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Experience!
SERBIA

NATIONAL TOURISM
ORGANISATION OF SERBIA
SERBIA CONVENTION
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Dear meeting planners & business travellers,

Business travel and business events create settings where the future of our societies is often directed. From the early forms of human conferring and trading to today's face-to-face, hybrid and digital meetings, business events are fundamental platforms for communication, inspiration, negotiation, knowledge sharing and celebration.

Serbia is currently one of the rare places in Europe that is experiencing tremendous momentum in economic development, and the country is becoming a creator of change, not simply a follower. This is the reason Serbia is becoming a hot-spot for the business world and why it is ranked the No.1 investment destination country in the world, measured by the estimated number of jobs relative to the size of the population, according to the 2019 IBM Global Location Trends report.

This brochure contains the most fundamental information you need to plan and organize your next business trips or events in Serbia. The information is organized in order to help you to go beyond a simple outcome and output from your event. We hope this guide will help you to leave a legacy with your event, and more importantly, to do so in a sustainable way.

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Experience!
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Serbia – An exceptional place for business events

- 1** No. 1 as the top investment destination country in the world, measured by the estimated number of jobs relative to the size of the population – IBM Global Location Trends 2019 report, IBM Global Business Services
- 2** No. 1 on the FDI 2019 Europe list, based on the criterion of greenfield investments relative to the size of the economy – Financial Times, fDi Report 2020
- 3** Moved up by 47 places over the past five years, and is now ranked 44th globally – WB Doing Business List

- 4** No. 47 on ICCA ranking list – ICCA 2021 report*
- 5** Official candidate for Specialised EXPO 2027
- 6** Three international airports situated in Belgrade, Niš, and Kraljevo
- 7** Direct flight connections with JFK New York and Chicago, USA and Tianjin, China

* 2021 ICCA ranking Public Abstract – Destination Performance Index

- 8** Five locations inscribed on the UNESCO World Heritage List and 11 more on the tentative list.
- 9** Protected natural values – with 287 natural monuments, 10 nature parks, 5 national parks and more, Serbia offers an extensive range of leisure and outdoor opportunities for quality time in the natural environment
- 10** Two UNESCO Biosphere reserve locations and one cross-border biosphere reserve
- 11** Climate – a beautiful combination of continental and moderate Adriatic climate

- 12** Time zone – GMT + 01:00, Central European Time
- 13** Currency – Serbian Dinar, RSD
Exchange rate 1 € = 117.5 RSD
- 14** VAT – 20% for most taxable supplies, reduced to 10% for accommodation
- 15** Exquisite cuisine – 197 restaurants listed in the Gault&Millau 2022 selection and 17 restaurants listed in the Michelin guide, including one rated as “Bib Gourmand”.



Leave a legacy with your business event in Serbia



We are keen on marketing Serbia for events that can contribute to creating innovations, improving community well-being, increasing social progress (e.g. improved health, equality, safety, citizen participation, inclusion, employment), improving public policy to support community groups, helping in new job creation or assisting environmental regeneration.

We want you to learn from our previous events and ultimately deliver longer lasting and sustainable benefits for the host city. Our experienced team will help you track the legacy during and after your event to fine-tune interventions and identify improvements for the future. Below, you can find ideas and areas where you can leave significant impact with your event.

The E-sector

33,827 workers
 1,378 companies
 €1.84b exports
 10.6% of total Serbian exports

R&D Centres

Science Technology Park Niš – An organization that cooperates closely with the University of Niš and the academic community and provides infrastructure and services to help innovative businesses achieve success in the market, especially in the field of high technology. Modern and well structured infrastructure includes nearly 14,000 m² of workplace with laboratories and a manufacturing unit.

MIND Park – Unique and modern, an industrial area spread across 150 ha in Central Serbia, near the city of Kragujevac. Currently focused, but not limited to, the rail vehicle industry. With a private airport under construction, MIND Park is set to become globally unique as a centre of competence.

The Belgrade Science Technology Park – Supports start-ups and expanding and growing high-tech companies, helping them develop, promote and commercialize products and services. Provides carefully and professionally created programs and services for companies in different stages of development.

More than 1,000 students enrolled in 14 institutes and university faculties across Serbia



Agri Food

Serbia has over 5.1 million ha of agricultural land, of which 60% is arable. The country is blessed with a great diversity of fruit and vegetable varieties, including the numerous autochthonous sorts that are grown on our land.

R&D – 16 specialized institutes offer strong support to agri-food producers, focusing on technologically advanced production that leads to better quality, ecologically-friendly seeds and vegetable crops.

HACCP – Safety standards certification is a mandatory precondition for export oriented companies. Serbia's government provides different types of grants for companies, assisting and helping them comply with the mandatory standards. Along with the local certification bodies that are aligned with international bodies, major European companies such as SGS, Evrocet, TÜV Sava, TÜV Nord and Bureau Veritas have offices in Serbia.

Education – Four universities and 26 secondary schools are involved in the agricultural sector.

GMO-free – Huge potential for organic production with strictly prohibited production and trade of GMO food.



Forest-Based Industries

Forest-based industries comprise 3,734 companies, 52,041 workers and produce €1.2 bn worth of annual exports.

Favourable geographic location – Serbia's location in the heart of Southeast Europe with excellent road, river and rail connections makes it an outstanding investment location.



Highly skilled Serbia – 4 university faculties, 17 specialized high schools and 1,114 graduates per year devoted to forest-based industries.

Think globally, source locally – 2.2 million ha of forests and woodland with 3.2 million m³ of timber felled annually for commercial purposes.

