

# MONTENEGRO

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## Gateway to the Balkans

Rich in culture and nature and brimming with investment potential, discover the hidden gem that is Montenegro



# MONTENEGRO

## A paradise for adventure & serenity

Montenegro became the first country in the world to be declared an ecological state

**N**estled in the heart of the Mediterranean, Montenegro is a hidden gem rich in culture and nature, with breath-taking landscapes ranging from forest-covered mountains to a stunning Adriatic coastline. Montenegro was recognised as the twenty-seventh independent state in the world under the name Principality of Montenegro at the Berlin Congress in 1878. In memory of this event, every year on July 13th, Statehood Day is celebrated. After decades of being part of several unitarist states Montenegro regained its independence on May 21, 2006, which is why this date is celebrated as Independence Day.

### The world's first ecological state

Montenegro became the first country in the world to be declared an ecological state when its Parliament adopted the "Declaration on the Ecological State of Montenegro" in Žabljak on September 20, 1991. The commitment was fur-



ther solidified when this principle was included in the Constitution of Montenegro in 1992.

### Brimming with beautiful beaches

Nestled along the Adriatic, Montenegro's 180-mile coastline dazzles with 117 breathtaking beaches. From the serene Bay of Kotor to the iconic Sveti Stefan and the secluded coves of Bar and Ulcinj, there's a shore for every traveller. Relax on the sandy beaches of the Bud-

va Riviera, swim in the crystal waters of Miločer, or chase adventure on Ulcinj's 13km "Long Beach," a kite surfer's dream. Montenegro's sun-kissed coast offers tranquil escapes and thrilling experiences, where every beach weaves its own unique story.

### Enchanting, historic cities

Montenegro blends rich cultural heritage with stunning landscapes, captivating visitors with historic towns framed by dramatic scenery. The UNESCO-listed Old Town of Kotor, nestled in the breathtaking Bay of Kotor, charms with medieval fortifications, cobblestone streets, and ancient churches. Adventurers can scale the city walls to San Giovanni Fortress for panoramic bay views. Nearby, Herceg Novi, the "City of the Sun," blooms with vibrant mimosa trees, while quaint Perast offers boat tours to the iconic Our Lady of the Rocks Island and the mesmerizing Blue Cave. A perfect fusion of culture and nature awaits.

### The walls of Kotor stretch over 4.5 kilometres

Kotor, a coastal city located along the Bay of Kotor, is renowned for its well-preserved medieval architecture and impressive city walls. Built during the Venetian period in the 9th century and later reinforced in the 15th century, the walls stretch over 4.5 kilometres, encompassing the historic Old Town. They offer visitors a glimpse into the city's rich past and provide breathtaking views of the surrounding landscapes.

### The rich history of ancient cities

Nestled along the Bay of Kotor, Risan, the ancient capital of the Illyrian state, captivates with its rich history. Once the political and economic heart of the Illyrians under Queen Teuta in the 3rd century BC, this historic town brims with myths and legends. Celebrated for her beauty, wisdom, and fierce resistance against the Roman Empire, Queen Teuta's legacy of Illyrian sovereignty endures. Today, visitors can explore Risan's archaeological site, uncovering the storied past of this remarkable town and its legendary rulers.

### Four UNESCO World Heritage Sites and six more on the tentative list

Despite its small size, Montenegro boasts four UNESCO World Heritage Sites: The Natural and Culture-Historical Region of Kotor, Durmitor National Park, Stećci (medieval tombstones), and the Venetian defensive fortifications from the 16th and 17th centuries.

Additionally, six more sites are on the tentative UNESCO list. All these locations reflect Montenegro's rich cultural and natural heritage, recognised on a global scale.

### Five breathtaking national parks

Montenegro's five stunning national parks, covering nearly 8% of the country, offer a breathtaking escape into nature. Durmitor National Park, a UNESCO World Heritage Site, dazzles with the dramatic Tara River Canyon—Europe's deepest—perfect for thrilling rafting and kayaking. Lovćen National Park blends cultural heritage with alpine beauty, featuring Petar II Petrović-Njegoš's mausoleum and the scenic Kotor Cable Car ride. Lake Skadar National Park, a birdwatcher's paradise, hosts over 280 species, including the rare Dalmatian pelican. Biogradska Gora, though small, captivates with six glacial lakes and a primeval forest. Prokletije National Park lures adventurers with rugged peaks over 2,500 meters, ideal for hiking and mountaineering.

### Durmitor boasts 18 glacial lakes

Located in northern Montenegro, Durmitor National Park is celebrated for its stunning landscapes and untouched natural beauty—including an impressive total of 18 glacial lakes. Often referred to as "mountain eyes," these lakes are scattered across Durmitor's rugged terrain and enchant hikers and nature lovers alike. Visitors are drawn to their crystal-clear, turquoise waters, which offer perfect spots for photography, peaceful reflection, and recreation. Each lake has its own unique charm, but they all contribute to Durmitor's status as a paradise for outdoor enthusiasts.

