



# Herceg Novi



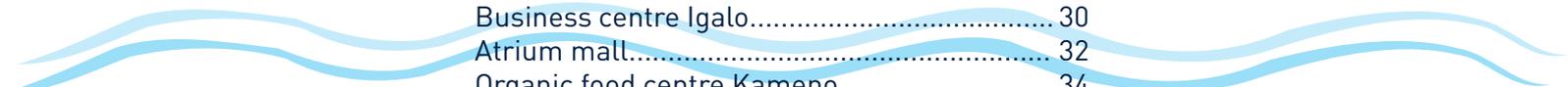
**MAP OF  
INVESTMENTS**





# Contents:

About the city.....	6
Porto Bono.....	8
Montrose.....	10
One&Only resort Porto Novi.....	12
Cape Mimosa.....	14
Luxury resort Mrkovi.....	16
Marine resort Rupe.....	18
Hotel resort Lazaret.....	20
Hotel complex Žager.....	22
Zirine gardens & Podi vistas.....	24
Hotel F.C. Igalo.....	26
Ski centre Orjen.....	28
Business centre Igalo.....	30
Atrium mall.....	32
Organic food centre Kameno.....	34
City harbour.....	36
Football town Sutorina.....	38
City garage & square.....	40
Underwater tunnel Herceg Novi—Luštica.....	42
Underground escalator.....	44
Traffic corridor.....	46
Fortresses.....	48







# Herceg Novi

The city you have yearned for

Herceg Novi is a city in the south-west of Montenegro, located at a strategic and attractive geographic area between the highest mountain of the Dinaric massive, Orjen (1,895 m) and the entrance of one of the most beautiful bays in the world, the Bay of Kotor (Boka Kotorska). The area of the Bay of Kotor is characterized by a Mediterranean climate with dry and warm summers and mild winters. Herceg Novi has a specific microclimate, which is a result of southern exposition, proximity to the sea, limestone substratum and mountainous hinterland which prevents the breakthrough of cold air masses. Herceg Novi has a long tradition and very rich cultural, historical and archeological sites, numerous monasteries and churches as well. Nowadays, Herceg Novi is touristic, economic and cultural center, covering an area of 235 km<sup>2</sup> with 32.992 inhabitants.

Herceg Novi is a very competitive destination on the tourism market - it is traditionally very popular summer destination. The very important advantage of the city is its geographic location and climate conditions that enable the summer season lasts five months in a year. Besides the beautiful beaches in Herceg Novi, it has wonderful natural conditions for the development of mountain tourism (region of mountain Orjen offers programs for discovering the beauties of nature, mountain safari and other activities in the summer). Herceg Novi is a coastal city with a long history and tradition of seafaring. The Adriatic Sea is a natural basis for the development of nautical tourism.

In early 1929, the Herceg Novi municipality was proclaimed a "sea resort and climatic health center". Since from long ago it has been known to have a healing sea mud called "Igalo's mud" and mineral water springs called "Igalo water springs". In time, along with Igalo developing, the term "climatic health center" ceased to be in use. The fact that in 1935 there were 8 hotels and a holiday hostel operating throughout the entire year, and all due to having heating in the winter, verifies that tourism in the municipality of Herceg Novi was at an outstanding level in years between the two World Wars. Intensive and organized development of tourism in this region is linked to 1960's when almost all the nowadays existing hotels were built.

Herceg Novi is nominated as a candidate for European capital of culture for 2021 year. Only by further developing and investing in its potential and the natural beauty of Herceg Novi can have a future it deserves.



# 1. Porto Bono

Developer: **City of Herceg Novi  
& Marco Mateucci**

Location: **Dobra Luka, Luštica**

Investment: **2 billion €**

Bay of Kotor



The idea of the complex “Porto Bono” is to unite the French coast and the Costa Esmeralda in Luštica. The Bay of Luštica is a placid virgin hill, completely covered with myrtle that slopes gently into the sea, which makes a perfect location for seven star hotels, luxury villas, ports with cultural spaces, amphitheaters, cafés and restaurants, port any many more.

The theme to be developed is environmental sustainability of the project, natural and typical materials of the place, a native but yet modern style, absolute respect for nature, particular attention to the insertion of the new buildings into landscape, villas with maximum two floors, hotels with three split-levels and full of green. All framed in a simple and elegant luxury.





