

 **MoReSCE 2026**

4TH CENTRAL EUROPEAN MOUNTAIN RESORTS SUMMIT

Regional competitiveness: Opportunities and challenges in mountain resort development

B2B, KNOWLEDGE TRANSFER AND NETWORKING

March 24-26, 2026

GORSKI Hotel, Kopaonik



**FIRST CALL
AND NOTICE**



СКИЈАЛИШТА СРБИЈЕ
SKI RESORTS OF SERBIA



CENTER FOR TOURISM
research and studies

www.moresce.rs



1. INTRODUCTION

We are pleased to inform you that JP “Ski Resorts of Serbia” and the Center for Tourism Research and Studies are organizing the **fourth MoReSCE – Mountain Resorts Summit of Central Europe**, which will take place at **Kopaonik in March 2026**.

MoReSCE 2026 continues to strengthen its role as a key regional platform for knowledge exchange, networking, and partnership development in the field of mountain tourism and infrastructure. By bringing together decision makers, mountain resort managers, investors, and equipment suppliers, the event provides space for dialogue, joint planning, and identifying new development directions.

This year’s theme – **“Regional competitiveness: Opportunities and challenges in mountain resort development”** – focuses on a strategic approach to improving the mountain offer, sustainable growth, and modernization of resorts in line with the needs of the contemporary market.

MoReSCE 2026 is the place where visions, experiences, and concrete initiatives come together with the goal of strengthening the position of mountain destinations as year-round tourism and investment areas.

The conference will gather participants and partners from the following fields:



2. MORESCE: PARTICIPANT STRUCTURE AND TRENDS

MoReSCE 2013

- 136 participants
- 5 countries
- 9 mountain resorts
- 7 service providers and equipment manufacturers

MoReSCE 2018

- 117 participants
- 7 countries
- 11 mountain resorts
- 8 service providers and equipment manufacturers

MoReSCE 2023

- 100 participants
- 11 countries
- 20 mountain resorts
- 9 providers and equipment manufacturers

MoReSCE 2026

- 120 participants
- 13 countries
- 25 mountain resorts
- 10 providers and equipment manufacturers





3. MORESCE 2026 – PROGRAM OVERVIEW

DAY 1	DAY 2	DAY 3
• Arrival of participants at the Kopanik mountain resort and registration at Hotel Gorski • Evening welcome cocktail and official opening of MoReSCE 2026	• Panel 1: Ministerial panel – tourism and infrastructure as drivers of regional competitiveness • Panel 2: How to reduce seasonality and improve the product and services of mountain resorts? • Panel 3: Digitalization and innovation in mountain resorts • Panel 4: Marketing and artificial intelligence in development • “Summit under the stars” – après-ski party	• Active morning on the snow (skiing/guided snowshoe hike) • Closing event: “Panoramic brunch & networking”

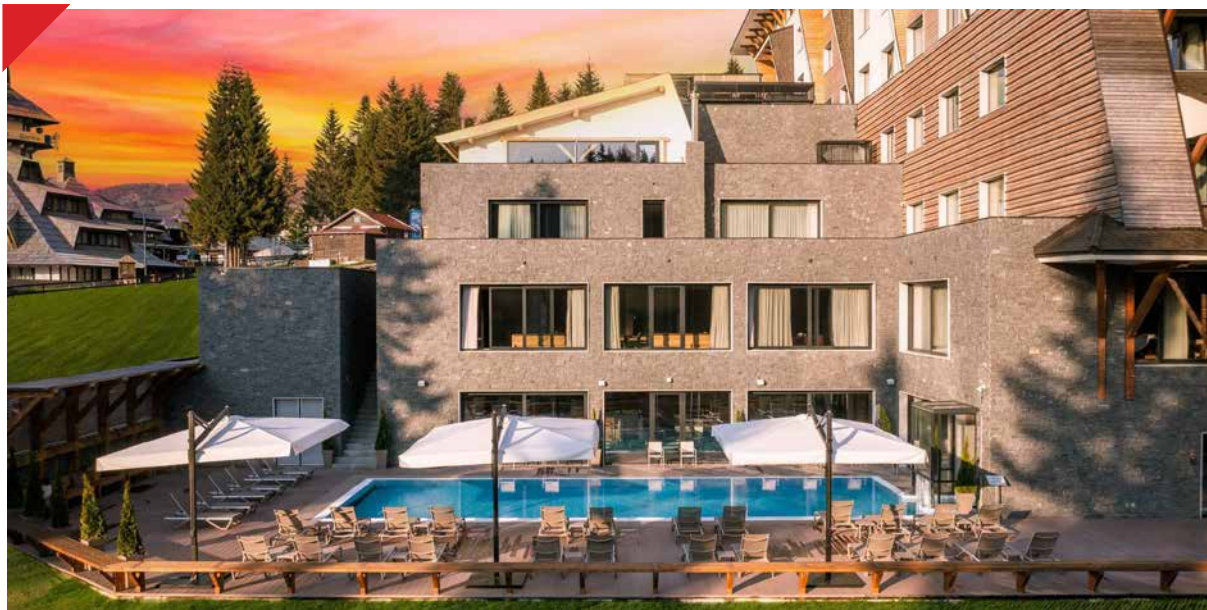




4. WHERE WILL MORESCE 2026 TAKE PLACE?

Gorski Hotel Kopaonik

GORSKI HOTEL & SPA is one of the most prestigious and comfortable venues for stays and events at Kopaonik. Located in the heart of the mountain resort, the hotel offers excellent conditions for conferences, combining the elegance of modern Alpine design with direct access to the main ski slopes. In addition to luxurious accommodation and modern meeting rooms, Gorski features a spa and wellness center, restaurants with both authentic and international cuisine, as well as spectacular views that create the perfect atmosphere for business and social events.



5. PARTICIPANTS AT THE PREVIOUS EVENT





MoReSCE 2026

More information about MoReSCE 2026 you can find at www.moresce.rs

Ski resorts of Serbia

Milutina Milankovića 9
11070 Belgrade
Republic of Serbia

Contact person:
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For registrations, participation and partnership you can contact:

Center for Tourism Research and Studies

Žitni trg 9
21000 Novi Sad
Republic of Serbia

Contact person:

Ms. Jelisaveta Purić Samardžija, Executive Director
jelisaveta.puric@ctr-balkans.org