

The American catering brand “Viceroy Hotels & Resorts” will soon open its first hotel on the European continent.

They chose Serbia as their first European destination. More precisely, Kopaonik.

According to earlier announcements, the hotel will have 119 rooms and a penthouse, a ski bar, a restaurant, a spa, three meeting rooms, a library, an outdoor jacuzzi, a children’s club and a ski service.

The official opening ceremony is scheduled for June 15, while the hotel will welcome the first guests as early as June 16, Viceroy Hotels & Resorts told B92.net.

Why Serbia?

According to this company, as the largest and most famous ski resort in Serbia, Kopaonik has many reasons to become the next vacation destination for every modern traveler, even regardless of the season. Not only because of its location, but also because of its history and the fact that this national park is a place where adventures to remember are created, they add.

In search of locations that are at the very top of the world’s most sought-after destinations, Viceroy Hotels & Resorts says that they have decided to place the hotel on another snowy, sunny mountain resort and thus make this Serbian mountain their first European destination.

Investment of 54 million euros

The total amount of the investment in the hotel Viceroy Hotels & Resorts will amount to around 54 million euros, they explain for B92 from this hotel, where, by the way, there was a previously unused building.

What can visitors expect?

As our interlocutors emphasize, Viceroy Hotels & Resorts will debut with a customized offer in accordance with the opening season, so the offer will include weekly outdoor family adventures, spa offer, stay in a children’s club for the youngest, as well as romantic summer vacations and exciting weekends.

Guests will also have the opportunity to enjoy a wide gastronomic offer, and expect promotional offers in the form of free nights or hotel loans.

“We are optimistic. Our goal is to welcome our first guests in a safe but inspiring environment, to introduce them to the unique ‘Viceroy vibe’ interwoven with local ingredients, and to provide a service that will make them want to come to us again. All from Serbia and countries who are able to travel, and who want a break in this challenging period, are welcome to experience Kopaonik as a new exciting destination, and our team will make sure to make their stay as pleasant as possible,” concluded Viceroy Hotels & Resorts for B92.

Let us remind you, recently, the Ambassador of Serbia to the USA, Marko Djuric, announced the arrival, that is, the opening of this hotel in Serbia, after talks with the director of global



Viceroy Hotels & Resorts will be an investment of 54 million euros in
Serbia

sales of that chain, Sam Torgerson.

"I am happy to announce that Viceroy Hotels & Resorts is coming to Serbia. Many thanks to Sam Torgerson for the good news," Djuric wrote on his Twitter account.

He pointed out that these and similar investments single out Serbia as a favorable destination for tourism and business in this part of Europe, B92 reports.