## 2. Montrose

Investor: **Northstar Ltd**

Location: **Rose, Luštica**

Area: **530 000 m<sup>2</sup>**

Investment: **210 mil €**

Montrose is a unique resort destination in a landmark location at the entrance of one of the most beautiful bays in the world — the bay of Kotor. Montrose resort consists of 5 star-branded hotel and the most exclusive branded private residences with world class conference facilities in its Pavillon, a yacht club, marina, private beach and the Gardens of Montrose.

Bay of Kotor



[www.montrose-montenegro.com](http://www.montrose-montenegro.com)





# 3. One&Only resort Porto Novi

Investor: **Azmont investments**

Location: **Kumbor, Herceg Novi**

Area: **240 000 m<sup>2</sup>**

Investment: **500 mil €**

Porto Novi is going to be the first One & Only resort in Europe that will operate at the highest level of luxury. The all-season, world class hotel is going to have 500 accommodation units and high class villas, SPA and wellness center, conference facilities, marina with the capacity of 250 berths with yachting and beach club, tennis court, eco- park and many shops, cafés and restaurants.

Bay of Kotor





# 4. Cape Mimosa

Investor: **Atlas Group**

Location: **Cape Kobila, Herceg Novi**

Area: **310 000 m<sup>2</sup>**

Investment: **500 mil €**

Cape Mimosa is located at the entrance of the bay of Kotor, near Croatian border with an area of 310,000m<sup>2</sup> having the magnificent view at the sea and mountains above the bay. The project offers incredible development opportunities for construction of urban ensemble-“small city” with all supporting facilities. It will include 2500 accommodation units in apartments and 300 accommodation units in hotel with marina which will have 150 berths.

Bay of Kotor



[www.atlas-g.com/Rt\\_Mimosa\\_MNE.pdf](http://www.atlas-g.com/Rt_Mimosa_MNE.pdf)





# 5. Luxury resort Mrkovi

## Golf course

Developer: **City of Herceg Novi**

Location: **Mrkovi, Luštica**

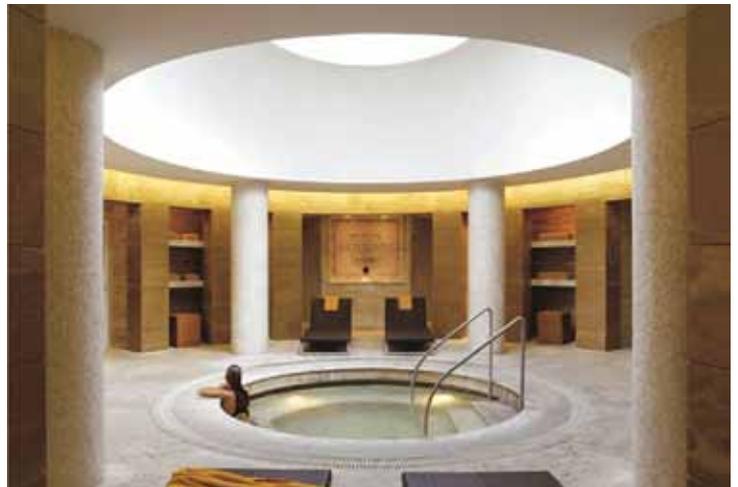
Bay of Kotor



“Mrkovi” golf course will be a world-class all-year-round golf destination. It is the main sport feature of Mrkovi luxury resort. The 55 hectares luxury oasis is perfect for the great game. Using terrain configuration, golf club is placed on the dominant position, providing quality view both on the course and towards open sea and to the bay.

The building zone of the golf course consists of 18 holes golf course that will be completely designed using the natural green contours at the landscape, and planted with indigenous trees, shrubs and a few stray old stone houses. The club house is positioned at the place of adequate traffic access, at the highest elevation of the central park to emphasize the view towards the sea and the vineyard from the entrance zone, cafés and restaurants designed as a part of this building.





