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VICEROY HOTEL GROUP REVEALS PLANS FOR NEW LUXURY SKI EXPERIENCE IN KOPAONIK, SERBIA

Alpine Adventure Meets Contemporary West Coast Vibe



LOS ANGELES, CA (April 20, 2017) - Serbia's largest mountain range, Kopaonik, will soon be home to an unprecedented modern luxury hospitality experience. Today, Viceroy Hotel Group unveiled plans for Viceroy Kopaonik Serbia, a cozy, contemporary 120-room ski resort ideally located at the foot of the region's picturesque slopes. Set to open in 2018, Viceroy's newest project, marking the second ski destination within the group's portfolio, will be the premiere ski resort and the heart of alpine action east of the Adriatic.

"As Viceroy continues to position itself as a leader in the international marketplace, we're excited to bring our signature vibe and hospitality experience to Kopaonik," said Anton Bawab, Regional President of Viceroy Hotel Group. "The opening of Viceroy Kopaonik will offer our jetsetting global guests an unexpected alpine experience in a vibrant destination."

EXPLORE: REGIONAL CULTURE & THRILL SEEKING EXPERIENCES

Nicknamed the "Mountain of the Sun," Kopaonik enjoys almost 200 sunny days each year and in the summer months, guests can look forward to rafting, mountain biking, paragliding and additional adrenaline-pumping experiences. As a national park, Kopaonik is a

biodiversity hotspot that features endemic and rare species of flora and fauna. Amid these astonishing natural surroundings, guests of Viceroy Kopaonik will encounter a convenient ski-in, ski-out experience complete with over 55km of runs for alpine skiing, attentive ski concierge service, uninterrupted views over the slopes, and boundless opportunities to become immersed in the awe-inspiring landscape.

DESIGN INSPIRATION: CONTEMPORARY SPIN ON “SUVO RUDISTE”

Viceroy Kopaonik’s architectural and design details draw inspiration from the local “Suvo Rudiste” style that plays on the natural beauty of the resort’s surrounding landscape. Dark natural timber anchors the design with clean white accents, and an abundance of windows and open-air spaces capture spectacular views in all directions. Thoughtful detailing from Wimberly Interiors and clever use of dark timber materials by architects WATG respects the local environment while also infusing Viceroy’s signature contemporary vibe, ensuring that Viceroy Kopaonik maintains its local identity.

SIGNATURE VIBE & AMENITIES

Travelers keen to Viceroy’s attentive service and remarkable style can expect exceptional amenities. Four dining venues will boast impeccable culinary creations, including an Apres ski lounge framed by breathtaking views of the mountaintops. Guests looking to relax and rejuvenate after a day out on the slopes can look forward to indulging in a six-treatment room spa complete with beauty lab, indoor vitality pool, hammam/scrub room and boutique. Combined with two spacious meeting rooms totaling 184 sq.m., covered pool, outdoor jacuzzi, ski valet, Generation V kids’ club, and Viceroy’s authentic local programming, Viceroy Kopaonik Serbia is well equipped to appeal to every type of traveler’s journey.

OUR PARTNER

Viceroy Kopaonik Serbia is the result of a partnership between Viceroy Hotel Group and KPI D.O.O. Belgrade, a privately held real estate developer based out of Belgrade specializing in Central and Eastern Europe investments.

For additional information, please visit viceroyhotelsandresorts.com/serbia.

ABOUT VICEROY HOTEL GROUP

Viceroy Hotel Group inspires travelers with one-of-a-kind authentic lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. A leader in modern luxury, Viceroy’s vibe-led hospitality is guided by the brand promise “Remember to Live,” an affirmation to create lifelong memories for each and every guest. Viceroy destinations are segmented into three distinct portfolio tiers to help travelers find exactly the kind of experience they’re looking for. The Viceroy Icon Collection properties include epic hotels and resorts in Dubai, Abu Dhabi, Beverly Hills, Riviera Maya, Snowmass, and St. Lucia, with forthcoming openings in Chicago, Algarve, Buenos Aires, Istanbul, Panama and Cartagena. The Viceroy Lifestyle Series hotels and resorts are found in attitude-led destinations including New York, Santa Monica, and Zihuatanejo with a forthcoming opening in Serbia. The Urban Retreat Collection properties in San Francisco and New York have an independent spirit and bold, eccentric personalities. Viceroy Hotel Group is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive

benefits and experiences to its members at over 550 hotels around the world. For more information, visit www.viceroyhotelsandresorts.com. Follow Viceroy Hotel Group at facebook.com/viceroyhotelgroup and on Instagram and Twitter @viceroyhotels.