Corporate

Islamabad, February 3rd, 2019

**Serena hosts Serena Hotels-CAS Karakoram International Alpine Ski Cup Medal Award Ceremony**

Islamabad, February 3rd, 2019: Serena Hotels hosted a star-studded medal award ceremony for the 3rd Serena Hotels-CAS Karakoram International Alpine Ski Cup 2019 at Islamabad Serena Hotel.

The event was sponsored as a part of Serena’s Adventure Diplomacy initiative that encourages human engagement with nature in ways that test physical prowess, endurance and commitment.

A brief video compilation of the key moments of the Ski cup was shown, and importance of winter sports in Pakistan was also highlighted. Naltar, the stunning valley in Gilgit Baltistan (GB) district situated at over 11,300 feet above sea level, was the location for Ski cup where white sheets of perfect snow amongst scenic views proved to be an ideal playground for ski enthusiasts.

40 Skiers from 13 countries including Pakistan, Greece, Afghanistan, Turkey, Ukraine, Hong Kong, United Kingdom, Bosnia, Herzegovina, Belgium, Morocco, Kyrgyzstan, Azerbaijan, and Tajikistan participated in this grand event. Competing in the FIS races against the highly ranked skiers of the world offered an excellent opportunity to Pakistani athletes to showcase their talent at international level and learn from their competitors’ experience.

CEO Serena Hotels, Mr. Aziz Boolani said at the event, ‘I was touched by the glimpses of the event that we all saw. This country provides beautiful spaces, scenic views and hospitable people, and we must appreciate the immense contribution of the PAF in taking this initiative to project the right image of Pakistan. Holding these kinds of events in future as well would lend a new lease of life to the tourism industry of Pakistan and open doors for the revival of international sports in the country.’ He also commended on the positive female participation in the Ski cup and urged on the importance of right mentorship and coaching to produce a higher percentage of skillful skiers next year.

The Chief Guest for the event was Air Chief Marshall Mujhaid Anwar Khan whereas a large number of ambassadors, dignitaries, local and international guests also attended. Gilgit Baltistan Chief Minister Hafeezur Rehman and Provincial Minister of Khyber Pakhtunkhwa for Tourism, Culture, Sports, Archaeology and Youth Affairs, Atif Khan also graced the event. Air Marshall Mujahid Anwar Khan presented medals and trophies to the winners and participants of the Ski Cup and commented, ‘It gives me great pleasure to be among world-renowned skiers from all over the globe. The participation of men and women of all age brackets, from around the globe and our local stars made this event even more significant. I am grateful to each one of the skiers who has participated in this event which took place in one of the most beautiful landscapes anywhere in the world. I hope you have enjoyed the picturesque northern areas of Pakistan and will carry fond memories of your stay with us.’

Serena Hotels in collaboration with Winter Sports Federation of Pakistan and Pakistan Air Force is earnestly working for the promotion of winter sports in the country and holding such events would not only boost the tourism opportunities in the splendid mountains and valleys of Pakistan but also project a positive image of the country in the comity of nations.

**ABOUT SERENA HOTELS**

Serena Hotels has established itself as one of the world’s leading hospitality brands offering quality accommodation, unique holiday and conference solutions, cultural heritage and adventure tourism. Its collection of 35 unique hotels, resorts, safari lodges and camps, palaces and forts located in East Africa (Kenya, Tanzania, Zanzibar, Rwanda and Uganda), Mozambique and South Asia (Pakistan, Afghanistan and Tajikistan) are in some of the world’s most interesting, enchanting, historic and exotic settings.

#### Press ContactHussain OdhwaniManager Marketing & CommunicationTel: +92 333 6349264hussain.odhwani@serena.com.pk

