

WTM, 6-9 November 2006



Wellness tourism major focus for newly independent Montenegro

National Tourism Organisation of Montenegro, Stand EM435

Following the declaration of independence of Montenegro, the Ministry of Tourism is reviewing the country's tourism strategy, putting major emphasis on wellness and spa breaks, in a bid to diversify its offering and to attract the more discerning traveller.

This lush, undiscovered 'Wild Beauty' of the Adriatic promotes relaxation and wellness the minute visitors step off the plane. A programme of investment in new hotels, spa facilities and promoting the natural outdoor life will see the destination grow in stature with those that enjoy relaxing, pampering and healthy holidays.

Montenegro has been identified by the World Travel and Tourism Council (WTTC) as the fastest growing tourism market in the world with forecasts showing this as the most rapid growing sector in the country's economy. Health and wellness tourism has also seen a surge in popularity across the world, and currently contributes approximately 5% of visitors to Montenegro.

With modern, new spa hotels entering the market, health and wellness tourism to Montenegro is predicted to account for 15% of visitors within the next three years. During this period at least 10 new spa facilities will be added in hotel resorts throughout the country.

Predrag Nenezic, Tourism Minister for Montenegro, comments “There has been a huge growth across the world in health and wellbeing tourism, and with our outstanding facilities and unique and beautiful surroundings, Montenegro is set to become synonymous with relaxation. We have recognised the demand for this type of holiday and are encouraging investment in this market to ensure that the facilities offered to our visitors are indeed world class.”

Spa resorts within Montenegro currently offer a range of treatments and facilities that draw inspiration from relaxation methods across the world. As well as health and relaxation, the spa facilities in Montenegro are already renowned for their expertise in physical and preventative medicine and rehabilitation, and have an increasing number of experts in specialist spa disciplines such as Ayurveda and Thalassotherapy.

Attracting visitors from across the globe, Montenegro’s health and wellness tourism programme has been designed to target a number of ailments including controlling body weight , reducing stress, increasing fitness, treating rheumatism, heal sports or other injuries and look to cure acute and chronic pain.

Treatments offered by new and existing spa properties in the country are complimented by the ‘Wild Beauty’ of the settings with lush rolling hills, scenic rivers, forests and a beautifully dramatic coastline. Montenegro’s status as the undiscovered jewel of the Adriatic only goes to enhance and promote its relaxing properties.

For further information go to www.visit-montenegro.org.

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