



Bjelasica & Komovi region Guest survey in hotels and restaurants, Winter 2006

Background and methodology

During the winter season 2006 from January 1st to April 1st a guest survey has been conducted in hotels and restaurants in the Bjelasica and Komovi region.

Two simple questionnaires were on display in hotel rooms and on tables in restaurant during this periode. Guests were asked and should be motivated by the employees in these facilities to fill in the questionnaires. The questionnaire consisted of six questions (including demographic questions).

The following hotels and restaurants participated in the survey:

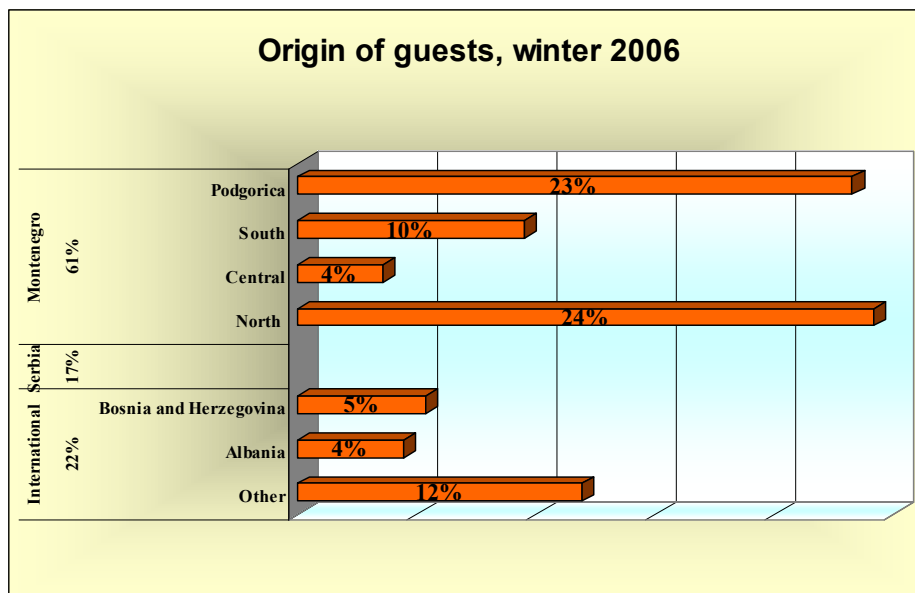
- Andrijevica: Restaurant Most,
- Berane: Hotel S, Motel Buce, Restaurants Etna, Dva Jelena,
- Bijelo Polje: Motel Durmitor and Hotel Bijela Rada,
- Kolasin: Hotel Brile, Hotel Cile, Sports hotel Gorstak, Vila Jelka, Private pension Bakic, Restaurant on Ski center Jezerine, Restaurant Savardak and Restaurant Vodenica,
- Mojkovac: Motel Krstac and Hotel Ravnjak,

In total the answers from 346 filled in questionnaires could be analysed.

Survey results

Who are our guests?

Origin of guests: 61% of responding guest were from Montenegro, 18 % were from Serbia and 22 % were international guests.



There are big differences in origin of guests by town.

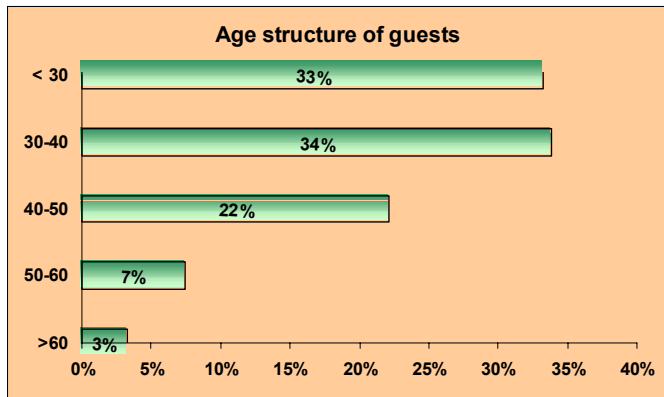
Andrijevica 93 % of guests were from Montenegro and 7 % guests from Serbia. 62% of all guests in Andrijevica were from the North of Montenegro.

Berane: 62 % of guest were from Montenegro (27 % Podgorica, 5% South, 2% Central, 27 % North), 16 % from Serbia, 22 % International.

Bijelo Polje: 29 % of guests were from Montenegro, 41 % from Serbia, 29 % international.

Kolasin: 61% of guests were from Montenegro (Podgorica 39%, South 13%, Central 6%, North 3%), 18% from Serbia and 21 % International.

