

MARINA TIVAT

In order to approach building of such a complex and valuable facility, one should take into account investments funds required by so large project, both, in terms of time and expenses, during the preparation of the investment concept.

Memorandum may provide answers to the following basic questions:

- Market conditions (demand and supply) for building of the marina;
- Institutional framework of the investment;
- Macro and micro location and urban conditions for building of the marina;
- Technical, technological, ecological and other conditions for building of the marina;
- Economic frame of the concept.

MARKET CONDITIONS

This type of tourist offer in Montenegro represents only initial steps of one serious business, which will open an important field for wealthier guests, so that competition on the domicile territory is negligible. Not considering inappropriate equipment of the marinas, we will list a number of berths in the four existing marinas as follows:

Marina Bar.....	900 berths (250 on the land)
Marina Tivat.....	272 berths3
Marina Budva.....	84 berths4
Marina Herceg Novi.....	100 berths.

Only Marina Bar has adequate system of services and infrastructure.



TECHNICAL AND TECHNOLOGICAL CONDITIONS FOR BUILDING

Regarding building standards, we have chosen “the fourth generation” marina. This means yacht facilities of the high standard both on the sea and on the land. Such facilities attracts wide range of tourist profiles not only by number but also by solvency. The surface of marina water area is equal to the area occupied by marina’s facilities on the land. Basic income of the marina is from functional contents both on the sea and on the land.

Marina should have the following basic contents:

The hotel, decorated in yachting style, with rooms from which the water area and yachts can be seen. The superstructure should also have nautical scent, which can be felt in the specialized shops, cultural facilities (museum), video-cinema halls, sport fields, tourist agencies with excursions programs, with the possibility to organize the air transport and transfers and so on. So that, apart from resting, guests can be rendered a wide range of services not leaving the area of the marina. The shops should have “spirit” of the holidays, with diverse offer, ranging from very specialized nautical shops with the equipment, tools and necessities for yachts, to the souvenirs, clothes, shoes and groceries stores which will welcome not only “inhabitants” of the marina but the other guests as well.

Museums and galleries of specific thematic types related to sailing are attractive for the audience. Since this area has a rich history, the above will be easy to arrange. Also, it is possible to anticipate multifunctional complexes, where it would be possible to organize sports events, exhibitions, concerts and theatre performances and shows, as the “baits” for a visit.

Approximately, construction of the marina with planned contents exceeds **US\$ 23,000,000**. Marina itself and the basic facilities and infrastructures that belong to it, which are the subject hereof, are estimated to **US\$ 10,000,000**.



MARINA LOCATION AND BUILDING CONDITIONS

Future marina’s position is in the Bay of Boka Kotorska, a beautiful natural fiord with exceptional climate characteristics, which consists of four gulfs:Kotor, Risan, Tivat and Novljansko-Topljanski gulf. The entire fiord covers the surface of 87 km2 and its shore is over 100 kilometers long, which shows to extremely jagged coastline. This facilitates the usage of the Bay for the nautical purposes (weekend yachting, small sailing, rowing and similar) during the winter period, when unfavorable meteorological conditions prevail at the open sea. Planned marina will be located in Tivat gulf. Administratively it belongs to Tivat municipality, which has 11,000 inhabitants and the town is located at 42o 26’ geographical latitude and 18o 42’ geographical longitude. Micro location is Kukuljina sea cove, spreading from the west border of the airport to Kalardovo beach and southeast from the town of Tivat, between the town and the Saint Marco Island. Geographic location is favorable since it is a natural sea cove protected from big waves and strong winds. In terms of traffic, location is exceptional. It is located next to the Tivat international airport and has a 700 meters connection to the highway. It is 1,5 km away from Tivat, 8 km from Kotor, 25 km from Budva, which makes it easy to access. Also, it is important that hinterland is not cultivated and provides opportunity for construction of all necessary infrastructures for such facility. Marina as nautical-economic facility will be complementary to those already existing at Montenegrin coast, and it will be a flywheel for creation of new nautical contents. The natural conditions are of a good quality.