

Iberostar Selection Montenegro

Bar, Montenegro



IBEROSTAR

Selection
Montenegro

★★★★★



IBEROSTAR

BEACHFRONT RESORTS



Your new 5 star
beachfront resort
on Montenegro's
Bar Riviera

Iberostar Selection Montenegro

where you can discover the essence of Montenegro in the serenity of the Adriatic coast.

Iberostar Selection Montenegro, the first 5-star beachfront resort on the Bar Riviera, a destination that captivates with its fascinating contrast, where the deep blue of the Adriatic Sea meets the verdant Rumija Mountains.

The Mediterranean style is reflected in every detail, from the blue shutters of the villas that embrace the hotel to the reddish touches of the facades, inspired by the "red cliffs" of the Bar Riviera.

With an unbeatable location, the resort sits on a beach with crystal-clear waters and a small marina that attracts sea lovers.

Modern and spacious suites located in the main building offer breathtaking sea views, while villas nestled among the pine trees are perfect for couples seeking an intimate getaway or for families looking to spend quality time together in the family rooms.

The resort boasts a spacious and modern 3,700 m² spa, considered one of the largest in the country, offering a haven of relaxation and tranquility with breathtaking views of the Adriatic Sea.

The landscape is the defining feature of the entire resort. The culinary offerings blend local products with the traditions of each restaurant, such as the Italian restaurant "Emilia," which combines flavors from the Balkan coast with those of Italy. As the sun sets, the "Almar" beach bar is the perfect spot to enjoy a cocktail. It is here that the Sunset Ritual takes place, a magical moment where the contrasting colors of the sea intertwine and usher in the night.

Brand personality

Premium

Delivering a superior level of service and constantly maintaining an upscale experience.



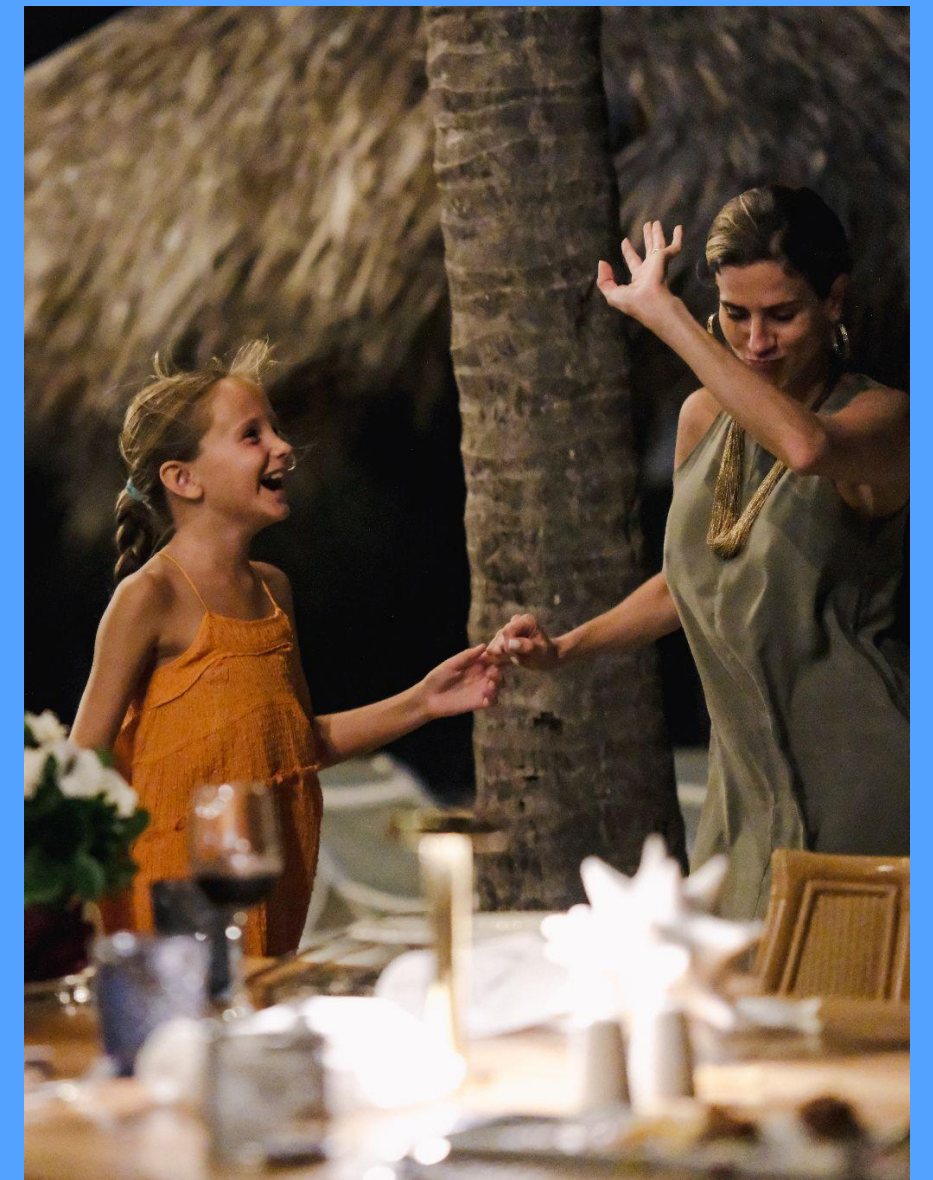
Relaxed

We simplify complexities and approach what we do in an efficient, positive and relaxed way.



Generous

We are flexible by proving that everything is possible, and all options can be valid.

