

Presentation of the Serbian tourist offer and of New York – Belgrade – New York non-stop flights was held on the premises of the Mission of the Republic of Serbia to the United Nations, co-organized by the Serbian Tourism Organization, Air Serbia, Serbian Consulate General in New York and Serbia's Permanent Mission to the UN. The presentation exhibited more than 20 panels exemplifying scenic beauties of Serbia, its tourist attractions, as well as national handicrafts.

The event was attended by US tour operators, journalists, eminent representatives of the Serbian diaspora.

Addressing the attendees, Ambassador of the Republic of Serbia to the UN Milan Milanovic, noted several compelling reasons to choose Serbia as a tourist destination, emphasizing the unique characteristics of the offer, namely Serbian landscapes, quality organic food, wines, brandies, as well as a higher level of security that today's Serbia was able to ensure for tourists, compared to other destinations worldwide.

Director of the Serbian Tourism Organization Marija Labovic underlined, among other things, city breaks offer in Belgrade, while Air Serbia's Vice President of North America Sales Operations Djordje Petrovic spoke about the newly established non-stop flights between New York and Belgrade, as well as the advantages of the flight offer Air Serbia is able to provide as part of the Etihad Airways group.