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

## Key fields of work

23rd June 2015, Željka Radak Kukavičić

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- ▶ Area: 13.812 km<sup>2</sup>
- ▶ Capital: Podgorica
- ▶ Population: 662.000
- ▶ Length of the coast: 293km
- ▶ 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*

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Crystal clear seas, sandy beaches ...

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... 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



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# Challenges for the Mediterranean



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# Authenticity

Create an authentic  
experience





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# Regent Porto Montenegro Hotel and Residences

## Structure of the hotels

Stars	Number of hotels	% (Hotels)	Number of beds	% (Beds)
5	7	1,84%	977	2,47%
4	106	27,89%	12.799	32,30 %
3	137	36,05%	9.280	23,42%
2	92	24,21%	11.083	27,97%
1	38	10,00%	5.488	13,85%

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Home > Europe > Montenegro > Montenegro > Sveti Stefan > Hotel Sveti Stefan

View all hotels in Sveti Stefan

# 1 of 43 hotels in Sveti Stefan

## Hotel Sveti Stefan★★★★★

Sloboda br.19 [View on map](#)



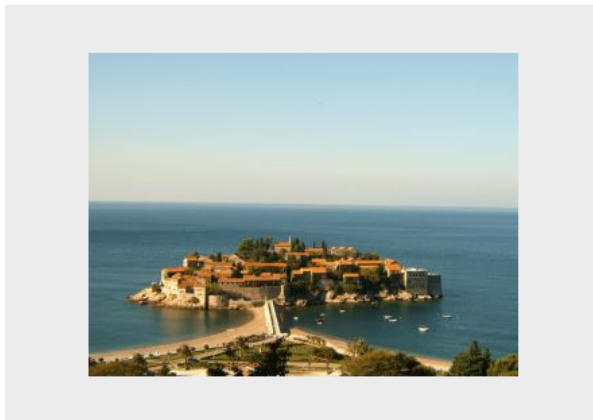
from \$41

Like 0

Share

Upload pictures

Write a review



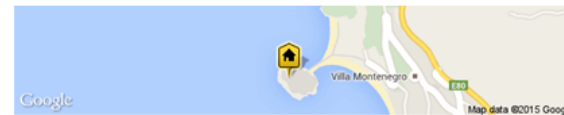
Average rating	Recommended	Trend	Popular with
6/6 7 hotel reviews	100%		Families (1)

Hotel information and amenities

Show on map: [Hotel](#) [Things to do and see](#)



10 guest pictures



Show the lowest prices

Check-in

12/07/2015

Check-out

13/07/2015

Booking.com  Hotellook

Check price



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# Quality

## Key to successful marketing



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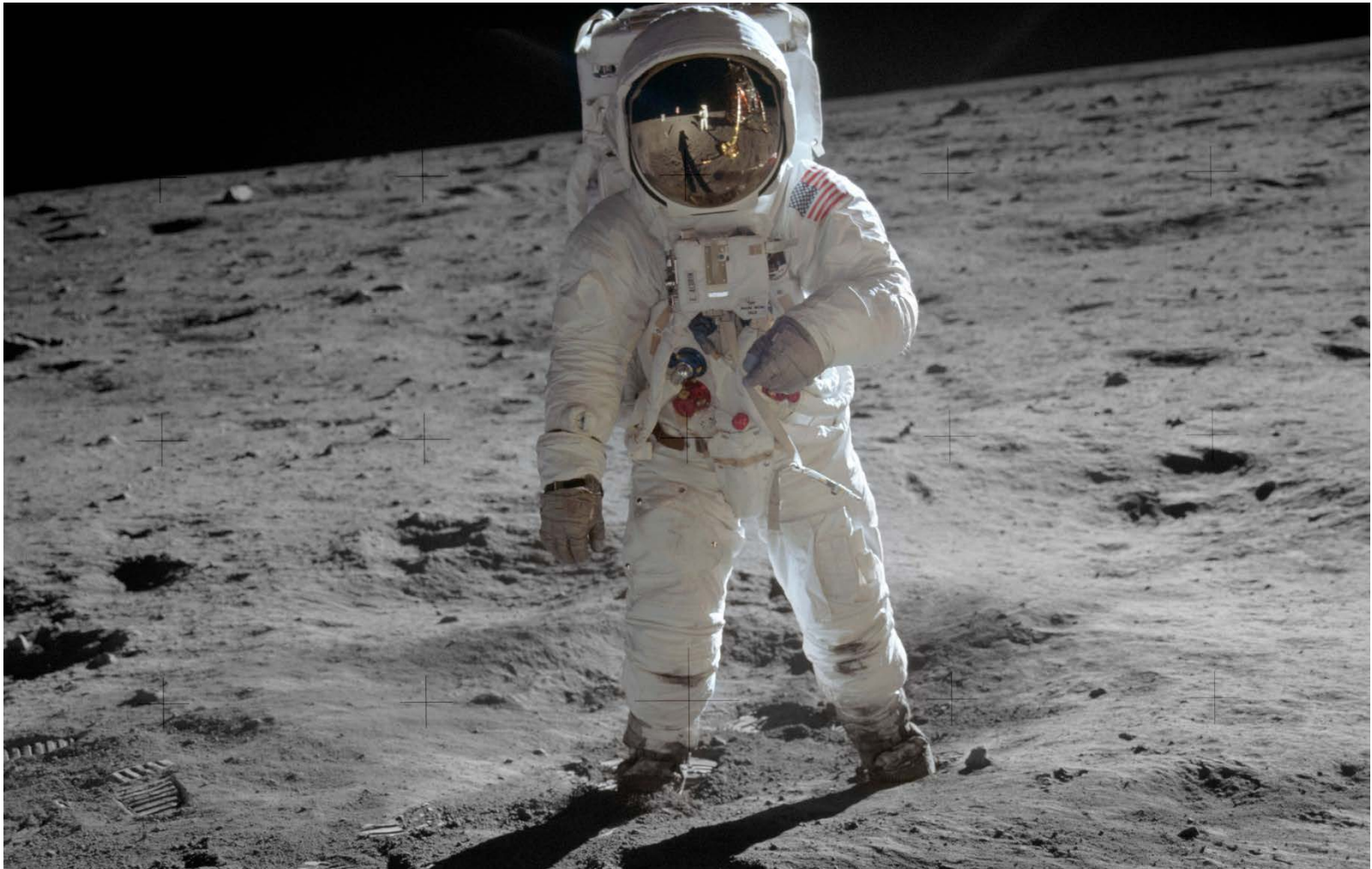
# Who knows Charles Conrad?



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# Who knows Neill Armstrong?





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# **Innovation**

**The greatest opportunity and  
the greatest challenge**



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**Thank you!**