

National Tourism Organisation of Montenegro

Statistical and financial indicators of travel & tourism in
Montenegro in 2019



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Statistical indicators

According to preliminary data from MONSTAT¹ (official data on collective accommodation and unofficial data on individual accommodation), Montenegro recorded a total of 2,642,632 tourist arrivals in 2019, up 19.9% on the year before. During the same period, there were 14,447,880 overnight stays in collective and individual accommodation, an increase of 11.8% compared to 2018.

Tourist arrivals and overnight stays in total tourist traffic 2018/2019

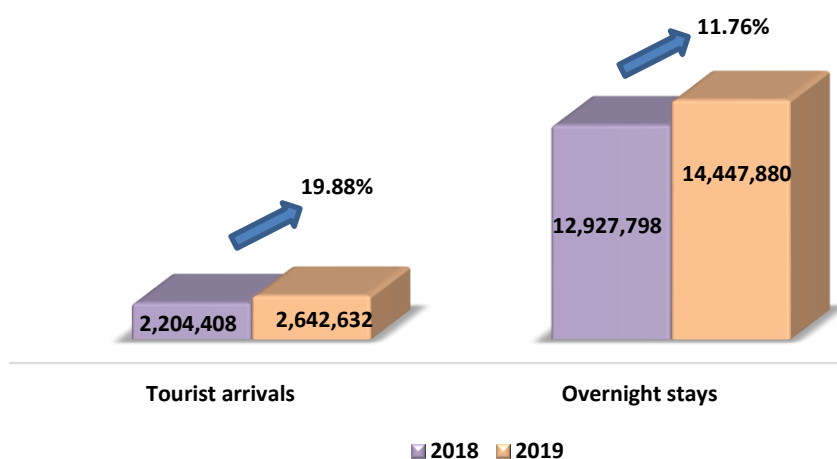


Figure 1: Total number of tourist arrivals and overnight stays 2018/2019

In 2019, the top ten source markets in terms of international tourist arrivals were: Serbia (16.1%), Russia (15.3%), Bosnia and Herzegovina (8.1%), Kosovo (6.8%), Germany 6.5%), France (3.6%), United Kingdom (3.2%), Poland (3.1%) and Albania (3.1%).

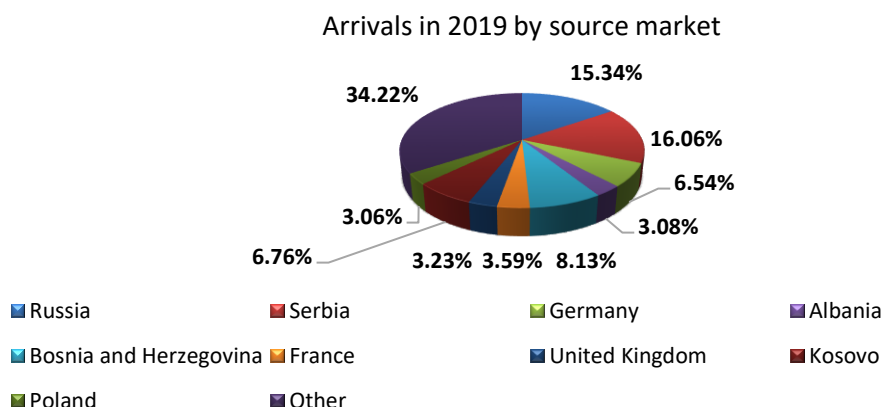


Figure 2: International tourist arrivals in 2019 by source market

¹ Statistical Office of Montenegro

In 2019, the top ten source markets in terms of overnight stays were: Russia (24.9%), Serbia (21.5%), Bosnia and Herzegovina (8.5%), Kosovo (5.4%), Germany (4.6%), Ukraine (3.3%), France (3.1%), United Kingdom (3%) and Poland (2.8%).

