

National Tourism Organisation of Montenegro

Statistical and financial indicators for tourism & travel in
Montenegro in 2021



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Statistical indicators

According to data from the Statistical Office of Montenegro (MONSTAT), a total of 2,587,255 tourist arrivals were recorded in 2021, while the total number of overnight stays was 9,872,573. Arrivals in 2021 rose by 276.27% compared to 2020, accounting for 63.23% of the arrivals recorded in 2019. With regard to overnight stays, in 2021 there was an increase of 281.58% compared to 2020, or 68.33% of the level recorded in 2019.

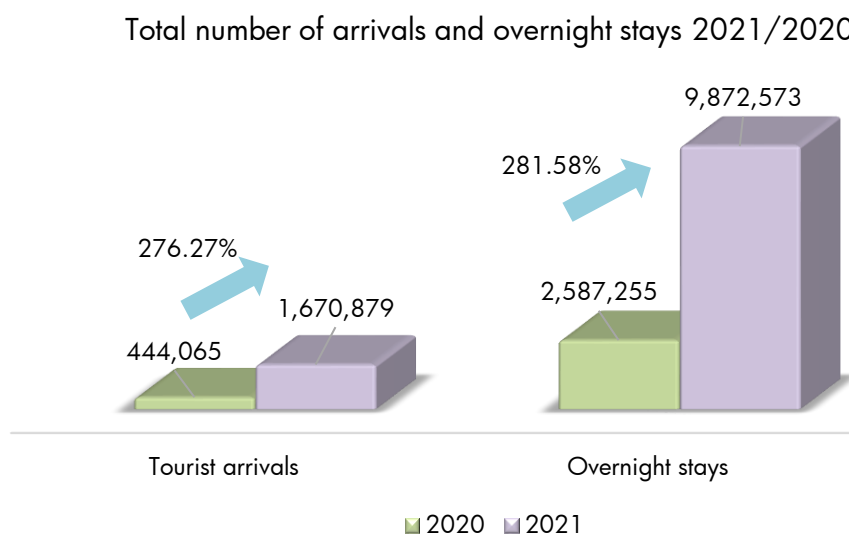


Figure 1: Number of arrivals and overnight stays in 2020/2021 (Source: MONSTAT)

In 2021, the top ten source markets in terms of arrivals were: Serbia (27.6%), Bosnia and Herzegovina (13.8%), Ukraine (8.7%), Russia (6.9%), Kosovo (6.9%), Germany (4.5%), Albania (3.6%), Poland (2.6%), France (2.3%) and North Macedonia (1.8%).

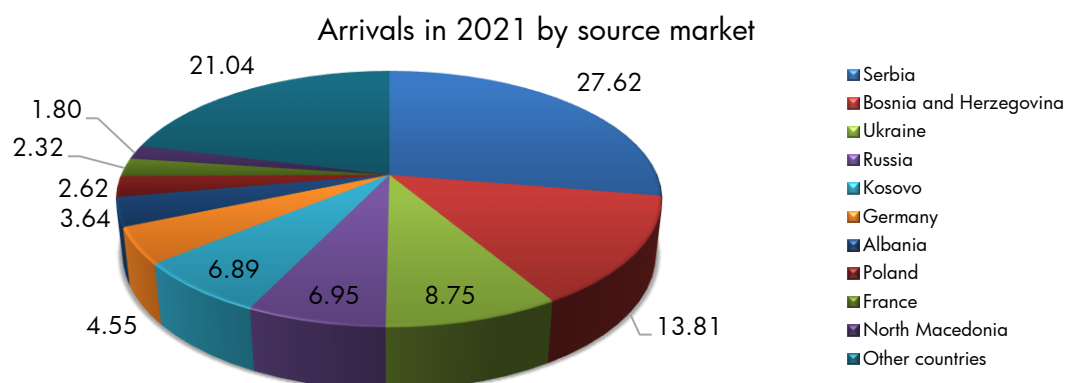


Figure 2: Arrivals in 2021 by source market (10 most important markets) (Source: MONSTAT)

In 2021, the top ten source markets in terms of overnight stays were: Serbia (32.6%), Bosnia and Herzegovina (12.9%), Russia (12.1%), Ukraine (9.2%), Kosovo (4.8%), Germany (4%), Poland (2.3%), Albania (1.9), North Macedonia (1.7%) and France (1.6%).

