



FINAL REPORT

Luxury Travel Summit Montenegro

2025

- Montenegro's Premier Platform for Luxury and Ultra Luxury Travel -

Organizer:

Montenegro Luxury Association

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MONTENEGRO LUXURY
ASSOCIATION

Introduction

Luxury is not merely opulence, it is a philosophy of life defined by excellence, meticulous attention to detail, authenticity, and unwavering trust. For a destination to truly earn such a designation, every element — from the moment of arrival, hotel service and design, to public cleanliness, green areas and sustainability, transportation infrastructure, safety, and healthcare — must align with the highest quality standards. A luxury destination is not only a privilege for tourists, it also elevates the quality of life for those who call it home.

Driven by this vision, we founded the **Montenegro Luxury Association** with a clear mission: to support the strategic development and global positioning of Montenegro as a prestigious destination for individual, leisure, business, and MICE tourism. Through our projects, we aim to raise awareness, elevate standards, and showcase the very best of Montenegro. And most importantly, we strive to unite key stakeholders from the private, public, and international sectors — so that, through aligned and collaborative efforts, we can truly bring this vision to life.

Luxury Travel Summit Montenegro emerged as a logical and decisive response to a clear market need — for Montenegro to establish its first international fair dedicated to luxury and ultra-luxury tourism. An event that brought together the most influential global buyers, prestigious organizations, media representatives, and industry, enabling direct access to Montenegro's finest tourism offering. But above all, LTSM was born out of a deep conviction that Montenegro has the potential to stand shoulder to shoulder with the world's most exclusive destinations — but only if we collectively raise the bar and cultivate a culture of excellence in every aspect.

From its very first edition, **LTS Montenegro surpassed expectations** — in the quality of its program, the presence of key international participants, and in delivering tangible results. This report is not merely a look back at an extraordinary event, but a powerful confirmation that when Montenegro unites its strengths, it is capable of executing projects that match the standards of the world's most advanced destinations.

We believe that LTSM has raised the bar for Montenegrin tourism and laid the foundation for a **new era of unity and transformation**. That is why we invite you to join us on this path — with courage, strategy, and the unwavering belief that the future of Montenegro lies in excellence.

If not us, who? If not now, when?

— John F. Kennedy

1. SUMMARY

Luxury Travel Summit Montenegro 2025 was successfully delivered as a strategic platform that demonstrated Montenegro's ability to host global leaders in luxury tourism and affirmed its position on the international stage.

LTSM 2026 is already in development, designed in the spirit of excellence, with the ambition to surpass the achievements of the previous edition.

Name: Luxury Travel Summit Montenegro

Abbreviations: LTS Montenegro, LTSM

Format: *Invitation-only*

Objective: To establish an internationally recognized summit dedicated to the promotion of Montenegro as a luxury destination and the strengthening of strategic partnerships.

Dates: March 25–29, 2025

Duration: 3+2 days

Main locations: Portonovi (Herceg Novi), Luštica Bay (Tivat), Porto Montenegro (Tivat).

Project Founder: NGO Montenegro Luxury Association

Lead Organizer: Montaste ltd

Main International Partner: Quintessentially

Key Events: Boutique Trade Show, Conference, Exclusive Exhibition, Closing Ceremony

Additional Program: Exclusive tours, networking lunches and dinners, immersive workshops, VIP gatherings, and a FAM trip for international guests

International Participants: **55 participants** (Forbes Travel Guide, Abercombie & Kent, Les Clefs d'Or, Plenia Travel...) from **22 countries** (UK, US, UAE, KSA, Europe, China, Singapore...)

Domestic Exhibitors: **27 leaders** of luxury tourism sector (One&Only Portonovi, The Chedi Luštica Bay, Regent Porto Montenegro, NTOCG, TO TV, TO HN, TO KO, TO BD, DMCs)

Invited Guests: ~120 additional attendees at the Conference and Red Carpet Closing Ceremony

Total Attendance: ~230 participants over the full course of the event

Transportation: Air travel (Turkish Airlines), luxury transfers including yachts (Akul Yachts), speedboats (Montenegro Submarine), and limousines (Mercedes-Benz, Transfers Montenegro)

Media Coverage: Over 50 features across national, regional, and international media outlets, including television appearances and exclusive publication in Luxury International magazine

Results: Direct commercial benefits for exhibitors through new partnerships, signing of a MoU with Quintessentially SEE, formation of the Montenegro Luxury Association Advisory Board.

Impact: Firmly established platform for strengthening public–private cooperation and internationally promoting Montenegro as a luxury destination.