Serbian design, European market – High quality raw materials, modern design and Serbia's strategic location close to many Eurasian markets offer an excellent base for investment in this sector.

Highly Skilled Serbia

4 faculties
 17 specialized high schools
 1,114 graduates per year
 52,041 employed in forestry-based industries



Sustainable business events in Serbia

Plan an event in line with Sustainable Development Goals in Serbia

We understand that businesses are under increasing pressure from a diverse range of stakeholders, who expect higher levels of accountability and transparency with regard to economic, social, and environmental performances*. That's why we're keen on helping you to make your event sustainable in every way. For the people, for the planet and for your organization's profit and prosperity.

Depending on the type and size of your event, our team will work with local stakeholders to help you make the right impact in the areas of our strategic importance.

SDG PROGRESS Serbia current overview		
Goals almost reached	Major improvement and minor challenges	Significant improvement needed
1, 8 and 17	3, 4, 5 and 16	6, 7, 9, 11, 13 and 15

How we can help		
We'll aid you to interact with local stakeholders and learn about best practices	We'll closely support you in helping local stakeholders overcome the small obstacles	We'll work beside you to design your event and ensure it leaves a positive legacy on the destination

Currently, Serbia is ranked

34th out of 165

states of the United Nations (UN) according to our developments in the SDG 2030 agenda**.

Reach out to us and get started – we'll happily provide you with our set of guidelines to make the most of your event!

*Rob Davidson (2019), Business Events, Routledge, ISBN: 978-1-1a38-73574-3

**BOS (2022), Serbia 2030, Belgrade Open School, ISBN: 978-86-81402-19-1



ence!
xp

Meet in Serbia

Understand why the rivers Danube and Sava decided to meet precisely in Serbia! Why this was a place of settlement for one of the oldest sedentary civilizations in Europe and experience why Serbia is the best place to meet next.



Seven outstanding destinations for business events

1

Belgrade

Discover what lies behind the words of our wonderful Serbian writer Duško Radović: *“He who was lucky enough to wake up this morning in Belgrade shouldn’t ask for anything more in life. More than that would be immodest.”*



2

Novi Sad

Wander through the ideal combination of the historical and the modern in the city of Novi Sad, the European Capital of Culture for 2022.



3

Subotica and Palić

Serbia’s northernmost city, with inspiring architecture and a truly magical atmosphere. Experience our relaxing ambiance, marvellous food and quality wines.



4

Niš

Known for centuries as a meeting place of Western and Eastern civilizations, Niš is a city with a turbulent history and unique monuments, but also truly presents the warmth, hospitality, and bohemian soul of Serbia’s south.



5

Vrnjačka Banja

Come and check out yourself why our beloved poet, Desanka Maksimović, said that Vrnjačka Banja is *“a place where many differences come together in a small space. This is a space where nature is in its full colour as if it has just come off the canvas”*.



6

Zlatibor

Adventure, heritage, delicious food, beautiful nature and sports all in one place, the magnificent Zlatibor mountain.



7

Kopaonik

With more than 200 days of sunshine a year, Kopaonik is also known as the sunny mountain. Experience the biggest mountain massif in Serbia, home to several endemic species of flora and fauna.



Belgrade

Serbia's capital, with more than 1.7 million inhabitants, lies on the confluence of the Sava and Danube rivers and at the crossroads of the Pannonian Plain and the Balkan Peninsula. A modern metropolis with a rich and vivid history.

Meet Belgrade

- The symbol of Serbia's capital is Belgrade Fortress, built on a white sandstone ridge above the confluence of our two great rivers, destroyed and rebuilt over and over again for centuries, defying time and hiding numerous legends. If you truly wish to get to know Belgrade, start here.
- Montmartre in Paris and Skadarlija in Belgrade are two sister neighbourhoods. Discover why while savouring your gala dinner in this bohemian quarter.
- Lonely Planet has listed Belgrade as the No. 1 party city in the world. Our capital city offers a variety of nightlife, from a relaxing beer night to a glamorous party celebration.
- The Nikola Tesla Museum is a scientific and cultural institution unique in the world. Located in Belgrade, it is the only museum preserving the original and personal legacy of Nikola Tesla.
- Belgrade is the birthplace of Novak Đoković, now the No. 1 tennis player in the world. Today, tennis fans can visit the Novak Tennis Center with its 14 tennis courts and Novak's Trophy Room, and enjoy lunch in the restaurant Novak.
- St. Sava's Church is one of the largest Eastern Orthodox temples in the world. A must-see on your meet-Belgrade tour.
- The Serbian capital also offers outdoor and leisure activities in its green oases: there is Belgrade's equivalent of the seaside, Sava Lake, only 4 km from the centre, and Avala mountain for hiking lovers, just 30 minutes' car ride from the centre.
- Due to Serbia's geographic location, our culinary culture has always been diverse and influenced by nearby countries such as Turkey, Hungary and our Balkan neighbours. Today, Belgrade is a fascinating destination for foodies, trending from authentic Serbian cuisine to modern fusions with unusual, well-paired spices and flavours influenced by Japanese and Mediterranean cuisines.



01

How to get to Belgrade

Optimal geographical position with excellent air, rail, river, and road connections with the rest of the world.



By Plane

Nikola Tesla International Airport is just 15 minutes from the city centre. More than 100 direct flights to international destinations. Capacity for more than 6.5 million passengers annually. Currently, the Nikola Tesla airport is undergoing reconstruction and will be fully operational in its new form by the end of 2025. With two new runways and terminals, the projected capacity of the airport is 15 million passengers annually.