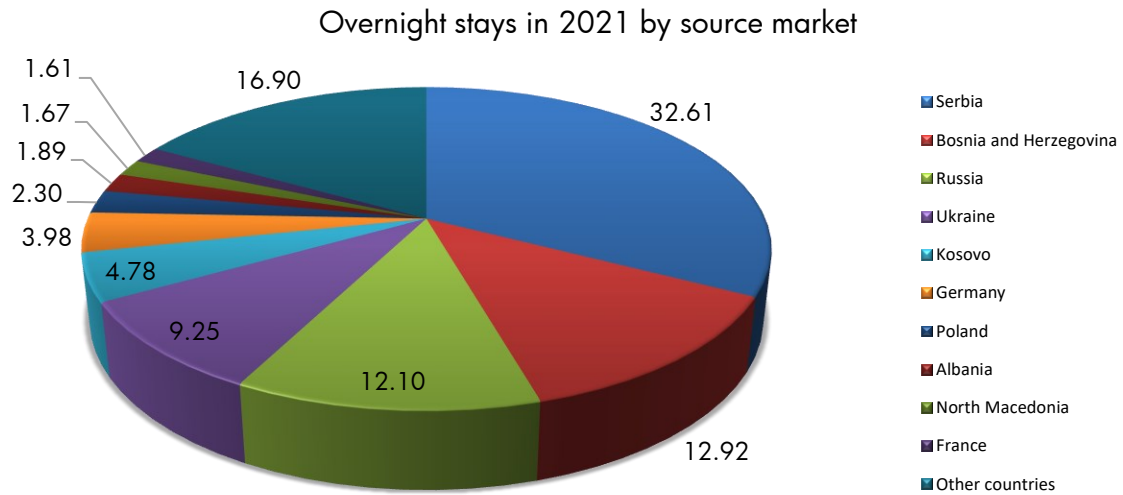


Figure 3: Overnight stays in 2021 (10 most important markets) (Source: MONSTAT)

Table 1 gives a detailed overview of arrivals, overnight stays, average length of stay in Montenegro and share of arrivals and overnight stays in the total number of foreign tourists in 2021, as well as a comparison of numbers of arrivals and overnight stays against the numbers recorded the year before.

