

# MOVING UP MARKET

As the wealth of CEE countries grows, so too does that of its visitors. To cater to this new breed of traveler, many countries in the region are moving their tourism industries up market. Tourism is also booming in the Balkan countries of former Yugoslavia. In particular, the tourist industry of newly independent Montenegro looks set to take off. According to statistics from the World Travel and Tourism Council (WTTC), Montenegrin tourism is the fastest growing in the world, ahead of even China in second position.

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