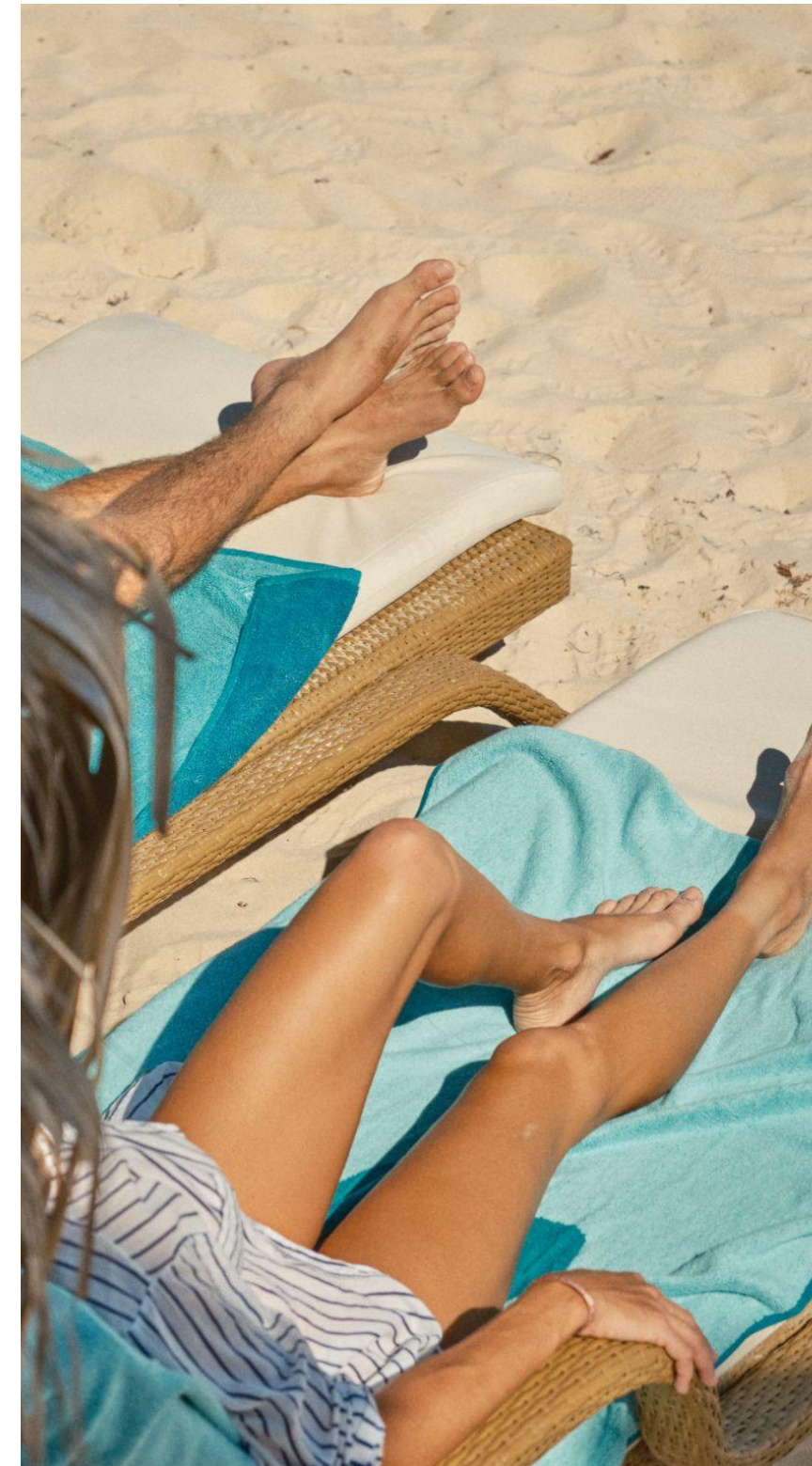


Customer inspirations: their motivators to buy



Premium-loving Families

- Spend time with the family
- Upscale All Inclusive experience
- Personal treatment and attention to detail
- Easy access to children's facilities and the beach
- Specific dining areas for children
- Stressless arrival and departures
- Brand recommendations from friends and family



Comfort Couples

- Elevated All Inclusive Resort close to the beach
- Comfortable as at home without worries
- Quiet and relaxing pool and beach areas with waiter service
- Fresh, seasonal, and local food
- Assistance for arrival and departure from/to the airport
- High propensity to repeat