### Zip line across Europe's deepest canyon

The Tara River Canyon, Europe's deepest and the world's second deepest at 1,300 meters, stretches over 60 kilometers, carved by the Tara River. Adventurers can soar across the canyon on the Đurđevića Tara Bridge via zip line, marveling at rugged, breathtaking views. For an exhilarating experience, white-water rafting through the canyon offers an unforgettable way to explore this dramatic landscape, making it a must-visit for thrill-seekers.



St. Stefan

Sergej Zabjako-NTO archive (2)



National-Park-Durmitor-Savin-Kuk-

Nebojsa-Atanackovic

### Visit the world's oldest olive tree

Located in Mirovica, just outside of Bar, lies one of the oldest living things in Montenegro. The Stara Maslina (roughly translated as "Old Olive Tree") is thought to be among the oldest olive trees in the world. It has stood strong for over 2,000 years, serving as a living witness to the creation, opulent history, and development of Montenegro.

### Ride over Europe's highest railway bridge

The Mala Rijeka Viaduct is a source of national pride when it comes to modern Montenegrin architecture. Measuring 200 metres high and 498 metres long, it forms part of a spectacular mountain railway featuring numerous tunnels and bridges. Translated as "Little River," the viaduct opened in 1969 and remains in operation today.

### Sip and stay at Europe's largest unbroken vineyard

Covering approximately 2,500 hec-

tares, Plantaže's vineyard at Ćemovsko Polje is said to be the largest unbroken vineyard in Europe. Ideal for wine connoisseurs and aviation enthusiasts alike, the cellar—a former underground aircraft hangar—offers a one-of-a-kind experience.

### Spiritual landmarks

Montenegro's spiritual landscape shines through its remarkable religious sites. The 17th-century Ostrog Monastery, carved into a near-vertical cliff, stands as a breathtaking pilgrimage destination and architectural wonder, drawing visitors worldwide.

Equally significant, the 16th-century Husein Pasha Mosque in Pljevlja, a masterpiece of Ottoman architecture, houses a revered relic—a hair from the Prophet Muhammad (peace be upon him)—making it a cherished Islamic pilgrimage site. Other notable Islamic landmarks, like the Starodoganjska and Osmanagića Mosques in Podgorica and the Tabija Mosque in Ulcinj, alongside tekkes and cemeteries, highlight Montenegro's rich multicultural heritage and religious harmony.

### Njegoš's mausoleum

Perched atop Mount Lovćen at 1,657 meters, Njegoš's Mausoleum is a breathtaking tribute to Petar II Petrović-Njegoš, Montenegro's beloved ruler, poet, and philosopher. Crafted by Croatian sculptor Ivan Meštrović, this architectural gem blends stunning design with panoramic views. Accessible via a 21-kilometer road from Cetinje and a climb of 461 steps through a mountain tunnel, the mausoleum's atrium and central well showcase a masterful fusion of art and history, honoring one of Montenegro's

greatest figures.

### Lipa Cave

Nestled near Cetinje, Montenegro's historic royal capital, Lipa Cave (Lipska pećina) is a stunning geological marvel and one of the country's largest cave systems. Spanning over 2.5 kilometers of passages, halls, and underground lakes, this natural wonder invites visitors to discover a mesmerizing world of ancient stalactites, stalagmites, and limestone formations. As one of the few caves in the region open for organized tours, Lipa Cave offers a captivating journey into Montenegro's subterranean beauty.

### Rich biodiversity

Montenegro, a haven of biodiversity, hosts over 3,000 plant species, including 22 endemic varieties, within its compact borders. From lush forests and towering mountains to pristine beaches and sparkling lakes, its diverse ecosystems captivate nature enthusiasts. This unique blend of rare and exclusive flora, found nowhere else on Earth, makes Montenegro a must-visit paradise for those seeking natural wonders.

### Archaeological sites

Montenegro's Crvena Stijena archaeological site, a treasure trove of prehistory, reveals artefacts dating back 180,000 years. Renowned for its well-preserved Paleolithic cave drawings and ancient stone tools, the site showcases evidence of human presence spanning over 100,000 years and 31 distinct cultures. Near Podgorica, the ruins of Doclea (Duklja), a 1st-century AD Roman city, captivate with remnants of temples, streets, baths, and an amphitheater, offering a vivid window into Montenegro's rich Roman heritage.

### There are 240 sunny days a year

Montenegro's Mediterranean climate, with an average of 240 sunny days annually, creates a perfect backdrop for year-round exploration. Ideal for outdoor adventures, beach relaxation, or sightseeing among ancient ruins and mountain trails, visitors can bask in warm temperatures and clear skies, making every moment in this vibrant destination unforgettable. ▶



Luštica Bay

### The name reflects its characteristic mountainous terrain

Montenegro's name, born during the Venetian Republic, reflects its rugged, dark, wooded mountains that define its dramatic landscape. Officially adopted in the 15th century under the Crnojević dynasty, the name "Montenegro" perfectly captures the country's breathtaking natural beauty and untamed, mountainous terrain, making it a timeless symbol of its stunning scenery.

