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Experience!
SERBIA

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Get to know Serbia up close

The awe-inspiring view from the lookout above the largest canyon in Europe. The thrill of rafting down a turbulent river. The sound of a trumpet that's "felt in the stomach". A sip of local wine. Relaxation in healing spa water. A monumental fresco from an Orthodox monastery. Prehistoric figurines. A stranger who addresses you as "brother" and "friend". This is what you will experience in Serbia.

From here, the roads lead to cities, villages, spas, rivers, monuments and festivals. Embark on an unforgettable journey to picturesque regions of immeasurable natural beauty. Meet an authentic culture that has been thriving for centuries. Feel safe and enjoy sincere hospitality.

Discover Serbia through taste, sound and touch.

Serbia in an experience.

Experience!
SERBIA

NATIONAL TOURISM
ORGANISATION OF
SERBIA

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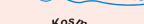














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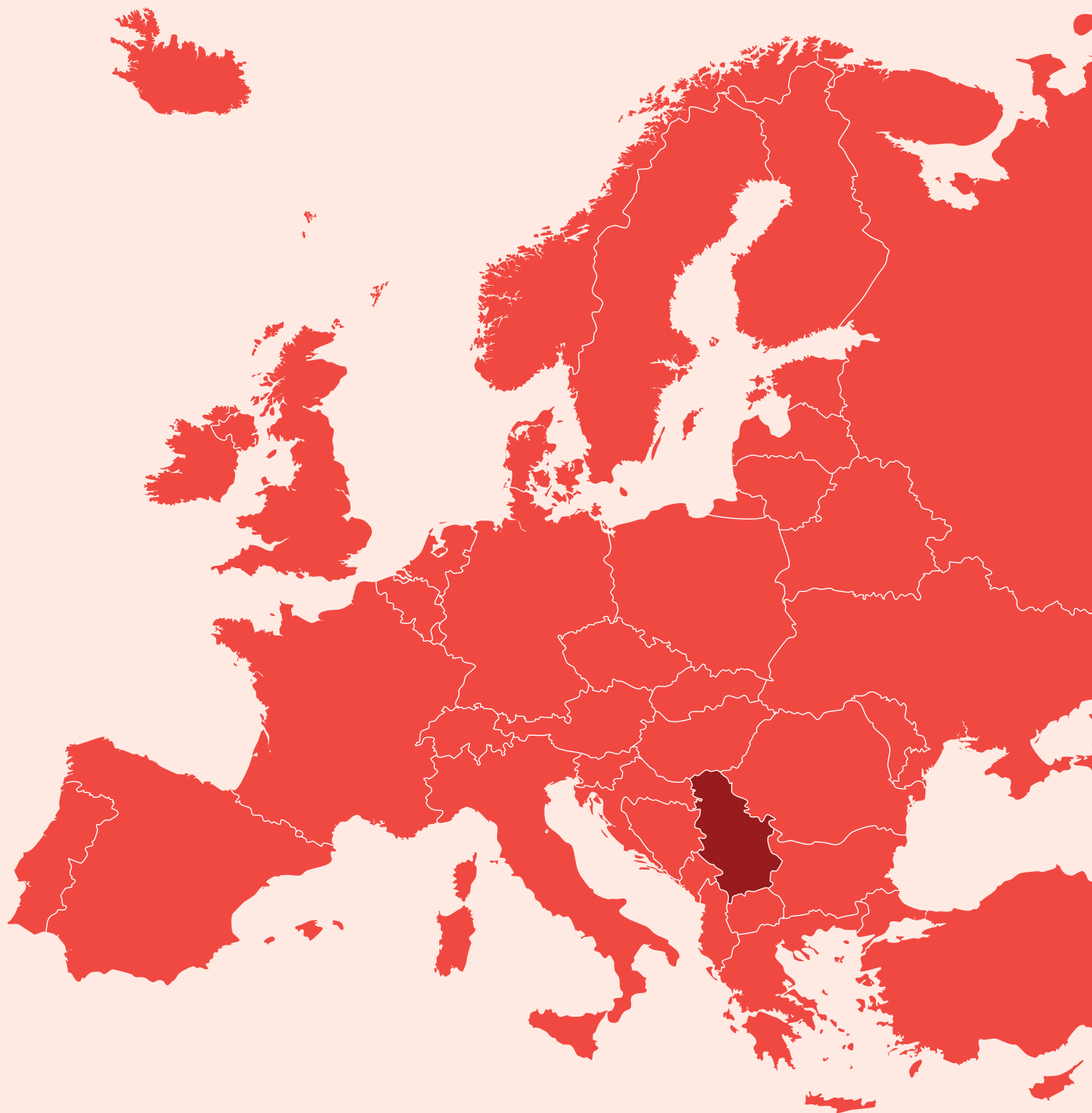
Interesting facts

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Legend

-  National border
-  Provincial border
-  Settlement signs
-  Rivers and lakes
-  Mountains
-  Highway
-  Motorway
-  Regional road
-  Airport
-  Prehistoric Archeological site
-  Ancient Roman Archeological site
-  Monastery
-  Fortress
-  Spa
-  Rural Tourism
-  Active Holidays
-  Mountain resort
-  National Park
-  Sargan Eight, scenic railway
-  UNESCO World Heritage



Position

**Central and
South-East
Europe**

Surface

88,499

square kilometers

Population

6.909

million

Air Serbia

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the world with
Serbia**

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Exp
ience!

Vivid Cities

Numerous nations and civilizations have influenced today's appearance and spirit of Serbian cities.

From metropolitan Belgrade at the confluence of the Sava and the Danube, through Novi Sad, the European Capital of Culture in 2022, to Niš in the south, Serbian cities are places where life flows for hundreds and thousands of years.

If the opportunity arises, get to know some of the many lovely cities and towns that nurture a special way of life.



