



Hilton settles in Serbia

SERBIA WILL SOON GET ITS FIRST HILTON HOTEL. AS PART OF ITS EXPANSION STRATEGY FOR SOUTHEAST EUROPE, THE WORLD'S LARGEST HOTEL CHAIN IS TO ADD BELGRADE ON THE LIST OF 30 EUROPEAN CAPITALS WHERE IT CURRENTLY HAS A PRESENCE.

Hilton's intention to move into the Serbian market was made official through the signing of a management agreement with Belaga Management Company in April 2016. Nestled at the confluence of the Danube and Sava rivers, Belgrade is fast emerging as one of the hidden gems of the European continent. The tumultuous nature of the last two decades has meant that developers in the hospitality industry have been cautious to enter the market. However, the recent rise in popularity of the Balkan nation has paved the way for big-brand and boutique hotels alike to settle in Serbia's capital. Dragan Lazarevic, a representative of Belaga Management Company: 'We are honored to be partnering with Hilton on this prestigious project, the first new-build hotel in Belgrade for several decades.'

Five star development

'Growing our presence in city destinations in Southeastern Europe has formed a significant part of our regional growth strategy, as Hilton Belgrade joins Hilton Worldwide hotels. We are trading or in development in approximately 30

European capitals,' said Patrick Fitzgibbon, Senior Vice President of Development EMEA at Hilton Worldwide.

The new-build seven story Hilton Belgrade will be located in the city's historic center and in close proximity to the capital's major sights. Housing 242 rooms over 7 floors, Hilton Belgrade plans to open its doors in the third quarter of 2018. The new five star development will include state of the art amenities including a spa center and fitness club, retail space, and event and conference facilities.

Construction challenges

The hotel's location poses certain challenges for the construction process, including limited space, dense residential surroundings, and heavy traffic flow of the adjoining roads. Tebodin has been entrusted with providing site supervision services during the development and realization of the project. 'This is a very high profile project and I am pleased that we will be able to use our expertise to overcome the challenges that await the realization process,' says Zoran Petrovic, Country Director of Tebodin in Serbia. ■