Transportation from Nikola Tesla International Airport to Belgrade city centre:

- Private car – around €35 – 4,500 RSD
- Bus – around €8 – 1,000 RSD
- Taxi – around €20 – 2,400 RSD



By bus

Belgrade is well connected to the rest of Europe, as it lies at the intersection of two international highways, E75 and E70. Direct bus connections with more than 20 European countries and daily routes to the biggest cities in Serbia.



By train

Belgrade has regular and direct rail connections with the capital cities in Central and Eastern Europe.



By ferry

The Port of Belgrade has two terminals, with the passenger terminal being located on the Sava River in the city centre, just underneath Belgrade Fortress. The cargo port is located on the Danube River.

Getting around in Belgrade

Explore and experience Belgrade, a modern metropolis with well-functioning infrastructure and plenty to see and do. Take a walk, use public transport, call a taxi or rent a bike.

Enjoy a stroll through the main city pedestrian street of Knez Mihailova, feel the fascinating history of Belgrade Fortress, and take in the most beautiful view of Belgrade from the pedestal under the Victor statue.

There's an excellent network of buses, trams, and trolleys. Tickets can be purchased on the bus or at most of the small kiosks around the city.

- Ticket for a single ride is 150 RSD, approximately €1.10
- Whole day ticket is 250 RSD which is approximately €2.20
- Three-day ticket is 700 RSD, approximately €6.40

More than 20 registered taxi companies operate in Belgrade. The initial charge is around 220 RSD, approximately €1.90, and the price per kilometre is 80 RSD to 160 RSD, €0.70 to €1.30, depending on zones and tariffs.

Belgrade also has more than 70 km of bike lanes. Rent a bike and explore the city from different angles.

Experience a boat trip to see a great version of Belgrade from the rivers.



02

- 01 Skadarlija restaurant
- 02 Avala tower

Venues, special venues and hotels

Venues

Venues	Exhibition space (m2)	Number of meeting rooms	Largest plenary hall capacity
Sava Centar	8,0000	46	3,800
Belgrade Fair	100,000	3	300



01

Special venues

Name	Largest plenary hall capacity
Fabrika	250
Grand Casino Belgrade	250
Kalemegdanska Terasa	250
Karbon	250
Kolarac Foundation	880
Kombank Dvorana	1,378
Kopernikus 6 10	1,500
LUX Event Center	300
Madlenianum	504
Royal Compound	250
Students' Cultural Centre	240
Štark Arena	25,000
Ušće Tower Hall	300
Yugoslav Film Archive	209

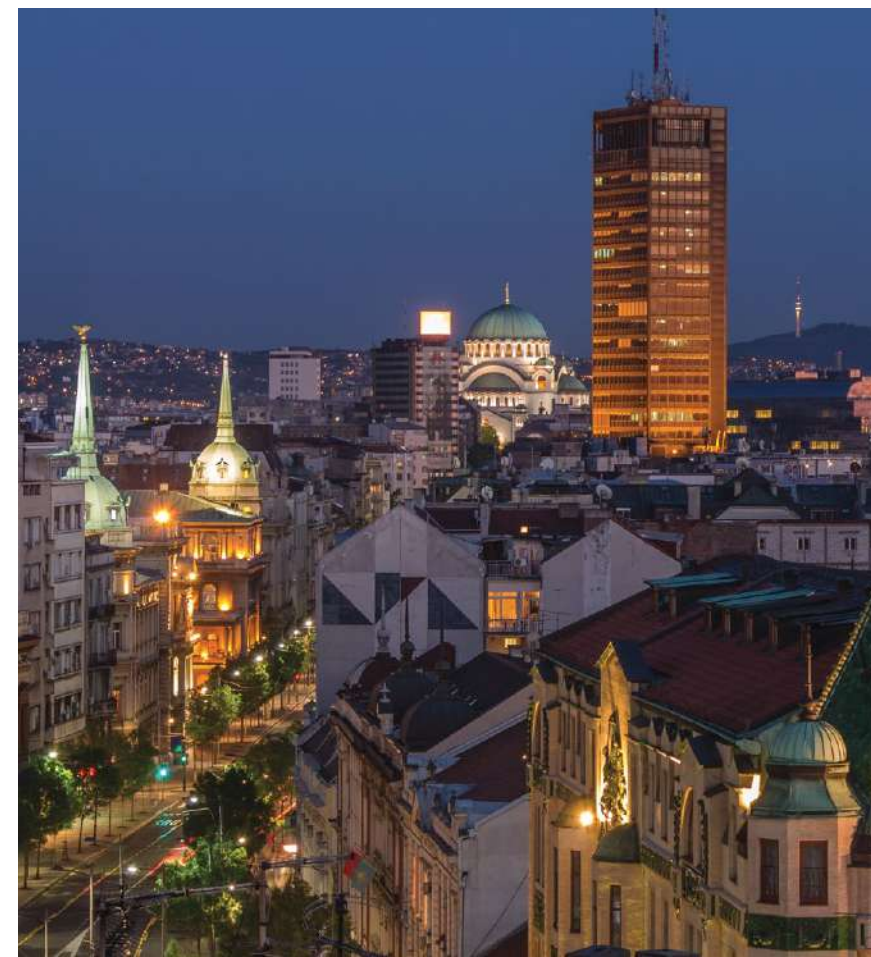
Hotels

7,444 rooms
112 hotels with 3, 4 and 5*
10,324 beds
13,736 capacity



02

*	Number of hotels	Number of rooms	Number of beds	Total capacity
5*	5	695	802	1,374
4*	74	4,885	6,772	9,039
3*	33	1,864	2,750	3,323



Always growing and expanding, Belgrade will have five new premium hotels by the end of 2024.

