



REDEFINING  
**MOUNTAIN LUXURY**







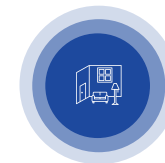
# RADISSON HOTEL GROUP

## FEATURES

The hotel company with the largest upper-upscale brand in Europe, and one of the largest worldwide. RHG is recognized as a dominant performance-driven operator delivering the best quality-to-price offering in the market via efficient products delivering the best returns to owners.



MORE THAN  
**1800+ HOTELS**



AND OVER  
**260,000 ROOMS/KEYS**



**18,000,000**  
MEMBERSHIPS



DESTINATIONS/HOTELS  
**120 COUNTRIES**  
COUNTRIES AND  
TERRITORIES

# MIDDEL-EAST BRAND MAP

---

Luxury				
Upper Upscale				
Upscale				
Upper Midscale				
Midscale				
Economy				
	Limited Services	Select Services	Full Services	Independent

# COMPETITORS' OF **RADISSON BLU MURREE (IN PAKISTAN)**

---

---

## **SERENA:**

Present Only in  
Asia And Africa

---

## **RAMADA HOTEL:**

4-star international hotel  
operating across the globe

---

## **PEARL CONTINENTAL:**

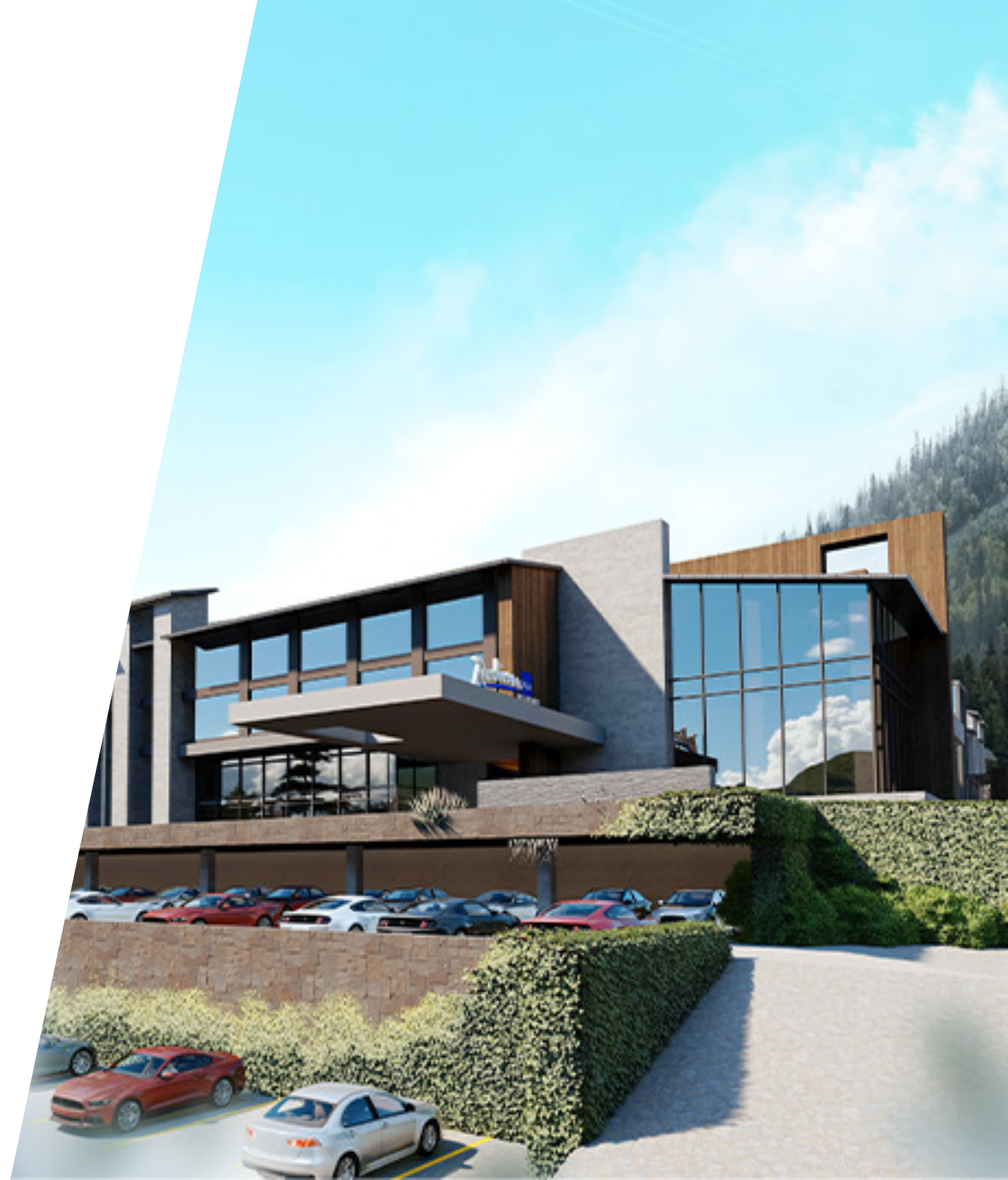
No Global Presence,  
Only Present In Pakistan

---

## **RADISSON HOTEL GROUP:**

Global Presence  
With More Than

**1800+**  
**DESTINATIONS**





# RADISSON BLU **RESORT MURREE**

---





# RADISSON BLU

---

Radisson Blu delivers a positive and personalized service in stylish spaces. By paying close attention to the small details that make a big difference, we inspire unforgettable experiences with every stay.

