

RELEASE 26/2025

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Preliminary data

Arrivals and overnights of tourists in individual accommodation⁽¹⁾

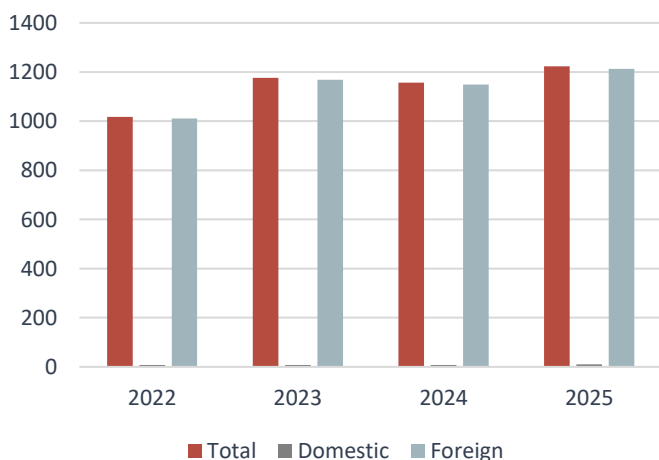
2025

In Montenegro, in individual accommodation in 2025, tourists realised 1 223 796 arrivals, and 10 179 395 overnight stays. Of the total number of overnight stays, 99.6% were realized by foreign tourists and 0.4% by domestic tourists.

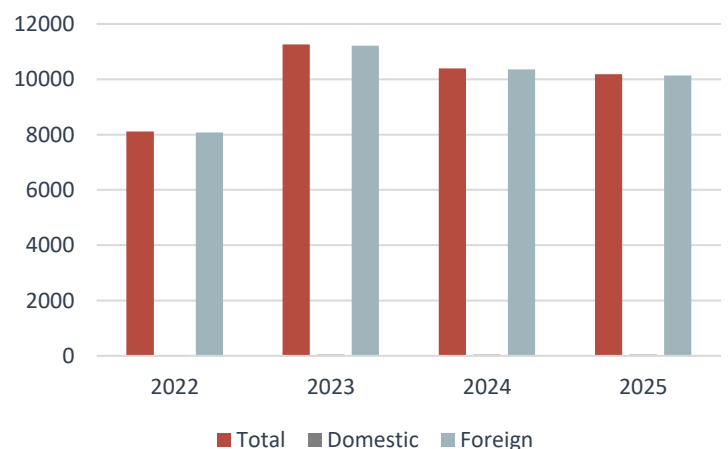
Concerning the structure of overnight stays of foreign tourists in individual accommodation in 2025, most of them were realised by tourists from: Serbia (25.6%); Russian Federation (22.1%); Bosnia and Herzegovina (9.4%); Turkey (4.9%); Ukraine (4.7%); Germany (3.9%); Kosovo (3.1%); and United Kingdom (2.3%). Tourists from other countries realised 24.0% overnight stays.

Concerning the structure of overnight stays by type of resort, in individual accommodation in 2025, the most of them were realised in seaside resorts (94.8%), mountain resorts (2.6%), other tourists resorts (1.9%), and in the capital (0.7%)

Graphic 1. Tourists arrivals, in thous.



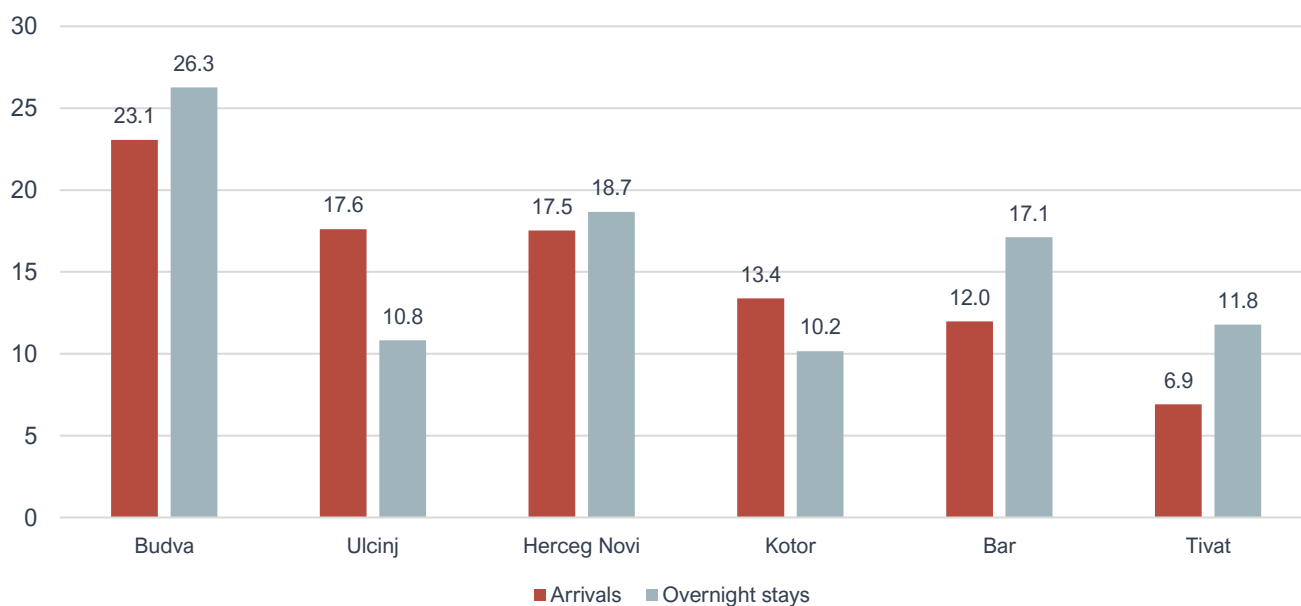
Graphic 2. Tourists overnights, in thous.