- St. Regis
- Moxy by Marriott
- Bristol
- W Hotel Belgrade
- Vida Hotel

- 01 Belgrade Fair
- 02 Hotel Crowne Plaza Belgrade
- 03 Belgrade City Centre

03

Novi Sad



01

The second largest city in Serbia with over 300,000 inhabitants, Novi Sad lies on the banks of the Danube river and is close to the beautiful mountain, Fruška Gora.

Meet Novi Sad

- Novi Sad held the title of European Capital of Culture in 2022 and is among the first cities outside the European Union to be declared as such.
- Since 2000, Novi Sad has been the home of the iconic EXIT Festival, one of the biggest and best summer music festivals in Europe.
- With the bike-friendly attitudes of locals, extensive cycle paths and its flat terrain, Novi Sad is a great place to see by bicycle. It's also very easy to explore on foot.
- When the weather is nice, you can head to the Štrand, a 700-metre-long beach on the Danube, to swim, sunbathe and build sandcastles.
- Novi Sad is in the heart of Serbian farming country, so you have to try the local food: cheeses and charcuterie, as well as the indulgent Index Sandwich (a roll stuffed with melted cheese, ham, mushrooms, and lashings of sauce), which was invented in Novi Sad.
- Not far from the city is the "Serbian Mount Athos" – Fruška Gora National Park with its 16 Christian Orthodox monasteries and beautiful natural environment, ideal for hiking and cycling.
- Bermet, a delicious dessert wine from this region, is supposed to have been served on the Titanic. You can taste it in many local vineyards near Novi Sad.
- Petrovaradin Fortress is nicknamed Gibraltar-on-the-Danube. One of its landmarks is the reversed clock, with the small hand showing minutes and the big hand showing hours. It was created as such so that fishermen on the Danube river could see the time from a great distance.

How to get to Novi Sad

Novi Sad is easily accessible from all locations due to its position, since it's located on the E75 international highway and is just 50 km away from the E70 international highway. Also, road border crossings with Hungary, Romania, Croatia and Bosnia & Herzegovina are 50 to 120 km from Novi Sad.

By Plane

It's just a 45-minute drive from Nikola Tesla International Airport, with more than 100 direct flights to different destinations. Less than 3 hours' drive from Budapest Airport and 1.5 hours' drive from Timisoara International Airport.

Transportation from Nikola Tesla International Airport to Novi Sad city centre:

- Private car – around €50 – 6,000 RSD
- Bus – around €8 – 1,000 RSD

By bus

Novi Sad intercity bus station is conveniently located just a few minutes from the city centre. Well connected to most European countries and major cities in Serbia.

By train

The main train station is also located just a few minutes from the city centre. Novi Sad is one of the station stops on the route on the international train route Vienna-Budapest-Belgrade-Istanbul. A modern high-speed intercity train will get you to Belgrade within 30 minutes.

- 01 View from Petrovaradin
- 02 Saint George's Cathedral
- 03 EXIT festival

Getting around in Novi Sad

Novi Sad is a relatively small city, but has stunning architecture with great charm and beauty that you'll most easily experience on foot.

If you prefer public transport, it's well organized and tickets can easily be purchased on the bus or in several locations throughout the city.

- Ticket for a single ride is 65 RSD – approximately €0.50
- Whole day ticket is 278 RSD – approximately €2.50

There are more than 20 registered taxi companies in Novi Sad. The initial charge is around 85 RSD, approximately €0.70, and the price per kilometre varies from 52 RSD to 98 RSD, €0.45 to €0.80, depending on zones.

The inhabitants of Novi Sad are bike lovers by tradition, and the bicycle paths are modern and well-organized. The city has recognized this type of transportation as very important, and they've recently increased investment in cycling infrastructure, constructing new and maintaining the existing paths. Daily bike rental is 170 RSD, approximately €1.30.



02



03

Venues, special venues and hotels

Venues

Venues	Exhibition space (m2)	Number of meeting rooms	Largest plenary hall capacity
Master Congress Center	48,000	7	4,000

Special venues

Name	Largest plenary hall capacity
Ceptor	120
City Museum	150
The Cultural Center of Novi Sad	500
Egyseg Cultural Station	150
Museum of Vojvodina	80
Premier Prezident	130
Serbian National Theatre	940
Svilara Cultural Station	120
Vojvodina Sport and Cultural Center	250

- 01 Svilara Cultural Station
- 02 Mövenpick Resort and Spa Fruske Terme
- 03 City Centre



01

Hotels

1,255 rooms
 25 hotels with 3, 4 and 5*
 1,925 beds
 2,392 capacity



02

*	Number of hotels	Number of rooms	Number of beds	Total capacity
5*	2	85	101	159
4*	13	841	1,260	1,597
3*	10	329	564	636



03

Niš

The rich history of one of the oldest cities in Europe makes Niš unique and recognizable. The third largest city in Serbia lies on the Nišava river and is the cultural, economic, administrative, business and university centre of southeast Serbia.



