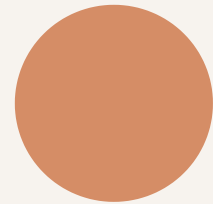


B O R O V A

Balkan Ground Partner for Tour Operators

Custom outdoor programs across Serbia, Montenegro, Bosnia & Herzegovina and Albania —
designed by us, operated by vetted licensed partners.



Founded by people who live in these mountains.

Borova was founded by people who have spent their lives in the mountains of the Balkans — not by an agency that discovered the region last season. We are a Serbian-registered company acting as a **design, vetting and coordination partner** for tour operators who want the Balkans done properly.

Our operating standards are set by **Radomir Mikić**, our lead guide: more than two decades of climbing and guiding across the region, and an active member of the **Mountain Rescue Service of Serbia (GSS)**. Every partner we work with is selected, inspected and monitored against those standards.

Our public platform, theborova.com, documents a portfolio of **25+ designed programs** across four countries — hiking, trekking, rafting, via ferrata and e-bike — built from first-hand terrain knowledge.

What that means for you

- **Real terrain knowledge.** Routes, seasons and logistics verified on foot — not assembled from other catalogs.
- **Safety-led selection.** Partners are vetted by a mountain-rescue professional, including trial participation on their tours.
- **Founder-led accountability.** You deal directly with the people who design and stand behind every program.
- **One contact, four countries.** Serbia, Montenegro, Bosnia & Herzegovina and Albania through a single, documented channel.

The part of the Balkans your catalog is missing.

Most DACH catalogs cover Albania well — the Peaks of the Balkans, the Riviera, fixed-date small groups. Demand is proven; sold-out departures are now common. But coverage stops there:

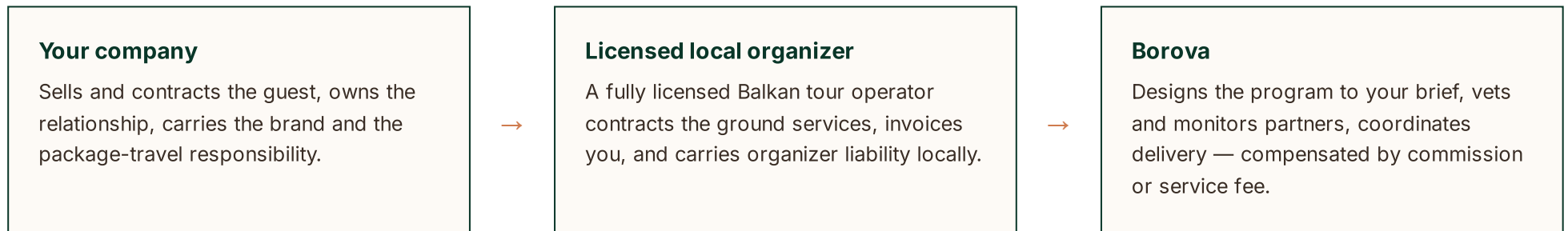
- **Serbia is essentially unprogrammed** — Tara, Uvac, Zlatibor and the Serbian Carpathians appear in almost no DACH active-travel catalog.
- **Bosnia & Herzegovina is thin** — Sutjeska, Prenj and the Via Dinarica heartland are covered by a handful of departures per season at most.
- **Custom formats don't exist** — catalogs offer fixed dates and fixed groups; private, tailor-made Balkan programs built to a brief are not available through the trade.

Where we are strongest

COUNTRY	CORE TERRAIN
Serbia	Tara NP, Uvac canyon, Zlatibor, Kopaonik, Carpathian ridgelines
Bosnia & Herz.	Sutjeska NP, Maglić, Prenj, Lukomir, Via Dinarica heartland
Montenegro	Durmitor beyond the classics, Prokletije (ME side), Tara canyon
Albania	Accursed Mountains, Valbona–Theth — via vetted partners

Cross-border combinations are our specialty — multi-country programs no single-country DMC can string together coherently.

Clear roles. Clear liability. Your client stays yours.



What we never do

- We never sell to your clients or market to your guests.
- We never contract end customers or take guest payments.
- We never appear between you and your client — white-label friendly.

Commercial basis

- **Commission basis** on completed programs, or **net-rate cooperation** via the licensed organizer — your preference.
- Documented communication in English; German-language program documents on request.
- 24-month source protection: repeat business you bring through us stays attributed to the cooperation.

Standards set by a mountain-rescue professional.

Partner requirements — non-negotiable

- Valid organizer license and insurance, documented before signature and renewed annually.
- Licensed guides with proven terrain experience; group size capped at 8 guests per guide unless otherwise agreed.
- Certified, serviced equipment on all technical activities.
- Written emergency protocol and a 24/7 guest-reachable contact during every trip.
- Accommodation at the agreed category minimum; substitutions only with guest consent.

How we enforce them

- **Trial participation:** we join a partner's regular tour before any guest of yours is booked.
- **Guide approval:** we approve the specific guide assigned to every departure.
- **Unannounced participation:** we retain the right to join any tour, unannounced, for quality control.
- **Post-trip reviews:** every guest review feeds a partner score; two cycles below standard trigger probation or termination.

Full detail on our public Safety page — written for guests, enforced with partners: theborova.com/safety

Built to your brief — these are starting points.

PROGRAM	COUNTRIES	DAYS	LEVEL	SEASON	FORMAT
Sutjeska & Maglić — the wild heart	BA (+RS entry)	5	Moderate–challenging	May–Oct	Guided small group or private; primeval forest, Maglić summit (2,386 m), Lukomir highland village.
Durmitor ridgelines & canyons	ME	7	Moderate	Jun–Sep	Guided or self-guided logistics; Bobotov Kuk, Ćurevac, Tara rafting day, mountain-lake circuit.
Via Dinarica highlights	RS + BA	8	Moderate–challenging	May–Oct	Cross-border guided; Tara NP, Sutjeska NP, white limestone ridges, village stays — a program no single-country DMC covers.
Soft adventure: lakes, caves & villages	RS + ME	6	Easy–moderate	Apr–Nov	Private custom; Zlatibor, Uvac canyon, Durmitor foothills, family-run guesthouses and food stops.

Every program is adaptable to your specification: difficulty, daily distances, group size, seasonality and price target. We deliver a costed, sellable program — not a template.

Full designed portfolio: 25+ programs documented at theborova.com — hiking, trekking, rafting, via ferrata and e-bike.

Low risk by design: one pilot before any commitment.

1

Intro call — 30 min

Your portfolio gaps, our capabilities, fit on both sides.

2

Fam trip — 3–4 days

On the ground with our lead guide. Meet the partners, test the logistics, walk the routes. At cost — the mountains are our best salesperson.

3

Pilot departure

One group, one date, agreed success criteria — quality, timing, guest feedback.

4

Framework agreement

Seasonal planning, net rates or commission basis, source protection in writing.

Let's talk

Tell us what your Balkan offer is missing.

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theborova.com/for-tour-operators

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