Belgrade

There is something exciting and intriguing about Belgrade. In Belgrade, the Sava river surrenders to the mighty Danube, and the Pannonian plain slowly begins to “wave” and grow into hills and mountains. Located at the crossroads of cultural influences, Belgrade is a city that never rests. The secret of its charm is in its acceptance of various, sometimes opposing ideas and world views.

You'll recognise the spirit of Belgrade on its streets, in its architecture, monuments, parks, and above all in the hospitality and openness of its people.



01



02

Kalemegdan

Kalemegdan is the largest city park and home to the Belgrade Fortress. A walk through Kalemegdan offers the opportunity to learn the history of this celebrated stronghold that stretches from the Roman era to the modern day. Here you can also find the Victor Monument, Belgrade Zoo, the Military and Natural History Museums, Ružica Church and St. Petka's Chapel – all with magnificent views of the confluence of the Sava and Danube rivers. At the foot of the Kalemegdan Fortress, right next to the Sava river, there is Beton Hala, the old customs warehouses, now replete with numerous excellent restaurants.



03



04

Knez Mihailova Street

Knez Mihailova Street in the city centre is not only a shopping zone, but also the guardian of the city's identity, with a series of important buildings, each of which carries a part of Belgrade's story. The central pedestrian zone and the surrounding streets are full of restaurants, cafes, galleries and boutiques, with musicians and street performers completing the fantastic atmosphere.

05



- 01 Avala tower
- 02 Sava river
- 03 Knez Mihailova street
- 04 Kalemegdan
- 05 Victor monument

Temple of Saint Sava

On the Vračar plateau stands one of the largest Orthodox churches in the world. Dedicated to the founder of the Serbian Orthodox Church, Saint Sava Cathedral is built in the Serbo-Byzantine style and can accommodate more than 10,000 visitors at one time. Inside the temple, a grand mosaic of almost 15,000 square metres leaves a special impression.



01



02

Kosančićev venac

Soak up the charm and unique ambience in the oldest preserved area of the city. In this former administrative, spiritual and economic centre of the renewed Serbian state, in leafy streets lined with traditional Balkan architecture and European styles of the 19th and 20th centuries, you can find St. Michael's Orthodox Church, the Residence of Princess Ljubica, the Museum of Applied Arts and the “?” traditional tavern.

New Belgrade

It is fascinating how many layers, attractions and history a place called “New” can contain. After the Second World War, the left bank of the Sava gave rise to a new urban area inspired by the spirit of Le Corbusier and ideas of modernity and “Esprit Nouveau”, that faithfully reflected the aesthetics and values of this new epoch.

The Palace of Serbia, the “Sava” Congress Centre, the Museum of Contemporary Art and the “Belgrade Arena” sports arena are prime examples of monumental buildings in New Belgrade. In the last few decades, this part of the city has further transformed into a modern business district buzzing with cutting edge hotels, shopping malls and office buildings.



03

Natural attractions

Belgrade's location on two large rivers, alongside an artificial lake and close to a mountain, means the city offers numerous opportunities for outdoor activities.

Following the course of the Danube and Sava, on foot or by bicycle, along landscaped walkways, you can get to know numerous attractions: Belgrade Waterfront, the Danube promenade, the Great War Island, the Belgrade Fortress and the Dorćol neighbourhood.

Ada Ciganlija, an artificial lake known as the "Belgrade Sea", is the perfect place for sunbathing, walking, swimming and cycling, as well as for practicing many other sports.

When the people of Belgrade see Avala, they know they have returned home. This mountain is recognisable from a distance by the monumental Avala Tower and it offers an unforgettable view of the surroundings.



04

Skadarlija

Dating from the first half of the 20th century, the old bohemian quarter still enchants with its romantic atmosphere. In the restaurants and traditional kafanas, you can enjoy the specialties of Serbian cuisine and music, preserved in almost unchanged form.

Zemun

Once the frontier of the Austro-Hungarian Empire and now an integral part of the city of Belgrade, Zemun is a story of cobbled streets, quays, alases (river fishermen), the smell of the old and the new. Built on man-made hills, Zemun is famous for Gardoš, also known as Millennium Tower.

There are numerous bars, floating "splavs" and restaurants along the river promenade.



05



06

- 01 Temple of Saint Sava
- 02 Kosančićev venac
- 03 Genex tower
- 04 Zemun
- 05 Avala
- 06 Skadarlija

Novi Sad

In Novi Sad, people live calmly and without hurry. And that's how you should get to know the city – by taking leisurely strolls through its elegant streets and parks, alongside its underground corridors and river beaches that conceal lovely restaurants and coffee bars, to the galleries, museums and the remarkable Petrovaradin fortress overlooking it all. Whatever they do, they do it with chill. In Novi Sad, slow is elegant.

The second largest city in Serbia was the European Capital of Culture for 2022.

The wide plain through which the Danube casually flows is fertile ground for the creation of an open-minded city, in which the monuments of different cultures and religions are harmoniously entwined.



City Hall

The City Hall is an impressive Neo-Renaissance building with four domes and a tower located on today's Freedom Square (Trg slobode).

Roman Catholic Church of the Name of Mary

The Roman Catholic Church of the Name of Mary, a neo-Gothic style cathedral, is 73 metres high, making it the tallest place of worship in the city. The church has an organ that is still played today.

Freedom Square



Fruška Gora National Park

Fruška Gora National Park, near Novi Sad, combines spirituality, vineyards, thermal waters and exceptional conditions for a wide range of outdoor activities.



Cathedral Church of St. George

The Cathedral Church of St. George is the most important and largest Orthodox church in Novi Sad. The interior of the church is decorated with stained glass, which contributes to the general impression of splendour.



Petrovaradin Fortress

Petrovaradin Fortress was built by the Habsburg monarchy in response to the constant danger from the Ottomans. The fortress has an Upper and a Lower Town. The Clock Tower dominates the Upper Town.



Synagogue

The Synagogue was built in the Art Nouveau style and is one of the four synagogues that exist in Serbia today.