# 6. Marine resort Rupe

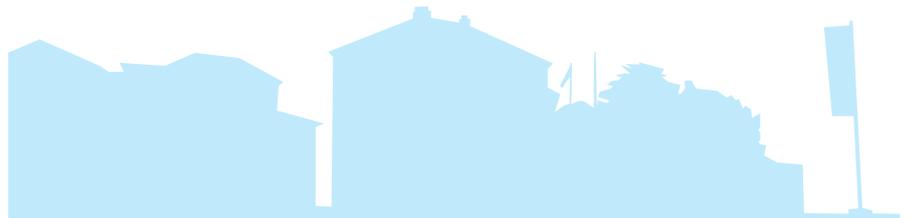
Developer: **City of Herceg Novi**

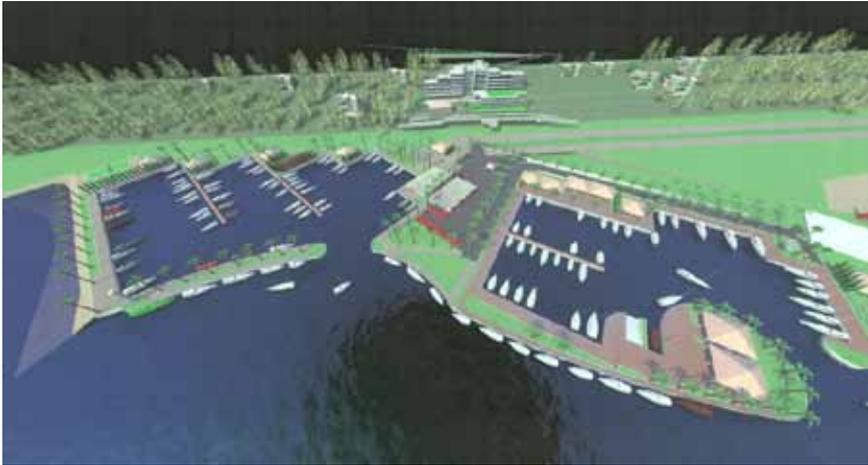
Location: **Sutorina, Igalo**

Investment: **120 mil €**

Nautika rupe will be situated on a densely wooded peninsula and on a natural incline; the hotels and villas overlook the sparkling blue waters of the Adriatic Sea. The Nautika rupe will have two luxury designed hotels with supporting facilities (spa&wellness area, gym, swimming pool, restaurants) and 60 private villas with a port at the estuary of the river Sutorina with 600 berths. Offering unparalleled service and stunning bay views, Nautika resort will be the ideal resort for romantic getaways or family vacations where guests stay anywhere from two nights to months at a time.

Bay of Kotor





# 7. Hotel resort Lazaret

Investor: **Imperio Holdings Ltd.**

Location: **Meljine, Herceg Novi**

Area: **74 000 m<sup>2</sup>**

Investment: **75-80 mil €**

The central building of Lazaret complex will be reconstructed into a 5 star hotel with an area of 6000m<sup>2</sup> including the cathedral of St Roko. Hotel will have 29 luxury rooms with supporting facilities: restaurants, shops, conference hall, and SPA center with modern equipment. The project includes construction of a marina with 230-250 berths and yachting club as well.

Bay of Kotor





# 8. Hotel complex Žager

Investor: **Politropus Alternative**

Location: **Bijela, Herceg Novi**

Area: **17 200 m<sup>2</sup>**

Investment: **12 mil €**

The plan is to build a high class hotel with modern furnished 60 rooms. Within the hotel, there will be a modern gym, SPA & wellness center, swimming pool, restaurants, and along the coastal road, there will be the commercial part of the hotel; boutiques, shops, cafes. The complex will also have 200 meters long modern equipped beach with bars.

Bay of Kotor





# 9. Zirine gardens & Podi vistas

Developer: **SLK Company**

Location: **Sušćepan & Podi**

Area: **190 000 m<sup>2</sup>**

Investment: **50 mil €**

Bay of Kotor



The purpose of this project is to offer a unique experience of staying and living in Zirine Gardens & Podi Vistas resorts for visitors.

Zirine Gardens will be located at 160 meters above the sea level surrounded with traditional olive groves and vineyard with authentic Mediterranean atmosphere with focus on development of agricultural production and wine growing. Total capacity is designed for 800 users, with many supporting facilities, including hotel, exclusive villas, apartments, restaurants, tennis court, swimming pool and park.

Podi Vistas will be located in the village Podi at 300 meters above the sea with the breathtaking view at the Boka bay. It will have luxury hotel with 30-50 rooms, private villas, catering facilities, swimming pool surrounded with olive trees and vineyard.