Iberostar Selection Montenegro

Customer Profile

Traveling Couples & Mature Families

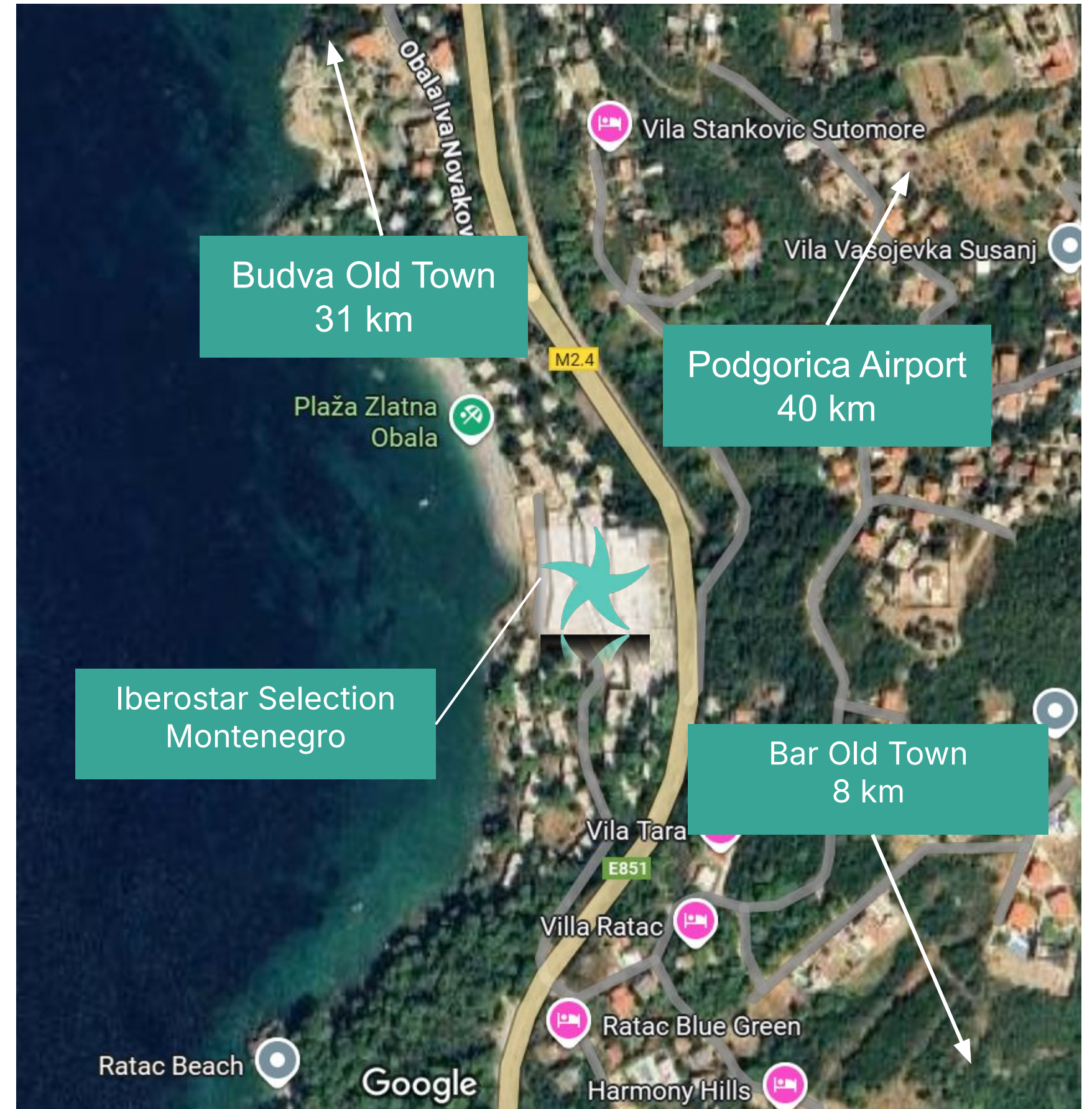
- 30-45 years old, primarily **British**.
- Couples traveling with their children mostly have **two or three children** between the ages of 12 and 17.
- Families typically book well **in advance (3 months)** online and during school holidays (1 week in July or August).
- Couples usually travel frequently (4 or more trips per year, 2 of them outside their home country), with longer trips lasting between 2 and 3 weeks and combining several destinations.

WHAT ARE THEY LOOKING FOR?

- **Premium hotels in unique locations.** With private beaches and ocean views from the rooms.
- **Family-friendly hotels** with options for enjoying time together as well as separately, in an atmosphere where you can relax and find privacy and tranquility.
- **The destination as part of the vacation:** connect with the local culture through authentic experiences.
- **Authentic, varied, and responsibly sourced cuisine** that is part of the cultural and emotional experience.



Location



The Resort at a glance

Your Montenegrin Seaside Resort

- A direct and convenient access to a **private beach & marina**
- **Diverse culinary offerings** for all tastes
- **96 suites** located in the main building with **panoramic sea views**
- **196 villas hidden within the pine trees** that surround the resort
- **Indoor and outdoor pools**
- **3700m2 Spa & Fitness facilities** with sea views
- Children's **Star Camp**, kids pool and dry park
- Multiple indoor and outdoor common areas



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BEACHFRONT LOCATION
IBEROSTAR SELECTION MONTENEGRO



LOBBY
IBEROSTAR SELECTION MONTENEGRO



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Suites

Iberostar Selection Montenegro

Iberostar Selection Montenegro offers a total of **292 suites and villas**.

The villas, tucked away among the pine trees, are located along the resort. All of them feature sea views, with select villas offering private pools.

The spacious suites, designed in a modern Mediterranean style, are **situated in the resort's main building**. They boast stunning panoramic ocean views and large terraces, some of which include private jacuzzis.

It is the perfect combination for couples seeking an intimate getaway or for families looking to enjoy quality time in our family rooms.



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Suites

Iberostar Selection Montenegro

| Category | Nº rooms | Max. Capacity |
|---------------------------------------|----------|---------------|
| Junior Suite | 3 | 2+2 |
| Junior Suite SSV | 2 | 2+2 |
| Junior Suite SV | 66 | 2+2 |
| Family SV | 0 | 3+1 |
| Junior Suite SV Wellness | 0 | 2 |
| Family SV Kids Free | 0 | 2+2 |
| Villas Junior Suite GV | 14 | 2+2 |
| Villas Junior Suite SV | 87 | 2+2 |
| Junior Suite SV Premium Terrace | 9 | 2+2 |
| Villas Junior Suite SV Private Garden | 13 | 2+2 |
| Villas Junior Suite Sea Front | 64 | 2+2 |
| Suite SV Premium Terrace | 16 | 2+2 |
| Villas Junior Suite SV Swim Up Pool | 6 | 2+2 |
| Villas Suite Deluxe SV | 10 | 4 |
| Presidential Villas Private Pool | 2 | 4+4 |



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VILLAS JUNIOR SUITE SEA FRONT
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VILLAS JUNIOR SUITE SEA VIEW
IBEROSTAR SELECTION MONTENEGRO



