Setting the Scene: Positioning the Mediterranean Tourism in the Global Market – Opportunities and Challenges

Key fields of work

23rd June 2015, Željka Radak Kukavičić
Area: 13.812 km²
Capital: Podgorica
Population: 662,000
Length of the coast: 293 km
Beaches: 53 km
Peaks above 2000m: over 150
Highest Peak: 2,525m
Climate: Mediterranean, continental
Currency: Euro
Tourism generates 20% GDP

*Area smaller than 190 kilometers in diameter*
Crystal clear seas, sandy beaches ...
... High, wild mountains, fabulous high plains, abysses of canyons, brisk, strong flowing streams
The challenges facing Montenegro

- tourism infrastructure and accommodation capacities
- diversification of the touristic offer
- human resources
- air and other accessibility
- gray economy
- awareness of the importance and benefits of tourism
Mediterranean is already well known

- One in three international tourists worldwide
- Over a quarter of total tourism receipts
The market is changing rapidly, not only in terms of demand

- New destinations looking for their own place
- Market growing
Challenges for the Mediterranean
www.montenegro.travel

Wild beauty
Authenticity

Create an authentic experience
Regent Porto Montenegro Hotel and Residences
### Structure of the hotels

<table>
<thead>
<tr>
<th>Stars</th>
<th>Number of hotels</th>
<th>% (Hotels)</th>
<th>Number of beds</th>
<th>% (Beds)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>7</td>
<td>1,84%</td>
<td>977</td>
<td>2,47%</td>
</tr>
<tr>
<td>4</td>
<td>106</td>
<td>27,89%</td>
<td>12,799</td>
<td>32,30%</td>
</tr>
<tr>
<td>3</td>
<td>137</td>
<td>36,05%</td>
<td>9,280</td>
<td>23,42%</td>
</tr>
<tr>
<td>2</td>
<td>92</td>
<td>24,21%</td>
<td>11,083</td>
<td>27,97%</td>
</tr>
<tr>
<td>1</td>
<td>38</td>
<td>10,00%</td>
<td>5,488</td>
<td>13,85%</td>
</tr>
</tbody>
</table>
Hotel Sveti Stefan
Slovenska br.19 View on map

Average rating 6/6
Recommended 100%
Trend
Popular with Families (1)

Hotel information and amenities
Show on map Hotel Things to do and see

Check-in 12/07/2015 Check-out 13/07/2015

Check price
Quality

Key to successful marketing
Who knows Charles Conrad?
Who knows Neill Armstrong?
Innovation

The greatest opportunity and the greatest challenge
Thank you!