# 10. Sport hotel F.C. Igalo

Developer: **City of Herceg Novi**

Location: **Igalo**

Area: **4133.60 m<sup>2</sup>**

Investment: **5 mil €**

This hotel will be built next to the existing football court in Igalo. It is going to be four star hotel with 46 accommodation units with supporting facilities specially needed for football players (well-equipped gym, sauna, medical center, and swimming pool). Beside the hotel, it is planned to renovate the existing football court with making two additional smaller ones next to the main court in accordance with European standards.

Bay of Kotor





# 11. Ski center Orjen

Developer: **City of Herceg Novi**

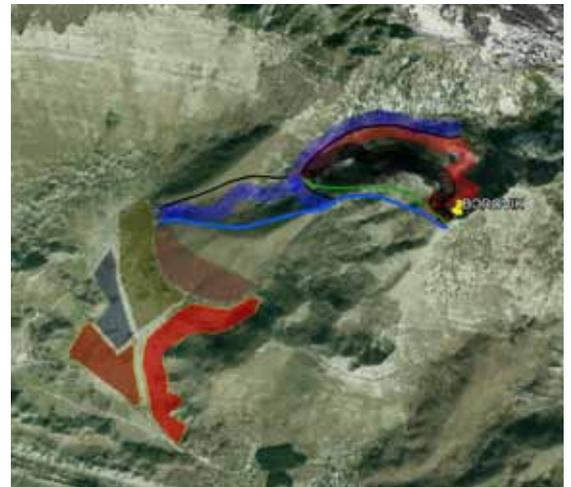
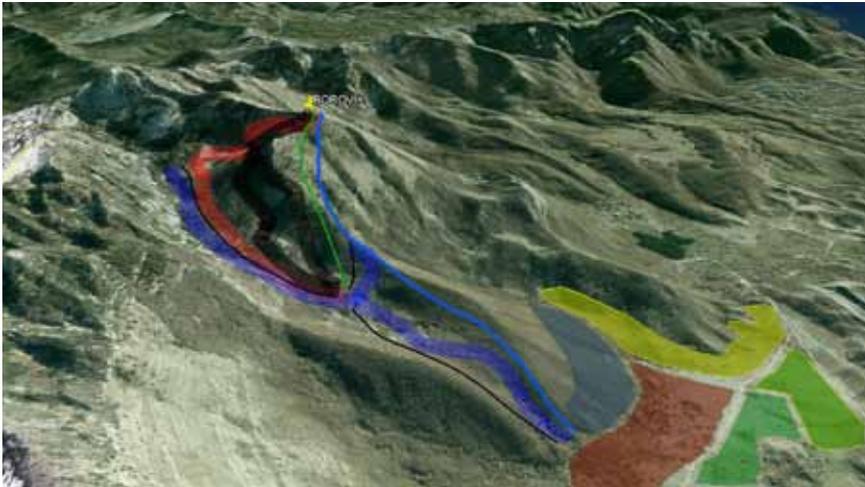
Location: **Orjen**

Investment: **50 mil €**

Bay of Kotor



The mountain Orjen is one of the most impressive mountains on the Montenegrin coast due to its untouched nature and a lush flora. It has always been attractive to tourists for so-called active tourism, mountaineering, bicycling, horse riding and enjoying in nature. This project would extend the tourist season from December till April and improve the tourist offer of Herceg Novi. This ski center will be located at 1300 meters above sea level and only 30 minutes of driving from the seaside. Comparing to other ski centers in the country, the ski center in Orjen would be an ideal winter destination because of its accessibility and affordability of a cheaper winter holiday and skiing. The ski center would consist of different zones: hotel zone in area of 156.000m<sup>2</sup>, villas zone in area of 219.000m<sup>2</sup>, winter sports zone in area of 95.000m<sup>2</sup>, tourist center zone in area of 208.000m<sup>2</sup> and equestrian sports zone in area of 129.000m<sup>2</sup>. There will be different ski slopes: Black ski slope (2000m length), Red ski slope (2000m length), Blue ski slope (3000m length) with ski lifts and cable cars adapted according to international standards, which will provide great conditions for skiing to all tourists from December till April.



# 12. Business center Igalo

Developer: **City of Herceg Novi**

Location: **Igalo**

Investment: **15 mil €**

This business center is designed as a center with public spaces with four floors. The ground floor is reserved for bazar and mega market, while first floor will be provided for shops and cafes with a big terrace. The second floor will have public business spaces with administrative and public functions. The third and fourth floor are planned for the apartments for sale.