### A popular place for remote work

Montenegro, with its breathtaking landscapes, vibrant coastal towns, and modern amenities, is a top destination for remote workers seeking a perfect work-leisure balance. Whether working from a seafront café or a serene mountain villa, digital nomads find reliable internet, a low cost of living, digital nomad visa options, and a welcoming international community. Montenegro offers an ideal escape from traditional office life, allowing remote workers to thrive while exploring the country's enchanting beauty.

**MONTENEGRO'S INVESTMENT POSITION**  
THE MOST SIGNIFICANT  
REALISED INVESTMENTS IN  
MONTENEGRO

Investors from over 125 countries are active in Montenegro, giving the country a strong regional position. Montenegro hosts several internationally branded hotels and complexes, including One&Only (part of the Kerzner Group – Kerzner Global Hospitality Brands), Aman Resorts, The Chedi (part of GHM), Regent, and Crowne Plaza (part of IHG – Intercontinental Hotel Group). Other global names include Hyatt, Hilton, Swissotel, Mövenpick Hotels & Resorts, Rixos (part of the Accor Group), Hunguest, Iberostar Hotels & Resorts, and Ramada (part of Wyndham). Additional projects under construction are expected to operate under brands such as Intercontinental, Mövenpick, and SIRO (also part of the Kerzner Group – Kerzner Global Hospitality Brands).

### Significance of the Porto Montenegro investment for Montenegro

Porto Montenegro in Tivat, a transformative €958.9 million investment surpassing its initial €450 million plan, is a cornerstone of Montenegro's economic and tourism growth. Converting a former military shipyard into a luxurious marina and tourist hub, it employs around 600 people and attracts affluent visitors and investors, boosting the nation's economy and global profile. The development features the five-star Regent Porto Montenegro (opened 2014), a world-class marina, nine luxury residential buildings, the striking Buddha-Bar Beach pool, and a renovated historic building housing the Nautical Heritage Museum. The new Boka Place development will introduce Hotel SIRO, a €43.67 million five-star hotel managed by Kerzner International,



View of Trnovacko lake from Maglic mountains

Nebojsa Atanackovic

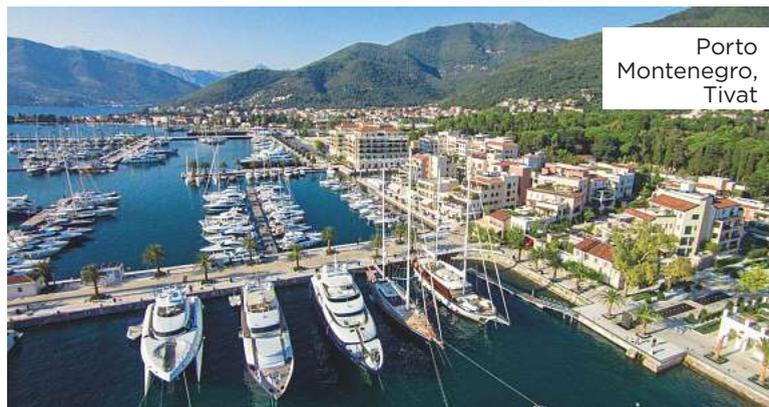


Zicara

with 240 accommodation units and 96 new jobs, further elevating Montenegro's status as a premier luxury destination.

### Montenegro: A dynamic investment destination

Montenegro has evolved from a newly independent state into a dynamic regional investment hub since 2006, attracting over €14 billion in foreign direct investment. Its stable political framework, strategic location, and one of Europe's most competitive tax systems—featuring progressive corporate income tax (9% to 15%), low VAT, and 2022 tax reforms making it a leader in low labor costs—create an investor-friendly environment. Structural reforms, streamlined procedures, and incentives for priority sectors further enhance their appeal. With stunning landscapes, access to regional and EU markets, and ongoing investments in transport, infrastructure, and innovation, Montenegro offers a compelling platform for sustainable growth and European integration, making it an ideal destination for visionary investors.



Porto Montenegro, Tivat

### Strategic partnership with the UAE

The United Arab Emirates (UAE) is a pivotal economic partner for Montenegro, driving transformative investments over the past decade with substantial capital, expertise, and international standards. Key projects include the redevelopment of the former Bijela Shipyard into Adriatic 42, a luxury yacht refit and maintenance facility led by Drydocks World Dubai and the Investment Corporation of Dubai, revitalizing Montenegro's maritime industry and positioning it as a Mediterranean leader in high-end nautical services. Additionally, the UAE's Masdar Company is eyeing Montenegro's green energy potential, aligning with the country's sustainability goals and reinforcing its global reputation. This robust partnership, spanning luxury marinas, clean energy, and digital innovation, exemplifies Montenegro's growing appeal as an investment hub and sets a model for future international cooperation.