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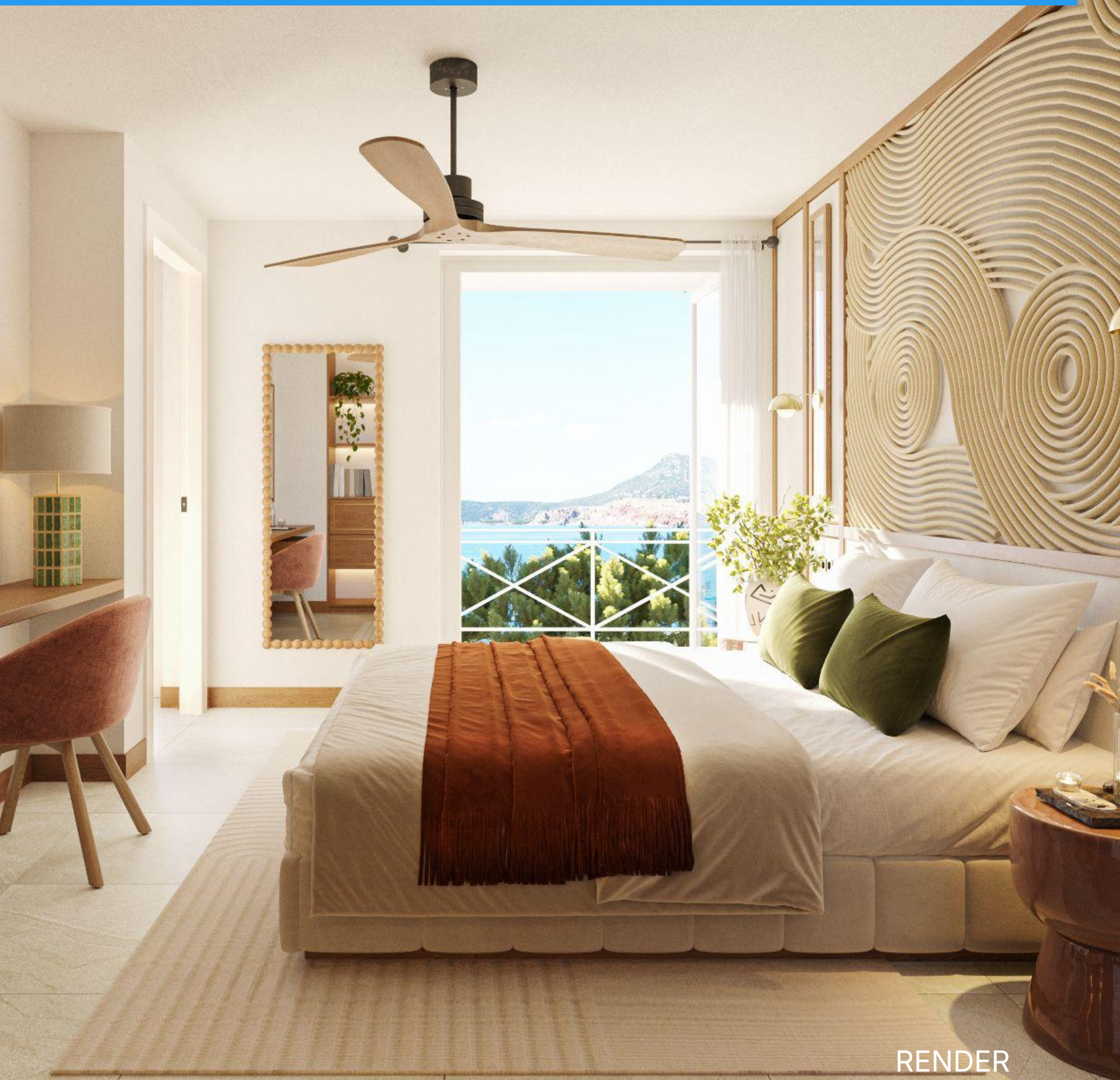
VILLAS JUNIOR SUITE SV & SWIM UP POOL
IBEROSTAR SELECTION MONTENEGRO



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VILLAS SUITE DELUXE SEA VIEW
IBEROSTAR SELECTION MONTENEGRO



JUNIOR SUITE
IBEROSTAR SELECTION MONTENEGRO



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JUNIOR SUITE SEA VIEW
IBEROSTAR SELECTION MONTENEGRO



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SUITE SEA VIEW PREMIUM TERRACE
IBEROSTAR SELECTION MONTENEGRO



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SUITE SEA VIEW PREMIUM TERRACE
IBEROSTAR SELECTION MONTENEGRO



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JUNIOR SUITE SV PREMIUM TERRACE
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JUNIOR SUITE SV PREMIUM TERRACE
IBEROSTAR SELECTION MONTENEGRO



VILLAS JUNIOR SUITE SV PRIVATE GARDEN
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VILLAS JUNIOR SUITE GARDEN VIEW
IBEROSTAR SELECTION MONTENEGRO



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Culinary Offering

A Gastronomic Journey Without Limits

Let your taste buds travel with a **variety of 8 restaurants and bars** for every moment of the day.

Choose from one of our 3 restaurants that satisfy every craving: from the international variety of our Buffet Restaurant, where you'll find a local corner, to the traditional flavors of Italian cuisine at the **Italian restaurant "Emilia"**; or enjoy the **"Salt & Cut" grill restaurant**, which offers local cuts of meat and fish.

Here, **the scenery is the main ingredient**: all our restaurants face the sea to guarantee a visual experience as exquisite as the food.

Enjoy one of your favorite cocktails at any of our 5 bars. Feel the breeze at the beach bar "Almar" right by the sea, or be captivated by the privileged views of the bay from our elegant Lobby Bar.



