

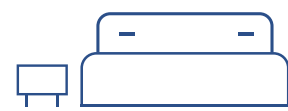


Radisson BLU
MURREE

LIVE IN MOUNTAINS

A 5-star resort hotel at futuristic location. A haven amid pure bliss, Radisson Blu Resort is a through-and-through luxurious destination living located at the futuristic location on Tourism Expressway. Our lavishly elegant suites tucked in the lap of mountains at a height of 6,000 ft are worth making your stays memorable for a lifetime

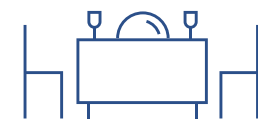
RADISSON HOTEL GROUP



MORE THAN

1800+

HOTELS



AND OVER

260,000

ROOMS/KEYS



18 Million

MEMBERSHIPS



HOTELS

120+

COUNTRIES

FEATURES

The hotel company with the largest upperupscale 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.

M I D D L - E A S T

BRAND MAP

LUXURY				
UPPER SCALE				
UPSCALE				
UPPER MIDSCALE				
MIDSCALE				
ECONOMY				
	LIMITED SERVICES	SELECT SERVICES	FULL SERVICES	INDEPENDENT

COMPETITORS' OF

RADISSON BLU MURREE IN PAKISTAN



ISLAMABAD SERENA
HOTEL

Present only in [Asia](#) and [Africa](#)



4-Star International Hotel
operating [Worldwide](#)



Pearl-Continental

No Global Presence, only
Present In [Pakistan](#)



Global Presence with
More than [1800+](#) Destinations



The image is an aerial photograph of the Radisson Blu Resort Murree. The resort is a large, modern building with a multi-level design. The upper levels feature a series of tall, light-colored concrete columns that support a dark, flat roof. The facade is composed of large glass windows and sections of light-colored stone or concrete. A large, multi-level outdoor terrace is situated in front of the building, featuring numerous tables and chairs, many of which are shaded by white umbrellas. The terrace is bordered by low walls and is integrated with lush landscaping, including several tall, mature trees and dense greenery. The building is surrounded by a dense forest of tall, dark green trees. In the bottom right corner, a paved area with a few parked cars is visible. The overall atmosphere is one of a modern, luxurious resort nestled in a natural setting.

RADISSON BLU RESORT MURREE

RADSISSON **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

260,000

COUNTRIES

120+ COUNTRIES

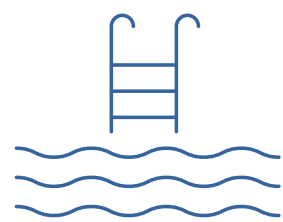


PRESENTATION

RADISSON BLU



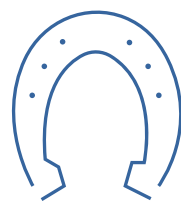
WORLD-CLASS AMENITIES



SWIMMING POOLS



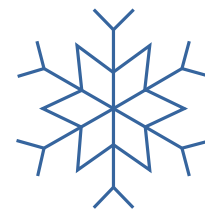
MINI ZOO



HORSE RIDING
CLUB



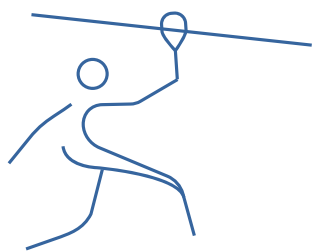
TENNIS COURT



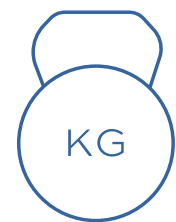
SNOW GALLAS



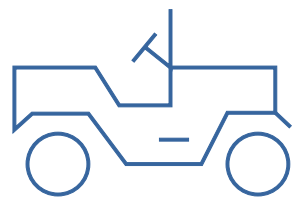
MOUNTAIN
CLIMBING



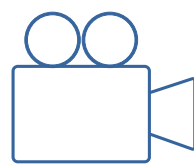
ZIPLINES



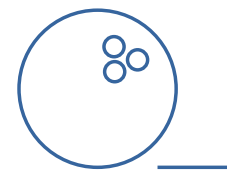
GYM



SAFARI JEEP
TRACK



PRIVATE CINEMAS



BOWLING ALLEYS



NATURE WALK
TRACKS



EXPERIENCE
TIMELESS LUXURY

NEARBY DESTINATIONS



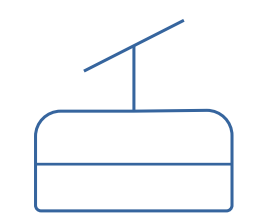
10 KM

MALL ROAD



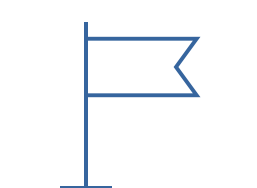
12 KM

KASHMIR POINT



1.5 KM

PATRIATA CHAIR LIFT



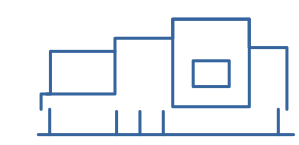
3 KM

PATRIATA TOP



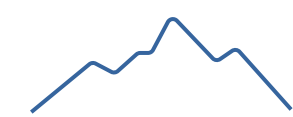
12 KM

PINDI POINT



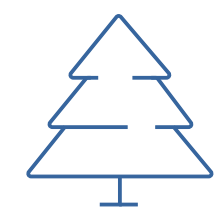
30 KM

BHURBAN



31 KM

NEELUM POINT



28 KM

CHANGLA GALI

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)

RS

Reasonable pre-launch rates

RADISSON HOTEL GROUP

Radisson Blu Verifications

Status

- Govt Approval
- Land Acquisition
- Road Access
- Brand Standards
- Construction Standards
- MEP Consultant
- Tourism Climate
- Tourist Occupancy

- APPROVED
- APPROVED
- APPROVED
- APPROVED
- APPROVED
- APPROVED
- APPROVED
- 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 FULL-FILLED DESIGN STANDARDS AND STUDIES

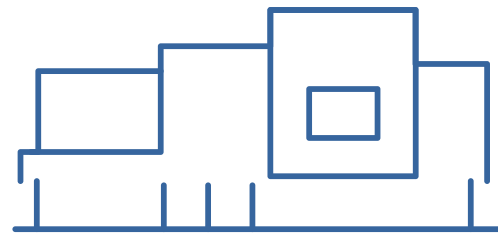
Architectural designs
Interior designs
Structural designs
Mechanical, Electrical, Plumbing, and
HVAC designs
IT Infrastructure design
Hotel back of the house (BOH) designs, for example: laundry, kitchen, storage, housekeeping, waste management, food & beverages facilities.
Security Study
Fire Life Safety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



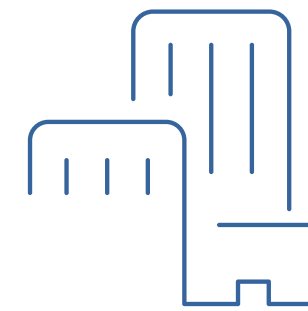
FINANCIAL BENEFITS

RADISSON BLU RESORT IN PAKISTAN

INVENTORY CATEGORIES



EXECUTIVE VILLAS
35,000/SQFT



EXECUTIVE SUITE
32,000/SQFT

THANK YOU