

## British C&IT Magazine: Montenegro among top destination for conference tourism

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UK-based Conference&Incentive Travel Magazine ([www.citmagazine.com](http://www.citmagazine.com)) has picked Montenegro as one of its top recommendations for conference organizers, praising its “beautiful beaches, mountain scenery, Unesco-protected medieval towns and a growing number of luxury and boutique hotels.”

The country recently established a special office to boost its appeal to event planners, prompting the magazine to rank it fourth among emerging destinations in C&IT's 2009 State of the Industry Report.

The convention bureau aims to promote Montenegro in international markets and develop access, hotels, conference centers and off-site venues and infrastructure, said Danica Ceranic, the bureau's manager.

Two key factors contributing to Montenegro's rise as a conference tourism destination include “the dramatic growth in the number of hotels being built and renovated both along the coast and inland” and the improvement in flight access from abroad.