Statistical data on total arrivals and overnight stays in all form of accommodation in 2021							
Name of country	since the beginning of the year		average length of stay in days	structure %		indexes	
	tourist arrivals	overnight stays		tourist arrivals	overnight stays	tourist arrivals	overnight stays
Europe	1.469.931	9.029.150	6,14	94,62	95,81	435,54	418,66
Albania	56.547	177.831	3,14	3,64	1,89	148,62	120,10
Austria	13.660	66.246	4,85	0,88	0,70	810,20	677,29
Belgium	10.808	42.419	3,92	0,70	0,45	414,26	663,32
Belarus	5.503	43.540	7,91	0,35	0,46	64,39	69,46
Bosnia and Herzegovina	214.570	1.217.931	5,68	13,81	12,92	428,44	359,95
Bulgaria	3.425	15.634	4,56	0,22	0,17	321,90	236,81
Czech Republic	6.914	35.541	5,14	0,45	0,38	519,46	454,37
Denmark	3.223	17.214	5,34	0,21	0,18	165,79	359,67
Estonia	4.095	25.543	6,24	0,26	0,27	1183,53	845,23
Finland	2.213	9.512	4,30	0,14	0,10	102,50	241,97
France	35.985	151.369	4,21	2,32	1,61	374,41	473,21
Greece	2.215	8.517	3,85	0,14	0,09	294,55	443,13
Netherlands	10.059	43.185	4,29	0,65	0,46	736,92	590,20
Croatia	20.221	92.119	4,56	1,30	0,98	271,06	255,98
Ireland	1.771	10.217	5,77	0,11	0,11	252,64	311,30
Iceland	223	1.936	0,00	0,01	0,02	484,78	738,93
Italy	9.910	43.191	4,36	0,64	0,46	351,42	372,37
Cyprus	662	2.559	3,87	0,04	0,03	380,46	297,21
Kosovo	107.111	450.265	4,20	6,89	4,78	472,37	347,01
Latvia	2.501	15.601	6,24	0,16	0,17	769,54	484,80
Lithuania	6.184	33.028	5,34	0,40	0,35	1862,65	1310,12
Luxembourg	2.336	11.755	5,03	0,15	0,12	389,98	361,58
Hungary	23.745	115.983	4,88	1,53	1,23	969,98	987,17
Malta	946	1.839	1,94	0,06	0,02	739,06	190,57
Macedonia	27.965	157.177	5,62	1,80	1,67	883,01	691,31
Norway	2.604	15.160	5,82	0,17	0,16	585,17	390,92
Germany	70.653	374.868	5,31	4,55	3,98	388,08	505,18
Poland	40.776	217.170	5,33	2,62	2,30	568,39	550,29
Portugal	1.639	5.167	3,15	0,11	0,05	546,33	421,80
Romania	13.281	61.621	4,64	0,85	0,65	1389,23	924,68
Russia	108.025	1.140.173	10,55	6,95	12,10	278,72	289,15
Slovakia	3.000	16.418	5,47	0,19	0,17	589,39	507,83
Slovenia	11.748	57.613	4,90	0,76	0,61	572,79	528,46
Serbia	429.106	3.072.845	7,16	27,62	32,61	739,97	682,83
Spain	6.227	19.284	3,10	0,40	0,20	576,04	603,38
Switzerland and Liechtenstein	16.866	76.266	4,52	1,09	0,81	923,66	719,56
Sweden	8.863	55.076	6,21	0,57	0,58	256,08	477,06
Turkey	26.225	112.820	4,30	1,69	1,20	211,42	201,31
Ukraine	135.997	871.314	6,41	8,75	9,25	592,58	459,31
United Kingdom	13.954	98.430	7,05	0,90	1,04	180,10	262,46
OTHER EUROPEAN COUNTRIES	8.175	44.773	5,48	0,53	0,48	672,29	844,14
VAN-EUROPEAN lands	83.627	394.653	4,72	5,38	4,19	628,68	564,95
South Africa	1.609	15.026	9,34	0,10	0,16	825,13	624,26
Other African countries	2.228	14.483	6,50	0,14	0,15	416,45	229,89
Canada	3.765	23.687	6,29	0,24	0,25	498,68	398,84
USA	20.057	93.582	4,67	1,29	0,99	534,14	423,60
Other countries of North America	480	2.075	4,32	0,03	0,02	905,66	1383,33
Argentina	499	2.478	4,97	0,03	0,03	744,78	701,98
Brazil	1.241	5.028	4,05	0,08	0,05	564,09	680,38
Chile	223	1.136	5,09	0,01	0,01	484,78	452,59
Other countries of South and Central America	1.929	10.952	5,68	0,12	0,12	508,97	367,15
China and Hong Kong	2.081	6.201	2,98	0,13	0,07	68,01	100,94
Japan	312	1.179	3,78	0,02	0,01	104,70	95,16
Korea	296	771	2,60	0,02	0,01	148,74	100,52
Israel	21.227	67.759	3,19	1,37	0,72	3804,12	1802,10
India	2.042	7.378	3,61	0,13	0,08	1389,12	1244,18
Azerbaijan	1.391	7.509	5,40	0,09	0,08	216,33	205,22
UAE	1.252	4.088	5,64	0,08	0,04	1181,13	1762,07
Other Asian countries	20.095	113.346	5,84	1,29	1,20	1230,56	1655,89
Australia	1.563	9.130	7,92	0,10	0,10	341,27	261,16
New Zealand	578	4.575	5,63	0,04	0,05	561,17	348,97
Other countries of Oceania	759	4.270	6,07	0,05	0,05	825,00	715,24
TOTAL	1.553.558	9.423.803	6,07	100,00	100,00	442,87	423,25

Table 1: Arrivals and overnight stays in the total tourist traffic in Montenegro in 2021, by source market (Source: MONSTAT)

Looking at tourist traffic by month in 2021, there was a clear increase in tourist arrivals compared to the previous year, except in the first quarter, when there was a decrease due to COVID-19 measures in force at the time, which did not exist in the first quarter of 2020.