01



02

Meet Niš

- Niš is the birthplace of the Roman Emperor Constantine the Great. The city's airport is named after him.
- The city is surrounded by a magnificent natural environment that provides numerous opportunities for wonderful pre-event or post-event outdoor and leisure tours: paragliding and hiking on the mountains Stara Planina, Rtanj and Ozren (all under 100 km from Niš), with unique wind rose locations and healing mountain air; or indulge in a spa retreat at Niška Banja (just 10 km from the city centre), with five sources of healing water and natural, mineral-rich mud.
- Mediana, one of the most important Serbian Late Antiquity archaeological sites, is located in Niš. Today, you can see the remains of a villa with its peristyle and more than 1,000 m² of valuable, ancient floor mosaics.
- Niš gastronomy is an unusual combination of Serbian traditional dishes and numerous influences, mostly inherited from the East. Top gourmet delicacies that you can try in almost every tavern in Niš are prepared from fresh, local ingredients, and we guarantee you'll remember their flavours for years.
- Niš is home to the international Nisville Jazz Festival – the most visited jazz festival in Southeast Europe.
- Tinkers' Alley (also known as Coppersmith Alley) is the last well-preserved street within the former Niš bazaar. At the beginning of the 19th century, it was a craftsmen's alley.

How to get to Niš

Niš is Serbia's southern provincial capital, located on the E75 international highway, holding a very important strategic location as a major link between east and west.



By Plane

Constantine the Great International Airport is located 6 km from the city centre. Our fast-growing and developing airport has recorded amazing growth of 90% in the number of flights and passenger arrivals in 2022 compared to 2021. Direct connections with more than 15 countries.

Transportation from Constantine the Great International Airport to Niš city centre:

- Taxi – up to €7.00 – 800 RSD
- Bus – numbers 34A and 34B leave from the terminal; ticket price is 60 RSD – approximately €0.50



By bus

A widespread network of direct lines, both intercity and international, makes Niš accessible.

The bus station is centrally located and offers easy access to the city and its attractions.



By train

The city centre is just 20 minutes' walk from the train station. Direct lines to Belgrade and all major cities in Serbia make Niš easy to reach.



03

Getting around in Niš

The third largest city in Serbia with 260,000 inhabitants, Niš is cosy and beautiful. The city centre is easy to explore on foot and has numerous cultural and historical monuments.

Public transport is well organized and it offers you a safe, fast trip. The price for one ride is from 80 to 120 RSD, approximately €0.70 to €1.00, depending on the distance.

There are enough taxi companies for in-city and out-of-the-city adventures. The initial charge is 130 RSD, and the price per kilometre is from 80 to 130 RSD, around € 0.70 to €1.10.

Walk around the banks of the Nišava river, stroll down Tinkers' Alley and wander through the historical fortress.

Rent-a-bike companies and well-organized bicycle tours have wonderful options if you prefer to see the city from a different perspective.



04

- 01 Tinkers Alley
- 02 Suva Mountain
- 03 Bust of Constantine the Great
- 04 City Center

Venues, special venues and hotels

Venues and special venues

Name	Largest plenary hall capacity
Army Hall	810
Deli Prostor	50
Hala Čair	40
National Theatre	527
Niš University	150
Niška Banja Institute	300
Puppet Theatre of Niš	212
Science Technology Park Niš	250
The Officers' Club	200
Think Innovative Hub	120



01



02

- 01 Skull Tower
- 02 Niš fortress
- 03 Restaurant Nišlijska Mehana
- 04 Hotel Ambassador



03

Hotels

841 rooms
 23 hotels with 3, 4 and 5*
 1,256 beds
 1,592 capacity

*	Number of hotels	Number of rooms	Number of beds	Total capacity
5*	1	69	105	116
4*	9	433	628	860
3*	13	339	532	616



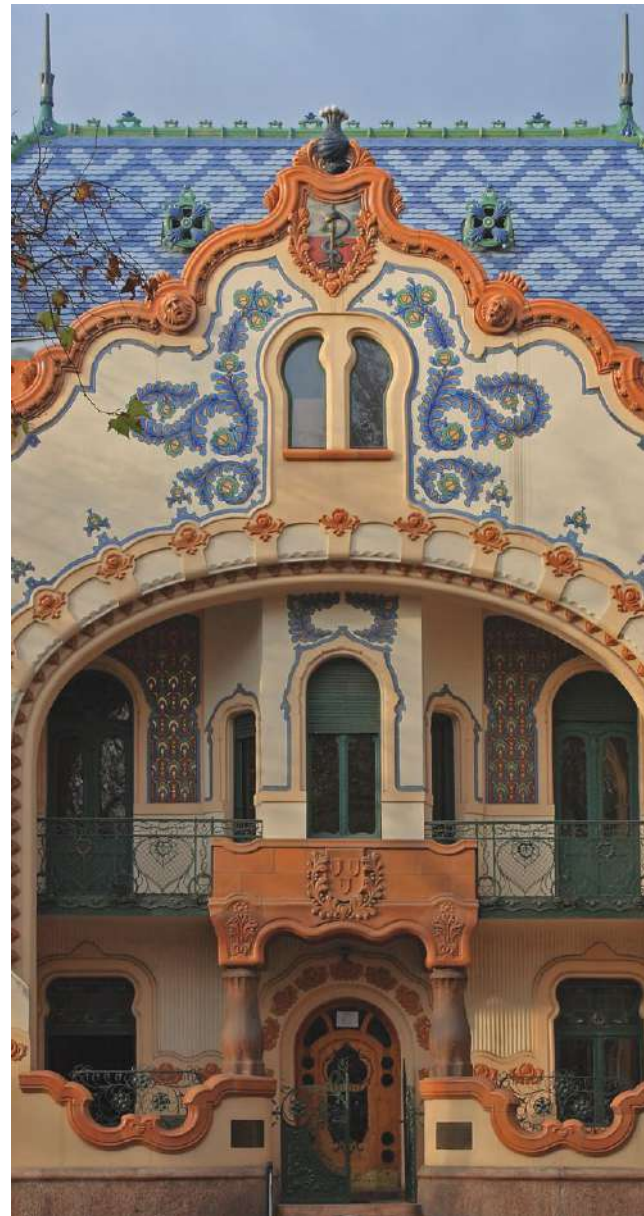
04

Subotica and Palić

The city of Subotica and Palić Lake and Nature Park are located in northern Serbia. They are just 8 km apart and positioned along main European transport corridors and between two rivers, the Danube and the Tisa. Candy-coloured, decorative buildings, a variety of architecture, a multicultural spirit, and rich cultural heritage are what make Subotica and Palić so beautiful.