Bay of Kotor





# 13. Atrium mall

Developer: **City of Herceg Novi**

Location: **Herceg Novi**

Investment: **45 mil €**

The specificity of this project is that it is going to be the mall which will have two complexes: underground and above-ground complex. The main road will be reconstructed with new roundabout. This will be the first mall of this kind. The Atrium mall will be organized through eight levels underground and nine levels above ground. At each level in underground complex, there will be shops and parking places, while at each level in above-ground complex, there will be shops. The total capacity will be 672 parking spots and 81 shops.

Bay of Kotor





# 14. Organic food center Kameno

Developer: **City of Herceg Novi**

Location: **Kameno**

Investment: **1.5 mil €**

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The main activity of Organic food center Kameno would be eco farming, which means combining modern food science with respect for nature and biodiversity, using environmentally and animal friendly farming methods. Organic farming helps keeping rural communities healthy and improving local economy as well. The vision of this project is to create a sustainability and food sovereignty in which food is grown under health and safety standards and to become leading distributor of certified organic and natural food. Organic food center Kameno would include a farm for growing vegetables and fruits and a herd of goats, a milk station for producing and selling dairy goat products and apiaries for producing bee honey.





# 15. City harbour

Developer: **City of Herceg Novi**

Location: **Škver, Herceg Novi**

Investment: **5 mil €**

Bay of Kotor



Herceg Novi has one of the most attractive city harbors in the Montenegrin coast but with insufficient number of berths and non-developed nautical facilities for providing port services for boats and ships. This investment includes reconstructing the existing port with extending its capacity with improving nautical offer. Besides that the plan is also to build cafes and restaurants, business facilities and with the development of public areas. The structure of city harbor goes in following order:

- Construction of 107 berths for boats up to 7m in length
- Construction of 77 berths for boats up to 10m in length
- Construction of 66 berths for boats up to 14m in length





# 16. Football town Sutorina

Developer: **City of Herceg Novi**

Location: **Sutorina, Igalo**

Investment: **6 mil €**

Bay of Kotor



Sutorina possesses a fantastic climate with more than 250 days of sunshine a year and moderate winters; it is an excellent location for sporting preparations with outstanding facilities. Football town Sutorina will satisfy the highest demands and requirements of any professional football team. It will be the high performance center that provides services and equipment in line with the quality of the first class facilities such as: training camps, changing rooms for teams, changing rooms for coaches, fully equipped gym, Spa area, medical center, and pitch side tribune with capacity over 1000 people, VIP terrace with BBQ area plus a big hotel within the football center. It will have a variety of football pitches with the following measurements in the area of 56.000m<sup>2</sup>:

- 4 x 11-a-side, floodlit full-length pitches (105m x 65m)
- 4 x 7-a-side, floodlit pitches (60m x 40m)
- Pitch composition of 50% Fescue, 50% Ray grass on 4 cm Silica Sand