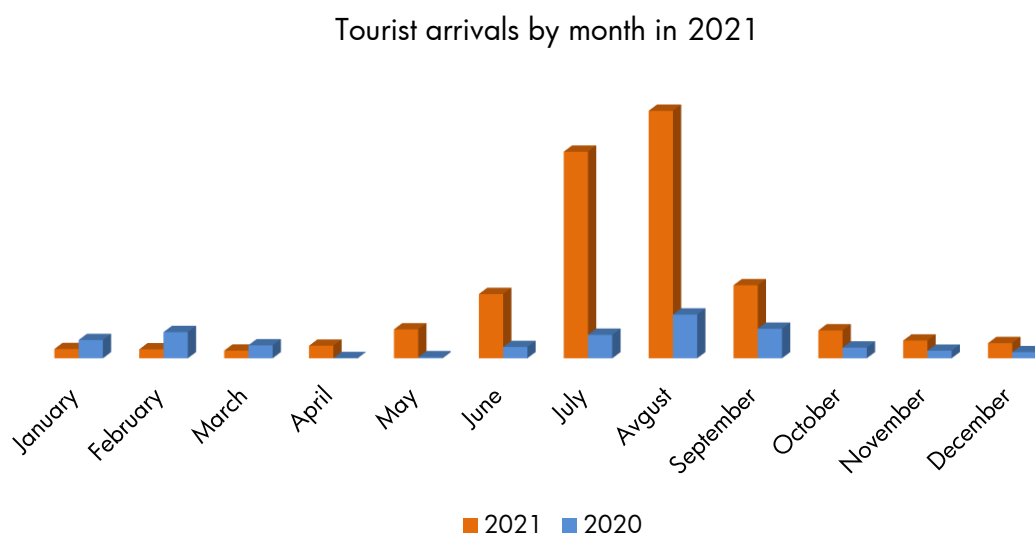


Figure 4: Comparison of tourist arrivals in 2021/2020 by month (Source: MONSTAT)

Total number of tourist arrivals and overnight stays in Montenegro in 2021				
Month	Arrivals	Overnight stays	Arrivals index	Overnight stays index
January	21,480	110,246	50.63	53.04
February	20,957	111,671	34.44	47.34
March	17,845	129,001	59.12	73.41
April	29,206	153,743	5206.06	1564.50
May	67,205	309,134	2713.16	1365.67
June	149,238	840,104	570.77	642.96
July	479,534	2,782,386	879.10	885.11
August	574,546	3,564,109	565.79	596.13
September	169,708	1,077,453	247.38	229.96
October	64,750	411,870	259.94	211.53
November	41,185	207,034	234.70	161.30
December	35,225	175,822	247.07	174.36
Total	1,670,879	9,872,573	376.27	381.58

Table 1: Arrivals and overnight stays in Montenegro by month and in total, 2021 (Source: MONSTAT)

Table 3 shows the number of tourist arrivals and overnight stays in 2021 in collective accommodation (hotels and similar accommodation facilities), individual accommodation and in total.

Tourist arrivals and overnight stays in Montenegro in 2021				
Type of accommodation	Tourist arrivals	Overnight stays	Arrivals index	Overnight stays index
Collective accommodation (hotels and similar accommodation facilities)	730,423	2,948,840	271.66	312.23
Private accommodation	940,456	6,923,733	536.83	421.46
Total	1,670,879	9,872,573	376.27	381.58

Table 3: Arrivals and overnight stays in Montenegro by type of accommodation, 2021 (Source: MONSTAT)

According to data from MONSTAT, in 2021 Montenegro recorded 730,423 tourist arrivals in collective accommodation facilities (hotels and similar accommodation facilities), which is an increase of 171.66% compared to 2020, representing 56.48% of the level recorded in 2019. There were 2,984,840 overnight stays in collective accommodation in 2021, which is an increase of 212.23% compared to 2020, representing 63% of the level recorded in 2019.

Number of arrivals and overnight stays 2021/2020 in collective accommodation

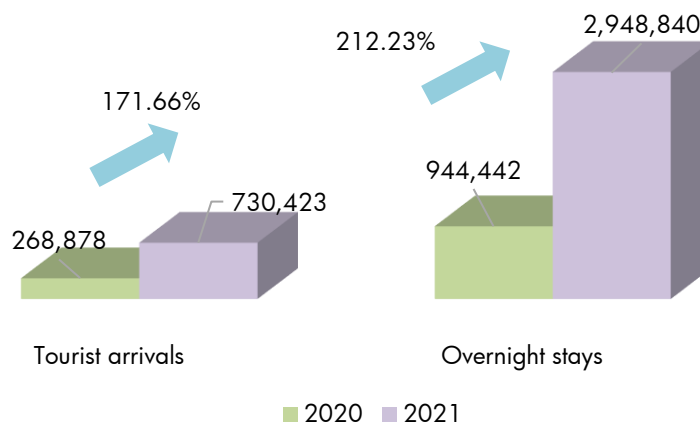


Figure 4: Number of arrivals and overnight stays in collective accommodation in 2020/2021 (Source: MONSTAT)

In 2021, the most important source markets in terms of tourists who stayed in collective accommodation facilities (hotels and similar accommodation facilities) were Serbia (23.1%), Ukraine (9.1%), Bosnia and Herzegovina (7.7%), Albania (6.2%), Kosovo (6.1%), Russia (5%), Germany (4.7%), France (2.9%), Israel (2.8%) and Poland (2.8%).