2. AGENDA OVERVIEW

Day 0 – March 25, Arrivals and Pre-Opening

- Guest arrivals at airports in Podgorica, Tivat, Dubrovnik, and Tirana
- Coordinated transfers and check-in for 55 international guests at 7 premium hotels and resorts
- Welcome dinners hosted simultaneously at five top venues: Sabia (One&Only), The Spot (The Chedi), Murano (Regent), Rocco Lounge (Lazure), Napa (Porto Palace)
- Informal networking and introduction to LTSM

Day 1 – March 26, Portonovi (Herceg Novi)

- Guest transfers by speedboats from Luštica Bay, Porto Montenegro, and Lazure Hotel&Marina
- Boutique Trade Show and presentation tour with networking coffee at One&Only Portonovi
- Portonovi presentation tour
- Networking lunch for 100 guests in Square Portonovi, NOA, and Ribarsko Selo with entertainment (DMC partners: Explorer, Talas M, Venn Tour)
- Boka Bay Yacht Cruise and concert at Our Lady of the Rocks (canceled due to bad weather)
- Return limo transfers and rest time
- Themed dinners with wine tastings and pairings: Luča Luštica Bay, St. Nicholas Monastery, Lazure (DMC partners: Venn Tour, Travel Twitch, Explorer)
- Return limo transfers

Day 2 – March 27, Luštica Bay (Tivat)

- Speedboat transfers to Movida Beach and V-Class transfers to The Chedi Luštica Bay
- Full-day conference at The Chedi Luštica Bay (powered by Turkish Airlines)
 - Topics included: destination development, air connectivity, the future of luxury and AI, sustainability, luxury traveler insights, branding and marketing
- Networking cocktail at The Spot (hosted by Montenegro Sotheby's International Realty)
- Return limo transfers

Day 3 – March 28, Porto Montenegro (Tivat)

- Speedboats from Luštica Bay, Portonovi, and Lazure Hotel&Marina to Porto Montenegro
- B2B Travel Market at the Naval Heritage Museum Porto Montenegro
- Signing of the Memorandum of Understanding – Quintessentially SEE and MLA
- Networking lunch for 100 guests at Marea restaurant, Bokka Modern, and Forza Porto Montenegro (DMC partners: Venn Tour, Travel Twitch, Talas M)
- Return transfers by speedboats
- Yacht and limo transfers to Regent Porto Montenegro
- Red Carpet Gala with Awards Ceremony and Celebration
- Return yacht and limo transfers for all international guests

Day 4 – March 29, Departures and FAM

- Guest check-out and coordinated airport transfers (TIV, TGD, DBV, TIA)
- Post-event FAM – Luštica Discovery Tour: speedboat, peninsula exploration with Travel Twitch DMC, Moric Farm experience, Luštica Bay presentation with lunch at Špilja Restaurant
- Final Boka Bay cruise with Akul Yachts

All daily operations required complex logistics with precisely coordinated minute-by-minute planning. Despite weather disruptions, the agenda was successfully executed.

3. PARTICIPANTS

3.1. DOMESTIC EXHIBITORS, PARTNERS & SPONSORS

A. Official Partners

- Turkish Airlines (Official Airline Partner)
- Akul Yachts (Official Yachting Partner)
- Montenegro Sotheby's International Realty (Official Real Estate Partner)
- Montenegro Submarine (Official Speedboat Partner)
- Transfers-Montenegro (Official Limo Partner)
- Good to Go Events (Official Tech Partner)
- Vatel (Official Academic Partner)

B. Hosting Partners

- One&Only Portonovi
- Montenegro Sotheby's International Realty
- Portonovi
- Regent Porto Montenegro
- Boutique Hotel Porto Palace
- Luštica Bay
- The Chedi Luštica Bay
- Lazure Hotel & Marina
- Porto Montenegro

C. DMC co-hosting partners

- Venn Tour
- Talas M
- Explorer
- Travel Twitch
- BGT Brajović Travel

D. Institutional & Public Sector Partners

- Ministry of Regional-Investment Development and Cooperation with NGO (EEN)
- National Tourism Organisation of Montenegro
- Tourism Organisation of Tivat
- Tourism Organisation of Herceg Novi
- Tourism Organisation of Kotor
- Tourism Organisation of Budva
- Enterprise Europe Network - EEN
- Chamber of Economy of Montenegro
- Municipality of Tivat
- Municipality of Herceg Novi
- Municipality of Kotor
- Municipality of Budva

