AIR SERBIA NEW PREMIUM LOUNGE IN BELGRADE

News / Airlines, Airports / Routes

Air Serbia celebrated the opening of its new **Premium Lounge** at Belgrade **Nikola Tesla International Airport**.

Located in the transit area between gates A5 and A6, the new Premium Lounge is the first dedicated airline owned and operated lounge in Serbia. It will be open 24 hours a day and provide a superior travel experience for its Business Class guests, as well as Platinum, Gold and Silver members of the Air Serbia - Etihad Guest frequent flyer program flying on Air Serbia or Etihad Airways-operated flights. The lounge will also be open to Air Serbia's codeshare partners whose guests travel in Business Class on Air Serbia-operated flights.

A ribbon-cutting ceremony was held to open the lounge, followed by a tour of the new facility and a cocktail reception in the presence of Siniša Mali, Chairman of Air Serbia's Supervisory Board and the Mayor of Belgrade; and Dane Kondi?, Chief Executive Officer of Air Serbia. The event was also attended by senior government officials, members of Air Serbia's executive management team, as well as representatives from the travel trade sector and media.

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Dane Kondi?

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Dane Kondi? and Siniša Mali

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Dane Kondi? and Siniša Mali

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Dane Kondi?, Chief Executive Officer of Air Serbia, said: "The opening of our new Premium

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Lounge reinforces our commitment to the highest standards of customer service both on the ground and in the air, and demonstrates our ongoing efforts to provide the best travel experience to premium travellers. Guests travelling from and transiting through Belgrade will begin their journey with a superior lounge experience in a stylish and well-equipped environment, where they can relax and re-charge".

Siniša Mali, Chairman of the Supervisory Board of Air Serbia, said: "Air Serbia has become a key driver of economic growth in Serbia. All indicators show that this will be a record year in passenger numbers and profitability in the history of the national airline. Air Serbia is launching new destinations, connecting with other countries and becoming more attractive for investors. The launch of the Premium Lounge confirms that we are fully committed to ensuring that Air Serbia remains at the forefront of its regional peers in providing the best products and services for our guests".

With a contemporary style inspired by Air Serbia's branding and image, the new lounge has been designed to ensure that guests enjoy a comfortable, serene environment in which they can relax, re-energise, dine, work or be entertained, before they board their flight.

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Set over an area of 398 square metres with seating for 80 guests, the lounge boasts a wide array of facilities catering to the diverse needs of today's business and leisure travellers. This includes state-of-the-art business amenities; complimentary Wi-Fi connectivity; multi-zone electrical and USB power outlets; a dining area with self-service buffet; spacious bathrooms with shower facilities; multi-faith prayer areas; a selection of domestic and international newspapers and periodicals, and comfortable armchairs in the relaxation zone.

Lounge guests can also enjoy Air Serbia's signature food and beverage service throughout the day with a choice of restaurant-style à la carte dining and a gourmet buffet offering a selection of delicacies inspired by Serbian and international cuisine. Wines from local Serbian producers, including the Radovanovi? and DiBonis wineries, complement an extensive selection of alcoholic and non-alcoholic beverages including beers, aperitifs, spirits, liqueurs and soft drinks - provided by lounge partner Rakija Bar. Kafeterija, operator of the popular Belgrade café chain, will provide an authentic coffee experience for guests, while many other local brands have expressed an interest in being involved with the Air Serbia Premium Lounge.

Another unique feature of the lounge will be a dedicated group of Premium Special Service Agents, easily identified by their individually-tailored business attire. They will accompany guests to and from the Air Serbia Premium Lounge and provide additional help for those guests requiring assistance to get to their flights. The Premium Special Service Agents attended a comprehensive training program with Etihad Airways in Abu Dhabi.

Key facts & features of Air Serbia's new Premium Lounge in Belgrade:

- Area: 398 square metres with seating for 80 guests
- Lounge features:
    - Restaurant-style à la carte and buffet dining options
    - Secure hand luggage storage and cloaking facilities
    - Business facilities with personal workstations
    - Multi-zone power and USB outlets
    - Complimentary Wi-Fi
    - Comfortable arm and dining chairs

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- A selection of Serbian and international newspapers and periodicals
- Spacious bathrooms with shower facilities
- Prayer areas

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