

# Frequently Asked Questions

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## 1 Where Radisson Blu resort located?

It is located in New Murree, Patriata on main tourism highway.

## 2 Tell about tourism highway?

Tourism Highway Project is a rehabilitation project which will connect Lower Topa to Chowk Pindori, Rawalpindi District. This project will provide an alternate route to Murree which also further connect to Kashmir Valley.

## 3 Tell something about Patriata/ New Tourism?

Patriata also known as New Murree is a hill station in northern Punjab, Pakistan. It is situated 15 kilometres (9.3 mi) south-east of Murree hill. Patriata is located in Murree Tehsil which is a subdivision of Murree District. It is the highest point in the area and the hills stand 7,500 feet (2,300 m) above sea level.

## 4 Is Holiday Country Club and Radisson Blu resort same?

No, These are two different projects. Holiday Country Club is located above Radisson Blu resort with a different theme. Both projects are under same management and both projects will share lot of common amenities. Also both projects are connected boundary wise.

## 5 What was previous name of Radisson Blu Resort?

Previous name of Radisson Blu resort was Signature Resort

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## **6 What is total area of Radisson Blu resort?**

The total area of Radisson Blu resort is 250 Kanals

## **7 What are the components of Radisson Blu resort?**

There are three components of Radisson Blu resort

1. Five Star Radisson Blu Hotel
2. Radisson Blu serviced villas
3. Radisson Blu serviced apartments

## **8 What is total number of Villas at Radisson Blu resort?**

Total numbers of villas are 50 in number

## **9 What is average size of villa ?**

Average size of a villa is 2300 Sqft. While minimum size is 2200 Sqft and maximum size is 3000 Sqft

## **10 What is accommodation of every villa?**

Standard villa is with two bed rooms, two washrooms, one living, multiple balconies as per design and one terris/ deck and one outside lawn/ activity area.

## **11 Are these Villas approved from Govt authorities if yes than from which department ?**

Yes, these villas are approved from TMA Murree.

## **12 Will there be any Health center/ Hospital in resort?**

Yes, there will be a 10 bed health care center for managing any health emergency.

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### **13 Which main road is connected with Radisson Blu Resort?**

Tourism is directly connected with Radisson Blu Resort while access is available 4 different roads which are:

1. Murree Express way
2. Angori road
3. Karor road (this road is connected with Bahria enclave / Park View Society/ Khana pul etc)
4. Murree GT road

### **14 Is there any market available near Radisson Blu resort and what type of facilities are there?**

New Murree bazar is located just 2 KM from resort. There are following facilities available.

1. Multiple banks
2. Post office
3. Police Station
4. 1122 Office
5. Commercial area with all basic shops
6. Bus Station
7. DHQ Hospital
8. Courier services like TCS etc

### **15 Is there any food brand near Radisson Blu resort?**

Yes there are lot of food brands available near resort like

1. Mc Donald (8KM)
  2. KFC (9 KM)
  3. Gloria Jeans (7 KM)
  4. chaayé khana (7KM)
  5. Second Cup (7KM)
  6. Coffee Planet (7KM)
  7. Food Street (7KM)
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## **16 How much it takes from main cities to reach Radisson Blu resort?**

1. From Islamabad it takes 70 minutes to reach Radisson Blu resort
2. From Lahore it takes 5 Hour by road to reach Radisson Blu resort
3. From Karachi it takes 4 Hour by Air to Islamabad and then by road from Islamabad to reach Radisson Blu resort
4. From Peshawor it takes 3.5 Hour to reach Radisson Blu resort

## **17 What is height of Radisson Blu resort from sea level?**

Height of Radisson blu resort from sea level is 4500 ft

## **18 What is weather condition of Radisson Blu resort in summer and winters?**

Weather Conditions:

### **Summer:**

Summer is delightful there. Summer starts in May and ends at August. In summer temperature varies from 20 Degrees to 35 degrees depending on weather conditions and day and night times. In summer there is no need for a fan or AC. July and August are enjoyable due to low-height clouds and rain showers.

### **Winter:**

Winters start from November and ends on February. In winters temperature varies from minus 2 to 10 Degree depending weather conditions like snow fall and day and night time. In winters heaters are required in rooms to maintain temperature. Snow generally starts from Mid Jan to Mid Februray. Normally snow is 12 inches to 2ft

## **19 In case of heavy snow fall what will be road condition and is there any evacuation faciliity avaiable?**

Resort management will provide road clearance by their own resources in case of heavy snow fall if no road clearance done by Govt. Also as resort is connected with multiple roads. In case of heavy snow fall towards Murree side, tourist can use Karor road which is connected towards Tarlai/ Khana pul which remain all clear from snow.

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## 20 What is completion date of overall project?

Project will be completed in different phases as per following time line.

Phase 1: 20 Villas December 2025

Phase 2: 30 Villas December 2026

Phase 3: 5 Star Hotel December 2027

## 21 Will there be any commercial area in resort?

Yes, there will be a complete commercial area where multiple shops like grocery shops, mobile shops, clothing shop, medicine store etc will be opened.

