



Pakistan



SERENA HOTELS

Exotic Locations - Luxury Hotels

Swat Serena Hotel

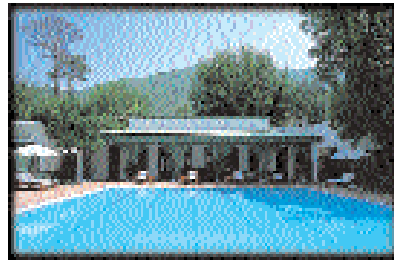


Colonial style combined with Art Deco

The Swat Serena Hotel is set in six acres of beautiful gardens in Saidu Sharif in the lush Swat Valley. Located at the foot of the Hindukush Mountains in the North West Frontier Province the hotel is a magnificent combination of colonial and Art Déco architecture with wide verandas and magnificent views of the rose gardens and mountains. It is within walking distance of the town of Mingora and offers all modern facilities and the best levels of service. Traditional and continental dishes are served in the Suvastu Restaurant, and the Wali Lounge serves drinks throughout the day. During the summer months, you may enjoy a delicious barbecue outside in the gardens. Leisure facilities include badminton, a table tennis room and an outdoor pool. Golf can be arranged on a nearby course.



A drink on the verandah



A dip in the pool



The rose gardens

Fishing, emerald-hunting and camping tours can be organised, accompanied by a professional guide. There are many places of interest in the area including two ski resorts and excellent walks at Madayan, Bahrain and Kalam. Marghazar, the famous white marble summer palace of the former Wali (King) of Swat, is well worth a visit.

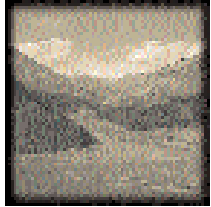
The Swat Serena Hotel offers guests the best facilities and highest standards of service while maintaining its local traditions.



Well-appointed rooms



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 of 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

www.serenahotels.com



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