Overnight stays in 2019 by source market

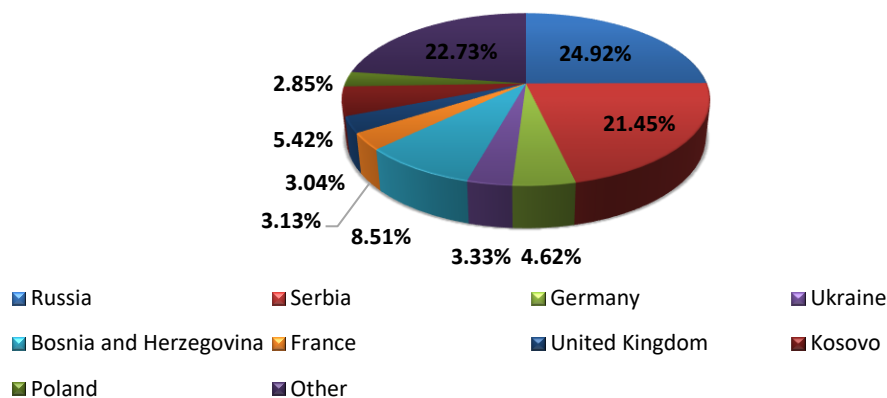


Figure 3: Overnight stays in 2019 by source market

According to data from MONSTAT², in 2019 Montenegro recorded a total of 1,293,189 arrivals of tourists who stayed in collective accommodation (hotels and similar accommodation facilities), up by one fifth compared to 2018. Also, in 2019 there were 4,680,787 overnight stays in collective accommodation, which is an increase of 11.21% compared to 2018.

Tourist arrivals and overnight stays in collective accommodation 2018/2019

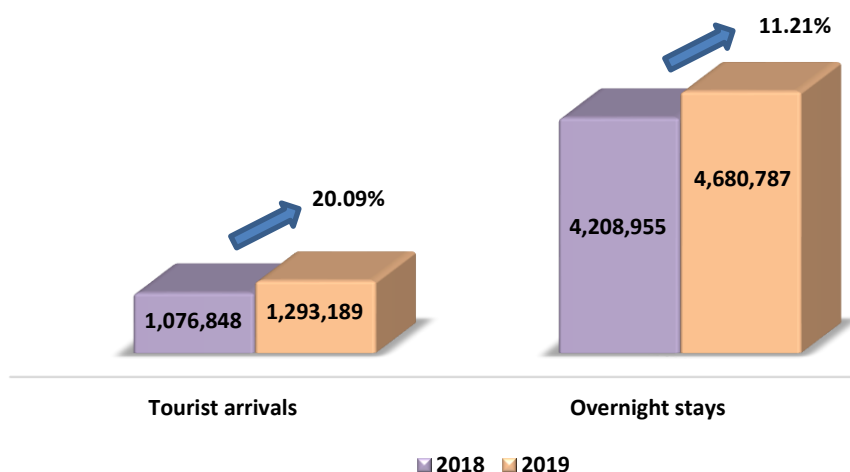


Figure 4: Number of tourist arrivals and overnight stays in collective accommodation 2018/2019

² Statistical Office of Montenegro

In 2019, the most important source markets for arrivals in collective accommodation were: Serbia (9.9%), Germany (9.2%), Russia (8.4%), China and Hong Kong (6.1%), France (5.8%), United Kingdom (5.1%), Albania (3.8%), Poland (3.6%) and Sweden (2.7%).

Arrivals in collective accommodation in 2019 by source market

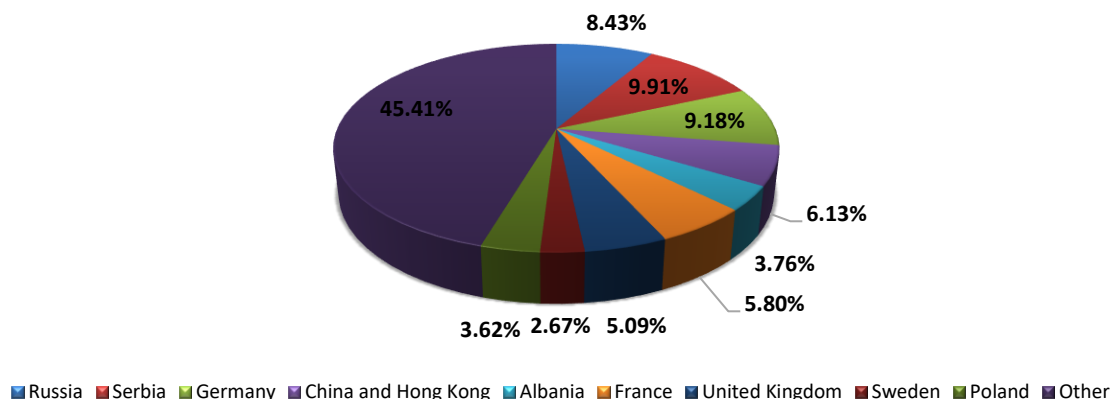


Figure 5: International tourist arrivals in collective accommodation in 2019 by source market

In 2019, the most important source markets for overnight stays in collective accommodation were: Russia (15.8%), Serbia (13.2%), France (8.2%), Germany (7%), United Kingdom (6.8%), Poland (5%), Bosnia and Herzegovina (3.8%), Ukraine (2.4%), Kosovo (2.1%) and Sweden (2%).

