



## P r e s s   R e l e a s e

Belgrade, July 26<sup>th</sup> 2016

### Save up to 4% when booking a stay via Booking.com using UniCredit Bank Mastercard credit cards

UniCredit Bank Serbia, in cooperation with the world's leading website for finding the ideal accommodation, [www.booking.com](http://www.booking.com), prepared a special campaign for all "travel addicts". Namely, all those who by visiting Booking.com through UniCredit Bank Serbia web site ([www.unicreditbank.rs](http://www.unicreditbank.rs)), select and pay for the accommodation at one of their preferred destinations by using Flexia or any other UniCredit Bank Serbia Mastercard credit card, will receive a refund of up to 4% of the total transaction amount.

Through Booking.com, which is available in 42 languages worldwide, including Serbian, it is possible to effect the reservation of accommodation at more than 92,000 destinations throughout the world. Customers can book an incredibly diverse range of accommodation from five-star luxury hotels to B&Bs, holiday homes, apartments, with instant confirmation of their reservation, without any bookings fees and be sure that they're always getting one of the best possible offers.

Results of MasterIndex Serbia, annual study of financial habits conducted by Mastercard, have shown that 43 percent of passengers pay for the accommodation by using cards, which additionally confirms benefits that UniCredit Bank's and Booking.com special campaign provide for Serbian travelers.

**Luciano Bellan, Head of Business Development Department within Retail Division of UniCredit Bank Serbia**, stated: "When citizens of Serbia are concerned, Booking.com represents one of their most common choices for finding ideal accommodation, both in country and abroad. According to our data, trend of paying tourist services by using cards is something common also for our clients, who in the period of one year effected the payment of this type of services in the amount of EUR 3.5 million. In line with this, we are very pleased that, in collaboration with Booking and Mastercard, we will provide all passionate tourists, users of UniCredit Bank Flexia and Mastercard credit cards, an additional benefit - so called 'cash back' of up to 4% if they book their accommodation via Booking.com, though UniCredit Bank's web site."





### **UniCredit Bank Serbia**

UniCredit Bank Serbia is a member of UniCredit, one of Europe's leading financial groups with a strong presence in 16 countries. Through a network of approximately 7,000 branches and more than 125,000 employees, the Group is present in about 50 markets. In central and eastern Europe, UniCredit operates the largest international banking network with nearly 3,000 branches (including Turkey). The Group is present in Austria, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Italy, Poland, Romania, Russia, Serbia, the Slovak Republic, Slovenia and Turkey.