E. Sponsors

- Chamber of Economy of MNE
- Maestral Resort & Casino
- Square Portonovi
- Marea Porto Montenegro
- Restaurant Luča Luštica Bay
- Nataša Pejović
- M2Communications
- BGT Brajović Travel
- Movida Beach
- NOA Restaurant
- Restaurant Bokka
- Conte Hotel & Restaurant
- Milena Đurđić
- Extraterrestre
- Rezydent
- Mille Baci
- Ribarsko Selo
- Forza Porto Montenegro
- Moric Farm
- Adriatic Events
- Jelena Zečević
- Photography & Videography

F. Media Partners

- Luxury International Magazine
- Caffè Montenegro
- WOW Montenegro
- Color Press Group
- Gracija
- Lifestyle Montenegro
- The Collection
- Pobjeda
- Exclusive

3.2. INTERNATIONAL PARTICIPANTS

Luxury Travel Summit Montenegro 2025 gathered an elite group of 55 international participants from world-renowned travel agencies, organizations, and media outlets across 22 countries.

A. Agencies and Organizations:

- Quintessentially (UK, UAE, Saudi Arabia, Italy, Slovenia, Croatia, Serbia, Albania)
- Forbes Travel Guide (USA, UK)
- Abercrombie & Kent (Italy)
- John Paul Group (France)
- Jolly MICE (Turkey)
- Plenía Travel (Spain)
- Red Karpel Travel (Spain)
- Way Day Travel (Switzerland)
- Xupreme – Luxury Lifestyle (Netherlands)
- Holiday Tours (Malaysia)
- Uno Tours (Taiwan)
- Sunshine Travel (Taiwan)
- Shineway Travel (China)
- Paveway Explorer Holidays (Singapore)
- Blue Sky Escapes (Singapore)
- Le Clefs d’Or (Denmark)
- Etia Concierge (Denmark)
- Jetour (Hong Kong)
- I-MICE / TURSAB / Globemeets (Turkey)
- Leonidas Travel (Italy)
- Taste Dalmatia DMC (Croatia)
- Bergos AG (Switzerland)
- NEMOISM (UK)
- Sedunia Travel (Malaysia)
- Phoenix Tours (Taiwan)
- Leisure Travel (China)
- Dreamcation Cruises & Tours (Singapore)
- L.G.E. Travel (Singapore)
- Agora Investment Company (Monaco)

B. Media:

- LUXURY International Magazine (UK)
- Vill88 (UAE)
- Beau Monde Media (UK)
- International Media Consultant (France)
- A Luxury Travel Blog (UK)
- Color Media Group (Serbia)
- RTS (Serbia)

C. Experts:

- Stuart Greif, Chief Strategy & Innovation Officer, Forbes Travel Guide (USA)
- Josephine Somers, Vice-President, Forbes Travel Guide (UK)
- Isabel Tapp, All Details (UAE)
- Yolanda Perdomo, ex Director Madrid turismo, UNWTO (Spain)
- António Paraíso, WLCC TOP Luxury Speaker 2025 (Portugal)
- Anita Mendiratta, Spec. Advisor to Secretary General UNWTO (UK)

Each participant was carefully selected to ensure the highest level of expertise, global relevance, and impact — with a focus on luxury travel buyers, media representatives, tourism experts, and strategic partners.

*We are especially proud of the growing collaboration with a wide range of international stakeholders, many of whom have already expressed full support for our future initiatives.

5. MEDIA VISIBILITY AND CAMPAIGN

(ongoing)

LTSM 2025 achieved exceptional media visibility and reach, positioning itself as the most prominent luxury event organized in Montenegro. The campaign remains active, with additional global coverage expected in the coming months.

A. Social Media Impact

- Over 500,000 unique views across Montenegro Luxury Association's digital platforms.
- More than 150 individuals (agents, partners, journalists, etc.) shared content related to LTSM.
- 3 production teams and 11 photographers/videographers ensured full coverage of all activities.
- The social media campaign will continue in the months ahead.

B. Television, Radio & News

- Guest appearances on national TV stations: RTCG, Vijesti, TV E, and Gradska TV.
- Interviews and expert discussions featured on leading radio programs.
- Prime-time interviews and reports broadcast on key national channels.

C. Print & Online Media

- Articles published in leading local, regional, and international media: The Collection, Caffe Montenegro, Diplomacy & Commerce, Gracija, Beau Monde Traveler, Lifestyle Montenegro, and more.
- Coverage by nearly all Montenegrin portals, along with numerous regional and global outlets: Tanjug, CDM, Bankar, Tour Hebdo, Luxury Travel Blog, Ciao Sorrento, etc.
- Published on the official Government of Montenegro website.