Dunavska Street

Dunavska Street is one of the oldest streets in the pedestrian zone. A great number of passages hide shops, souvenir stores, ice cream parlours and restaurants.



Štrand

The Štrand is a popular city beach on the Danube, packed full of life during the hot summer months.

Niš

If you want to feel the true spirit of southern Serbia, you need to visit Niš. Life with “merak” (taking pleasure from the small things in life) needs to be experienced to be fully understood.

Numerous historical traces date back to the era of ancient Rome, symbolic monuments give testimony to the dramatic events, but nothing has prevented the people of Niš from developing a special art of enjoying life and living in the moment.

In the centre of Niš, there is a grand fortress that was built bit by bit across the centuries by the Romans, Byzantines and the Serbs, with its final touches provided by the Ottomans in 1730.

Roman Emperor Constantine the Great was born in Naissus, today's Niš, and he is known for passing the Edict of Milan, by which Christianity became the official religion of the Roman Empire. The remains of a luxurious suburb from the time of his reign can be seen at the archaeological site of Mediana, dating from the 4th century.



01

- 01 Niš Fortress
- 02 Archeological site Mediana, mosaic, detail, 4th century



02

Suva Planina mountain, the Nišava river and the Sićevačka and Jelašnička gorges seem to have been created for an action film. Indulge in rafting, paragliding, hiking and many other activities.

In the Sićevačka gorge there is the “St. Petka” Hydroelectric Power Plant, built at the beginning of the 20th century according to the principles of Nikola Tesla and his colleague Đorđe Stanojević, which still supplies Niš with electricity to this day.



03

There is a monument to Serbian heroes from the First Serbian Uprising on Čegar Hill. In revenge, the Ottomans built a terrifying Skull-Tower from the skulls of Serbian rebels. The Crveni Krst (Red Cross) Concentration Camp and the Bubanj Memorial Park preserve the memory of the victims of the Second World War.



01

- 01 Čegar Hill
- 02 Meze
- 03 Suva Planina Mountain
- 04 Bubanj Memorial Park



02

The people of Niš know how to make a real feast every day. The famous breakfast food “burek” is not only a great start to the day but also a fine end to an exciting night. Gastronomic excitement coming right up! “Meze” is a starter of hot and cold local specialties of cheese, peppers, beans and vine leaves, amongst others. Leave room for grilled meat specialties done in local Niš way.



04

Exp
ience!

My Danube

On its course through Serbia, the Danube presents its width, beauty and luxury. The river provides opportunities to explore cultural flows and natural beauties from a completely different perspective.

Danube encourages cyclists as it forces its way through mountain gorges with them and swings passengers on cruisers.

After visiting Serbia, you will call this river My Danube, because it will remind you of unforgettable experiences that are only yours.



Danube

The river giant of Europe

This giant waterway, the largest in Europe after Volga, is thoroughly cosmopolitan – passing through four European capitals and as many as ten countries on its way to the Black Sea. It feeds on tributaries of fresh ideas from vibrant cities as it tours the remains of Neolithic culture, Roman cities and medieval fortifications on its shores.

On its way through Serbia, the Danube performs incredible stunts: it spills its waters in the Pannonian plain, wanders through the dense forests and marshes of the “Bačko Podunavlje” UNESCO nature reserve, glides along the sandy banks and rivers, plays around the mountain range of Fruška Gora, and becomes the sea near Deliblatska Peščara sands. The most dramatic transformation of the Danube is near Golubac, where it plunges into the straits of the Carpathian Mountains, creating enchanting scenes.

THE DANUBE IN SERBIA - FIGURES AND FACTS

Length:	588 km
Maximum with:	7 km (near Golubac)
Minimum with:	150 m (Đerdap gorge)
National Parks:	Fruška Gora and Đerdap
Dams:	Đerdap I and Đerdap II
International passenger ports on the Danube:	Belgrade (2 locations), Novi Sad, Donji Milanovac, Golubac, Smederevo and Kladovo.
Other cities:	Smederevo, Veliko Gradište, Golubac, Donji Milanovac and Kladovo
It connects ten countries:	Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Romania, Bulgaria, Moldova and Ukraine
It connects four capitals:	Vienna, Bratislava, Budapest and Belgrade



01



02

01 Tabula Traiana, 1st century
02 Danube

Cultural and historical trends

Travel down the Danube, you sail to the prehistoric era and the cultural heart of ancient Europe, to the remains of the famous culture of Lepenski Vir which is 8 millennia old, and the Vinča culture which is more than 7 millennia old.

Throughout history, the Danube has been a line of connection facilitating the exchange of goods, and also a line of separation, keeping opposing sides on different banks. Sailing through Serbia, you follow the course of history where the traces of the Celts, Romans, Byzantines, the first Slavs, the medieval Serbian and Hungarian states, the Ottomans, the Austrian Empire and the modern Serbian state are all visible.

International cruisers stop at several docks to give you an opportunity to experience this river directly.



Experience!

Cultural Mosaic

Embark on a magical journey through the Serbian cultural mosaic. Discover the creations of the human spirit that date back to prehistoric times in this area. Bring to life the images of the Roman Empire by visiting the remains of imperial residences. Listen to the echo of centuries in the silence and peace of monasteries. Visit the fortresses where civilizations collided and changed the course of history.

The spirit of this region and the lively creative pulse of modern trends have the power to inspire and ennoble.



Sava Šumanović,
Linden tree-linden path, 1941,
Sava Šumanović Paintings Gallery, Šid

Sava Šumanović - Ulog
1941

Prehistory

Are you attracted to the idea of time travel? Only a short distance along the Danube from Belgrade, you can step back several thousand years in time, to the cultural heart of the ancient Europe.



01

Lepenski vir

6000 BC

Discover the oldest permanent settlement in Serbia, with more than 100 planned, urban houses and the first examples of monumental sculpture in Europe.

