bar - 650 berths, Commercial Port of Kotor with 1 berth and 3 moorings, where nautical part of the marine has 50 berths, and Shipyard Port of Bijela. Ports of local importance are: Port of Budva – 280 municipal berths and 250 commercial berths, Shipyard Port of Bonići-Tivat, Port of Tivat - Porto Montenegro 800 berths, Port of Tivat / Kalimanj – 377 berths, of which maximum 4% can be commercial berths, while the remaining ones are municipal, Nautical Tourism Centre - Kotor has 150 berths, Port of Risan, Port of Zelenika and Port of Herceg Novi – town port Škver have 42 berths. In the beginning of the summer season 2019, the plan is to open the port

in Porto Novi – Kumbor with 250 berths and Port Lazure – Meljine which is to be opened before the beginning of the summer season and will have 200 berths. Luštica Bay which has 220 berths is nautical tourism port - marina, for maritime traffic within the country. As for cruisers' visits in 2019, arrival of 528 cruisers is planned for the Port of Kotor, while arrival of 17 cruisers is planned for the Port of Bar.

### **6. Forms of Cooperation with International Insitutions and Tourism Organisations and the Promotional Campaigns**

The National Tourism Organisation of Montenegro also cooperates with international institutions and organisations for the purpose of exchanging experiences and transferring knowledge, using data and results of the surveys in tourism sector, while it also implements joint international projects, regional initiatives etc.

The National Tourism Organisation of Montenegro cooperates with numerous institutions in tourism sector: European Travel Commission (ETC); National Tourism Organisation of Montenegro has been PATA member since 2016; UN World Tourism Organization (UNWTO); World Travel and Tourism Council (WTTC); Congress bureaus in the European market for the purpose of implementing joint projects, exchanging

experiences and information in the MICE market. Other institutions and international associations in tourism sector: SITE (Society of Incentive and Travel Executives); ICCA (International Congress and Convention Association), Leave no Trace, JICA (Japan International Cooperation Agency) etc.

The National Tourism Organisation of Montenegro also takes parts in IPA projects, INNOUTOURCLUST, ADRION 5 SENSES and Local Cuisine as Tourism Offer of the Cross-border Region.

Over the past years, the National Tourism Organisation has conducted a number of campaigns in order to increase visibility of Montenegro as a tourist destination. Some of the most important campaigns are: Picture That Get You Moving, Always More to Find Out, Breathtaking Montenegro<sup>7</sup> and others, as well as regional campaigns The Sea is Calling, Everyone Go on Holiday, Sweet and Salty, Name of My Summer, Close Closer and others.

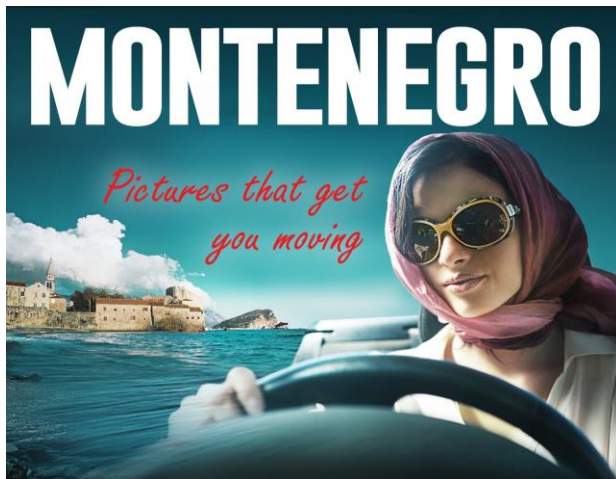
As a result of marketing activities implemented by the NTOM over the past years, Montenegro has been recognised as a tourist destination and it therefore received numerous recognitions and awards. The following are some of the most

important ones: British travel company Thomas Cook honoured Montenegro with the bronze plaque “Destination of Excellence” for 2014, for outstanding contribution to the development of sustainable tourism. In 2015, the travel guide Lonely Planet positioned Montenegro among 75 top destinations (it ranks 33rd). The Lonely Planet also ranked Jaz beach first on the list of 10 best European beaches, the visit of which is a must this summer, thus positioning Budva and Montenegro as the best tourist destination. For all the adrenaline fans visiting Montenegro and Jaz, the Lonely Planet also recommended Tara canyon rafting as a must day-trip. According to the website European Best Destinations, the St. Stephen beach was proclaimed one of 15 most beautiful beaches in Europe. At the tourism fair in Moscow “MITT 2016”, Montenegro was awarded a prestigious prize as a winner in the category “Destination with the Best Beaches”. Moreover, in 2016 the Lonely Planet ranked Kotor first on the list of ten towns worth visiting in 2016, and in 2017 it ranked the northern region of Montenegro high on the fourth position of the list of ten best destinations in Europe (Best in Europe 2017), the visit of which is a must in 2017. Promotional video of the National Tourism Organisation of Montenegro “Montenegro – Always Different” won the

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<sup>7</sup> Campaign photographs are below

award for the best camera at the 20th jubilee of the International Tourism Film Festival ITF'CRO 2017 – competing with 300 tourism films from 80 countries. This is the second award received for the promotional video after the new promotional video “Montenegro – Always Different” had won the second prize and earned four stars in the category “Country” at the international competition for film and multimedia promotional material in tourism “The Golden City Gate 2017”.





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