Overnight stays in collective accommodation in 2019 by source market

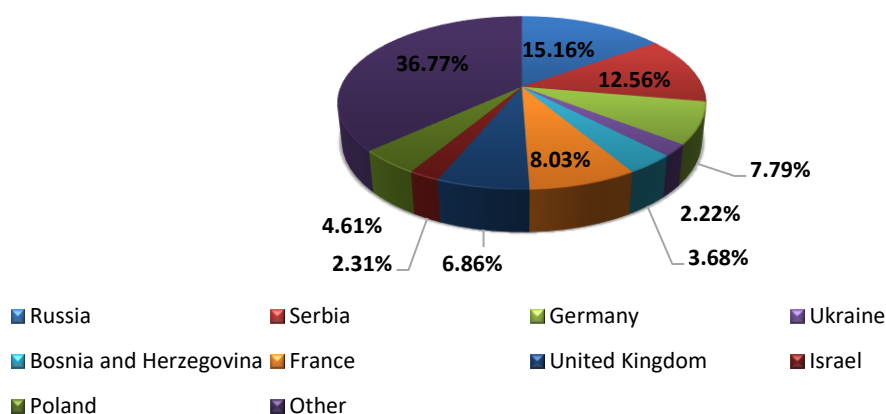


Figure 6: Overnight stays in collective accommodation in 2019 by source market

When it comes to Montenegrin airports, the **Airports of Montenegro** recorded an increase in aircraft movements of 3% in 2019 and an increase in the number of passengers of 8.56%, compared to the same period of the previous year.

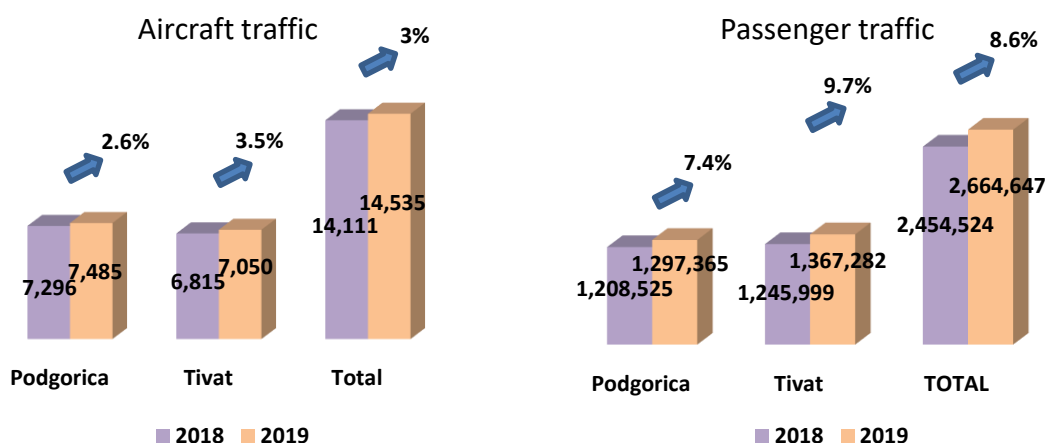


Figure 7: Aircraft and passenger traffic at Montenegrin airports 2018/2019

According to data from the **Public Enterprise for National Parks of Montenegro**, the number of visits in 2019 increased by 29.71% compared to the previous year, with the number of visits totalling 1,172,127.

When it comes to **border crossing points**, in 2019 there were 15,236,605 crossings into Montenegro, up 2.1% on the year before. There was also an increase of 5% in the number of motor vehicles entering the country.

According to data from the **Agency for Electronic Communications and Postal Services**, the total number of active roaming users in Montenegro in 2019 was 7,216,658, up 13.6% compared to the previous year.

According to data from **Monteput**, 2,832,414 vehicles passed through Sozina Tunnel in 2019, which is an increase of 1% compared to 2018.