Vinča

FROM 5300 TO 4300 BC

Get to know this Stone Age metropolis and its expressive Neolithic culture. The people of Vinča lived in an urban environment, created figurines of female deities, and communicated with the help of a system of written signs.

Serbia during the roman empire

At the beginning of our era, the area of today's Serbia was a significant frontier of the Roman Empire, and the birthplace of 16 of the 52 Roman emperors.



02

01
Archeological Site
Lepenski Vir 6000 BC

02
Archeological Site
Felix Romuliana 4th C

03
Archeological Site
Viminacium 4th C



03

Felix Romuliana

Felix Romuliana, built in 4th century, is the imperial residence and the most attractive preserved site from ancient times in Serbia.

Viminacium

Viminacium was a military camp and one of the largest Roman cities in the Balkans between the 1st and the 5th century. Today, the preserved remains of amphitheatres, public baths, aqueducts and necropolises testify to its splendour.

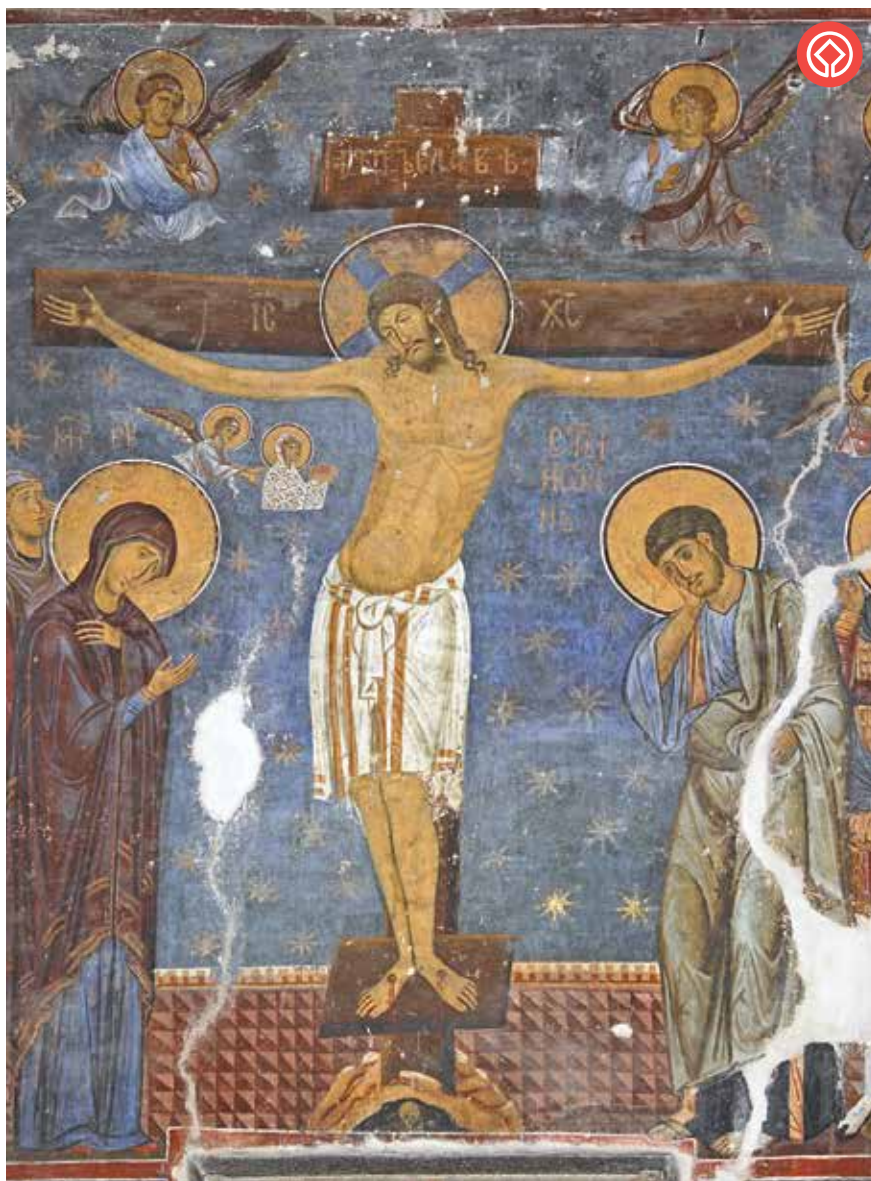
Monasteries

For centuries, Serbian monasteries have been centres of spirituality and prayer, but also places where knowledge was conveyed, culture developed, and national consciousness nurtured.

As masterpieces of art and architecture of various epochs and styles, monasteries are a valuable part of European cultural heritage.

Serbia's monasteries are living places even today, where liturgies are sung, frescoes are painted, writs are translated, and souvenirs, wines, honey and other foods are produced.

Serbia's monasteries flourished in the second half of the 12th century, alongside the formation of the first Serbian state. Monumental buildings of the Raška architectural school such as the Studenica monastery merged Byzantine and Romanesque art in the so-called Valley of the Kings.



Studenica Monastery, Crucifixion fresco, detail



Studenica Monastery, 12th century



WORLD
HERITAGE

UNESCO areas or objects designated as having outstanding universal value.

РДН



ПРДВЄ ДНН
ДВРДМ

ПРДВЄ ДНН
РДР ДН
НЧКБ



At the beginning of the 14th century, Serbian culture was transformed through direct contact with imperial Byzantium. The Gračanica monastery is representative of that style, a harmonious and dynamic building that gives the impression of lightness and aspiration to height.



On the Left

Gračanica Monastery, fresco detail, 14th C

01 Gračanica Monastery, 14th C

02 Manasija Monastery, 15th C

03 Krušedol Monastery, 18th C

01

Before the invasion of the Balkan Peninsula by the Ottomans at the end of the 14th and in the first half of the 15th century, monasteries were built surrounded by mighty walls and fortified with high towers. Ravanica and Manasija are examples of the Moravian architectural school from that period.

