



MONTENEGRO - AN UPCOMING LUXURY

DESTINATION

Montenegro has always been a popular destination with Europeans, but in recent years it started gaining recognition on the luxury travel segment. Not surprisingly, as tiny Mediterranean country can offer pristine Adriatic coastline, high mountain ranges and dramatic canyons all in one place! Let's take a look at how Montenegro developed and how it will continue to evolve.



MONTENEGRO TODAY

Just 5 to 10 years ago, many hotels we use now did not exist. But many luxury property development companies saw the potential and Montenegro started becoming more and more upscale. First international brand to enter Montenegro was **Aman** with its **Sveti Stefan** ultra luxury resort. Later on capital city **Podgorica** became richer for **Hilton**. The main coastal resort city of **Budva** got its first 5* hotel (**Splendid**) in 2006, but now is home to new 5* hotels (**Iberostar Slavija**, **Dukley**, **Boutique Hotel Square** and in nearby Sveti Stefan hotel **Maestral**). But the main center of development has been **Tivat**. Airport has seen major upgrades, but the main center of development has been around its premium marina. Here you will find **Hotel Regent** (part of IHG group) and at nearby **Lustica Bay** the **Chedi** (GHM Luxury Hotels & Resorts). But recently Tivat got its rival on the other side of UNESCO protected Kotor



bay. Portonovi has a new world-class marina and is home to **One & Only** resort.



MONTENEGRO TOMORROW

Now that Montenegro is on the "luxury" map several new developments are in the pipeline. **The Ritz-Carlton** is planned to open in two years time in Lustica bay, not far away from Tivat. Close to Budva **Queen's beach hotel** is being built and it will be a completely stunning resort once it opens doors. But apart from that luxury development also started moving inland, especially to **Durmitor National Park**, a UNESCO protected National Park and Kolasin, a major ski resort in Montenegro and perfect gateway to Durmitor National Park. By the end of the year construction of **Westin Kolasin** should be completed. Kolasin will also be home to luxury hotel **Breza** and in nearby **Bjelasica Hotel 1450**. And in Durmitor there will be a 5* hotel **Durmitor**.