## 22 What type of activities will be there in resort?

Multiple Swimming Pools	Horse Riding Club
Mini Zoo	Tennis Court
Multiple Baq B Q points in forest	Snow Gallas
Nature Walk tracks	Ziplines
Mountain climbing	Gym
Mountain bike trails	Birds Aviary
ATV/ Quad bike tour	Mini Theater
Star Gazing points	Archery
Plant a tree drives	Safari Jeep track
Cultural festivals	Bowling alleys
Mini Museum	Private cinemas

### Family Friendly Activities

Kids Club	Water Parks
Family Sports Tournaments	Movie Nights
Game Rooms	Campfires

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## Relaxation and Wellness

Spa treatments	Yoga Classes
Massage therapy centre	Sauna / Steam room
Poolside lounging	Pinksalt treatment room

### 23 Introduction of Radisson Hotel Group (RHG)?

Radisson Hotel Group is one of the world's largest and most dynamic hotel groups, with a portfolio of over **1,100 hotels in 120 countries**. Our mission is to deliver exceptional hospitality experiences that creates lifelong memories for our guests

**Radisson Blu:**

Our premium brand, providing stylish and sophisticated experiences.

**Radisson Collection:**

Our luxury brand, featuring unique and extraordinary hotels.

**Radisson Red:**

Our lifestyle brand, designed for the modern traveler.

**Park Plaza:**

Our upscale brand, offering comfortable and stylish accommodations.

**Park Inn by Radisson:**

Our mid-scale brand, providing friendly and affordable hospitality.

**Country Inn & Suites by Radisson:**

Our upper-midscale brand, offering cozy and inviting experiences.

### 24 What is difference between Radisson Hotel and Radisson Blu Hotel?

Radisson Blu is an upscale 5 star brand while Radisson is 4 star brand of RHG.

### 25 Is Radisson Blu and Ramada Hotel is same scale brands?

No, Ramada Hotel is 4 star hotel brand while Radisson Blu is 5 star brand.

### 26 Is Radisson Blu and Marriot same level?

Yes Radisson Blu and Marriot are on same level as per standards.

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## 27 Please give some examples of Radisson Blu mountain resorts?

Here are some examples of Radisson Blu Mountain Resorts:  
Examples of Radisson Blu Mountain Resort

1. **Radisson Blu Resort, Trysil, Norway:** A ski-in/ski-out resort in the Norwegian mountains.
2. **Radisson Blu Hotel & Resort, Bansko, Bulgaria:** A luxurious resort at the foot of the Pirin Mountains.
3. **Radisson Blu Resort, El Tarter, Andorra:** A ski resort in the Pyrenees mountains.
4. **Radisson Blu Hotel & Spa, Alpbach, Austria:** A family-friendly resort in the Austrian Alps.
5. **Radisson Blu Resort, Rovaniemi, Finland:** A winter wonderland resort near Lapland's ski slopes.

### Amenities and Activities

Skiing and snowboarding	Game rooms and kids' clubs
Hiking and mountain biking trails	Restaurants & Bars with mountain views
Spa and wellness centers	Saunas and steam rooms
Fitness centers and yoga classes	Meeting and event spaces

## 28 Is there any Radisson Blu Hotel in Pakistan?

In Pakistan there is no established Radisson Blu hotel, there is one under construction in Islamabad by J7 Group.

## 29 Is there any Radisson Blu resort in Pakistan?

No, there is no Radisson Blu resort in Pakistan. Radisson Group signed first resort with J7 Group in Muree.

## 30 Is there any activity based resort in Murree or Pakistan?

No, there is not even single theme based activity based resort in Murree or even in Pakistan. If there is any one they will be offering maximum one to two activities while Radisson Blu resort is offering more than 30 activities

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## **31 Why invest in Hospitality properties?**

Financial Benefits

### **1.Rental Income:**

Generate consistent revenue through short-term rentals like day base or week base.

### **2.Appreciation:**

Hospitality properties tend to appreciate in value over time.

### **3.Potential for High Returns:**

Hospitality properties can generate higher returns compared to traditional investments.

### **4.Hedge Against Inflation:**

Rental income and property values tend to increase with inflation.

### **5.Personal Use:**

Enjoy staying at your property during off-peak seasons.

### **6.Growing Demand:**

Increasing popularity of short-term rentals and tourism.

## **32 Please give us some examples of top hospitality projects in Murree?**

1. PC Bhurban
2. Ramada Murree
3. Blu Pine Khera Gali
4. Alpine NathiaGali
5. Pine Courts Kashmir point

## **33 What is average rental ratio of Murree top projects?**

- 1.PC Bhurban one standard room rent 50,000 per night
- 2.Ramada Murree one standard room rent 40,000 per night
- 3.Blu Pine Khera Gali one standard villa rent 100,000 per night
- 4.Alpine NathiaGali one standard villa rent 110,000 per night
- 5.Pine Courts Kashmir point one standard rent 120,000 per night

## **34 What is expected rental of Radisson Blu resort in next one to two years?**

Expected rental of Radisson Blu Hotel room will be 50,000 per night and Villas rental will be 100,000 per night.

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**35** What is expected occupancy rate and every month of Radisson Blu hotel and resort room ?

Expected occupancy rate will be average 70% due to high demand in Murree . 70% means 21 days in a month.

One Standard room rental: 50,000 per night

21 nights income: PKR 1,050,000

**36** What will be net income of one room?

Income generated by one room: 1,050,000

40% Expenses: 420,000

60% Income: 630,000

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