

BELGRADE

**Contribution of Tourist Organizations to
Destination branding and promotion**



6th Professional Education Conference in Tourism, MICE and Hotel Industry



October 11th-13th, 2013

Hyatt Regency Belgrade, Serbia

EIAT is about improving professional opportunities for young talents in tourism and hotel sector by fostering a dialogue on employment related topics between its three main stakeholders, hospitality companies, educational institutions and the best of the best students in industry.



where do you travel?



Starting with

Belgrade's secret



Great atmosphere, warm, smiling and hospitable people



popular

meeting place

creative

full of life

winsome

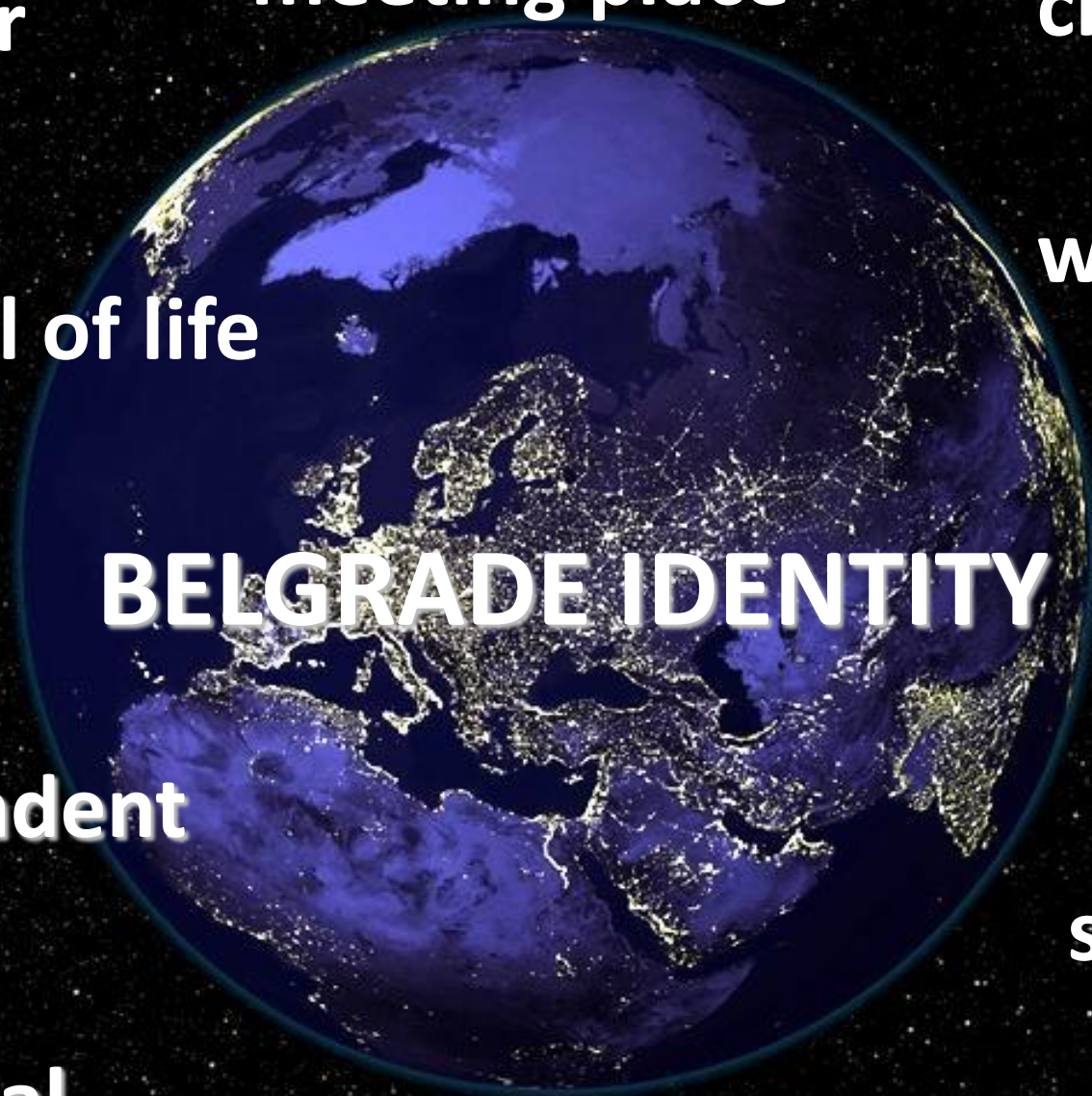
BELGRADE IDENTITY

independent

sensual

special

surrounded by people





We have a brand!