# 17. City garage & square

Developer: **City of Herceg Novi**

Location: **Herceg Novi**

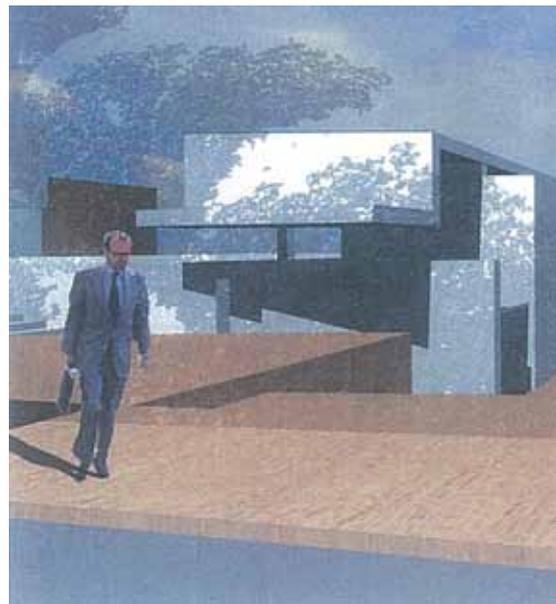
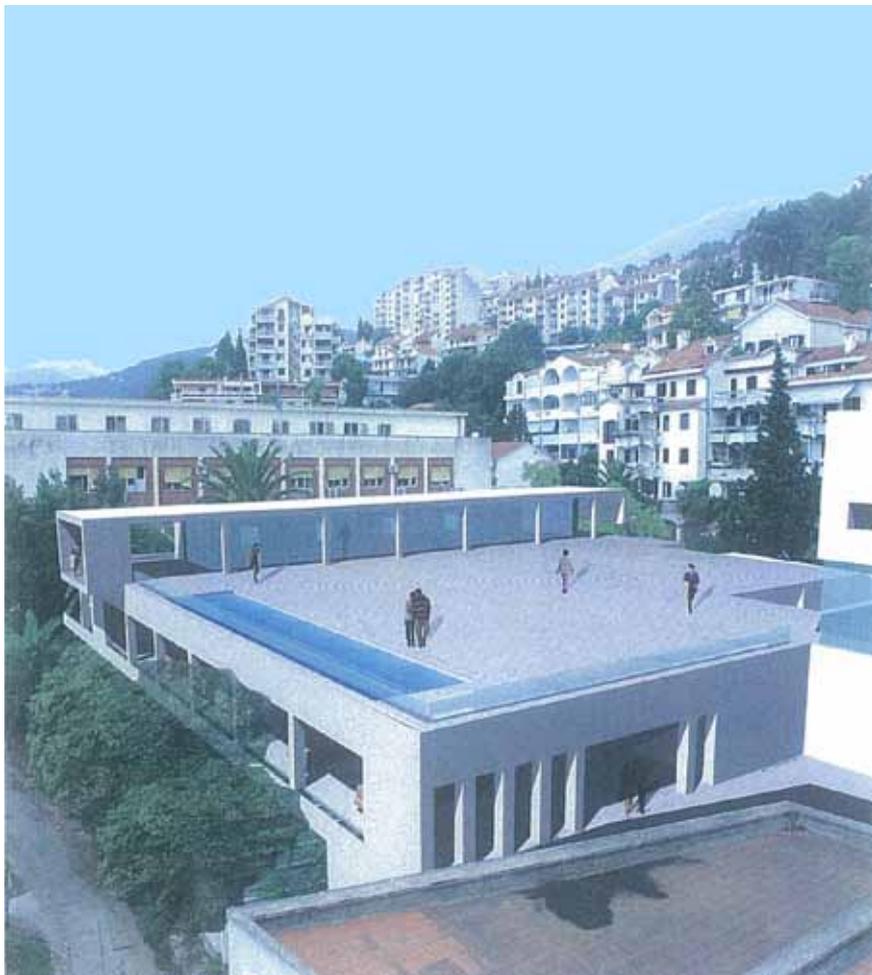
Area: **5435.4 m<sup>2</sup>**

Investment: **2.5 mil €**

This project is imagined as a diverse center with dominant content of the public garage and business facilities organized through three floors with half-levels, two basements and ground floor. The 130 parking spots will be provided with public square.

