

National Tourism Organisation of Montenegro

Statistical and financial indicators for tourism & travel in
Montenegro in 2018



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Statistical indicators

According to data from MONSTAT¹, Montenegro recorded a total of **2,204,856** tourist arrivals in 2018, which is an increase of **10.24%** compared to the previous year. There were **12,930,334** overnight stays in collective and private accommodation in 2018, up **8.17%** compared to 2017.

Total number of arrivals and overnight stays in 2017/2018

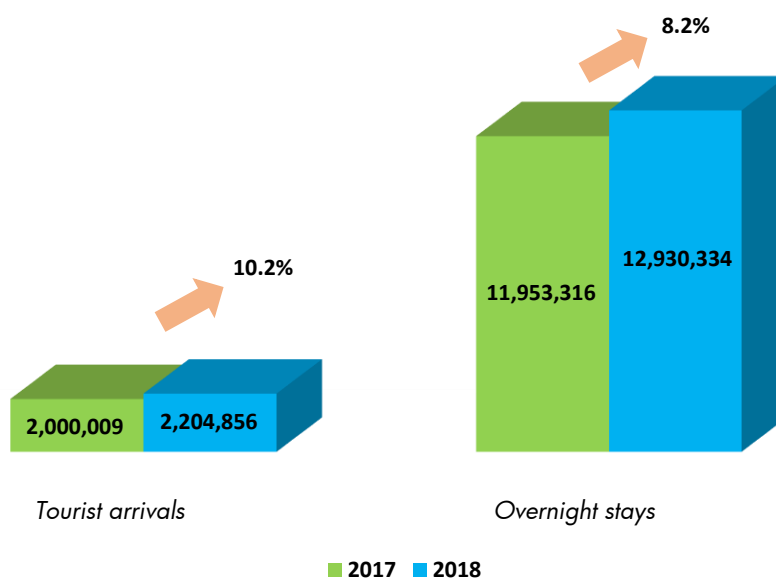


Figure 1: Total number of arrivals and overnight stays in 2017/2018

In 2018, the most important source markets for overnight stays were Russia (25.1%), Serbia (24.5%), Bosnia and Herzegovina (9.1%), Ukraine (3.9%), Germany (3.6%), France (3.1%), Poland (2.8%) and the United Kingdom (2.6%).

¹ Statistical Office of Montenegro

Overnight stays in 2018 by source market

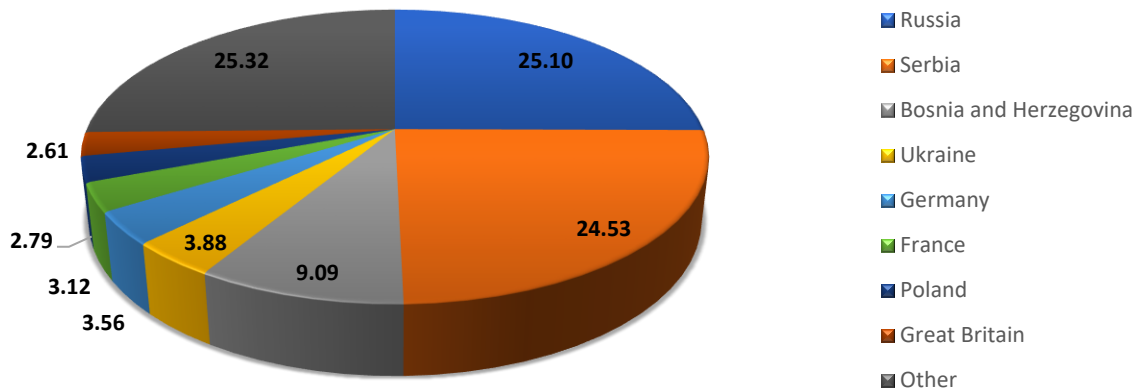


Figure 2: Overnight stays in 2018 by source market

According to data from MONSTAT² for 2018, Montenegro recorded **1,076,848** arrivals from tourists staying in collective accommodation (hotels and similar accommodation facilities), up **12.7%** compared to 2017. Also, there were **4,208,955** overnight stays in collective accommodation, up **8.2%** compared to 2017.