Retreating from the Turkish invaders, Serbian monks built monasteries in almost inaccessible areas of the Ovčar-Kablar gorge.



****Kosovo and Metohija is an autonomous province within Republic of Serbia and on the basis of United Nations Security Council Resolution 1244 of 10 June 1999, is under the provisional United Nations civilian and military administration.**

02



At the end of the 15th and the beginning of the 16th century, the focus of Serbian spiritual and cultural life shifted to the north, to the neighbouring Austro-Hungarian Empire, where there was a fruitful connection with Western European culture. Monasteries were built on the Fruška Gora mountain, adorned with recognisable iconostasis with gilded woodcarvings and the influence of Baroque painting.

03

Fortresses

Once upon a time, life was literally a struggle. Serbian lands were defended and conquered, built and destroyed, its peoples grieved and celebrated. Take a tour of the walls whose scars bear testament to many battles and great historical milestones.

Smederevo Fortress

Imposing and resolute, built on the banks of the Danube as the new capital of the country that was fighting for survival in the face of the Ottoman invasions in the 15th century.



01

Ram fortress

A picturesque fortress built by the Ottomans in the 15th century in the form of an irregular polygon with four corners and a central Donjon tower as a typical artillery fortification.

Golubac fortress

An outstanding waterside fortification built in 14th century, with nine massive towers on a steep hill guarding the entrance to the magnificent Đerdap gorge.



02

01
Smederevo Fortress, 15th C

02
Ram Fortress, 15th C

On the Right
Golubac Fortress, 14th C



Museums

Experience cultural and historical spectacle. Stroll through the centuries and witness prehistoric sculptures, the helmets of Roman legionaries and intricate medieval icons. Compare the insignia of competing Serbian ruling dynasties, but also the furniture of typical Serbian households throughout the ages. Encounter the creativity of leading Serbian and international artists.

Explore art collections that required courage to create, to step into the unknown, to experiment and create according to one's own rules.

Become acquainted with the great scientific and technical achievements of immense visionaries whose ideas brought far-reaching social changes and impacted the way of life of all mankind.



03



04



01

01 Katarina Ivanović, Self-portrait, 1836, National Museum of Serbia

02 Nadežda Petrović, Old Fountain in Prizren, 1913, Art Gallery Nadežda Petrović

03 Nikola Tesla Museum

04 Museum of Contemporary Art Vojvodina

05 The homeland Museum of Knjaževac, folklore "naive" art, 20th century



05



02

Galleries

The creative spirit of a nation is best experienced through the works of its artists. Leading artists influence the cultural identity of entire cities, which is why they deserve galleries with their own name. Lively and dynamic, Serbia's art scene is open for dialogue and new answers to longstanding human questions.



Sava Šumanović, Evening, 1937, Sava Šumanović Paintings Gallery, Šid

Exp
ience!

Exciting Nature

Feel the pristine freedom in one of the national parks and the harmony of the wilderness in special reserves with surreal natural creations.

Take a break from the city noise in the idyllic surroundings of Serbian villages. Experience a natural “reset” in healing spas with a tradition dating back to Roman and Ottoman times.

You will be surprised how many diverse experiences the Serbian nature can provide.



National Parks

In Serbia, nature is imposing and diverse - from the courses of swift rivers and the wide plains in the north, through the undulating central lands dotted with orchards and vineyards, to the monumental river canyons and mountain heights.

Such an environment calls for adventure. Brave the slopes as you descend from sunny mountain tops down pristine ski slopes. When it warms up, grab a paddle and canoe down the river. Or ride a horse through untouched nature. Do you enjoy quieter activities and ways to relax? Cast a fishing line on the Danube or Sava rivers. Watch and photograph rare species of birds and animals. Or simply take a walk in nature.

There is a place for everyone in the wild places of Serbia: adventurers, recreationalists, creatives, and those who just want to relax.



02

Tara National Park

Join a Bear-watching Safari on Mount Tara and see brown bears in the wild. Bordered by the river Drina, this colourful world is located in the west of Serbia, and abounds in old-growth coniferous forests dotted with hiking and biking trails.

- 01 Tara viewpoint
- 02 Kopaonik
- 03 Brown bear
- 04 Šar Planina
- 05 Đerdap
- 06 Fruška Gora
- 07 Kopaonik



01



03

Šar Planina National Park

In the very south of Serbia** stretches a mountain massif with peaks higher than 2,000 metres above sea level, a real mountaineering and adrenaline challenge for the more daring of nature lovers and skiers.



04

**Kosovo and Metohija is an autonomous province within the Republic of Serbia and, on the basis of United Nations Security Council Resolution 1244 of 10 June 1999, is under the provisional United Nations civilian and military administration.

<https://www.srbija.gov.rs/kosovo-metohija/83395>



05

Đerdap National Park

What happens when a water giant and a mountain massif collide and neither wants to retreat? Đerdap, the largest gorge in Europe (Iron Gate) – is what happens. The Carpathians stood their ground, but the enormous power of the Danube pushed its way through. You can visit this area by boat, car, bicycle or on foot, and when you climb to the lookouts, you see the world through the eyes of an eagle.

Kopaonik National Park

On horseback, by bicycle or on skis, Kopaonik offers wild and unrestrained freedom. The mountain is covered by snow as early as December and continues to whiten until April. During this period, Kopaonik becomes the most popular ski centre in Serbia. It is also attractive during the summer months. In fact, it is also called the “mountain of the sun”, thanks to the large number of sunny days annually.

Fruška Gora National Park

Over a million years ago the north of Serbia was covered by the great Pannonian Sea. When the sea receded, a magical island remained. Fruška Gora is a gentle green hilly oasis, an ideal escape from the hustle and bustle of both Novi Sad and Belgrade.