Bay of Kotor





# 18. Underwater tunnel Herceg Novi–Luštica

Developer: **City of Herceg Novi**

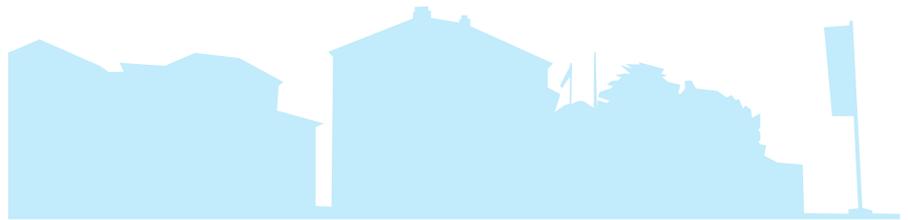
Location: **Zelenika—Špiljice**

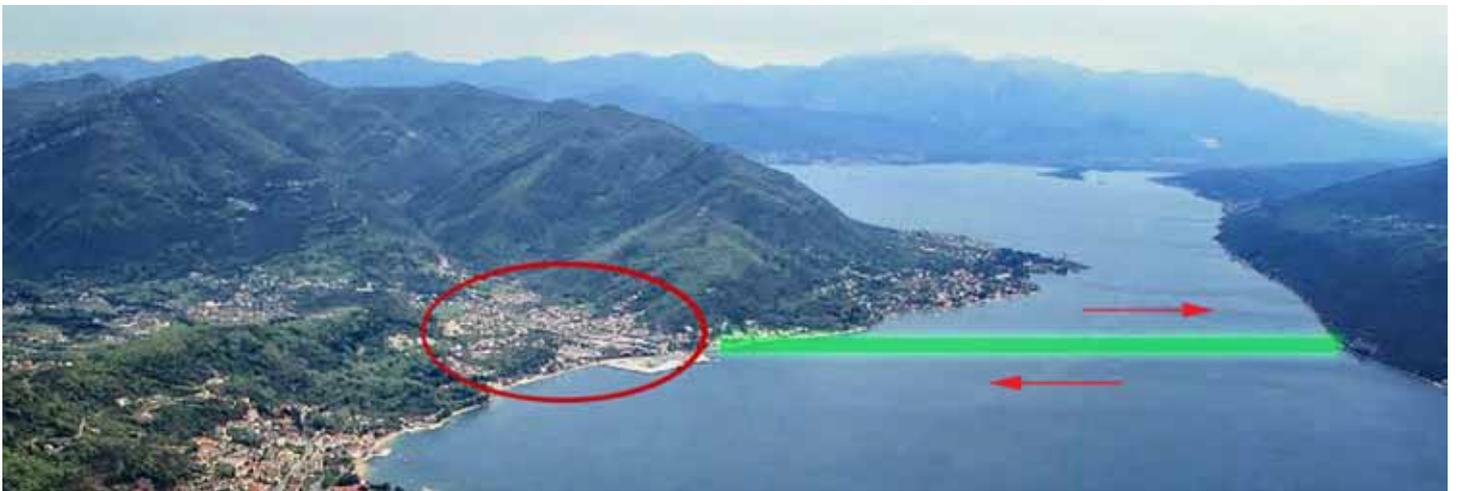
Investment: **100 mil €**

Bay of Kotor



Poor transport infrastructure is one of the biggest obstacles to economic development of Herceg Novi and directly affects the competitiveness of the economy, in this case it is the connectivity between Herceg Novi and Lustica peninsula. The residents and tourists as well have been forced to travel between those two destinations either by boat or car for one hour or two. With underwater tunnel it will be faster, easier and safer to travel. The length of tunnel would be three nautical miles which will operate in two ways. The other advantage of building underwater tunnel is that it would still be allowed for ships and boats to pass; unlike it would be with a bridge.





