

Radisson Hotel Group signs Pakistan's first internationally branded Serviced Apartments

August 26, 2020



Radisson Hotel Group is delighted to announce the signing of the Radisson Blu Serviced Apartments, Islamabad in Pakistan, the first internationally branded serviced apartments in the country. This marks the group's second hotel in Pakistan, accelerating its ambition to have 10 hotels and 2,000 rooms in operation and under development across the country by 2025. Scheduled to open by Q2 2023, this addition brings the group's South Asia portfolio to over 160 hotels in operation and under development.

Islamabad, the capital of Pakistan, is located on Potohar Plateau in the northwest of the country and is Pakistan's most diverse metropolis, renowned for embracing modern ideas while remaining true to its rich cultural heritage. The city is rich in historical sights, expansive green spaces, fascinating museum and impressive monuments such as the Faisal Mosque, Islamabad's most iconic and instantly recognisable landmark.

Inside the hotel's 224 upscale apartments, varying between 51 – 84 sqm, guests will discover Radisson Hotel Group's renowned hospitality and modern amenities. The new-build hotel will form part of a mixed-use development, which includes offices and a retail mall. Dining options will include an all-day dining restaurant, while the property's leisure facilities will feature a spa & fitness center, sports courts and swimming pool.

Elie Milky, Vice President Development Middle East, Greece, Cyprus and Pakistan, Radisson Hotel Group, said: "We are delighted to expand our footprint within Pakistan with the introduction of our flagship upper upscale brand, Radisson Blu, in the nation's capital. We are continuing to proactively grow our serviced apartments portfolio globally. Serviced apartments are becoming increasingly popular amongst corporate and leisure guests and we are supporting our owners and investors to maximise their real estate values with high occupancies and attractive profit margins. This deal is the beginning of a strategic partnership with Falaknaz Group and we thank them for their trust."

Shakeel Ilyas of Falaknaz Group, said, "We are proud to be partnering with Radisson Hotel Group, one of the leading players in the hospitality industry. We were seeking a brand that recognizes and responds to the needs of the business and leisure clients coming to Islamabad, while growing their portfolio in the flourishing country of Pakistan further."

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ABOUT RADISSON HOTEL GROUP

Radisson Hotel Group is one of the world's largest hotel groups with seven distinctive hotel brands, and more than 1,400 hotels in operation and under development in 120 countries. Its signature service philosophy is Every Moment Matters.

Radisson Hotel Group portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson, brought together under one commercial umbrella brand Radisson Hotels.

Radisson Rewards is our global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners.

Radisson Meetings places its guests and their needs at the heart of its offer and treats every meeting or event as more than just a date on the calendar. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and our signature Yes I Can! service spirit and being uniquely 100% Carbon Neutral.

More than 100,000 team members work at Radisson Hotel Group and at the hotels licensed to operate in its systems.

For more information, visit:

<https://www.radissonhotels.com/corporate>

Or connect with us on:

LinkedIn: <https://www.linkedin.com/company/radisson-hotel-group/>

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ABOUT RADISSON BLU

Radisson Blu is an upper upscale hotel brand that delivers a positive and personalized service in stylish spaces. By paying close attention to small details that make a big difference, Radisson Blu inspires unforgettable experiences with every stay. Our hotels and resorts provide a full range of innovative products and services, delivering genuine and relevant guest experiences with a distinctive Yes I Can! attitude. Radisson Blu hotels can be found in major cities, key airport gateways and leisure destinations. Guests and professional business partners can enhance their experience with Radisson Blu by participating in Radisson Rewards, a global loyalty program offering exceptional benefits and rewards.

Radisson Blu is part of Radisson Hotel Group, which also includes Radisson Collection, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson, brought together under one commercial umbrella brand Radisson Hotels.

For reservations and more information, visit <https://www.radissonhotels.com/blu>

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