Largest upper upscale brand in Europe, lower cost of development than competition.

---

## MEMBERSHIPS

18,000,000

---

## HOTELS

1,800+

---

## NUMBER OF ROOMS/KEYS

260,000

---

## COUNTRIES

120+ COUNTRIES AND  
TERRITORIES



# AMENITIES OF RADISSON BLU RESORT MURREE

---



Multiple  
Swimming Pools



Mini Zoo



Horse Riding Club



Tennis Court



Snow Gallas



Ziplines



Gym



Mini Theater



Safari Jeep Track



Private Cinemas



Birds Aviary



Archery



Bowling Alleys



Mountain climbing



Nature Walk tracks



# AMENITIES OF RADISSON BLU RESORT MURREE

---



Kids Club



Water Parks



Movie Nights



Campfires



Family Sports  
Tournaments



Game Rooms



Spa treatments



Yoga Classes



Massage  
Therapy Centre



Poolside  
Lounging











NEARBY DESTINATIONS

# RADISSON BLU RESORT MURREE



Mall Road 10 KM



Kashmir Point 12 KM



Patriata Chair Lift 1.5 KM



Patriata Top 3 KM



GPO 10 KM



Pindi Point 12 KM



Bhurban 30 KM



Neelum Point 31 KM



Changla Gali 28 KM





## WHAT MAKES IT A **VALUABLE INVESTMENT**



Well renowned brand with 1800+ destination global presence



Secure investment because of international brand



First ever resort being managed by Radisson hotel group for after sales services



Radisson Hotel Group verified the project



Highest expected ROI (rentals & profits)



Reasonable pre-launch rates



# RADISSON HOTEL GROUP

Radisson Blu Verifications	Status
Govt Approval	Approved
Land Acquisition	Approved
Road Access	Approved
Brand Standards	Approved
Construction Standards	Approved
Architect	Approved
MEP Consultant	Approved
Tourism Climate	Approved
Tourist Occupancy	Approved



# INTERNATIONAL CONSULTANTS & DESIGNERS LIKE

---

At Radisson Blu, every detail is a masterpiece, crafted with the expertise of renowned international consultants and world-class designers. From stunning architecture to bespoke interiors, our spaces reflect global sophistication and timeless elegance. Combining innovation with luxury, we ensure an experience that resonates with style, comfort, and modernity, setting a new standard in hospitality.



ARA (Architects & Interior consultants)

---



Headrogen from Australia (MEP consultant)

---



Design House (Structural consultant)

---



KDREI from Berlin (BOH consultant)

---



ZSR from USA (Hospitality consultant)



5 STAR  
FUL FILLED

# DESIGN STANDARDS AND STUDIES

---

- Architectural designs
- Interior designs
- Structural designs
- Mechanical, Electrical, Plumbing, and HVAC designs
- IT Infrastructure design
- Hotel back of the house (BOH) designs, for example: laundry, kitchen, storage, housekeeping, waste management, food & beverages facilities.
- Security Study
- Fire Life Safety (FLS) Study
- Vertical Transport Study
- Parking and Traffic Study



## RADISSON BLU OPERATIONAL STANDARDS

Radisson BLU due diligence (land ownership, NOCs, owners and management background checks. Therefore less fraud)

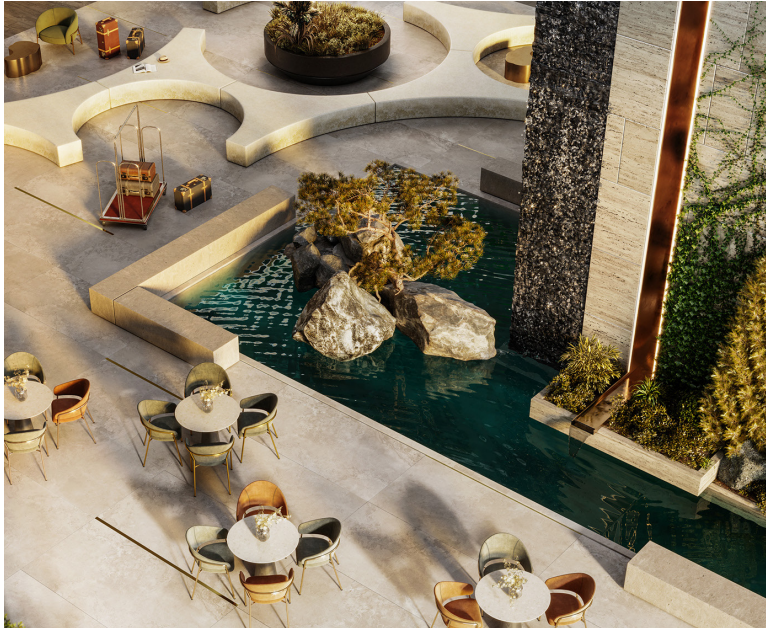


A modern living room with large windows, a brown sofa, a coffee table, and a blue overlay with the text 'FINANCIAL BENEFITS'.

# FINANCIAL **BENEFITS**

---





# RADISSON BLU RESORT MURREE IN PAKISTAN

## INVENTORY CATEGORIES



Executive Villas  
35,000/sq. ft.



Executive Suite  
28,000/sq. ft.



**THANK YOU**