Pool Bar

+



Main Buffet
&
Main Bar

Lobby Bar
&
STARCAFÉ ★

Emilia
LA CASA DELLA NONNA

SALT
& CUT
GRILL KITCHEN

al
Mar
BEACH SOCIAL LOUNGE



MAIN BUFFET
IBEROSTAR SELECTION MONTENEGRO

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Italian Restaurant

EMILIA — La casa della nonna

Nestled among the hills overlooking the sea, **Emilia is a tribute to the most endearing Italy**: a place where the table brings people together, wine is shared, and the soul is nourished as much as the body.

Inspired by **traditional recipes**, each dish captures the essence of what truly matters: **pasta** with slow-cooked sauces and **fresh produce** that speaks the language of the land.

In Emilia, time stands still. The aroma of freshly baked bread, the warmth of the service, and the joy of sharing transform every meal into a homecoming—a **home where there's always a place at the table**.



SALT & CUT

GRILL KITCHEN

Grill Restaurant

Exceptional local meats and fish, along with **seasonal vegetables**, take center stage, each cut with precision and care.

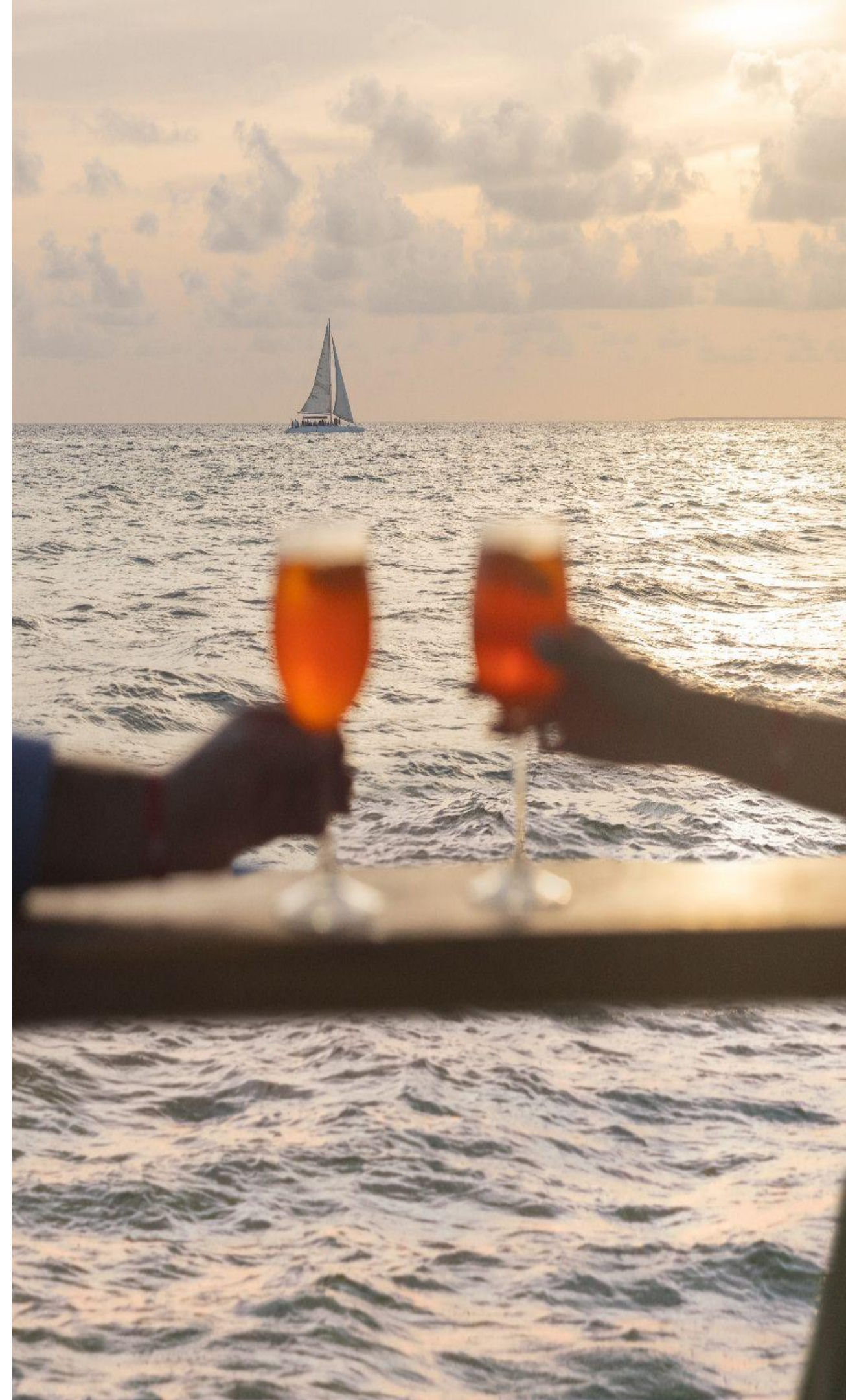
Every ingredient is treated with respect, allowing its natural character to shine through. **But what truly awakens the soul of the flavor is the sea salt.** Extracted from the purest waters and sun-dried by nature, the salt is more than a seasoning: it's the bridge between land and sea.



Bars

Relax, unwind, and toast. Our resort boasts one of the most comprehensive cocktail and beverage selections in the area, with bars designed to satisfy all your tastes:

- **Star Café & Lobby Bar**
- **Pool Bar**, the perfect refreshment between dips in the pool
- Sotto Zero Ice Cream
- **Beach bar "Almar"**
- **Main Bar**



STARCAFÉ ★

In the heart of the hotel, next to the lobby bar, **Star Café** is a warm haven for those who appreciate life's little rituals: the first sip of coffee, a quiet conversation, a moment to pause and breathe.