Mojkovac: 59 % of the guests were from Montenegro (13 % Podgorica, 10 South, 8% Central, 28% North), 13 % from Serbia and 27% International (10% Albania, 9 % Bosnia and Herzegovina)

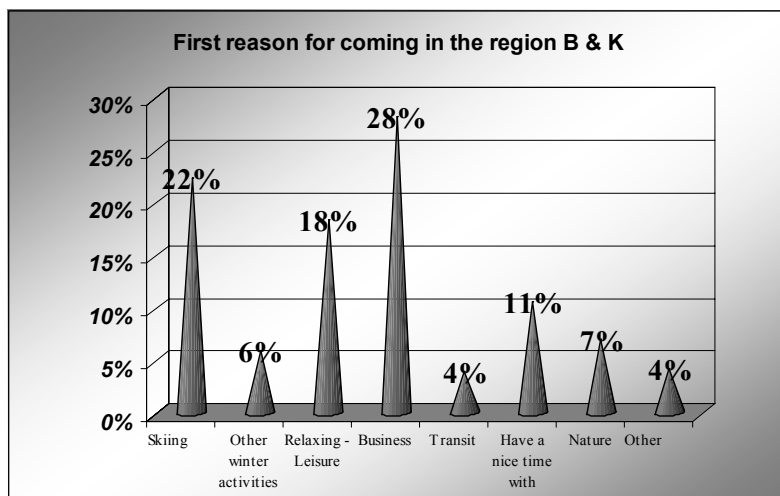


Age: The responding guests were quite young. 67 % of them were younger than 40 years.

Gender: The gender structure of the respondents were 64 % man and 36 % ladies.

Reasons for coming in the region Bjelasica and Komovi?

Business, skiing and relaxing – leisure are the main reasons why the respondents came in the B&K region.



Summary of first and second reason for coming in the region made situation slight different.

The reasons for coming into the region are highly depending on the municipality in which the questionnaires were filled in.

	Total	Andrijevisa	Bijelo Polje	Berane	Kolasin	Mojkovac
Business	21%	17%	34%	44%	13%	11%
Relaxing - Leisure	20%	38%	16%	18%	17%	18%
Skiing	16%	0%	9%	3%	30%	21%
Nature	14%	9%	16%	8%	16%	17%
Have a nice time with family	10%	20%	7%	13%	8%	8%
Other winter activities	8%	2%	13%	2%	9%	9%
Other	7%	13%	3%	7%	4%	9%
Transit	4%	2%	2%	5%	3%	7%



Differentiating the reasons for coming into the region by origin of guests it can be seen, that the main reasons for Montenegrins were Relaxing-leisure 23%, Business 18%, Skiing 16%, Nature 13%, Have nice time with family 9%, Other winter activities 6%, Transit 5%, Other 9%.

For Serbians main reasons were Business 22%, Skiing 16%, Nature 15%, Other winter activities 14%, Relaxing – leisure 14%, Have nice time with family 10%, Transit 6 %, Other 3%.

For Internationals guests the main reasons were: Business 29%, Relaxing – leisure 16%, Skiing 14%, Have a nice time with family 14 %, Nature 14%, Other winter activities 7%, Transit 3%, Other 4%.

How satisfied are tourists with accommodation and restaurants in the B&K region?

Accommodation:

How did you find our hotel?	
Recommendation by friends	42%
I already knew before	22%
Internet	15%
Travel agency	6%
Print media	6%
Just passing by	5%
Advertisement	3%
Other	1%

Source of information that tourist use to find a hotel in the region B&K show that recommendation by friends and own previous experience are most important. Also the internet (15%) is a quite important source of information.

There is no big difference in source of information by origin of guests.

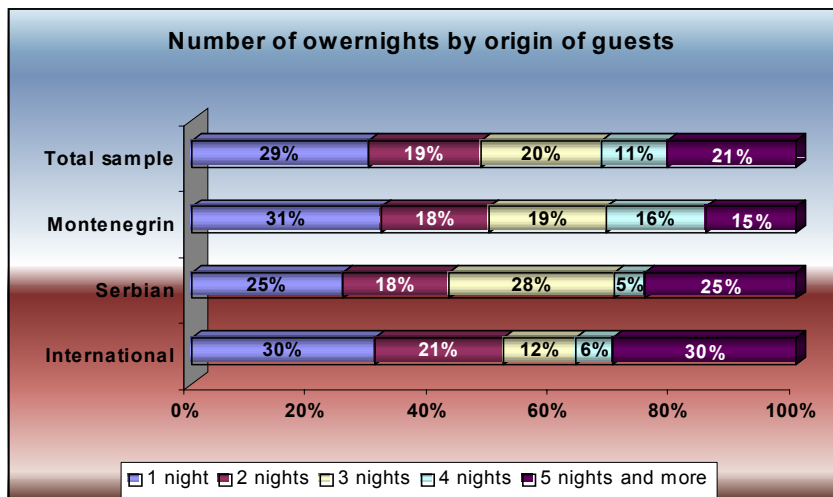
87% of guests give their marks for the various quality aspects of the hotel.

