

2012



FOREIGN INVESTMENT PROMOTION AGENCY

Bosnia and Herzegovina

Tourism Sector

BOSNIA AND HERZEGOVINA INVESTMENT OPPORTUNITIES



Bosnia and Herzegovina Tourism sector

FOREIGN INVESTMENT PROMOTION AGENCY



BOSNIA AND HERZEGOVINA

YOUR NEW ADVENTURE



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Tourism sector in Bosnia and Herzegovina

NEW UNEXPLORED DESTINATION

For many travellers, Bosnia and Herzegovina today is a new and unexplored destination. However, already a hundred years ago the first tourist excursion travelled through the country, which was then under the reign of the Austro-Hungarian Empire. The trip was organized by Thomas Cook & Sons Company of London, later on transformed into the Hapag Lloyd. They also published the first «Tourist Guide to the country» in 1898. The two-week tour started at the border between Croatia and



Herzegovina in Dobrljin including stops in Banja Luka, Jajce, Bugojno, Jablanica, Mostar, Sarajevo, Travnik, Doboј and Tuzla. Shortly after, the Berlin Tourist Office began offering similar trips. The historical charm of these cities remains and makes them worth visiting. By air Bosnia and Herzegovina today is connected to all European centres. The bus-railroad network is well developed and connected to the largest European transportation hubs. Bosnia and Herzegovina is a melting pot of many different cultures, a bridge between East and West. The traveller's experience is like nowhere else; from Roman times to the reign of the Bosnian Kings; from the Ottoman Period, the Austro-Hungarian Empire and the Yugoslavian era with Marshal Tito as its leader.

Bosnia and Herzegovina is also a paradise for nature lovers. Soaring mountains, untouched forests, and wild rivers invite you to come for rafting and canoeing or for long walks. The Olympic ski tracks offer the opportunity of enjoying the snow for affordable prices. Perhaps the greatest asset is the wonderful hospitality of Bosnian people, along with the traditional Bosnian coffee and cakes, the irresistible cevapi (grilled minced-meat fingers), wines of long tradition, our lively urban promenades and small cosy places.

TOURISM IN B&H

Bosnia and Herzegovina, a land of breath-taking natural beauties and ever lasting historical and cultural heritage, largely matches the new market travel trends particularly requirements of the travellers who are looking for new destinations, adventure and authenticity. This beautiful country has so much to offer for those people who seek different experiences, away from the crowd, whether they are looking of skiing, rafting, hunting or patient bird-watching. Those who search for more cultural tourism will be able to relive centuries of history by visiting many vestiges and heritage dating back to Roman, even prahostoric times.



The tourism market in B&H is gradually increasing and B&H becomes an emerging tourism destination!

The most promising tourism segments:

- Ski and Mountain tourism
- Ecotourism
- Spa tourism
- Cultural Heritage & Religious tourism
- Adventure tourism
- Sea tourism

A stylized logo for Bosnia and Herzegovina. The word 'Bosna' is written in blue, with a green mountain range above it. The word 'Hercegovina' is written in blue, with a yellow sun with rays above it and blue waves below it.

“The country has immense opportunities for tourism development given its rich natural and cultural heritage, its unique mix of cultures and religions, as well as its strategic location close to major European source markets”
UNWTO Secretary General, Mr. Taleb Rifai

SKI AND MOUNTAIN TOURISM

Sarajevo, the national capital Hosted the 1984 Winter Olympics, which, at that time, were the largest Winter Games ever (in terms of athletes and media).



Skiing, hiking and alpinism tradition in Bosnia and Herzegovina has existed for over a hundred years, but the expansions of winter tourism came after the XIV Olympic Games held in 1984 in Sarajevo. Tourists and especially skiers say that you can find everything in Bosnia and Herzegovina: the perfect ski slopes of Jahorina, the best alpine skiing track on Bjelasnica, and the massive, tall and absolutely tame and open Vlasic, and harsh Kupres, and colorful Igman. The Olympic Mountains Jahorina, Bjelasnica, Igman, Trebevic and Vlasic, as well as recreation centres of Kupres and Risovac, and ski resorts on Kozara, Busovaca, Ostrelj, Vlasenica, Vranica, Borje and others, offer more than 60 kilometres of perfect ski slopes.