06



07

Nature parks and Reserves

Uvac Special Nature Reserve

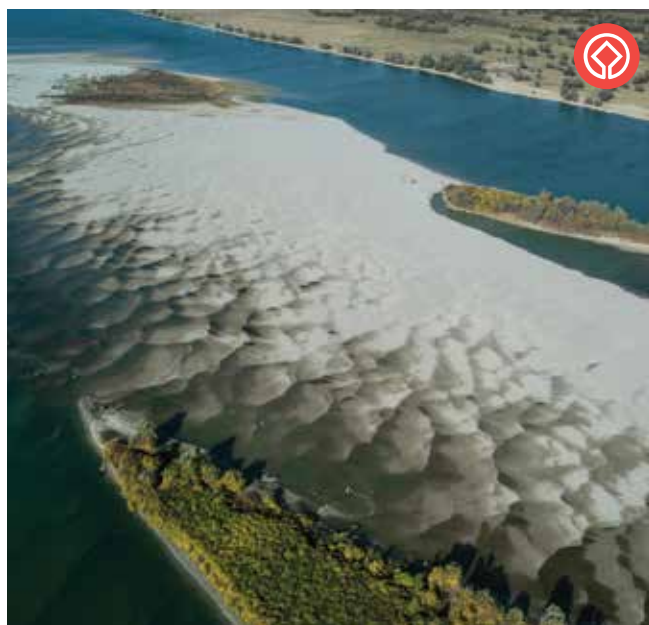
Photographs of the meandering Uvac river may leave you breathless, but they are no substitute for a real experience - rocking on a catamaran, rowing, touring caves that stretch for miles, meeting the rare, griffon vulture and climbing up to lookouts with incredible views. Curling its way through wild gorges, Uvac gives us time to relax and feel that the most beautiful roads do not always have to be the shortest, the fastest and the straightest.

02

Griffon vulture – the largest bird living in Serbia, with a wingspan of about 2.8 metres.



01



03

Bačko Podunavlje Biosphere Reserve

The Bačko Podunavlje Biosphere Reserve near the towns of Sombor and Apatin is on the UNESCO World Reserves List. You can visit the vast floodplain forests, river islands, backwaters, sandy riverbanks and diverse wildlife by boat or bicycle.



04

- 01 Uvac, Special Nature Reserve
- 02 Griffon vulture
- 03 Bačko Podunavlje, Biosphere Reserve
- 04 Đavolja Varoš
- 05 Golija Nature Park
- 06 Zlatibor, Nature Park

Monument of nature Đavolja Varoš

In the south of Serbia, near Kuršumlija, nature has shaped an unusual gallery of “sculptures” that awe with their impressive size. This surreal scene of 202 earthen figures with stone “caps” standing up to 15 metres high has long encouraged folk legends about their origin and meaning. According to one legend, the figures are guests at the wedding of a brother and a sister, turned to stone in punishment at the breaking of taboo.



05



06

Golija Nature Park

This tame mountain abounding in dense forests in southwestern Serbia is home to many plant and animal species. One old mountain maple even managed to survive the ice age on this mountain.

On the edge of this nature park there are two exceptional monasteries from the 12th century: Studenica and Gradac.

Zlatibor Nature Park

Imagine seeing a spacious plateau full of pine trees from a completely different perspective. In the Zlatibor Nature Park, the longest panoramic gondola in the world at 8950 metres provides this opportunity. Zlatibor is the perfect destination for lovers of hiking, mountaineering, cycling and cross-country horse riding. Fans of adrenaline sports can try paragliding.

Holidays in the Countryside

Slow down. Feel a deeper connection with nature and the local population. Discover life with less stress, where the sun, clouds and the change of the seasons dictate the “deadlines”. With the sincere commitment of warm-hearted hosts, your family will feel safe and welcome.



01

Enjoy the peace and privacy of the natural environment. You will likely be hungry after spending all day outdoors. Satisfy it with delicious homemade food prepared in the traditional way, made with healthy ingredients grown in the sun. Round off the atmosphere with wine from old cellars.



02

Get a good night's sleep, away from the hustle and bustle of the city and busy tourist centres. The choice is diverse. In the plains of the north, among the fields of wheat and sunflowers, there are farms known for their “slow food” tradition and love for horses. Hilly central Serbia welcomes guests in houses peeking out of orchards. In eastern Serbia, the characteristic Stara Planina houses with verandas and stone wine cellars stand out. In the mountains of western Serbia, after a walk through the coniferous forests, warm log cabins and chalets await you.

After a holiday in Serbian village - you will feel renewed.



03

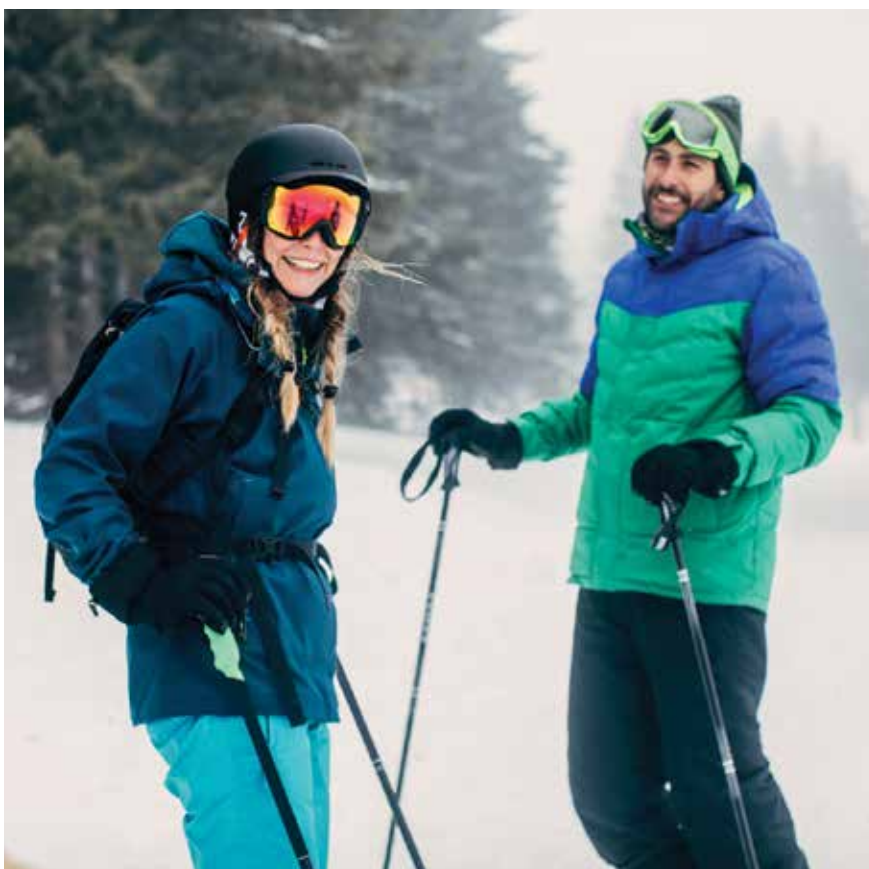
- 01 Old lady baking
- 02 Mečavnik, Drvengrad
- 03 Countryside, horses