# 19. Underground escalator

Developer: **City of Herceg Novi**

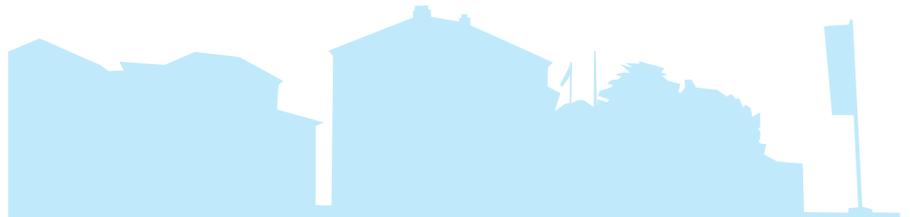
Location: **Herceg Novi**

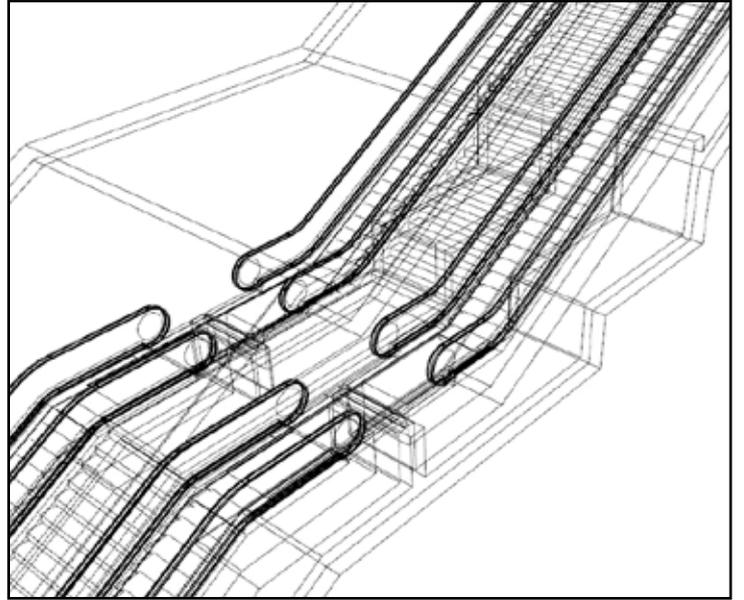
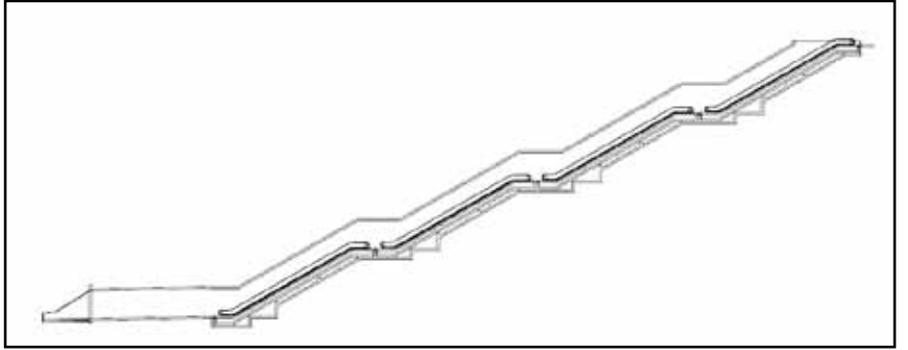
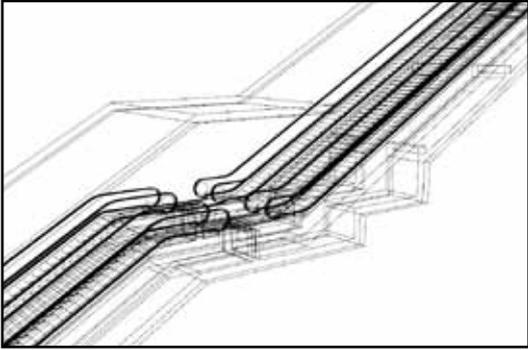
Investment—1st phase: **1 mil €**

Bay of Kotor



Herceg Novi is known as the “City of stairs” due to numerous stairs and elevations especially in the Old town area. With this project, the Old town would be able to keep the function of the administrative and economic center which will contribute to a constant increase in the number of tourist visits. By this idea, it will be achieved vertical communication from the promenade “Šetaliste pet Danica” to fortress “Španjola” with the escalator which will provide a smooth communication between these two parts of the city. The project consists of three phases. The first phase will be from promenade “Šetaliste pet Danica” to “Dvorana park”, the second phase continues from “Dvorana park” to the main bus station and the third phase begins from bus station and ends at the fortress “Španjola”.





# 20. Traffic corridor

Developer: **City of Herceg Novi**  
Location: **Meljine, Herceg Novi**  
Investment: **100 mil €**

Bay of Kotor



The existing main road M2 in the municipality of Herceg Novi passes through the narrowest urban area of Herceg Novi, which results in passing both of passenger's and commercial's vehicles in transit causing problems in traffic communication. Thus the construction of traffic corridor has been necessary for years. It is imagined that the corridor will be separated from the narrow area of Herceg Novi and connecting to Adriatic — Ionian highway.

With the construction of the "fast" road it would enable modern, continuous and cost-effective road for transporting passengers and goods, serve to needs of tourism, relocate the existing stream from the city and it would have significant positive effects in environmental protection. The corridor will be 20km in length and 7.5 meters in width.





# 21. Fortresses

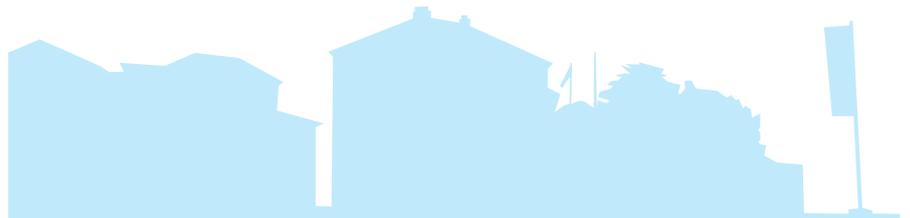
Developer: **City of Herceg Novi**

Location: **Herceg Novi**

Investment: **50 mil €**

The goal of this project is to establish a functional sustainability of the fortresses from Middle Ages: Forte Mare, Kanli Kula, Španjola and Citadela which represent the cultural and historical treasure of Herceg Novi. The vision is to preserve these fortresses with regular maintenance and restoration for cultural and tourism purposes.

Bay of Kotor







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Herceg Novi, October 2015.



Agency for Construction and  
Development of Herceg Novi