D. Global Exposure – Luxury International Magazine

- LTSM was featured in the April and May editions of Luxury International Magazine.
- Distributed across elite destinations including London, Monaco, Paris, Milan, Dubai, Abu Dhabi, Vienna, New York City, and Los Angeles.
- Monthly readership: 6 million across 10 countries.
- Featured during the Monaco Grand Prix and the Cannes Film Festival.
- Montenegro and LTSM prominently positioned on the global luxury stage.

Press clipping: <https://docs.google.com/spreadsheets/d/118Po1b2qpYJpBfGbjUxJLpcOf-rN-DKQcCKkAqN9ci8/edit?usp=sharing>

E. Total Reach

The targeted reach of **3 to 5 million people** has been successfully achieved, further confirming LTSM's prestige and establishing a new benchmark in destination promotion on the global stage.

6. RESULTS AND IMPACT

6.1. Immediate Outcomes

- **Strengthened International Collaboration**

LTSM laid the groundwork for long-term cooperation with leading international partners. All attending foreign buyers expressed interest in joining the Montenegro Luxury Association and received support in connecting with the local market.

- **Direct Bookings and Confirmed Business Deals**

Several exhibitors have already finalized agreements and welcomed new visitors to Montenegro, including a tourist group from Hong Kong, as a direct result of the Summit.

- **Boosted Domestic Collaboration**

LTSM 2025 catalyzed stronger collaboration among local stakeholders, fostering joint initiatives, new product and service development, and deeper business-to-business synergy.

- **Promotion and Positioning of Montenegro**

The Summit brought powerful international exposure and drew attention from prestigious global stakeholders, laying a strong foundation for long-term positioning in the luxury travel market.

- **LTSM 2026 Already in High Demand**

This year's event sparked widespread interest from both domestic and international professionals for the next edition. **Registration for the LTSM 2026 waiting list has already begun**, while new strategic initiatives inspired by this year's success are currently in development.

Link za prijavu: <https://forms.gle/kCK1aQhL5bNJ7g8ZA>

6.2. Long-Term Outcomes

- **Formation of the Montenegro Luxury Association Advisory Board**

LTSM 2025 initiated the creation of a permanent international Advisory Board composed of leading experts in luxury tourism and destination development.

- **A Platform for Strategic Public–Private Dialogue**

A new initiative launched — the Luxury Development Discussions, a high-level roundtable format bringing together key private and public sector stakeholders to shape Montenegro's long-term luxury development. The first edition is scheduled for October 2025.

- **Montenegro as a Premium MICE Destination**

LTSM 2025 demonstrated that Montenegro can successfully host complex international events across multiple luxury venues, confirming its potential as a premium MICE destination in Southern Europe and positioning it as an emerging hub for high-end business and incentive travel.

- **Deepening of Strategic Partnerships**

The Summit strengthened ties with international partners, including Quintessentially, already leading to joint initiatives and participation in European project applications.

7. INTERNATIONAL PARTICIPANTS SURVEY RESULTS

Was this your first time visiting Montenegro?

- 44,4%: Yes
- 55,6%: No

Would you recommend Montenegro as a destination to friends or family?

- 92,6%: Yes
- 7,4%: Maybe

Do you consider Montenegro suitable for luxury clientele?

- 63,0%: Yes, absolutely
- 37,0%: It has potential, but improvements are needed

How would you rate the ease of travel to and within Montenegro?

- 18,5%: Very easy, smooth and convenient
- 59,3%: Manageable, with some logistical challenges
- 22,2%: Difficult, negatively impacted the overall impression

How would you rate the overall organization?

- 44,4%: Outstanding
- 51,9%: Very good
- 3,7%: Good

Did you have sufficient opportunities for high-quality networking?

- 79,2%: Yes, great opportunities
- 20,8%: Mostly, but more structured networking would be useful

Would you recommend LTSM to colleagues, partners, or associates?

- 85,2%: Very likely
- 14,8%: Likely

How would you rate your overall experience in Montenegro?

- 59,3%: Excellent
- 33,3%: Very good
- 7,4%: Good

Would you recommend Montenegro to your clients as a luxury destination?

- 85,2%: Yes
- 14,8%: Maybe

How satisfied were you with the hotel accommodation?

- 74,1%: Very satisfied
- 18,5%: Satisfied
- 3,7%: Neutral
- 3,7%: Dissatisfied

How would you rate the transportation experience (limousines, boats, yachts)?

- 59,3%: Excellent
- 25,9%: Very good
- 11,1%: Good
- 3,7%: Average

How would you rate the duration and pace of the Summit?

- 81,5%: It was optimal
- 14,8%: Too long
- 3,7%: Too short

How do you evaluate the balance between the business and social segments of the program?