Arrivals in collective accommodation in 2021 by source market

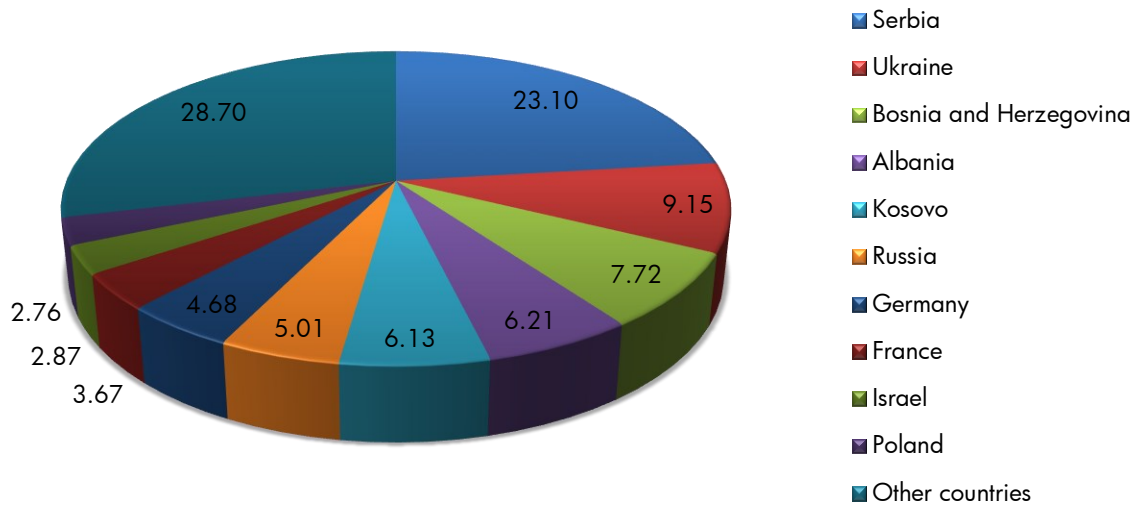


Figure 5: Arrivals in collective accommodation in 2021 (10 most important markets) (Source: MONSTAT)

In 2021, the most important source markets for overnight stays in collective accommodation (hotels and similar accommodation facilities) were Serbia (28.3%), Ukraine (12.6%), Bosnia and Herzegovina (8.8%), Russia (5.4%), Kosovo (4.7%), Germany (4.6%), France (3.5%), Poland (3.2%), Albania (3.1 %) and Israel (2%).