Number of arrivals and overnight stays in collective accommodation in 2017/2018

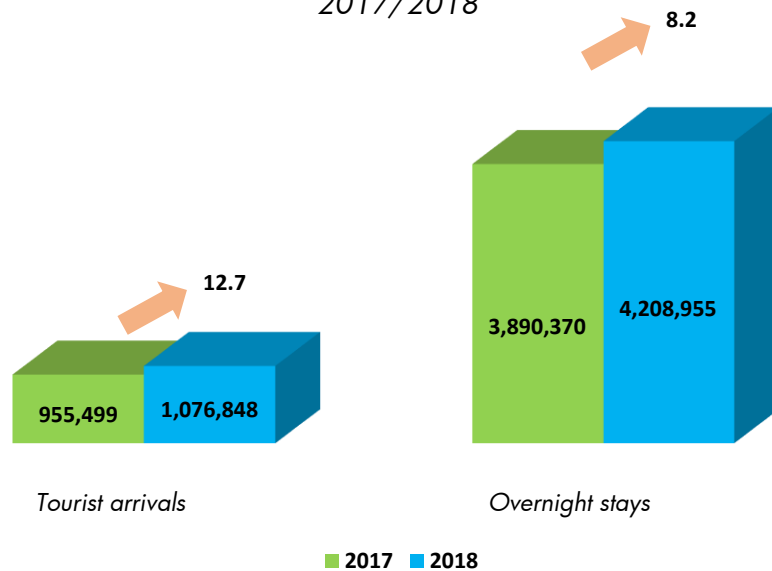


Figure 3: Number of arrivals and overnight stays in collective accommodation in 2017/2018

In 2018, there was an increase of 8.16% in air traffic and an increase of 12.72% in the number of passengers at Montenegrin airports when compared to 2017.

² Statistical Office of Montenegro

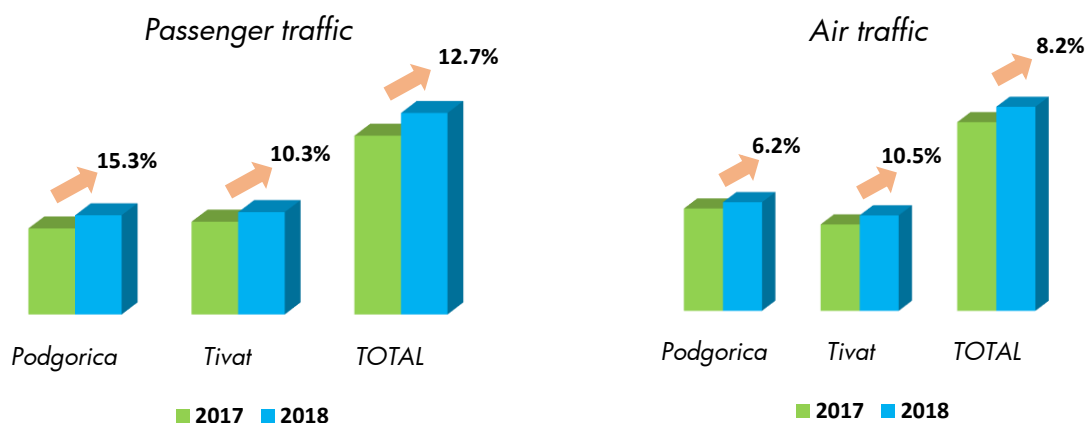


Figure 4: Passenger and aircraft traffic at Montenegrin airports in 2017/2018

According to data from the **Public Enterprise for National Parks of Montenegro**, the number of visits increased by 38% in 2018, i.e. the national parks recorded 450,029 visits by tourists.