In total, FDI from the UAE in the past five years has exceeded €400 million, ranking the UAE among the top five foreign investors in Montenegro. These projects have generated jobs, boosted exports, and strengthened the foundations for further economic cooperation.

### Key sectors for investment - At a glance

Tourism & health tourism: A year-round destination expanding into wellness tourism. Strong potential for spa resorts and medical centers, especially for

European and Middle Eastern markets.

Energy & renewables: High hydro-power use with strong potential in solar and wind. Supportive policies attract investment in clean energy projects, including battery storage and exports.

Agriculture: Fertile land ideal for organic produce, wine, and livestock. Backed by government and EU incentives, the sector appeals to investors in Halal and export-driven agribusiness.

Transport & infrastructure: Major highway projects, including the Bar-Boljare corridor, aim to connect the south and north, improve logistics, and attract investment through PPPs and BOT models.

IT & digital innovation: A growing tech ecosystem supported by favorable conditions for startups, with strong opportunities in fintech, AI, and smart cities — especially for UAE partnerships.

### The North: Unlocking Regional Potential

Montenegro's northern region is a priority for development, offering rich potential in tourism, agriculture, and energy. Incentives like land grants and tax breaks attract private investment, especially in eco-resorts, ski tourism, and adventure travel. With natural gems like Durmitor and the Tara Canyon, plus ongoing infrastructure upgrades, the north is set to become a year-round tourism and investment hotspot.

### Conclusion

Montenegro is transforming into a regional investment hub, backed by political stability, low taxes, and a prime location. Strong UAE partnerships highlight its potential across sectors like tourism, energy, and tech. With ongoing infrastructure and innovation initiatives, Montenegro offers exciting opportunities for investors seeking sustainable growth in Europe.

As the government continues to invest in transport infrastructure, support regional development, and prioritize innovation, Montenegro remains an ideal destination for forward-looking investors eager to be part of a dynamic, sustainable, and strategically positioned European economy. ●

# A majestic coastline and wild beauty of the North

Montenegro is the gateway to the Balkans and the next EU member.  
Excerpts from an interview with Montenegro Prime Minister, **Milojko Spajić**

■ **Montenegro is targeting EU accession by 2028. What strategic reforms are being implemented under your leadership to meet this goal, and how do you see the EU membership reshaping the country's economic and diplomatic future?**

Montenegro, as the candidate country furthest along in the negotiation process, is rightly perceived as the next member of the European Union.

We are working diligently to complete this process by 2028.

It is clear that from that moment on, we are no longer speaking of a market of half a million people (Montenegro's population is 0.6 million), but of a market of half a billion — the size of the EU single market. Therefore, the first reforms undertaken by my Government focused on labour and tax policies. Montenegro now has the lowest labor tax burden in Europe, which is a

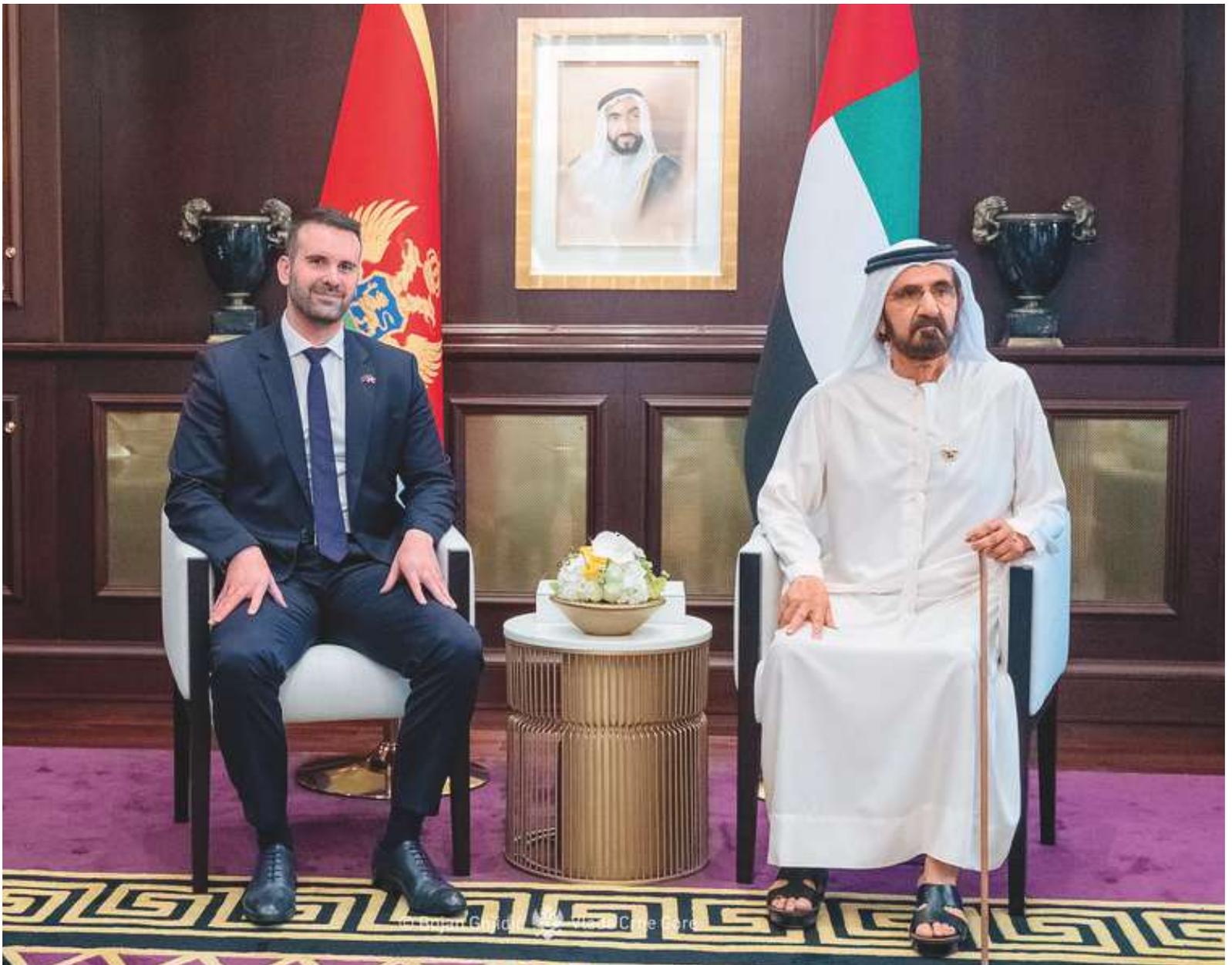
major factor for business development. In parallel, we implemented a number of other reforms. Since I first joined the Government as Minister of Finance in 2020, we have doubled our GDP and stimulated economic growth. Equally important are the reforms related to harmonising the legal framework with EU legislation. This has resulted in meeting the prerequisites from Chapters 23 and 24, which pertain to the rule of law and the fight against crime

