



## SERENA HOTELS

HOTELS AND RESORTS  
PALACES • FORTS

December 27<sup>th</sup>, 2023

**Mr . Muhammad Burhan**  
Secretary General  
Gujranwala Chamber of Commerce  
Aiwan-e-Tijarat Road  
Gujranwala  
0255-3256701-4

Subject: **Corporate Rate 2024**

Dear Mr. Burhan,

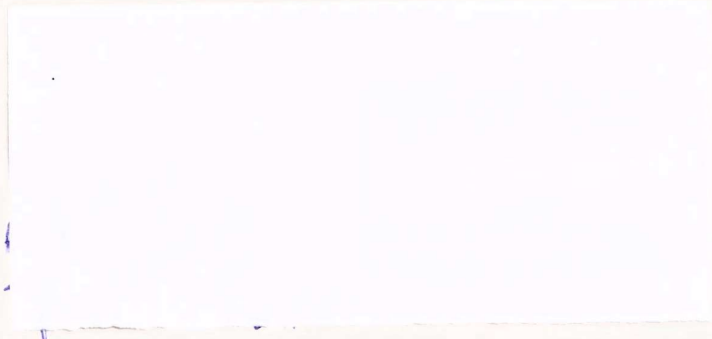
We would like to extend our gratitude for your continuous support and patronizing Serena Hotels as your preferred choice for lodging and boarding needs for you and your organization. It has always been our sincere endeavor to provide memorable experience coupled with impeccable services, comfort, spa, exquisite dining, leisure and health club facilities.

You will appreciate that the current economic challenges with hyperinflation crossing over 30%, weakening rupees value and rising energy cost has forced us to review our existing rate structure. As a responsible organization we have decided not to transfer the entire cost increase to our valued clients, hence we hope that revised cost will be acceptable to you. This adjustment will take effect from January 1, 2024, until further notice. Our team members shall be available on UAN no: 111-133-133 for any assistance or clarification to you or your colleagues may require.

Please know that since your Company is registered with us, you agree to Serena Hotels collecting, using, disclosing, processing, storing, sharing and transferring your personal data in terms of the Hotel's Privacy Policy, a copy of which can be viewed at <http://www.serenahotels.com/en/privacy-and-policy.html>  
We look forward to serving you and your organization in the years to come.

Sincerely,

**Imran Hassan**  
Director - Sales & Marketing  
Serena Hotels  
Email: [Imran.hassan@serena.com.pk](mailto:Imran.hassan@serena.com.pk)



Khayaban-e-Suhrawardy, Opposite Convention Centre, Islamabad

Telephone: +92 (51) 287 4000 • Fax: +92 (51) 287 1008 • Email: [sales@serena.com.pk](mailto:sales@serena.com.pk) • Website: [www.serenahotels.com](http://www.serenahotels.com)

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SPECIAL CORPORATE RATES			
Gujranwala Chamber of Commerce			
Serena Hotel	Room Type	Published Rates (USD)	Corporate Rates (USD)
Islamabad	Deluxe (For Pakistani Nationals)	Rs. 75,000	Rs. 45,000
	Deluxe (For Foreign Nationals)	USD \$400	USD \$220
	Executive Club (For Pakistani Nationals)	Rs. 80,000	Rs. 50,000
	Executive Club (For Foreign Nationals)	USD \$450	USD \$250
	Junior Suite (For Pakistani Nationals)	Rs. 90,000	Rs. 60,000
	Junior Suite (For Foreign Nationals)	USD \$800	USD \$400
	Executive Suite (For Pakistani Nationals)	Rs. 120,000	Rs. 90,000
	Executive Suite (For Foreign Nationals)	USD \$1000	USD \$500
	Presidential Suite (For Pakistani Nationals)	Rs. 500,000	Rs. 400,000
Presidential Suite (For Foreign Nationals)	USD \$5000	USD \$2500	
Faisalabad	Deluxe	Rs. 60,000	Rs. 22,000
	Executive Club	Rs. 65,000	Rs. 26,000
	Executive Suite	Rs. 100,000	Rs. 50,000
	Presidential Suite	Rs. 160,000	Rs. 80,000
Quetta	Deluxe	Rs. 60,000	Rs. 22,000
	Executive Club	Rs. 65,000	Rs. 26,000
	Executive Suite	Rs. 100,000	Rs. 50,000
	Presidential Suite	Rs. 160,000	Rs. 80,000
Peshawar	Deluxe	Rs. 50,000	Rs. 25,000
	Executive Club	Rs. 55,000	Rs. 28,000
	Executive Suite	Rs. 120,000	Rs. 60,000
	Presidential Suite	Rs. 160,000	Rs. 80,000
Swat	Deluxe (For Pakistani Nationals)	Rs. 50,000	Rs. 18,000
	Deluxe (For Foreign Nationals)	USD \$200	USD \$110
	Heritage Suite (For Pakistani Nationals)	Rs. 50,000	Rs. 25,000
	Heritage Suite (For Foreign Nationals)	USD \$240	USD \$120
	Royal Heritage Suite (For Pakistani Nationals)	Rs. 70,000	Rs. 35,000
	Royal Heritage Suite (For Foreign Nationals)	USD \$360	USD \$180
Gilgit	Deluxe (For Pakistani Nationals)	Rs. 40,000	Rs. 21,000
	Deluxe (For Foreign Nationals)	USD \$200	USD \$110
	Suite (For Pakistani Nationals)	Rs. 70,000	Rs. 35,000
	Suite (For Foreign Nationals)	USD \$260	USD \$130
Serena Shigar Fort	Garden Deluxe Room (For Pakistani Nationals)	Rs. 50,000	Rs. 23,000
	Garden Deluxe Room (For Foreign Nationals)	USD \$200	USD \$110
	Fort Deluxe Room (For Pakistani Nationals)	Rs. 50,000	Rs. 25,000