With enveloping aromas and a carefully curated selection of beans and artisanal pastries, this space celebrates the elegance of simplicity. From bold espressos to smooth and creamy creations, each cup is designed to complement the natural rhythm of the day.

Bathed in the light of the Adriatic and with a serene atmosphere, **Star Café** invites you to savor the present: to find inspiration in the details and discover beauty in every pause.



al Mar

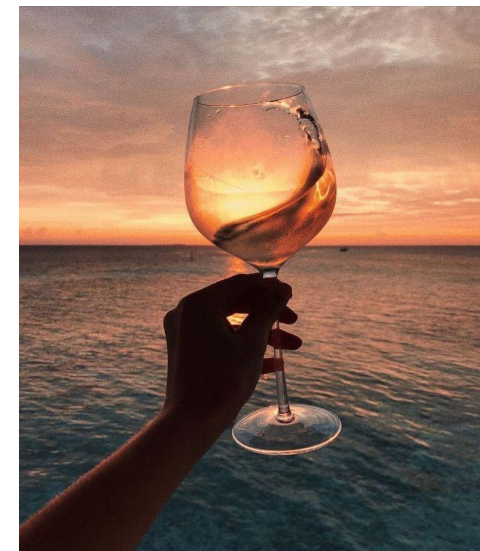
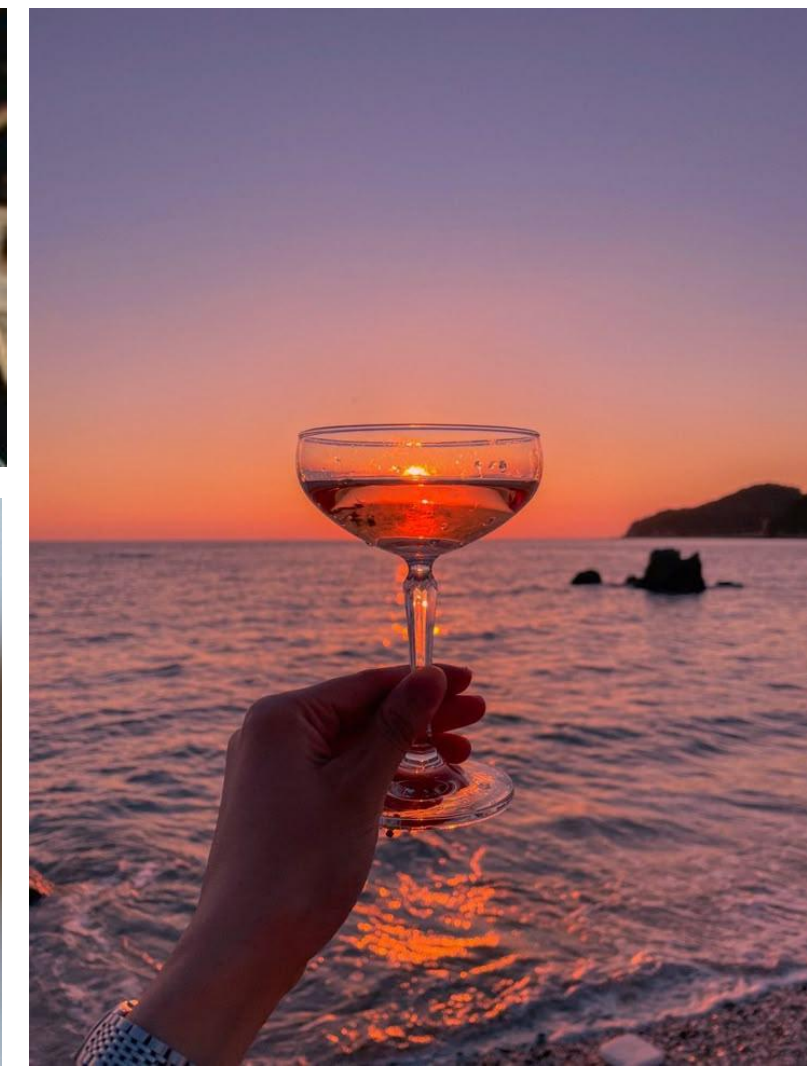
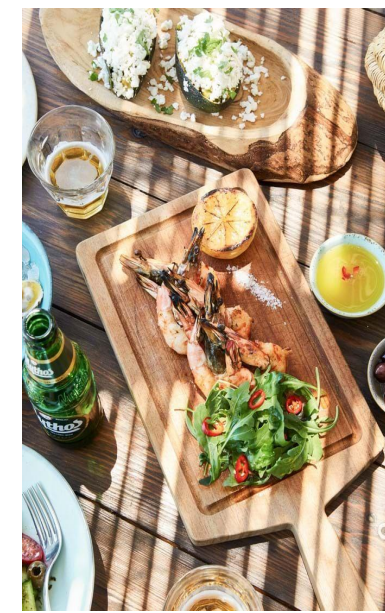
BEACH SOCIAL LOUNGE

The soul of the coast – Our Beach Bar

On the shores of the Adriatic, where the sea caresses the sand and the sun paints the afternoons gold, **ALMAR brings the spirit of sun, salt, and spontaneity to every coast it touches.**

Immerse yourself in authentic Mediterranean life and **enjoy a cocktail right on the beachfront at our beach bar.** Here, the **Sunset Ritual** takes place, a **memorable experience** that awakens your senses. Feel the warmth of the sun as it bids farewell to the horizon, let yourself be enveloped by our carefully curated live music, and toast the magic of the moment with a refreshing drink.

Welcome to ALMAR. Welcome to the soul of the shore, where the Mediterranean meets the world.



SOTTO ZERO

Ice Cream

At Selection, our inspiration comes from those special and unique moments that make those magnificent **vacations unforgettable**.