Overnight stays in collective accommodation in 2021 by source market

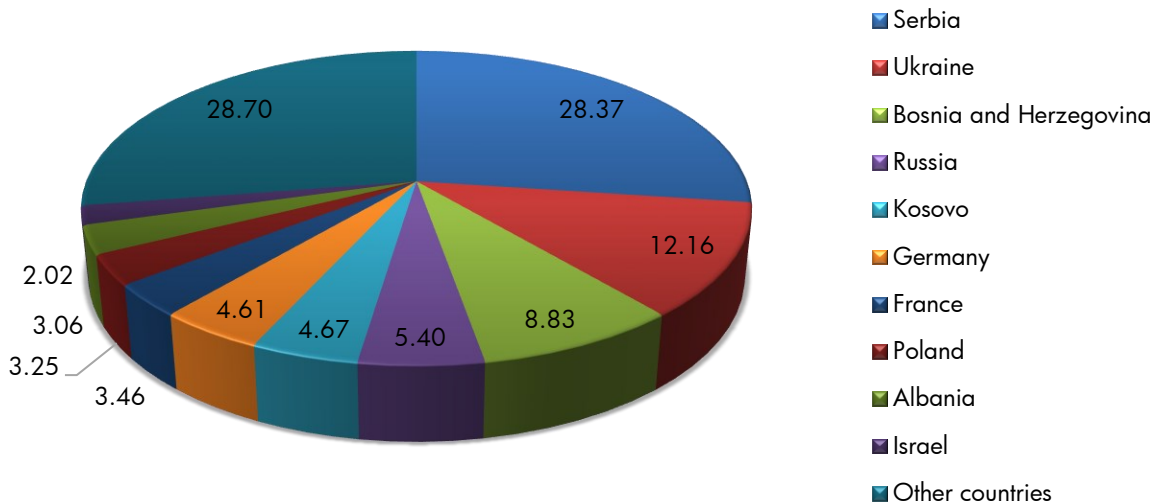


Figure 6: Overnight stays in collective accommodation in 2021 (10 most important markets) (Source: MONSTAT)

Financial indicators

According to data from the Central Bank of Montenegro, €757.8 million was generated from the travel & tourism sector in 2021, up by 424.42% compared to 2020 and accounting for 68.97% of the level recorded in 2019.

Revenues from travel/tourism 2021/2020 (€ thousand)

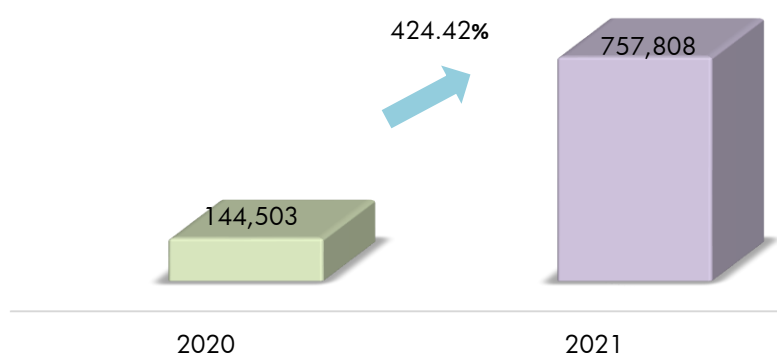


Figure 8: Comparison of revenues from travel & tourism in 2020 and 2021 (€ thousand) (Source: Central Bank of Montenegro)

Total assigned revenues, which include revenues from occupancy tax, tourist tax and membership contributions, amounted to €2,893,658.62 in 2021, which is an increase of 131.92% compared to assigned revenues generated in 2020. The State Treasury revenue from occupancy tax in 2021 amounted to €1,358,551.92, up 270.14% compared to 2020. In 2021, €897,042.79 was generated in revenue from tourist tax, which is an increase of 126.19% compared to 2020, while €638,063.91 was raised from membership contributions, up 31.81% on the year before.

Assigned revenues 2021/2020

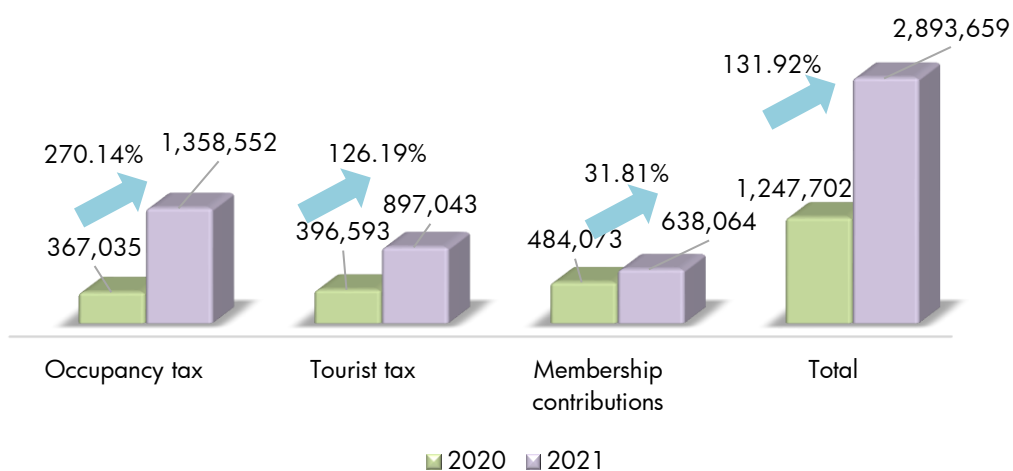


Figure 9: Assigned revenues in 2020 and 2021 (Source: Ministry of Finance and Social Welfare)