and corruption — key factors for both daily life and business.

Legal certainty and an enabling business environment must go hand in hand for the country to develop faster and reach EU standards in various sectors. This would not be possible without the strong, historic support that the current Government enjoys in Parliament, which ensures political stability — crucial for reform processes and, consequently, for integration efforts. ▶



President His Highness Sheikh Mohamed Bin Zayed Al Nahyan with Milojko Spajić, Prime Minister, Montenegro



His Highness Sheikh Mohammad Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai with Milojko Spajić, Prime Minister, Montenegro

■ **Your recent engagements with the UAE leadership have spotlighted areas like digital governance and artificial intelligence. How do you envision this partnership accelerating Montenegro's digital transformation and public sector innovation?**

Besides tourism and energy, Montenegro has the potential to develop in many other areas, particularly in innovation and advanced technologies. According to the VisaGuide Digital Nomad Index for 2025, Montenegro ranked among the top five destinations for digital nomads, alongside Spain and Portugal. Recognizing the serious potential in this area, we increased the budget of the national Innovation Fund tenfold to support startup development and to position ourselves more strongly in the region as a destination attractive to innovation and tech companies. Simultaneously, following the example of Bahrain — with which we signed a Memorandum of Cooperation at the end of last year — we are working on establishing a national IT acad-

emy. This will foster digital skills and respond to the need for labor market diversification due to increased digitalisation and the growing demand from businesses for new know-how.

Our recent cooperation with the leadership of the United Arab Emirates represents a strong incentive for accelerating Montenegro's digital transformation and modernising the public sector. Montenegro has clearly defined digital transformation as one

of its key priorities. The digitalisation of public administration is not merely a technological upgrade, but a fundamental shift in how the state interacts with citizens and businesses — through simpler, more accessible, and more secure processes. In this context, the UAE's experience in establishing integrated digital platforms and data management is of great value to Montenegro. By establishing a national digital identity system, we are laying the

groundwork for the long-term development of all other digital solutions and the improvement of governance processes. Cooperation with the UAE, in addition to knowledge and experience exchange, also offers a platform for the creation of joint initiatives in the field of digital transformation — an important step in positioning Montenegro as a modern, open, and technologically advanced country.

■ **Renewable energy is gaining momentum in Montenegro, with UAE-backed projects like the Krnovo wind farm already operational. What are your government's priorities in scaling up sustainable energy infrastructure, and how vital is UAE investment to this roadmap?**

Montenegro is now fully committed to developing a modern, sustainable, and strong energy sector — not as an isolated area, but as a foundation for overall economic progress and a European future. In this context, our discussions with the United Arab ▶



Podgorica

DIVERSE  
EXPERIENCES

YEAR-ROUND  
ADVENTURES

ALL SEASON'S  
BEAUTY

# *Beyond the Seasons*

UNCOVER YOUR WILD SIDE.

Montenegro is a year-round destination. Explore stunning beaches in summer, ski in winter and hike in the vibrant spring. And in the fall, local festivals await you.

