PROFILE

Montenegro Experts

Advisory for hotels, gastronomy and wine in Montenegro · October 2026

MONTENEGRO EXPERTS
HOSPITALITY · CULINARY · WINE

in cooperation with HotelSuccess and Weingutmarketing

Who we are

Montenegro Experts brings hotel operations together with roots in the country. We advise private and independent hotels and restaurants in Montenegro and accompany German-speaking investors who are looking at the Montenegrin market.

Ljubo Vuljaj	Gastronomy and quality. Born in Montenegro, certified sommelier, in the wine trade since 2000, teacher of restaurant service at the vocational school in Bad Gleichenberg. Runs the agency Weingutmarketing.
Michael Gehring	Hotels and strategy. More than 40 years in hotel management since 1981, in Switzerland, Austria, Germany and South Tyrol, from opening to restructuring. Runs the hotel consultancy HotelSuccess.

We work from Graz, Vienna, Munich, Zurich and Podgorica, remotely as a rule and on site where it matters.

What we do

AREA	SERVICES
Gastronomy and wine	F&B concepts, wine lists with regional wines, sommelier training, service culture in the team
Hotels and strategy	figures and structure, pre-opening, revenue management and digitalisation, brand building
Year-round operation	offers for spring, autumn and winter, so that a property earns beyond the summer
Funding and finance	funding check, investment plan and complete application, from the first question to the payout
Investors and owners	operational assessment before a purchase or sale, investment memorandum for German-speaking buyers

Selected experience of Michael Gehring

We name the properties in a personal conversation.

ASSIGNMENT	RESULT
Turnaround, Austria, about 74 rooms, 18 months	guest rating from 7.6 to 8.8, occupancy 68 % in two-season operation
General management, Switzerland, 58 rooms with event space	occupancy +15 %, events +30 % revenue, food and beverage +50 % revenue
Pre-opening, alpine destination in Switzerland, about 30 rooms, boutique hotel with fine dining	among the top 100 hotels in Switzerland in its second year, 60 % occupancy year-round

How we work

Every figure with its source, every assumption stated. We work at a fixed fee agreed before we start. A first conversation is free of charge and without obligation.

Our advice is operational. Legal, tax and structural advice stays with licensed firms and offices in Montenegro.

Contact

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