*Some of the best-and cheapest-alpine skiing in all of Europe.
- Outside Magazine -*



The mountain centres are ideal for development of winter, sports, recreation, hunting and fishing tourism. Undoubtedly, Bosnia and Herzegovina has the strongest comparative advantages compared to other countries in the region.

ECO TOURISM

B&H has already established a number of national and nature parks such are:

- Sutjeska national park
- Kozara national park
- Una national park
- Hutovo Blato nature park
- Bardaca nature park
- Blidinje nature park



Sutjeska national park is one of the first established in Europe and still holds the last remaining thousand year old rainforest Perucica.

A country also has the two swamps which are natural reservations and bird habitats. In the north, there is the Bardaca swamp, and the south Hutovo Blato – both have been declared destinations of an international significance by the Ramsar International Convention about swamps.

The canyons, lakes, beautiful rivers, waterfalls, springs, and many more unspoiled natural resources have created a unique Bosnian eco tourism product. Furthermore, the villages in mountain regions, offer tourists the possibility to enjoy the special rural ambient with traditional hospitality, and rich culinary offer of domestic products.

B&H has numerous locations extremely suitable for eco, geo and ethno tourism development particularly in cooperation with capital investors.

SPA TOURISM

In recent years the tourists are increasingly interested in spa tourism of Bosnia and Herzegovina, because the country is rich in high-quality thermal and mineral springs, health resorts and spas. Usually nestled in beautiful surroundings with unspoiled nature and clean air, these health resorts offer true rest and relaxation, in addition to health care. At present there are 15 health spas in B&H registered as health care institutions. There are located in the areas of Olovo, Fojnica, Bjeljina, Bihać, Srebrenica, Gradacac, Sarajevo, Kiseljak, Laktasi, Bosanska Dubica, Sanski Most, Teslic, Prnjavor, Banja Luka and Visegrad. In last few years B&H has actively worked in development of its spas in order to offer better services to its guests.

However, most of spas need investments in upgrading and modernization of existing facilities and programs, seeking for potential strategic partners to readjust their business models, management philosophy and marketing strategy.

CULTURAL HERITAGE & RELIGIOUS TOURISM

Bosnia and Herzegovina is a country of long and rich history, which cultural heritage presents a complex mixture of Mediterranean, Byzantine, Ottoman and Central European influences making the country a unique attraction for cultural and religious tourism. There are a number of towns, memorial of the past time and testimonial of continuity of habitation at these places from antique and medieval periods to present time such are: Mostar, Pocitelj, Banja Luka, Trebinje, Travnik, Bihac, Visegrad, Jajce, etc. As a meeting point of different civilizations and cultures over centuries, most of major religions Judaism, Roman Catholics, Christian Orthodox and Islam exist in harmony in B&H offering a number of sacred places and unique experience to domestic and international visitors. Two important monuments and tourist attractions in the country – Old Bridge in Mostar and Mehmed Pasa Sokolovic Bridge in Visegrad are included at UNESCO World Heritage list.



MEDJUGORJE, One of the largest catholic pilgrim sites in the World



TVRDOS, Serb Orthodox monastery near the city of Trebinje, 15th-century



TEKIJA (Dervish monastery) at BLAGAJ, 16th-century



Old Bridge, Mostar
UNESCO's World Heritage



Mehmed Pasa Sokolovic Bridge, Visegrad
UNESCO's World Heritage



The Sarajevo Film Festival – the first and the largest film festival in the region!

ADVENTURE TOURISM

Bosnia & Herzegovina is an emerging adventure-tourism destination, with excellent whitewater rafting on the Una and Neretva rivers.

- Lonely Planet -

Adventure trips and packages offer different types of active holidays for tourists including: rafting, kayaking, walking the canyons of a series of crystal clear waters of the river Tara, Una, Neretva, Vrbas, climbing rocks, hiking, mountain-biking, paragliding and hang- gliding, skydiving, adventure



driving off-road vehicles in a beautiful and magical ambience of the Olympic Mountains, Treskavica, Romania, Prenja Cvrsnica, Zelengore, Veleza, Vranica, Ozren, etc.

Adventure tourism in the country is still not sufficiently explored, but thanks to the natural beauty of mountains, rivers, canyons and lakes, adventure tourism can become B&H's tourism brand. In 2009 Rafting World Championship was successfully organised in Bosnia and Herzegovina at the River Vrbas and The Rivera Tara.

