

# NEW CAMPAIGN OF SERBIA REACHING YOUNG PEOPLE



It is called Lifestyle Serbia - the new promotional campaign launched in 2014 by the National Tourism Organisation of Serbia. It aims to highlight the contemporary culture of the country, food and wine, opportunities for active and green holidays, nightlife and the many music festivals that attract visitors from all over Europe.

"Our focus will be on youth," explained Gordana Plamenac, CEO of the tourist board. The campaign will be promoted especially on social media and the Internet in general, and will have a range of content around the keywords: creativity, innovation, dynamism, entertainment, active life.

**"Lifestyle Serbia aims to reach young people by encouraging them to discover the lifestyle of Serbia,** participating directly through new digital platforms, as well as the site [lifestyle.serbia.travel](http://lifestyle.serbia.travel) and social networks."

The manager was in Milan for an important occasion: the launch of the first guide from Lonely Planet dedicated to Belgrade and other routes in Serbia. Belgrade is presented as a young, vibrant city, with many cultural events and nightlife, eclectic and multi-faceted, half-way between West and East.

Among the routes recommended by the author is Novi Sad, with the Petrovaradin Fortress, and the Transromanica network, the transnational cultural route that connects the common Romanesque heritage of Europe running through Austria, France, Germany, Portugal, Romania, Spain and Italy.

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