Local community

**Belgrade
because I love
it...**

International market



Next Stop Belgrade

Substation Savamala / Design district

Hosts: Tourist Organization of Belgrade, Belgrade Tourism Fair and Mikser

Program

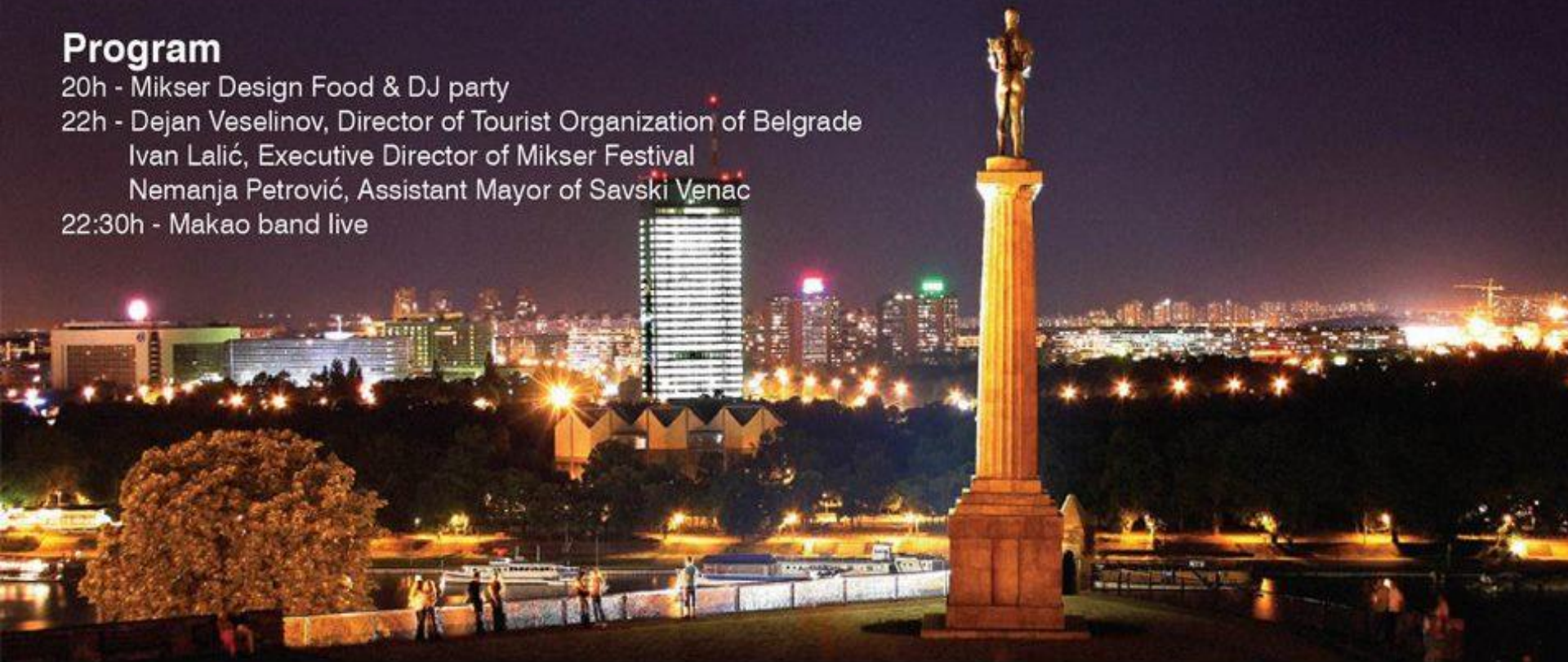
20h - Mikser Design Food & DJ party

22h - Dejan Veselinov, Director of Tourist Organization of Belgrade

Ivan Lalić, Executive Director of Mikser Festival

Nemanja Petrović, Assistant Mayor of Savski Venac

22:30h - Makao band live



Friday, February 22, 2013, 20h
Mikser House, Karađorđeva Street 46



Tourist
Organization
of Belgrade



SAJAM
TURIZMA



BELGRADE FAIR

One Place, Whole World



BELGRADE
CHAMBER OF
COMMERCE
AND INDUSTRY



OPŠTINA
SAVSKI VENAC



Mikser

TOURIST ORGANIZATION OF
BELGRADE
because I love it!

BELGRADE CITY GUIDE

Mobile app for
Android smartphones



Belgrade city
guide



about
BELGRADE

how to
TRAVEL

where to
STAY

where to
EAT

sights to
SEE

what to
DO

useful
INFO



NOT TO BE MISSED!



Belgrade City Card

Get up to 50% discount while exploring Belgrade!



Belgrade City Break 2013.

Find out why to add Belgrade to your City Break programme.



Belgrade Souvenir

Tourist Organization of Belgrade has selected official Belgrade Souvenirs



Belgrade Sightseeing

What do the impressions of a city depend on?

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TOURIST INFORMATION CENTRES

BOOK ACCOMMODATION

Arrival date:
 12 Oct 2013
 Nights:
 1

WHAT'S ON?

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- 12 OCT Kombat Arena Vaya Con Dios in Belgrade
- 10 BELGRADE

Have you heard what they said about Belgrade?

TheNational

My Kind of Place: Café culture now rules Belgrade

lonely planet

Top 10 Ultimate party cities

A Crossroads Of Culture

“Europe's new capital of cool.”

“Forget London, Paris or New York, these was one of the coolest nightspots I have ever seen.”

METRO

TIMESONLINE

“Belgrade Rocks!”

“...the Serbian capital does day and night equally brilliantly.”

The New York Times

THE SUNDAY TIMES





**“The citizens
are disco
dynamos...”
The Observer**





Great city for a weekend break - Belgrade





BELGRADE

because I love it

www.travel-belgrade.com

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