

Travel and Tourism - Montenegro - February 2015

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“Montenegro has a strong desire to become a destination that offers quality year-round tourism and to be a market leader in the Mediterranean, orientated towards up-scale markets while protecting its natural and cultural features to guarantee the country’s appeal in the future.”

This report looks at the following areas:

- What is the current state for tourism in Montenegro?
- Who travels to and within Montenegro, why and for how long?
- How do they travel and where do they stay?
- What does the future of tourism look like in Montenegro?

Montenegro has experienced steady, if unspectacular, growth over the last five years. However, there is evidence that the appeal of the country as a ‘new’ destination may be diminishing, and visitors are starting to be more demanding regarding the product that the country offers. While being an outstanding destination offering an appealing Mediterranean coastline with rich heritage and good beaches, it is less known for what it offers in the interior. Its national parks, stunning scenery and adventure tourism activities provide opportunities to attract tourists outside of the four summer months of June to September.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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