Financial indicators

According to the Central Bank of Montenegro, which publishes data on a quarterly basis, revenue from the travel & tourism sector in 2019 amounted to about €1.1 billion, up 9.7% compared to the previous year.

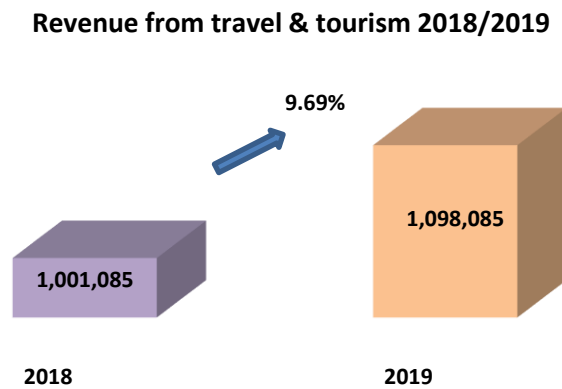


Figure 8: Revenue from the travel & tourism sector 2018/2019 (€ thousand)

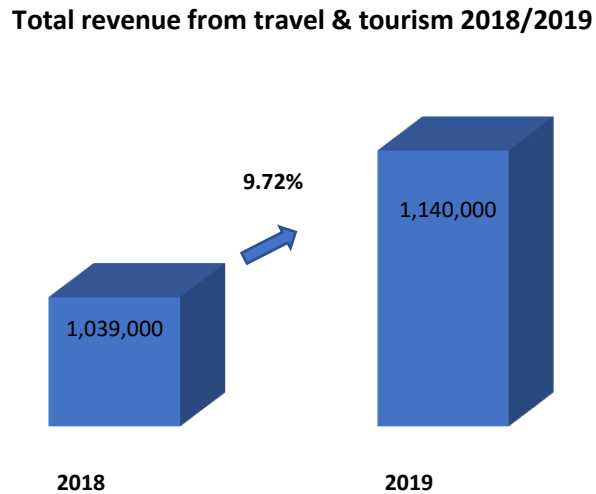


Figure 9: Total revenue from the travel & tourism sector 2018/2019 (€ thousand)

Total assigned revenues, which include revenues from occupancy tax, tourist tax and membership contributions collected in 2019, amounted to €3,308,510, which is an increase of 17.3% compared to the previous year. The State Treasury revenue in 2019 from occupancy tax amounted to €1,915,145, up 20.46% compared to 2018. In 2019, €598,221 in revenue was generated from tourist tax, up 16.59% compared to the previous year, while €795,145 was raised from membership fees, which is an increase of 10.42% compared to 2018.

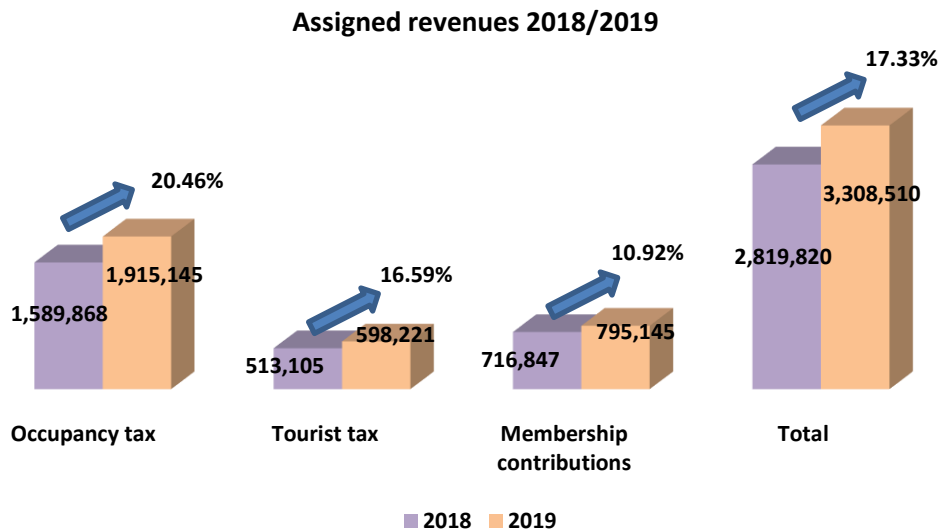


Figure 10: Comparison of assigned revenues 2018/2019