

# VICEROY

KOPAONIK • SERBIA

## VICEROY HOTELS & RESORTS ANNOUNCES DEBUT OF VICEROY KOPAONIK SERBIA EARLY 2021

**The first 5-star resort to grace the majestic mountains of Serbia  
begins an adventurous new era in luxury tourism.**

Belgrade, December 15, 2020 – Iconic global hospitality brand [Viceroy Hotels & Resorts](#) will soon unveil Viceroy Kopaonik Serbia, a ski-in, ski-out luxury mountain resort that marks the brand's European debut.

Opening early 2021, near the end of the winter season, Viceroy Kopaonik will add glamorous, West Coast flair to the foot of snow-crested mountains in one of Serbia's most beloved National Parks. Known for legendary locations in the US, Latin America and the Caribbean, Viceroy Hotels & Resorts chose the most famous ski resort in Serbia for its first European debut highlighting Serbia's enriched tourism potential and furthers the brand's visionary philosophy of embracing authentic and culturally rich destinations.

*"We at Viceroy are proud introduce Kopaonik, our "Mountain of the Sun," as our second mountain resort and we can't wait for guests to get to know the region's rich cultural history, and experience this national park's boundless beauty," said Goran Kovacevic, General Manager of Viceroy Kopaonik Serbia. "The adventures that await here are both snow-topped and sun-drenched, making it truly a destination for all seasons. As a host first and foremost, Viceroy will welcome guests with one-of-a-kind, authentic experiences and intuitive service, and contribute to Kopaonik and Serbia's growth as a regional and international travel destination."*

With a team of over 150 colleagues, the resort will deliver on its purpose of being imaginative, inspiring and inviting. More than 40 employees hail specifically from the local Raska area, enabling even truer connection to the region – something Viceroy strongly stands for. Along with General Manager Goran Kovacevic's extensive culinary experience in Belgrade Serbia and across Europe, the resort proudly welcomes Executive Chef, Andrew Jones a winner of prestigious competitions including the world-renowned Roux Scholarship and Award of Excellence by Academy of Culinary Arts to the Viceroy team.

## Property Features

As a part of The Viceroy Icon Collection – the epitome of pure, unadulterated luxury – Viceroy Kopaonik features 119 spacious guestrooms, including a remarkable two-bedroom Penthouse that includes a private kitchen, dining area and private lift with direct access to the Penthouse. Offering some of the largest guestrooms in Kopaonik, elements of local culture surface throughout one’s stay. Drawing inspiration from the local “Suvo Rudiste” style, each room reflects the natural beauty of Kopaonik’s landscape with dark natural timber materials, crisp white accents and an abundance of open-air spaces that captures spectacular mountain views in all directions.

Inspired by the mountain landscape and the local culinary scene, guests will enjoy dining experiences rooted in international and Serbian specialties:

**Pique Ski Bar** – Relaxed by day and energetic by night, this signature destination overlooks the ski centre, offering inventive light bites and beverages, live DJ and band performances, and a jaw-dropping view of Pancic’s peak.

**The Mountain Kitchen** – The beating heart of Viceroy Kopaonik, this vibrant, inviting restaurant welcomes guests to rest and recharge for breakfast, lunch and dinner with a menu of heart-warming healthy dishes that honor the region’s rich heritage and natural setting.

**The Library** - Located in the resort lobby, this quiet haven is where guests can sip artisan coffee, herbal tea or other specialty beverages while flipping through a curated array of books.

Additional amenities include The Spa by Viceroy, the only full-service luxury spa in Kopaonik complete with six-treatment rooms, a beauty lab, indoor vitality pool, hammam/scrub room where guests can be soothed by an array of holistic wellness experiences using ingredients that are native to the mountains. Combined with two spacious meeting rooms, an outdoor jacuzzi, ski valet and Generation V kids’ club, guests can expect attentive service, exceptional amenities and authentic local programming.

## Book your stay

For all booking inquiries please contact [vks.reservations@viceroyhotelsandresorts.com](mailto:vks.reservations@viceroyhotelsandresorts.com) for stays as of early 2021.

Viceroy follows the highest international health and safety standards regarding COVID-19 and has taken additional measures to ensure guests feel safe on property through Viceroy's Promise of Cleanliness protocol. Viceroy also offers a flexible cancellation policy should travel plans change, further ensuring a positive guest experience from start to finish..

For more information on Viceroy Hotels & Resorts, visit [viceroyhotelsandresorts.com](http://viceroyhotelsandresorts.com).

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**ABOUT VICEROY HOTELS & RESORTS**

Viceroy Hotels & Resorts inspires travelers with one-of-a-kind, authentic experiences that bring together provocative design and intuitive service. Dynamic destinations are at the core of the Viceroy guest experience, and to better serve travelers the brand has established three unique hotel categories consisting of the [Icon Collection](#) composed of unparalleled properties furnishing lavish experiences, the [Lifestyle Series](#) offering energizing stays in vibrant locales, and [Urban Retreats](#) based in bold, eccentric cities. Viceroy's portfolio of hotels and resorts can be found in a diverse array of breathtaking and inspiring destinations, including Los Cabos, Santa Monica, Chicago, Beverly Hills, Riviera Maya, Snowmass, San Francisco, Washington D.C. and St. Lucia. The brand recently expanded to D.C. with the opening of the Viceroy Washington DC and Hotel Zena (Washington D.C.). Viceroy will also grow its international portfolio with the opening of Viceroy Kopaonik Serbia in early 2021 and the 2022 openings in Portugal's Algarve and Panama's Bocas Del Toro.

Viceroy is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 500 hotels around the world. For more information, visit [www.viceroyhotelsandresorts.com](http://www.viceroyhotelsandresorts.com). Follow Viceroy on [Facebook](#) and \_\_\_\_\_