Skiing

Escape from the hustle and bustle and greyness of the city and take on adrenaline-pumping challenges on the snow. Visit the Serbian mountains and discover that winter is an inexhaustible source of joy.

The most developed centres are Kopaonik, Tornik on Zlatibor and Stara Planina. During snowy days, smaller ski centres in Divčibare, Tara, Zlatar and Goč are also active.

- 01 Kopaonik
- 02 Kopaonik skii track
- 03 Stara planina
- 04 Zlatibor



01

Kopaonik

The “Mountain of the Sun”, with more than 60km of ski trails, some of which are illuminated for night skiing and walking.



02

Stara Planina

Embark on an adventure in the centre of the Balkans, in the Babin Zub ski centre with landscaped ski slopes.



03

Zlatibor

When you want some snow action, head to Zlatibor. And do not miss great conditions for Nordic skiing and biathlon.



04

Spas

With more than a thousand springs of revitalising mineral water, hot and cold, Serbia offers you the opportunity to replenish your resources in the most natural way.

Roman emperors and their retinue splashed in the Roman baths here. Later on, the Ottomans built hammams and baths around the hot springs. Between the two world wars, spas were fashionable places for the Serbian elite.

Today, spas are tourist places for rest and recreation, places where athletes prepare for upcoming events and where congresses are organised. The spas feature thermal pools, Finnish saunas, Turkish baths, wellness/SPA centres, fitness centres, sports fields, health trails, bike trails and other sports facilities.



01 Spa



02 Ovčar-Kablar gorge

People come to Serbian spas for the water and the air, for treatment, prevention and rehabilitation. Professional staff in specialised medical institutions will revivify you with their medical treatments.

Breathe in the fresh forest air at the foot of the mountain. Feel yourself floating in mineral geothermal water. Enjoy a walk through the picturesque landscapes. Discover Serbian spas and allow the healing power of nature to renew your mind and body in Vrnjačka Banja, Sokobanja, Prolom and Lukovska, Koviljača, Kanjiža, Bukovička and Ovčar Banja amongst others.



03 Spa Treatment

Wine

If you want to taste and feel the “distinctiveness” of a country, try its wines. The so-called ‘terroir’ is the reflection of a region, climate and tradition.



Sand wines

Sand wines display a character that is reflected in the fruity freshness of white wines and the softer tannins of reds. Sandy terrains, temperate continental climate and quality grape varieties produce wines that are characterised by lightness and higher acid content.

GRAPE VARIETIES:

- Neoplanta
- Kreaca
- Kadarka
- Frankovka

Wines of river valleys

Wines from river valleys are influenced by the diffuse light of large rivers and by a large number of sunny days, to produce wines that are drinkable and harmonious. Harmonious acids complemented by fruit aromas combine into a pleasant finish of white and red wines.

GRAPE VARIETIES:

- Smederevka
- Morava
- Black tamjanika
- Portugizer

Wine from mild slopes and hills

Wine from mild slopes and hills - recognisable by the fragrant notes of white and the expressiveness of colours and elegance of red. Slightly “wavy” valleys give drinkable and harmonious wines, straw-yellow in colour, with a green tinge, such as those of tamjanika, old indigenous grape varieties and ruby-red wines, with the aroma of ripe red fruit.

GRAPE VARIETIES:

- White tamjanika
- Prokupac
- Vranac





Food

Get to know Serbia in the most delicious way possible – by trying its traditional dishes.

At every meal, regional customs, cultural influences, and seasonal conditions for food production overlap with family traditions.

- 01 Mushrooms
- 02 Picnic
- 03 Raspberries, detail
- 04 Domestic kajmak



02

In the plain in the north, food arrives at the table in a steady pattern. You enjoy it slowly and at leisure: ham and bacon, soup, breaded goose meat and poppy seed pie as a dessert.

Fresh yogurt and cheeses and of course Kajmak – Serbia's deliciously creamy clotted cream - arrive from the undulating pastures of Serbia, together with porridge, gibanica cheese pastries, pies, prosciutto and čvarci pork scratchings - forming the basis of the mountain table.



03



01



04

Do things in the right order in a kafana - traditional taverna - starting with a light appetizer and the obligatory salad of seasonal vegetables or pickles - and always add ajvar, a roast pepper relish. The main dish is usually meat prepared according to a local recipe: spit-roast meat, ćevapčići - grilled kebabs - and pljeskavica, a traditional Serbian burger. For dessert, try a vanilica - vanilla cookie, orasnica - walnut biscuit or a raspberry pie. Drinking coffee is a traditional daily ritual, moments you share with others or moments you savour for yourself.

Exp
ience!

Place to Meet

Planning a business meeting, conference or exhibition and everything has to be top-notch?