Meet Subotica and Palić

- Subotica and Palić annually host approximately 200 national and regional conferences with more than 15,000 participants.
- Subotica city centre is a true architectural delight: the Town Hall, National Theatre, Synagogue, Cathedral of St. Theresa of Avila, the Ferenc Raichle Mansion – all are a remarkable array of Art Nouveau architecture and design.
- Subotica and its region are well-known for their versatile gastronomic delights: the dishes served here have their origins in German, Turkish, Hungarian, Montenegrin and Bosnian cuisines, among others, which provide a superb base for delicious local specialties.
- Ethno tourism is one of the strengths of the region. There are several traditional farms offering an authentic experience of Pannonian peasant life. No electricity, no Wi-Fi, only rest, enjoyment and sheer relaxation.
- If you appreciate wine, you'll love this region; local wines are fresh, crisp, slightly acidic with a fruity complex, and have won many top national and international prizes and awards. Visit some of the many local wineries and wine events, and make sure you try the wines from our old grape varieties, white Kevedinka and red Kadarka.



01

How to get to Subotica and Palić

Subotica and Lake Palić are located on the E75 international highway, near Serbia's border with Hungary. Regional major and capital cities are within easy driving distance and well connected with international highways.

- Belgrade – 190 km
- Budapest – 200 km
- Novi Sad – 100 km
- Zagreb – 390 km
- Bratislava – 398 km

By Plane

There are four international airports within 200 km of Subotica and Palić: Belgrade, Budapest, Osijek and Timisoara.

Nikola Tesla International Airport is 2 hours' drive from Subotica and Palić.

By bus

Its location on the E75 provides Subotica and Palić with excellent access to Budapest and Belgrade. Regular intercity routes and international routes connect Subotica and Palić to the rest of Serbia and to most European countries. The bus station is centrally located.

By train

The well-organized and extensive rail network connects Subotica and Palić to the rest of Serbia and to most countries in Europe.

- 01 Subotica
- 02 Lake Palić
- 03 Lake Palić

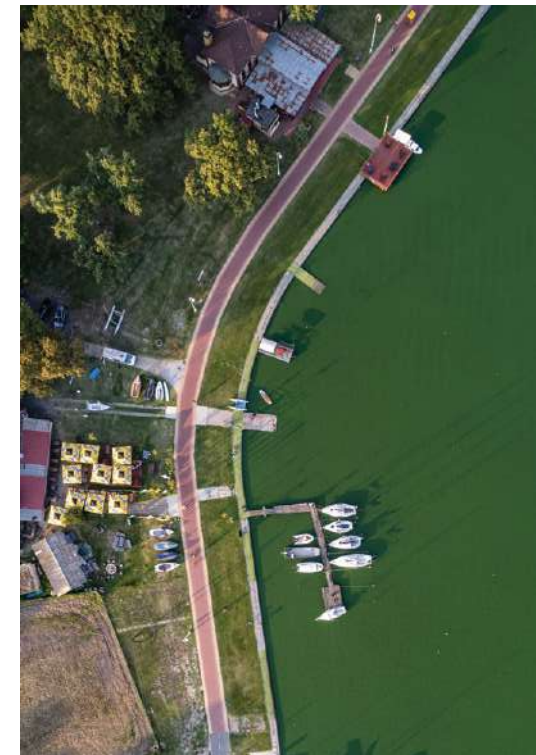
Getting around in Subotica and Palić

Subotica is neat and cosy, with most attractions within walking distance of each other. The city can easily be explored on foot, and by doing so, you'll enjoy the city's architecture up close and experience its calm energy.

Taxis are easily arranged, and the initial charge is 125 RSD, approximately €1.10, while the charge per kilometre is 75 or 85 RSD, around €0.75 or €0.80, depending on the tariff.

A taxi is the best option if you want to visit Lake Palić; the price to get there is around 600 RSD, approximately €5.00. There is a bike path around the lake.

Another great way to feel our city is by bicycle, as flat roads are just perfect for an easy and enjoyable ride.



02



03

Venues, special venues and hotels



01

Venues and special venues

Name	Largest plenary hall capacity
Art Cinema Lifka	66
City Hall	200
City Museum	80
Palić Congress Centre, Great Terrace	360
Palić Eko Centre	120
Galleria Conference Centre	400
Jelen Salaš	80
Larus Villa	30
Majkin Salaš	150
Majur Villa	100
Open University	481
Rajhl's Palace	100
Salaš Đorđević	250
Summer Stage Open Scene	800
Vinski Dvor	60
Zoo Park	200

- 01 Synagogue
- 02 Majur Villa
- 03 City Centre, town hall



02

Hotels

492 rooms
12 hotels with 3, 4 and 5*
773 beds
931 capacity

*	Number of hotels	Number of rooms	Number of beds	Total capacity
4*	10	447	705	850
3*	2	45	68	81



03

Vrnjačka Banja

First established as a tourist spa in 1868, Vrnjačka Banja has long been known as one of Serbia's most popular European-style spas, complete with curative mineral water springs, clean air and amazing nature. It's nicely tucked underneath Goč mountain in Central Serbia, 200 km from Belgrade. Today, it offers a perfect combination of conference facilities and spa resort as one of the most famous destinations in Serbia.