Khayaban-e-Suhrawardy, Opposite Convention Centre, Islamabad

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	Fort Deluxe Room (For Foreign Nationals)	USD \$200	USD \$125
	Burapitzar Outhouse Room (For Pakistani National)	Rs. 60,000	Rs. 25,000
	Burapitzar Outhouse Room (For Foreign National)	USD \$250	USD \$135
	Heritage Suite (For Pakistani Nationals)	Rs. 80,000	Rs. 40,000
	Heritage Suite (For Foreign Nationals)	USD \$300	USD \$150
	Royal Suite (For Pakistani Nationals)	Rs. 100,000	Rs. 50,000
	Royal Suite (For Foreign Nationals)	USD \$340	USD \$170
Serena Khaplu Palace	Garden Deluxe Room (For Pakistani Nationals)	Rs. 50,000	Rs. 24,000
	Garden Deluxe Room (For Foreign Nationals)	USD \$200	USD \$120
	Fort Deluxe Room (For Pakistani Nationals)	Rs. 50,000	Rs. 25,000
	Fort Deluxe Room (For Foreign Nationals)	USD \$200	USD \$125
	Heritage Suite (For Pakistani Nationals)	Rs. 80,000	Rs. 40,000
	Heritage Suite (For Foreign Nationals)	USD \$300	USD \$150
	Royal Suite (For Pakistani Nationals)	Rs. 100,000	Rs. 50,000
Royal Suite (For Foreign Nationals)	USD \$340	USD \$170	
Serena Altit Fort Residence	Royal Garden Residence Room (For Pakistani National)	Rs. 40,000	Rs. 24,000
	Royal Garden Residence Room (For Foreign National)	USD \$200	USD \$100
	Valley View Huts (For Pakistani National)	Rs. 48,000	Rs. 24,000
	Luxury Hut (For Foreign National)	USD \$200	USD \$100
	Executive Room (For Pakistani National)	Rs. 52,000	Rs. 26,000
	Executive Room (For Foreign National)	USD \$220	USD \$110

**The Following value-added benefits shall be applicable to your organization**

- Airport transfer subject to intimation of flight details (where applicable)
- Breakfast in designated restaurant
- Spouse stay free with breakfast
- Local / international calls, hotspots and 4G connectivity calls through S-Tel device (only applicable in Islamabad Serena Hotel)

**Above rates are subject to applicable government taxes and valid till further notice**

- Check-in time is 1400 hours and check-out time is 1200 hours
- All arrivals before 0900 hours will be charged the previous night
- Additional Premium for twin room will be charged as follows:
  - a. Rs.5,000/- & US \$30 tax (where tax applicable) at Islamabad Serena Hotel
  - b. Rs.4,000/- & US \$25 + tax (where tax applicable) at Faisalabad
  - c. Rs.4,000/- & US \$35 + tax (where tax applicable) at Quetta,
  - d. Rs. 3,000/- & US 20 + tax (where tax applicable) at Peshawar
  - e. Rs.3,000/- & US \$30 + tax (where tax applicable) at Swat, Altit, Shigar and Khaplu
  - f. Rs.3,000/- & US \$15 + tax (where tax applicable) at Gilgit

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