Want to see your favourite band in the extraordinary ambience of the fortress? Take part in a marathon? Hear the best trumpeters in the authentic environment of a small place in the heart of Serbia?

Serbia is a place of successful, exciting, educational, fun and romantic meetings – always with a sincere greetings and a warm welcome from the hosts.



- 🚫📶
- 📶
- 🚫📶

Meetings and Incentive

Serbia remembers great meetings. Some of them resonated with history, others were recorded on film, and there are also those that were completely personal, which continued to live in intimate private memories. Languages from all over the world found a common language here, and some of the most vivid personalities became historically significant.

Cities with a unique cultural heritage and places with an inspiring natural environment - in the mountains, along rivers and in spas - offer excellent conditions for organising large business events, conferences, meetings and stimulating trips.

Technology can make communication easier for us, but nothing can replace a live encounter. The shared experiences we then create make us feel and work as if we are together - even when we have jobs in different parts of the world.

A significant advantage of Serbia is its geographical position and excellent transport connections. Organisers and visitors to major events in Serbia are also attracted by the excellent value they receive for money, security and the ability to tailor services to their specific needs.

Serbia and Belgrade are regularly among the 50 leading world meeting destinations in their categories, according to the number of organised international meetings and events.

The main destinations for meetings, conferences, large events and exhibitions are the cities of Belgrade, Novi Sad, Niš and Subotica, as well as the mountain centres Zlatibor and Kopaonik, and the Vrnjačka Banja spa, with a number of conference centres, hotels, restaurants and entertainment facilities across the country.



Sava Centre, Belgrade

Events

For decades, what has brought thousands of people to a meadow near a small town, an old fortress above the Danube, a hangar in a river port or intriguing art spaces in the city centre? What are they gathering around? Why are they applauding? What fascinates them?

Delve a little deeper into the crowd. The best way to feel the spirit of this region is to directly participate in popular events.

Exit, Novi Sad

In July, the Petrovaradin Fortress hosts the biggest international names on the global music scene. This festival of the open spirit reminds us again and again that every exit is also an entrance - welcoming positive energy from all over our planet. Today, several generations of Europeans consider EXIT part of their upbringing.



01



02

Ljubičevo Equestrian Games, Požarevac

In September, we see who deserves the knighthood. After gallop and trotting races and competitions in jumping hurdles, there is the Ljubičevo all-around - a competition in traditional equestrian disciplines.

- 01 Exit festival
- 02 Ljubičevo Equestrian Games





Belgrade Marathon

If you value endurance and perseverance, Belgrade is the right place to try your hand at a marathon. During the marathon, the positive energy that constantly flows through the streets of this city grows into the largest and most massive sports event in Serbia.

On the Left
 Dragačevo Trumpet Festival
 01
 Belgrade marathon
 02
 BITEF

01

Dragačevo Trumpet Festival, Guča

The world-famous festival of traditional trumpet music brings four days of heated atmosphere that does not subside day or night. Hundreds of thousands of domestic and foreign fans of this instrument flock to the small town every August.

Belgrade Beer Fest- BBF

During the BBF festival, crowds of visitors, attracted by the performances of the most popular regional rock bands, flow into a huge space at the confluence of the Sava and the Danube rivers in Belgrade. The BBF is so massive, loud and big that its simply has to be heard, seen and experienced.

Barbecue Fair, Leskovac

You've heard of ćevapi kebabs, but have you tried the ones from Leskovac? During the traditional gourmet event in this city in the south of Serbia, the irresistible smells of meat, pepper and bean specialties drift throughout the streets, the recipes of which are passed down from generation to generation.

Bitef, Belgrade

Re-examines. Provokes. Calls for interaction. Shows things naked, but never vulgar. Bitef is an elite festival of alternative theatre that people come to in sneakers. An alternative that has grown into a tradition.



02

Interesting Facts



01 Nikola Tesla

In the Nikola Tesla Museum there is the urn of the famous scientist, at his request.

The Nikola Tesla Archive is part of the UNESCO heritage.



02 Ivo Andrić

Won the Nobel Prize for Literature in 1961!

03 Scientist

Well-known scientists Nikola Tesla, Milutin Milanković, Mileva Marić, wife of Albert Einstein, and Mihajlo Pupin have their roots in this small country, but their achievements are as big as space.



04 Mammoths

Mammoths in Serbia - in the Viminacium Archaeological Park, there is a whole skeleton of a mammoth from 5,000,000 years ago, and in the National Museum of Kikinda there is a skeleton of a mammoth that is over 70,000 years old.



05 Vampire

A Serbian word used in many languages.



06 Kolo

A traditional dance that is danced everywhere, at all happy occasions, as a Serbian recipe for an enhanced sense of community and for staying fit. (UNESCO)



07 Ћирилица Latinica

In Serbia, the Cyrillic and Latin alphabets are used in equal measure but no one brags that we are more literate than anyone else.



08
Novak Đoković

Although many think he is an alien, Novak Đoković is actually from Serbia.



09
White Angel

The "White Angel" fresco from Mileševa (13th century) is considered one of the most beautiful works of Serbian and European art of the Middle Ages. It was sent in the first satellite video transmission, in 1963, as a greeting from Europe to America.



10
Orient Express

The Orient Express, a famous train that appears in Agatha Christie's crime novels, movies, and even computer games, had a station in Belgrade.



11
007

James Bond is a Serb! In fact, his character was created on the basis of a real spy of Serbian nationality - Duško Popov, his brilliant actions and his way of life.



12
Živeli

In Serbia, toasts are made by saying "živeli" ("cheers") and with Serbian plum brandy!



13
The Đerdap gorge

The Đerdap gorge, through which the Danube flows, is the longest gorge in Europe.

Đerdap UNESCO Global Geopark is part of the UNESCO heritage.



14
Ramonda Serbica

Ramonda Serbica - known as the phoenix plant, can come to life even when completely dried up, which symbolises the renewal of the Serbian state after the First World War.

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