01 Lovefest
02 Town park
03 Town park

Meet Vrnjačka Banja

- The waters of Vrnjačka Banja have been known for their curative properties since Roman times.
- Prince Miloš Obrenović wanted to make Vrnjačka Banja one of the best and most popular spas in Europe, and as a model, he used the spa of Karlovy Vary in the Czech Republic.
- Vrnjačka Banja has numerous beautiful parks. One of our favourites is the Japanese Garden, with numerous ponds, wooden bridges and waterfalls, along with gorgeous plant species that are characteristic of Japanese culture and garden arrangement.
- In the areas surrounding Vrnjačka Banja you can find centuries-old vineyards and a tradition of winemaking that stretches through generations.
- The 12th - and 13th - century monasteries of great historic importance, Studenica and Žiča, are both located near Vrnjačka Banja.
- Gastronomy in Vrnjačka Banja comes in generous portions of local cuisine prepared using organically and locally grown products. This spa town is also well-known for many varieties of honey, herbal tea and natural juice.
- There are currently 23 bridges in our spa town, and each of them is located on the Vrnjačka river.
- On Goč mountain near Vrnjačka Banja, you can organize various outdoor activities: hiking, nature walks, picnics, lake fishing and winter skiing. This area also hosts numerous sports facilities. Parts of the mountain are planted in raspberries, plums and grape vines, so you can spice up your walk with homemade rakija and wine, tried and tested on the local producers' plantations and vineyards.
- Vrnjačka Banja is home to the summer electronic music festival, Lovefest, nominated by UK Festival Awards for the best overseas festival. It is a unique cultural platform aiming to promote music, art and urban youth culture.



02

Getting around in Vrnjačka Banja

Vrnjačka Banja is best to explore and enjoy if you stroll down the promenade or relish in the greenery of our lovely parks.

A taxi is an option if you're in a rush. The initial charge is 120 RSD and the price per kilometre is 60 RSD, approximately €1.00 and €0.50, respectively.

Rent a bike and head out to explore the beautiful countryside, or just take a walk around the relaxed and relaxing town centre.



03

How to get to Vrnjačka Banja

Vrnjačka Banja is one of the most popular spa destinations in Serbia and is located just 200 km from Belgrade and 170 km from Niš, with both cities featuring international airports.

By Plane

Vrnjačka Banja is just 40 km from Morava International Airport, which operates seasonal flights from Istanbul, Thessaloniki and Tivat.

By bus

It is well connected with all major cities in Serbia and some neighbouring countries. The bus station is located in the centre of Vrnjačka Banja. There are over 25 lines daily from Belgrade and Niš.

By train

One of the stations on the frequent railway connects Vrnjačka Banja with all the bigger cities in Serbia.

Venues, special venues and hotels



01

- 01 Zepter Hotel
- 02 Hotel Tonanti
- 03 Hotel Tonanti
- 04 Villa Belimarković



02

Hotels

873 rooms
10 hotels with 3, 4 and 5*
1,219 beds
1,580 capacity



03

*	Number of hotels	Number of rooms	Number of beds	Total capacity
5*	2	203	219	406
4*	6	489	736	894
3*	2	181	264	280



04

Zlatibor

Named after the golden colour of its pine trees, this glorious and charming mountain is situated in western Serbia, nestled among the mountains of Zlatar and Tara National Park. The favourable climate, clean, refreshing mountain air, and stunning natural environment with valleys, pastures and caves, together with very traditional restaurants and high-level service in hotels, will make your event an unforgettable experience.

Meet Zlatibor

- Zlatibor is the most popular mountain in Serbia, and in 2018, it celebrated 125 years of organized tourism.
- The Gold Gondola on Zlatibor, with its impressive 9 km long route, is the longest panoramic gondola in the world. The 25-minute ride is an unforgettable experience for delighting in the picturesque landscapes passing below.

- Zlatibor offers various interesting options for social activities. Visit the only open air museum in Serbia, Sirogojno Old Village, and experience what traditional Zlatibor villages looked like. Explore Stopića Cave, Gostilje waterfall, the Uvac Special Nature Reserve, and above all, be immersed in our breath-taking nature.
- Secret recipes from the notebooks and cookbooks of Zlatibor's hosts are for dishes created under Zlatibor's optimal climatic conditions, and utilize milk, dairy products and dried meats in ways that will make your guests fall in love with the culinary specialties of our mountain.
- You can plan a relaxing day-trip to Mokra Gora, a picturesque mountain village between Zlatibor and Tara mountains. A popular attraction is the renovated old narrow-gauge railway track, the Šargan Eight, which elevates 300 m uphill by making a truly perfect number eight. On the nearby Mećavnik hill, you mustn't miss the ethno village built by Emir Kusturica, the famous film director. It will be a day to remember.



01

How to get to Zlatibor

Zlatibor is located in southwest Serbia, 230 km from Belgrade and 310 km from Novi Sad. Enjoy our pleasantly warm summers with refreshing nights and winters with lots of precipitation for snow sports lovers.

By Plane

Nikola Tesla International Airport is located approximately 250 km from Zlatibor, a 3.5 hour car ride.

- Taxi, car transfer from Airport to Zlatibor costs 18,000 RSD and around €150.00

By bus

Regular intercity and international direct lines are making Zlatibor easy to reach. The bus station is centrally located and well-connected to all facilities and hotels.

By train

The train will take you to Užice, the administrative centre of the Zlatibor district, and regular bus lines or taxis can take you further to the mountain.