Sotto Zero reflects **Italian elegance** and the refreshing sensations of **sub-zero temperatures**. Ice creams in a variety of flavors to satisfy every guest.

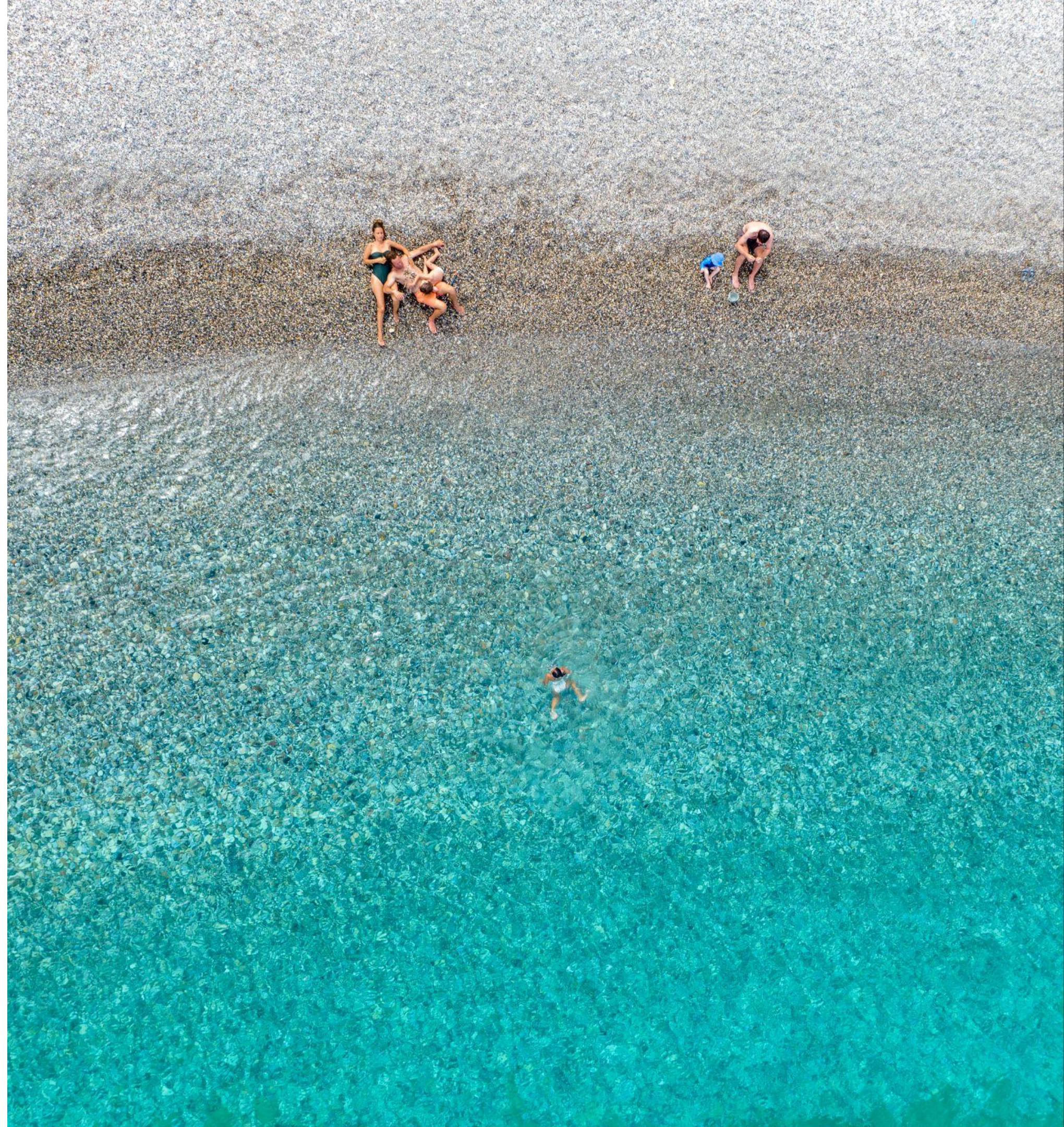


MAIN BAR
IBEROSTAR SELECTION MONTENEGRO



Beach

The resort offers its guests the privilege of enjoying a **private, tranquil beach, perfectly integrated into the natural environment of the Adriatic coast.** An exclusive haven for relaxation with spectacular views and direct access to the sea.