**MONTENEGRO**  
WILD BEAUTY

R E S E R V E F O R T H I S S U M M E R

[WWW.MONTENEGRO.TRAVEL](http://WWW.MONTENEGRO.TRAVEL)

Emirates represent a significant step forward.

This is a potential partnership that brings not only capital, but also experience, knowledge, new technologies, and long-term trust. Together with the UAE, we are focusing on solar and wind energy, energy storage, and modernisation of our electricity distribution network. These areas directly affect energy security and the quality of life of our citizens. Montenegro offers a stable, predictable, and fair investment environment, with access to the EU market through the undersea cable to Italy and opportunities for long-term concessions in renewable energy. We want the energy sector to be a driver of development, a guarantor of stability, and a strong argument for our EU integration.

Major Asian companies are also interested in developing an LNG terminal, and our country's geographic position, the Port of Bar, and expected improved rail and highway links with Europe make us a potential regional energy hub.

■ **With its Adriatic coastline and open investment climate, Montenegro is increasingly seen as a gateway to Europe. What message would you share with global investors about Montenegro's unique advantages and commitment to economic openness?**

Situated on the Adriatic coast, at the crossroads of East and West, Montenegro serves as a natural gateway to Europe and a strategic point of access to the Western Balkans — a region of growing importance in the European economic landscape. With direct access to major markets, excellent connectivity, and a deep-sea port, we are positioning Montenegro not just as a destination, but as a platform for regional and international expansion.

Our investment climate is built on modern principles: Montenegro uses the euro as currency, maintains one of the most competitive tax regimes in Europe, and ensures full capital convertibility and profit repatriation. Foreign and domestic investors enjoy equal legal status, and we continue to simplify regulatory frameworks to reduce bureaucracy and enhance the ease of doing business.

Montenegro's journey toward full EU membership is one of our highest national priorities. As the most advanced candidate country in the Western Balkans, we are steadily aligning our institutions, legislation, and standards with those of the European Union. For investors, this means legal predictability, access to future EU markets and funding mechanisms, and long-term political and economic stability. To all those looking for new opportunities in a stable, open, and ambitious European country — my message is clear: Montenegro is open for innovations and partnerships. We invite you to join us as we shape a more prosperous and connected future — not only for Montenegro, but for the region and beyond. Montenegro is ready, the conditions are right, and the future is unfolding — there's no better moment to invest than right now!

■ **Tourism and luxury real estate continue to attract significant UAE interest through projects like Porto Montenegro and Lustica Bay. How is your administration ensuring that such developments balance growth with sustainability and long-term value for local communities?**

Montenegro is becoming an increasingly recognisable destination for elite tourism and high-profile investments, as demonstrated by successful projects such as Porto Montenegro, Porto



**“In total, FDI from the UAE in the past five years has exceeded €400 million, ranking the UAE among the top five foreign investors in Montenegro.”**

**Miloško Spajić**  
Prime Minister, Montenegro

Novi and Lustica Bay. This is a confirmation of our potential, but also of the responsibility we bear as the Government — that growth should not be an end in itself, but should be sustainable and inclusive.

This is a concrete indicator of how elite tourism can and must go hand in hand with environmental responsibility. Such standards mean that water, waste, energy, and overall marina management are carried out according to strict environmental conservation criteria. From the perspective of sustainable development, this is a clear signal that Montenegro can attract

high-quality investments that do not damage natural resources but rather protect and valorise them.

Montenegro is not only a majestic coastline and a symbol of elite tourism. With its natural beauty, untouched nature, endemic plant species, impressive canyons, mountain ranges, and lakes, it is certainly a serious contender to become Europe's most attractive winter tourism destination in the future.

From the above examples, we can conclude that our administration focuses on three key principles: sustainability, local development, and transparency. First, we insist that all large projects respect the highest environmental standards, use green technologies, and integrate into the natural environment without disrupting local ecosystems.

■ **Could you kindly share insights on the current volume and sectors of UAE investments in Montenegro, and which new areas the government is keen to attract Emirati investors to?**

Among Montenegro's most important economic partners, the United Arab Emirates (UAE) stands out for the scale and impact of its investments. In total, FDI from the UAE in the past five years has exceeded €400 million, ranking the UAE among the top five foreign investors in Montenegro. In the last decade, the UAE has become a key investor, bringing not only substantial financial resources but also advanced know-how, international standards, and long-term commitment. One of the most significant UAE investments is Porto Montenegro, a world-class marina and luxury residential village in Tivat. Another flagship investment is the redevelopment of the former Bijela Shipyard into Adriatic 42, a luxury yacht refit and maintenance facility. The Masdar Company, the UAE's leading clean energy firm, has also shown strong interest in Montenegro's green energy potential. These projects have generated jobs, boosted exports, and strengthened the foundations for further economic cooperation.