¹Individual, so-called 'private accommodation' includes accommodation in houses and rooms for rent as well as tourists apartments. Individual accommodation does not include collective accommodation establishments (hotels, boarding houses, motels, tourist resorts, vacation establishments, hostels, camping sites, etc)

Table 1 Arrivals and overnights stays of tourists in individual accommodation by municipalities, 2025²

Municipality	Arrivals of tourists				Overnight stays of tourists			
	Foreign	Domestic	Total	Structure	Foreign	Domestic	Total	Structure
	(1)	(2)	(3)=(1)+(2)	(3) in %	(1)	(2)	(3)=(1)+(2)	(3) in %
Total	1 213 328	10 468	1 223 796	100.0	10 137 518	41 877	10 179 395	100.0
Andrijevisa	885	21	906	0.1	4 275	259	4,534	0.0
Bar	145 953	502	146 455	12.0	1 738 769	2 659	1 741 428	17.1
Berane	534	276	810	0.1	759	335	1 094	0.0
Bijelo Polje	978	1	979	0.1	11 462	7	11 469	0.1
Budva	281 721	573	282 294	23.1	2 669 301	3 580	2 672 881	26.3
Cetinje	2 904	4	2 908	0.2	44 259	23	44 282	0.4
Danilovgrad	2 086	10	2 096	0.2	46 287	168	46 455	0.5
Gusinje	1 799	46	1 845	0.2	7 985	317	8 302	0.1
Herceg Novi	213 834	565	214 399	17.5	1 896 558	4 142	1 900 700	18.7
Kolašin	18 941	1 622	20 563	1.7	72 553	4 274	76 827	0.8
Kotor	163 457	271	163 728	13.4	1 032 856	1 621	1 034 477	10.2
Mojkovac	2 790	16	2 806	0.2	10 429	28	10 457	0.1
Nikšić	4 371	434	4 805	0.4	9 917	1 007	10 924	0.1
Plav	2 782	40	2 822	0.2	15 421	490	15 911	0.2
Pljevlja	3 429	763	4 192	0.3	22 290	4 790	27 080	0.3
Plužine	17 109	994	18 103	1.5	28 337	1 618	29 955	0.3
Podgorica	17 745	1 073	18 818	1.5	66 127	1 922	68 049	0.7
Rožaje	1 145	12	1 157	0.1	15 016	129	15 145	0.1
Šavnik	3 312	107	3 419	0.3	14 360	314	14 674	0.1
Tivat	84 391	164	84 555	6.9	1 197 453	1 482	1 198 935	11.8
Ulcinj	212 881	2 639	215 520	17.6	1 089 239	11 741	1 100 980	10.8
Žabljak	26 891	335	27 226	2.2	98 942	971	99 913	1.0
Zeta	3 390	-	3 390	0.2	44 923	-	44 923	0.4

Graph 3. Structure of arrivals and overnights stays of tourists in individual accommodation in the most visited municipalities, 2025

² The primary source of data for the calculation of tourist arrivals and overnights in individual accommodation, is the so-called "private accommodation" means data from Local Tourism Organizations in accordance with the Law on Tourist Organizations (Official Gazette of Montenegro No 073/10 of 10.12.2010, 040/11 of 08.08.2011, 045/14 of 24.10.2014, 042/17 of 30.06.2017, 027/19 of 17.05.2019). Non-registered tourists are not the subject of the survey.