At the **border crossing points**, in 2018 there were 16,107,777 crossings into Montenegro, which is an increase of 9.99% compared to 2017. There was also an increase of 7.77% in the number of motor vehicle crossings in 2018 compared the year before.

According to data from the **Agency for Electronic Communications and Postal Services**, the total number of active roaming users in Montenegro in 2018 amounted to 6,571,729, up by 5.17% compared to 2017.

As per the 2018 report, prepared by the Oxford Economics Company on behalf of the European Travel Commission (**ETC**), Montenegro ranked fourth of all European destinations in terms of growth in international tourist arrivals in collective accommodation (hotels and similar accommodation facilities).

Financial indicators

According to data from the Central Bank of Montenegro, revenues from international visitors in the travel & tourism sector amounted to **€1,000,943,000** in 2018, which is an increase of **8.6%** compared to 2017.

Revenues from tourism 2017/2018 (€ thousand)

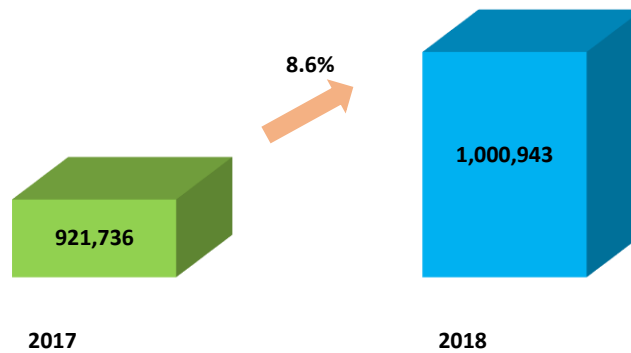


Figure 5: Revenues from the travel & tourism sector 2017/2018 (€ thousand)

According to the latest WTTC³ data on 2017, published in the 2018 annual survey, the total contribution of travel & tourism to GDP in 2017 amounted to €988.2 million, representing 23.7% of the total GDP. The WTTC also forecast an increase of 8.9% in 2018, as well as an annual growth of 3.9% between 2018 and 2028, which would result in the total contribution of travel & tourism to GDP rising to 27.9% by the end of 2028, or €1,582.3 million.

The State Treasury revenue in 2018 in respect of occupancy tax amounted to **€1,589,868**, up **16.48%** on the year before. In 2018, occupancy tax generated **€513,105** in revenue or **4.92%** more than in 2017, while a further **€716,847** came from membership contributions, down **2.2%** compared to 2017.

Assigned revenues in 2017/2018

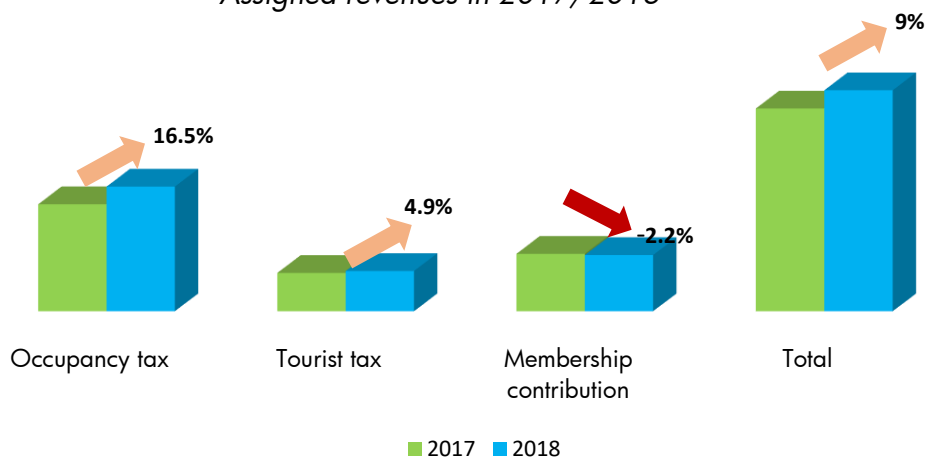


Figure 6: Comparison of assigned revenues

³ World Travel & Tourism Council