- A bus ticket from Užice to Zlatibor mountain is up to 400 RSD, around €3.50.
- Taxi from Užice to Zlatibor is up to 2,000 RSD, around €17.00.

- 01 Sirogojno Old Village
- 02 Uvac
- 03 Šargan Eight

Getting around in Zlatibor

Zlatibor is ideal for hiking and walking, so pick some of the numerous paths that wind across meadows and through woods to revel in our pure mountain air.

Rent a bike and get active on the mild ups and downs that make Zlatibor a friendly mountain for bicycle lovers.

For longer distances, a taxi is the best option. The initial charge is from 180 to 250 RSD, around €1.50 to €2.10 depending on the tariff, while the price per kilometre is 140 to 180 RSD, around €1.20 to €1.50.



02



03

Venues, special venues and hotels

Special venues

Name	Largest plenary hall capacity
Drvengrad	250
Sirogojno Old Village	100
Zlatibor Sports and Recreational Centre	1,200



01



02

- 01 Ski trail
- 02 Mokra Gora
- 03 Sargan Eight
- 04 Grand&Sky Hotel Tornik
- 05 Zlatibor



03

Hotels

1,238 rooms
 16 hotels with 3, 4 and 5*
 2,159 beds
 2,771 capacity

*	Number of hotels	Number of rooms	Number of beds	Total capacity
5*	2	370	712	859
4*	10	728	1,210	1,598
3*	4	140	237	314



04



05

Kopaonik

Kopaonik is the largest mountain massif in Serbia, with the highest peak here being 2,017 m. This mountain is widely known for its air clarity and amount of sunshine, both great reasons for the lush nature you'll discover here. Fascinating landscapes and wide, endless forests with more than 1,600 different plant species are the reasons why Kopaonik was declared a national park.

Meet Kopaonik

- Kopaonik is the biggest and best-known Serbian ski resort with more than 62 km of trails designed for alpine and Nordic skiing.
- Due to its outstanding natural resources, Kopaonik has been declared a national park. It provides habitat for numerous rare flora and fauna species.
- The mountain offers plenty of opportunities for outdoor activities and team bonding, from skiing and snowboarding in the winter to kayaking, paragliding, mountain climbing, hiking and mountain biking in the summer.
- During the Middle Ages, Kopaonik was the central region of the Serbian state, which is why the remains of the old fortified cities, Zvečan, Koznik and Maglič, are found in the vicinity of our mountain.
- In the area surrounding Kopaonik, you can also visit some of the most beautiful medieval churches and monasteries in the country, including Gradac, Pavlica, Studenica, Žiča and Sopoćani.



01



02

How to get to Kopaonik

Kopaonik is located in southern Serbia, 280 km from Belgrade, 130 km from Niš, and 300 km from Novi Sad.

By Plane

Kopaonik is within driving reach of three international airports in Serbia.

- Nikola Tesla International Airport – 4-hour drive
- Constantine the Great International Airport – 1.3-hour drive
- Morava International Airport – 2.3-hour drive



03

By bus

Regular intercity bus routes make Kopaonik reachable from all major cities in Serbia.

By train

The train will take you to Kruševac. From there, you can choose between the bus or a taxi to bring you to Kopaonik.

- Taxi price from Kruševac to Kopaonik 6,000 RSD – around €52.00.

Getting around in Kopaonik

Kopaonik is a huge mountain encompassing 80 km lengthwise, so choose your favourite way to explore and experience it.

There are numerous walking, hiking and climbing paths across the mountain where you'll revel in magnificent views and clean air.

Somewhat demanding, yet also beautiful, Kopaonik's cycle paths will delight every bicycle and adventure lover, while endless landscapes and beautiful nature will help you get energized.



04

- 01 Studenica
- 02 Apart & Spa Zoned
- 03 Ski rope way
- 04 Kopaonik

Venues, special venues and hotels



01



02

- 01 Hotel Viceroy
- 02 Kopaonik
- 03 Bacco fine dining restaurant, hotel Grand Kopaonik
- 04 Hotel Rtanj



03

Hotels

931 rooms
11 hotels with 3, 4 and 5*
1,496 beds
2,093 capacity

*	Number of hotels	Number of rooms	Number of beds	Total capacity
5*	1	119	155	242
4*	6	626	914	1,318
3*	4	234	427	533



04

Interested in organizing your event in Serbia?

We'll be thrilled to help!

The Serbia Convention Bureau is a member of the International Congress and Convention Association (ICCA). In the annual ICCA Country and City Rankings, Serbia and its capital city, Belgrade, are regularly placed among the top 50 meeting destinations in the world.

Through its Partnership Program, the Serbia Convention Bureau has created a strong network of meeting industry partners – hotels, conference venues, DMC and PCO agencies and other related service providers. All our partners in Serbia have passed strict qualification criteria in order to enter our program and guarantee that service excellence is provided for international clients and delegates.

The Serbia Convention Bureau also runs the Ambassador Program, a platform that honours professionals whose dedication and work have decisively contributed to Serbia's reputation in the field of international meetings.

Our services include, but are not limited to:

- 1 Bidding processes for international events
- 2 Providing information and recommendations regarding MICE opportunities in Serbia
- 3 Liaising with PCOs and DMCs
- 4 Negotiating with hotels, conference venues and other service providers
- 5 Organizing site inspections and farm trips
- 6 Strategic marketing
- 7 Management consulting and creative solutions
- 8 Continuing education and specialized training
- 9 Providing contact with and support from government institutions

Reach out to us!

Serbia Convention Bureau

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Serbia Convention Bureau

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