Table 2 Arrivals and overnights stays of foreign tourists in individual accommodation by country of residence, 2025

Country	Arrivals	Structure, in %	Overnight stays	Structure, in %
Foreign tourists	1 213 328	100.0	10 137 518	100.0
Europe	1 115 832	92.0	9 356 668	92.3
Albania	15 829	1.3	108 967	1.1
Austria	8 691	0.7	52 986	0.5
Belgium	9 355	0.8	39 940	0.4
Belarus	5 036	0.4	52 606	0.5
Bosnia and Herzegovina	142 792	11.8	951 217	9.4
Bulgaria	2 726	0.2	18 012	0.2
Czech Republic	9 728	0.8	49 443	0.5
Denmark	3 576	0.3	22 441	0.2
Estonia	3 129	0.3	23 098	0.2
Finland	5 157	0.4	27 730	0.3
France	24 410	2.0	113 738	1.1
Greece	1 511	0.1	9 027	0.1
Netherlands	14 562	1.2	68 666	0.7
Croatia	10 942	0.9	87 643	0.9
Ireland	3 335	0.3	21 462	0.2
Island	193	0.0	1 260	0.0
Italy	9 844	0.8	56 609	0.6
Cyprus	325	0.0	2 867	0.0
Kosovo	56 706	4.7	314 260	3.1
Latvia	5 031	0.4	36 275	0.4
Lithuania	4 996	0.4	29 156	0.3
Luxembourg	879	0.1	5 512	0.1
Hungary	17 446	1.4	97 427	1.0
Malta	265	0.0	2 325	0.0
Republic of North Macedonia	18 912	1.6	137 581	1.4
Norway	4 820	0.4	32 699	0.3
Germany	61 172	5.0	399 664	3.9
Poland	38 334	3.2	220 731	2.2
Portugal	1 615	0,1	7 012	0.1
Romania	10 097	0.8	61 631	0.6
Russian Federation	160 084	13.2	2 242 468	22.1
Slovakia	5 684	0.5	31 303	0.3
Slovenia	6 192	0.5	40 858	0.4
Serbia	270 449	22.3	2 590 428	25.6
Spain	6 429	0.5	26 482	0.3
Switzerland (including Liechtenstein)	9 513	0.8	53 560	0.5
Sweden	9 585	0.8	73 772	0.7
Turkey	74 509	6.1	497 848	4.9
Ukraine	43 486	3.6	479 943	4.7
United Kingdom	35 039	2.9	228 995	2.3
Other European countries	3 448	0.3	39 026	0.4
Non-European countries	97 496	8.0	780 850	7.7
South Africa	1 220	0.1	13 867	0.1
Other African countries	3 568	0.3	23 399	0.2
Canada	6 106	0.5	51 263	0.5
USA	16 291	1.3	146 879	1.4
Other North American countries	390	0.0	3 552	0.0
Argentina	950	0.1	9 314	0.1
Brazil	1 471	0.1	10 292	0.1
Chile	400	0.0	2 696	0.0
Other Central or South American countries	2 357	0.2	24 289	0.2
China (including Hong Kong)	4 434	0.4	17 392	0.2
Japan	590	0.0	3 796	0.0
Republic of Korea	323	0.0	1 309	0.0
Israel	19 991	1.6	108 124	1.1
India	3 854	0.3	16 803	0.2
Azerbaijan	13 015	1.1	185 502	1.8
United Arab Emirates	262	0.0	750	0.0
Other Asian countries	11 957	1.0	99 209	1.0
Australia	8 068	0.7	45 101	0.4
New Zealand	1 731	0.1	11 868	0.1
Oceania and other territories	518	0.0	5 445	0.1

METHODOLOGICAL NOTES

It may happen that the total sum does not match the number of individual data, and that the cumulative data is not always equal to the sum of individual results due to rounding of numbers.

Since 2017 the methodology for calculating individual accommodation, in the process of data collection and processing, has included the following data sources: administrative databases (Local Tourism Organization, Secretariats of Local Self-Government) and statistical sources and records. The newly established administrative data sources are the result of new legislation, such as the register of residence registration (i.e. Database RB90) under the jurisdiction of the Ministry of the Interior (regulated by the Law on Foreigners). Non-registered tourists are not subject of this survey.

The aim of the survey on tourist arrivals and overnight stays in the individual / private accommodation is to provide basic information about the scope of traffic (arrivals and overnight stays) of domestic and foreign tourists.

The survey collects data on:

- Number of arrivals and overnight stays of domestic and foreign tourists in individual/private accommodation establishments, including accommodation in houses and rooms for rent as tourist apartments;
- Structure of arrivals and overnight stays of foreign tourists by country of residence in individual/private accommodation establishments.

The survey covers all official data of catering establishments in the territory of Montenegro which provide accommodation services in houses and rooms for rent, as well as tourist apartments.

Tourist is a person who spends at least one night in an accommodation facility or some other object for accommodation of tourist, in a place other than his/her place of permanent residence for the reasons of rest or recreation, health, studies, sports, religion, family, business, public missions or meetings. Tourists do not include migrants, border workers, diplomats, member of military forces in the regular duty, refugees, etc.

Domestic tourist is a person with permanent residence in Montenegro who temporarily resides in any place of Montenegro, and spends at least one night in accommodation facility.

Foreign tourist is a person with permanent residence outside Montenegro, who temporarily resides in any place in Montenegro, and spends at least one night in an accommodation facility.

When using the data, state:

"Data source: Statistical Office - MONSTAT"

More data, as well as detailed methodological notes can be found in the section: [Tourism](#)