How do you consider the quality of our hotel?					
	very good	good	medium	rather bad	bad
Room	75%	23%	2%	0%	0%
Atmosphere	65%	29%	6%	0%	0%
Leisure facilities	37%	34%	20%	5%	3%
Breakfast	65%	29%	4%	2%	0%
Dinner /Lunch	77%	22%	1%	0%	0%
Service, Welcome	85%	13%	2%	0%	0%
Value for money	58%	31%	9%	2%	0%

In general guests are quite satisfied with all quality aspects of their accommodation (Room, Atmosphere, Leisure facilities, Quality of breakfast, Dinner /Lunch, Service, Welcome, Value for money). 92% of guests rate accommodation quality as very good (66%) or good (26%). The lowest marks were given for leisure facilities. 28% of guest rate them as

medium (20%), rather bad (5%), bad (3%).

Results show that winter guests stay shorter in the B&K region than guests in the summer season.





Restaurants:

Why did you choose this restaurant?	
Nice atmosphere	38%
Recommendation by friends	18%
Special place for a special occasion	13%
Regional (traditional) food and products	12%
Good value for money	9%
Central	3%
Other	8%

The main reasons for visiting a specific restaurant are very much the same for all guests independently of their origin.

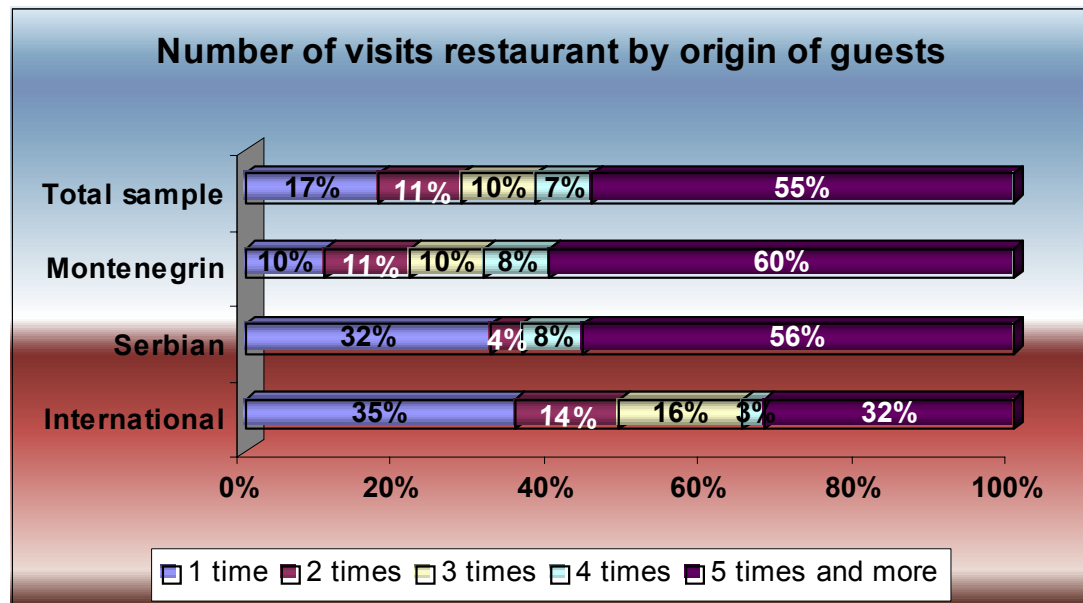
72% of guests give their marks for the various quality aspects of the gastronomy offer (Atmosphere, Quality of food, Regional food and products offered, Other food offered (Italian, vegetarian ...), Service, Value for money).

How do you consider the quality of our restaurant?					
	<i>very good</i>	<i>good</i>	<i>medium</i>	<i>rather bad</i>	<i>bad</i>
Atmosphere	83%	12%	4%	0%	1%
Quality of food	88%	7%	4%	1%	1%
Regional food and products offered	66%	25%	6%	1%	2%
Other food offered (Italian, vegetarian ...)	41%	22%	25%	5%	6%
Service	90%	7%	2%	0%	1%
Value for money	68%	19%	8%	2%	3%

Guests were very satisfied with the gastronomic offer. 88% of them rate the quality of restaurants as very good (73%) or good (15%). The lowest marks were

given for Offer of other food (Italian, vegetarian ...). 36% of guest rate this aspect as medium (25%), rather bad (5%), bad (6%).

Guests come back to the specific restaurants several times.





Some conclusion

Recommendation by friends and own previous experience is very important to chose an accommodation. This proves the importance of high standard guest service and shows a huge potential for marketing activities towards the existing guests.

Also internet is an important source of information when booking an accommodation.

Guests are generally very satisfied with the quality of the offer of accommodation and restaurants in the region. Anyway certain improvements of the offer are needed:

- **accommodation**: improving the quality of leisure facilities in hotels.
- **restaurants**: guests suggested, “to have a broader offer of other food (Italian, vegetarian, ...).

Contacts

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