The Government I lead, together with the UAE Government, signed an Economic Cooperation Agreement in March this year. This agreement defines the areas of cooperation between the two countries in industry, technology, security, telecommunications, aviation, infrastructure, real estate development and promotion, construction, trade in goods and services, tourism, small and medium enterprises, agriculture, energy and renewable sources, financial technology, and e-governance. The first area of cooperation between our two countries is tourism and real estate development; the agreement signed in this area defines cooperation on the development of two strategic public-interest projects in the south and north of Montenegro. These agreements form a strong foundation for a long-term partnership that will deliver tangible benefits. ●





# Digitalisation a crucial driver for enhancing tourism offerings

An exclusive interview with  
**Simonida Kordic**,  
Minister of Tourism, Montenegro

Simonida Kordic, Minister of Tourism, Montenegro, with Abdulla Bin Touq Al Marri, UAE Minister of Economy

■ **Montenegro has traditionally been renowned for its coastal attractions. What specific strategies is the Ministry implementing to promote inland destinations, such as the northern mountainous regions, and how do these efforts align with the broader objective of year-round tourism development?**

Montenegro boasts an exceptionally rich and diverse tourism potential. In line with its commitment to balanced regional development, the Ministry of Tourism — guided by the current Tourism Development Strategy — defines targeted programs and implements incentive measures designed to overcome seasonality and foster a tourism offering available throughout all 365 days of the year.

The northern region, with its pristine natural landscapes, mountain resorts, and authentic experiences, represents an undiscovered gem with the capacity to become a powerful engine of year-round tourism. In this context, our focus lies on the development of ski

resorts, investments in infrastructure, the provision of incentives for innovative and sustainable tourism ventures, and the promotion of active, adventure, rural, and wellness tourism.

With its alluring coastline and unique northern landscapes, Montenegro holds all the potential to be an authentic and desirable destination at any time of the year. That is indeed our strategic vision: tourism that is sustainable, evenly distributed, and present throughout the entire year.

■ **With the global shift toward digitalisation, how is Montenegro integrating digital technologies into the tourism sector to enhance visitor experience and business efficiency? Could you provide examples of current or future digital initiatives?**

Montenegro acknowledges digitalisation as a crucial driver for enhancing its tourism offering and strengthening its position on the global map of sustainable and attractive destinations. In line with modern trends and the initia-

tive “Montenegro as a Smart Tourism Destination,” the Ministry of Tourism is actively developing digital solutions that deliver added value to contemporary travellers while also facilitating more streamlined and effective sector governance.

At the heart of these initiatives is the development of a comprehensive digital platform that will consolidate Montenegro’s entire tourism portfolio. Visitors will be able to effortlessly and efficiently explore content—from active holidays such as hiking, cycling, rafting, and canyoning, to immersing themselves in the five national parks, rich cultural and historical heritage, and the captivating charm of Montenegro’s coastline. Through this effort, we are creating a modern face of Montenegrin tourism —accessible (user-friendly), customised, and informative.

Simultaneously, in order to support strategic planning and gain a deeper understanding of tourism flows, the Ministry is implementing an electronic tourist registration system. This system enables more accurate mapping of

source markets, more targeted promotional efforts, improved infrastructure planning, and smarter data-informed policymaking.

We also wish to highlight the cultural heritage digitalisation project, implemented by the Ministry in cooperation with UNIDO. By harnessing advanced technologies, Montenegro’s historical landmarks are receiving a new digital identity, offering visitors an interactive and educational experience. The project is supported by the Ministry of Economy, Tourism, and Sports of the Republic of Slovenia and the Slovenian Enterprise Fund.

■ **Sustainability is a major challenge in global tourism. What measures is Montenegro taking to ensure that tourism growth does not jeopardise its natural and cultural environment? How does the Ministry balance development and conservation?**

For us, sustainability is not merely one component of development — it is the foundation of every action ►

Hridsko Lake\_  
Prokletije

undertaken by the Ministry of Tourism. Montenegro is internationally recognised for its untouched nature and exceptional biological and cultural diversity, and it is our responsibility to safeguard this invaluable resource while enabling well-planned, high-quality tourism development.

That is why we champion responsible, forward-looking, and eco-conscious investments that enrich the tourism offer — not to the detriment of the environment, but in service of it. Nature is not merely a scenic backdrop for tourism — it is our main asset and the core product we present to the world.

Across all our policies, the Ministry firmly insists on the principle of balance — we support projects that honour local communities, valorise resources sustainably, and preserve the identity of each local area. This involves the enforcement of stricter environmental standards, controlled construction, development of rural tourism, and efforts to elevate awareness of environmental protection — among both investors and visitors.

Our vision is for Montenegro to stand as an example of successful synergy between preserved nature and modern tourism, where progress is not measured solely by statistics, but also by quality of life, environmental integrity, and the fulfilment of everyone who lives in and visits our country.

