



Pakistan



SERENA HOTELS

Exotic Locations - Luxury Hotels

Gilgit Serena Hotel



Luxurious environment

Only three kilometres from the legendary Silk Route, the Gilgit Serena Hotel stands at the foot of the Himalayan mountain range commanding breathtaking vistas of its snow-capped peaks and rugged landscape. The hotel has 43 elegantly furnished rooms with stunning views of Mount Rakaposhi and the Jutial Nala, and offers all luxurious modern comforts and amenities including air-conditioning and cable TV. The Dumani Restaurant serves Pakistani, Chinese and continental dishes and has a beautiful panoramic view over the Hunza River, Gilgit River and Danyore Valley. The Jutial Lounge serves light cooking throughout the day and in the evenings you can enjoy a barbecue by the campfire in the



Rooms with stunning views



Breathtaking vistas

gardens of the hotel. As well as providing private dining and conference facilities, the hotel can organise many leisure activities including rafting and fishing, or hiking through the Bagrot Valley to Rakaposhi base camp and skiing in the Naltar Valley in winter. Cultural tours to Kargah Nallah can be arranged as can jeep excursions to local villages.

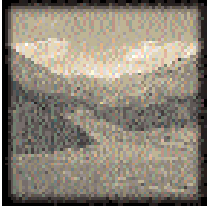
There are many wonderful walks to Jutial Nallah, the Naltar Valley and the Fairy Meadows on the northern slopes of Nanga Parbat. During the famous Gilgit Polo Festival you can witness the drama of the local polo tournaments. The Gilgit Serena Hotel offers its guests high standards of service in a luxurious, friendly environment in keeping with local culture and traditions.



Serena Products

Serena Active

Serena provides tailor-made experiences and excursions for those with a spirit for adventure. Managed and supervised by professional guides to suit your individual or group needs there is something for everyone of all age groups. Personal programmes and activities include mountain climbing, hiking, jeep excursions, skiing and horse riding. Each Serena location offers an invigorating and unique experience in this magnificent country.



Serena Leisure

Whether you enjoy playing tennis, walking along dry riverbeds of ancient canals, climbing to the base camp of Mount Rakaposhi or shopping for traditional artifacts, Serena caters for all tastes. With hotels located in six cities set in rugged mountains, green terraced fields or on the legendary Silk Route, there is something for everyone.



Serena Culture

Pakistan is a country of many different traditions and breathtaking landscapes. Its people come from a variety of ethnic groups and religions. Their cultural heritage dates back more than 5000 years and little has changed in the way they live their daily lives during this time. The philosophy of Serena Hotels is to protect these people and their environment whilst ensuring hotel guests have a memorable stay in the group's exclusive hotels.



Serena Meetings

If you are looking to hold a conference or meeting in a very exotic location then Serena in Pakistan has the perfect answer. All Serena Hotels are able to provide excellent conference and private dining facilities. Meetings can be held in, for example, the bustling capital city of Islamabad overlooking the Margalla Hills and Rawal Lake, in Hunza with views over the snow-capped peak of Rakaposhi or Swat at the foot of the Hindukush Mountains.



Serena Incentives

Add some eastern mystique to your incentive programmes with Serena. Tailor-made itineraries and exciting ideas will ensure guests have an enjoyable and memorable experience. Serena is the leading specialist in incentive planning in Pakistan.

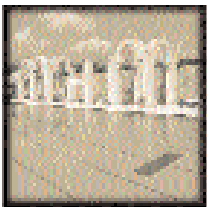


Illustration by Alan Cracknell

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SERENA HOTELS

KENYA

Nairobi Serena Hotel

Mombasa Serena Beach Hotel

Serena Mountain Lodge

Kilaguni Serena Safari Lodge

Amboseli Serena Safari Lodge

Mara Serena Safari Lodge

Samburu Serena Safari Lodge

TANZANIA

Ngorongoro Serena Safari Lodge

Serengeti Serena Safari Lodge

Mountain Village - Arusha

Lake Manyara Serena Safari Lodge

Kirawira Camp Western Serengeti

ZANZIBAR

Zanzibar Serena Inn

PAKISTAN

Faisalabad Serena Hotel

Quetta Serena Hotel

Swat Serena Hotel

Gilgit Serena Hotel

Hunza Baltit Inn