National Geographic ranked Bosnia and Herzegovina among the 10 best adventure destinations for 2012. Among the destinations that offer excellent rafting, mountaineering, skiing and other adrenaline sports, B&H was named as offering the best mountain biking trails.

SEA TOURISM

With its 23 kilometres of the Adriatic coast and 240 sunny days every year, Bosnia and Herzegovina each year attracts more tourists from all over the world. The town of Neum represents B&H's Adriatic Gate and is the only coastal town in Bosnia and Herzegovina. It was first mentioned in 533 (under the name Neunense), and developed as a maritime retreat in 1965. The Old Town of Neum is 2 km inland.



Scuba-diving, parasailing, boating and jet skiing can be arranged in any of the major hotels. Guests are also offered very attractive tourist visits to Dubrovnik, Mostar, Medjugorje, Hutovo Blato and Vjetrenica. The current accommodation in Neum cannot meet the needs of tourists during the season, which offers investors an excellent opportunity for upgrading and construction of new facilities

ENORMOUS DEVELOPMENT POTENTIALS

*Bosnia and Herzegovina will have the third highest growth rate in the world between
1995 – 2020
Estimation of World Tourism Organisation*

Tourism sector in B&H has enormous potential for development, possessing all preconditions to play a significant role within the country economy. For this reason, the tourism development was consequently recognized as one of the top priorities of the overall national economic development policy.

Significant efforts have been put into creation of favourable business and investment environment for potential investors.

Investment Opportunities

- Opening and construction of new tourism resorts
- Upgrading of accommodation, entertainment and recreation facilities of existing resorts
- Hotels privatisation
- Nature Parks commercialisation
- Resort operators
- Investment in tourism supporting infrastructure

Investment Modes & Approaches

- Individual private project
- Joint ventures
- PPP
- Concession
- Acquisition
- Privatisation
- Long term loans

*Tourism in BiH offers a favourable business environment with increasingly active
tourism promotion system.*



SUCCESSFUL STORIES



Hotel Central, Sarajevo
Investor: Templeville Development, Ireland



Tuzla Hotel, Tuzla
Investor: RAM Invest, Slovenia

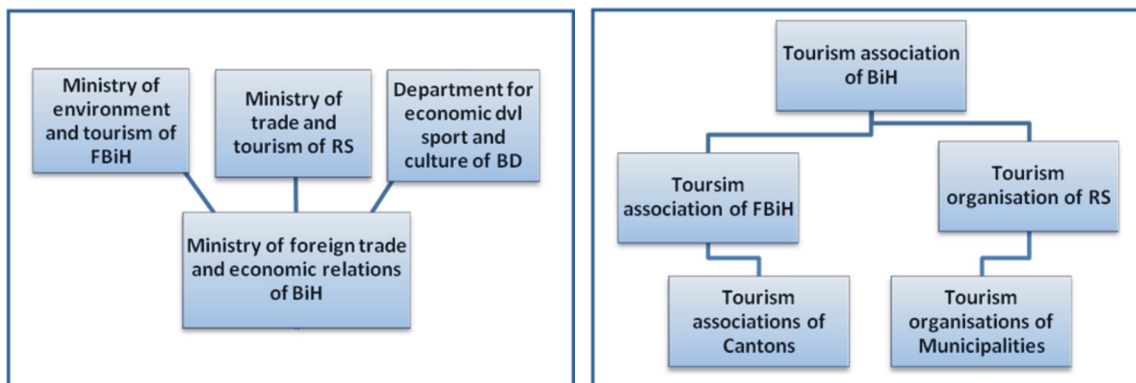


"Ilidža Terme", the hot springs of Sarajevo
Investor: Terme Čatez, Slovenia



Bristol Hotel, Sarajevo
Investor: Shiddi International, Saudi Arabia

KEY INSTITUTIONS & USEFUL CONTACTS



Useful contacts:

Ministry of environment and tourism of FB&H www.fmoit.gov.ba

Ministry of trade and tourism of RS mtt@mtt.vladars.net

Investment and Development Bank of RS www.irbrs.net

Agency for Privatisation of FB&H www.apf.com.ba

Tourism Association of B&H www.bhtourism.ba

Tourist Organization of RS www.turizamrs.org

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