Pools

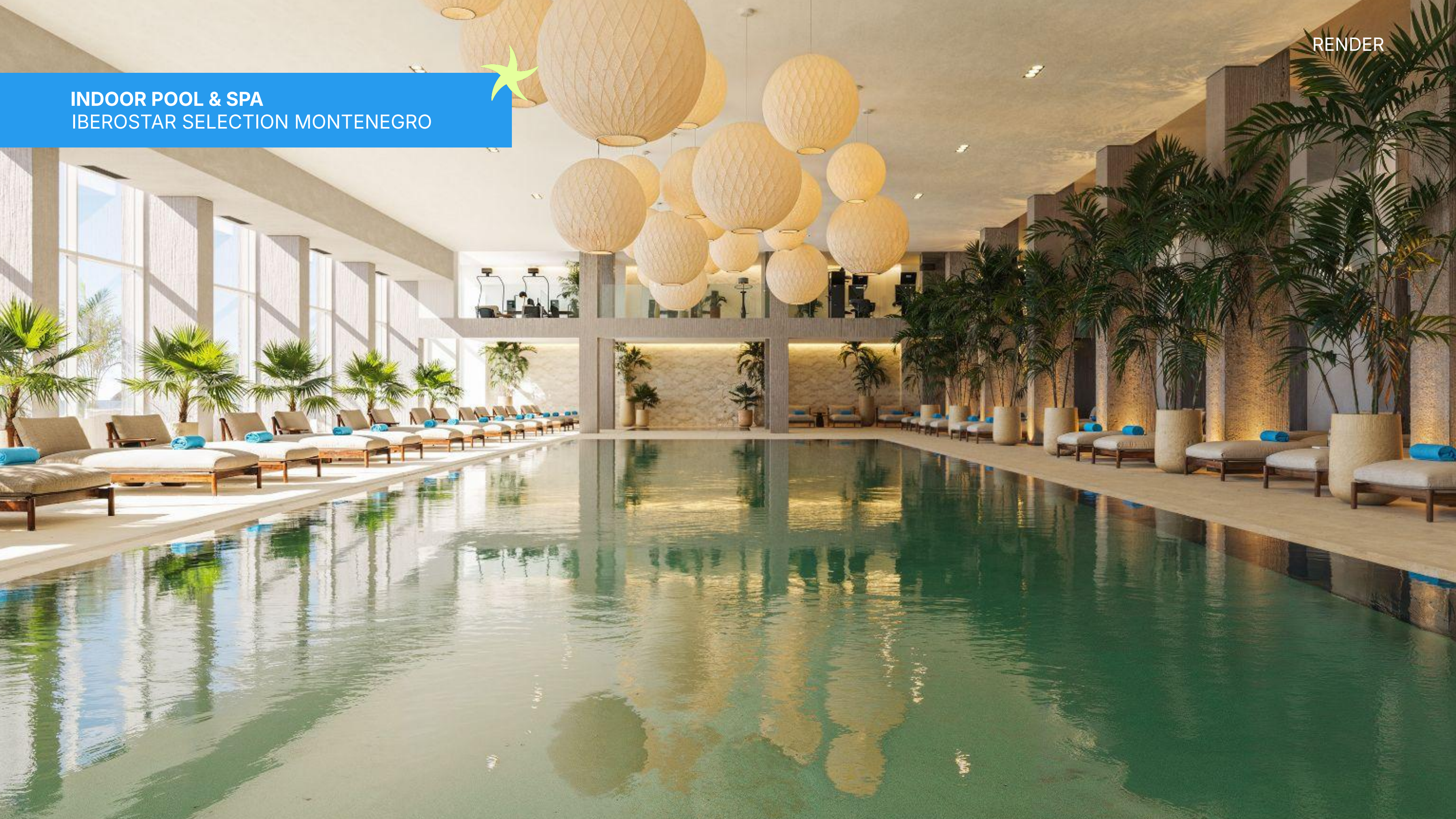
The hotel offers a **variety of pools**, including an **outdoor pool overlooking the Adriatic Sea**, perfect for relaxing in the fresh air, and a **heated indoor pool**.

Younger guests have their own **outdoor children's pool**, guaranteeing fun in a safe environment.



INDOOR POOL & SPA
IBEROSTAR SELECTION MONTENEGRO

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A dream for children

Fun is guaranteed for our young guests at our facilities specially designed for them. Our Star Camp program offers a wide range of activities for all ages.





Surroundings

Destination: Montenegro

Montenegro is a destination where nature, culture, and history coexist within a few kilometers of each other, boasting **dramatic mountains, crystalline beaches, and medieval villages.**

Iberostar Selection Montenegro is the ideal starting point for exploring the region. Just 8 km away lies the **Old Town of Bar**, and on its outskirts, the famous **Old Olive Tree**, a 2,000-year-old tree that symbolizes the tradition of "**liquid gold**," or local olive oil.

Other must-sees include:

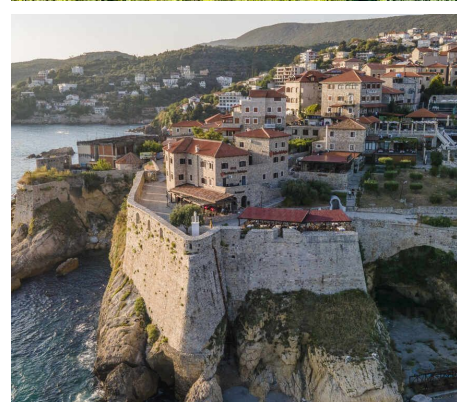
- **Boat trips** from Bar or Budva to enjoy the Adriatic Sea and visit secret coves or the island of **Sveti Stefan**, an island that has become one of the country's most iconic images.
- The city of **Budva**, famous for its beaches, nightlife, and the old medieval town surrounded by stone walls built by the Venetians.
- The **Bay of Kotor**, a **UNESCO** World Heritage Site, showcases the Venetian legacy amidst imposing mountains.
- **Perast**, a small stone village with a strong Venetian influence. From here you can visit the island of "**Our Lady of the Rocks.**"
- Inland, you'll find **Durmitor National Park**, offering canyons, glacial lakes, and unique hiking trails, and Lake Skadar, one of the largest lakes in Europe.

A compact, accessible, and surprisingly diverse country, **Montenegro** invites you to discover it step by step, understanding its blend of cultural heritage, nature, and Mediterranean life.



Distances from the resort

- Bar's Old Town is 8 km away.
- Sveti Stefan is 25 km away.
- Lake Skadar, the largest lake in the Balkans, is 20 km from Bar.
- Budva is 31 km from Bar.
- The Bay of Kotor is 65 km away.
- Perast is 70 km away.
- Durmitor National Park is 135 km away.
- Podgorica Airport is 40 km away.
- Tivat Airport is 55 km away.



Cheat Sheet

Iberostar Selection Montenegro

Bar, Montenegro

- 292 newly built suites and villas, some with private pools
- Private beach
- Private marina
- Indoor and outdoor pools
- 3,700 square meters of spa facilities with treatment rooms
- Star Camp children's camp
- 8 bars and restaurants



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BEACHFRONT RESORTS