



NATIONAL TOURISM ORGANISATION of SERBIA

Presentation of Serbian tourism was organized by the Tourism Organization of Serbia (TOS), the Dutch branch of the International Association of Professionals in Tourism (Skal Nederland) and the Embassy of the Republic of Serbia, with the participation of 90 tourism professionals and specialized journalists from the Netherlands.

Ambassador Cedomir Radojkovic stressed while opening the event that Serbia was becoming an ever more interesting destination for the Dutch, as evidenced by the steady increase in the number of tourists from this country. He pointed out that Serbia was also becoming more and more attractive to potential investors, including those wishing to buy a property in order to occasionally or permanently reside in Serbia.

The representatives of TOS then presented Serbia's tourist offer, which this year focused on the promotion of culture and gastronomy. They pointed out that last year, 14 000 Dutch visited Serbia, an increase of 8% over the previous year, while the number of overnight visits rose by 9%. Especially encouraging is the fact that there has been a steady increase in the number of Dutch tourists since 2009, and the greatest interest is showed for the "Exit" festival, the so-called "city breaks" and active holidays. A particular novelty of this summer is a special train Rotterdam-Novi Sad which will take the interested Dutch visitors directly to the "Exit" festival.

After the end of the official program, there was a traditional Serbian barbecue organized for the participants, who had an opportunity to taste Serbian food and drinks and mingle in an informal atmosphere and exchange contacts.

Among those present were representatives of the influential media (Dutch daily newspaper "De Telegraaf", specialized tourist monthly "Travelution") and leading travel agencies (including the "Sun Air" and "Thomas Cook"), many of whom intend to write about the tourist marvels of Serbia and visit it in the future.