■ **In light of recent collaborations, such as talks with Jordanian officials, what are Montenegro's strategies for attracting tourists from non-traditional**

### **markets? How does the Ministry plan to diversify its tourism base beyond Europe?**

Montenegro ranks among the ten highest-rated destinations in Europe, according to monthly reports from the European Travel Commission (ETC), which underscores the excellence of its tourism offering and visitor satisfaction. This year, we have witnessed a significant increase in interest from non-European markets such as the United States, Israel, and China, which is a direct result of intensive diplomatic outreach and a strong commitment to promoting the country's global profile.

The Ministry of Tourism of Montenegro is vigorously pursuing the diversification of its tourism base beyond the European market through several key strategies:

- Diplomatic engagements: High-level meetings with ministers, deputy prime ministers, heads of government, and business representatives from more than 20 countries have opened the door to stronger cooperation and broader global promotion of Montenegro.
- Participation in international fairs.
- Targeting markets in the Far and Middle East, as well as the Americas: To support this effort, we have launched a regional connectivity initiative through the "Balkan Destination" project, allowing travellers from distant countries to explore multiple destinations during a single journey.

As a crowning achievement of our dedicated work, Montenegro was recently elected to chair the UNWTO Commission for Europe for the next two years during the session in Baku.

Montenegrin  
costume folklore

Ostrog Monastery



Boat tour, Vila Smokvica

Skoci Djevojača



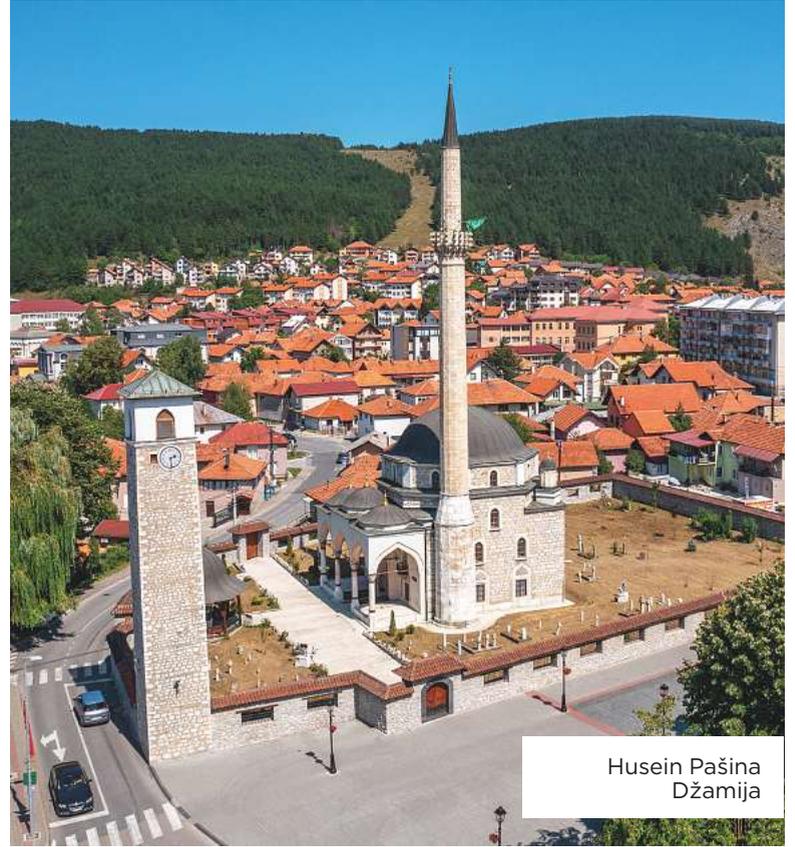
Rafting on the river Tara

This position enables Montenegro to play a key role in shaping tourism policies and initiatives across European member states, further enhancing its status on the global tourism map.

■ **Montenegro has shown interest in developing the business tourism sector (MICE—Meetings, Incentives, Conferences, and Exhibi-**

**tions). What steps are being taken to position the country as a competitive business tourism destination, and what role does this play in the overall tourism strategy?**

The development of business tourism, particularly the MICE segment (meetings, conferences, and exhibitions), is an important strategic component of our broader tourism strategy,



Husein Pašina Džamija

as it directly contributes to overcoming seasonality and supporting tourism throughout the year. Montenegro possesses all the necessary prerequisites for success — from natural beauty, rich culture, and authentic gastronomy, to reliable infrastructure and an increasing number of modern hotels equipped with professional conference facilities.

Our ambition is to establish Montenegro as a highly competitive destination for hosting business events and corporate gatherings. To this end, we are actively working to attract fresh investments in conference venues and supporting infrastructure, as we believe this segment has significant growth potential. This approach not only fos-

ters the development of a new branch of tourism but also attracts a different traveller profile — those who arrive for business and choose to stay for leisure.

In support of this vision, the Ministry of Tourism has included the development of this segment in the 2025 Tourism Incentive Measures Program, which allocates funds for enhancing MICE infrastructure, organising international conferences and events, and attracting international event organisers. These measures are designed to further strengthen the business tourism sector and encourage its sustainability and growth, while making a direct and measurable contribution to the national economy. ●



Eko Katun



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