- 85,2%: Well balanced
- 7,4%: Too business-oriented
- 7,4%: Too socially oriented

Would you attend LTSM again in the future?

- 88,9%: Yes, definitely
- 11,1%: Maybe

Are you interested in becoming a member of the NGO Montenegro Luxury Association and receiving additional support for your business activities in Montenegro?

- 74,1%: Yes, very interested
- 25,9%: Maybe, I would like to learn more about it

8. PARTICIPANTS TESTIMONIALS

“Just PERFECT!!!! I have 45 years of experience attending the most important luxury fairs around the world and I can say that yours was AMAZING.”

— **Fabio Leon Ramirez Montoya, CEO & Founder, Red Karpel Travel**

“AMAZING- the first year one always learns lessons, finds some things need to change, etc. but none of that detracts from the incredible passion, energy and opportunity! Next year will be even bigger and better.”

— **Stuart Greif, Chief Strategy & Innovation Officer, Forbes Travel Guide (SAD)**

“I had a fantastic time at the LTSM! It was not only incredibly educational but also a wonderful networking opportunity. I had the chance to meet with industry leaders who share the same passion, which was truly inspiring. The discussions, exchanges, and insights gained were invaluable, and I’m leaving with a wealth of new knowledge and connections. On top of that, I visited Montenegro for the first time and have completely fallen in love with the country. The natural beauty is breathtaking, from the stunning coastline to the charming mountains — it’s a place like no other. The social events were perfectly organized and offered a great balance of fun and relaxation, making it easy to bond with other attendees outside the formal sessions. A special mention goes to the ending gala, which was absolutely magical. Stefan should be incredibly proud of what has been achieved. Overall, this experience was a huge success on every level. I’m already looking forward to the next one!”

— **Danielle Hawkins, Partner Office Operations Manager, Quintessentially (UK/Global)**

“The summit brought together a remarkable community of visionaries — hoteliers, experience curators, travel designers, and destination leaders — all united by a passion for exceptional journeys. Every detail, from the personalized welcome touches to the immersive cultural showcases, was delivered with intention and flair. Highlights included: Curated panels on the future of high-end travel, with actionable insights and thought-provoking dialogue. Intimate networking sessions that felt more like gathering with old friends with a meaningful purpose. Most impressively, the summit didn’t just showcase Montenegro — it celebrated it. The nation’s story, energy, and luxury potential were elevated in a way that felt authentic and on point. This wasn’t just a conference. It was a statement — Montenegro is no longer a hidden gem. It’s a shining crown of the Adriatic.” — **Daryl**

“The Montenegro Luxury Travel Association is an excellent initiative with leadership, implementation capacity, and a long-term vision. It has enormous potential to drive an ideal positioning exercise in Montenegro, both via the Luxury Travel Summit, which has proved to be an excellent tool, and through specific projects to overcome existing challenges and maximize the positive effects of tourism.” — **Yolanda Perdomo, Global Tourism Expert (Spain)**

“Stefan and his team did a truly incredible job hosting the inaugural Luxury Travel Summit Montenegro, attracting a friendly and knowledgeable team of luxury travel professionals. Having attended numerous luxury travel events around the world over the years, I can confidently say that few have matched the genuinely welcoming atmosphere of LTSM.”

— **Paul Johnson, Editor in Chief, A Luxury Travel Blog (UK)**

“Great job done on the inaugural summit.”

— **Connie Lai, Senior Travel Advisor, Blue Sky Escapes (Singapore)**

“It was memories and connections for life” — **Lukasz**

CLOSING REMARKS

Luxury Travel Summit Montenegro 2025 was not just an event — it was a bold testament to **vision**.

A vision in which Montenegro is not seeking its place on the global luxury map — but boldly shaping it. A vision where the private and public sectors, united by a common goal, can achieve what once seemed out of reach: **a representation of Montenegro built on excellence**.

This Summit became a testament to **the power of unity**. The power of strategic collaboration, planning, responsibility, and ambition. We have shown that when knowledge, resources, and determination come together, Montenegro can not only meet the highest international standards — it can set an example for others.

Foundations have been laid. Alliances have been forged. A new chapter in luxury tourism development has begun — one that transcends individual projects and enters the realm of strategic transformation.

Together, we have proven that **potential is not what you have — it's what you do with it**.

And that is why LTSM 2025 is not the end. It is the beginning of a serious national mission:

To make Montenegro a recognised name in the world of luxury travel. And beyond that, a destination that inspires, connects, and leaves a mark.

Founder & CEO



Stefan Stešević

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10 June 2025 in Podgorica