

# **Swiss** International



HOTELS & RESORTS

**SWISS INTERNATIONAL HOTELS & RESORTS  
IS A GLOBAL HOTEL CHAIN**

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**SWISS INTERNATIONAL HOTELS & RESORTS  
HAS A PORTFOLIO OF 16 HOTELS IN  
OPERATION AND 27 HOTELS UNDER  
CONSTRUCTION IN 12 COUNTRIES.**



BRINGS YOU



# Swiss International

KALAM VALLEY - SWAT

**FIRST 5\* HOTEL IN THE  
ENTIRE REGION**





# Demand Generators



## EXPRESSED DESIRE FOR HOTEL ROOMS

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**Kalam** is blessed with about 50 lakes including the famous **Mahodand lake** covering two- kilometre area and 2,865 meters above the sea level at **Usho valley**, attracting tourists and snowfall lovers from across Pakistan in winter season.

Kalam's **winter tourism** is booming, thanks to Swat Motorway Phase 1. Numbers of tourists visited the district, generating **Rs66 billion** in revenue and benefiting **hotels** and **transport** sectors.

Kalam is particularly **popular** for **winter tourism** due to its stunning beauty and snowfalls.



# Current Loopholes

## NEED OF 5\* HOTEL



Kalam has multiple demand generators for a 5-star hotel, including the **Motorway** and new expressway under construction, as well as the upcoming **International Cricket and Football Stadium**.

By **2025**, Swiss International Hotel & Resort Kalam will be the only option for tourists and cricket teams seeking luxury accommodation.

The Hotel in Kalam don't provide the **premium** and **luxurious** experience

People have to stay in PC Hotel Malam Jaba which leads to more travel time for tourists.



# This is where WE COME IN

★ ★ ★ ★ ★ THE 5 STAR ELEGANCE

**Swiss International**  
KALAM VALLEY - SWAT

- This is what dreams are made of, Swiss International, a 5-Star hotel in the heart of Swat, the jewel of Swat.
- Crafted to Perfection in a serene paradise of classic elegance.
- Sheer elegance and style in a class of its own, created by Khansons Developers.

**Swiss International Hotel Kalam is geared up to bring the essence of tranquility, peace, and aesthetic design to its project.**





# Swiss International

KALAM VALLEY - SWAT



## ★ ★ ★ ★ ★ THE 5 STAR ELEGANCE

Swiss International Hotel & Resort Kalam includes **195 Hotel Rooms** with different categories, also offering destination wedding service and **Heli service** from the Capital of Pakistan.



There are a lot of Tourist who's waiting to have a 5\* Hotel in Kalam so they can travel frequently throughout the year to enjoy the beauty of Kalam.







# Hotel Supply

Existing Hotels and Secondary Competition

There are approximately **50 hotels** within **5 miles** of Swiss International Kalam but all are local Hotels and no star, but their occupancy are more than **75%** and they are charging **high rate** compare to their standard.

The only **4\* Hotel** is PC Malam Jabba, which is located indifferent direction from Kalam approximately **150 km**, **100%** occupancy since three years that's why they are making extension of **100 rooms** further.

## New Hotels Planned for the Immediate Area

There are one **4\* hotel** development project in the pipeline with international brand **Ramada by Wyndham** in Peshmal area near Kalam.

# Hotel Supply

Performance of Existing Hotels

All the below hotels are local and no star but they are **charging price** of 3\* and 4\* because no good hotels available also there are a lot of tourists they can't stay in these hotels, they are not going Kalam because of no 5\* Hotels.

**Forest Valley Cottages Kalam**

Room **Rate** — PKR. 31,000 – 40,000

**Royal Continental Hotel Kalam**

Room **Rate** — PKR. 17,000 – 23,000

**Hotel Al Khaleej Kalam**

Room **Rate** — PKR. 22,000 – 27,000

**Walnuts Heights by Roomy Kalam**

Room **Rate** — PKR. 14,000 – 18,000

**Maria Hotel & Resort Kalam**

Room **Rate** — PKR. 30,000 – 40,000

**Green Hotel by Roomy Kalam**

Room **Rate** — PKR. 25,000 – 30,000

**LeGrand Resort Kalam**

Room **Rate** — PKR. 13,000 – 16,000

**Jungle Inn Hotel Kalam**

Room **Rate** — PKR. 19,000 – 25,000

**Hill Top Hotel Kalam**

Room **Rate** — PKR. 12,000 – 15,000

**Blue Water Resort Kalam**

Room **Rate** — PKR. 13,000 – 16,000



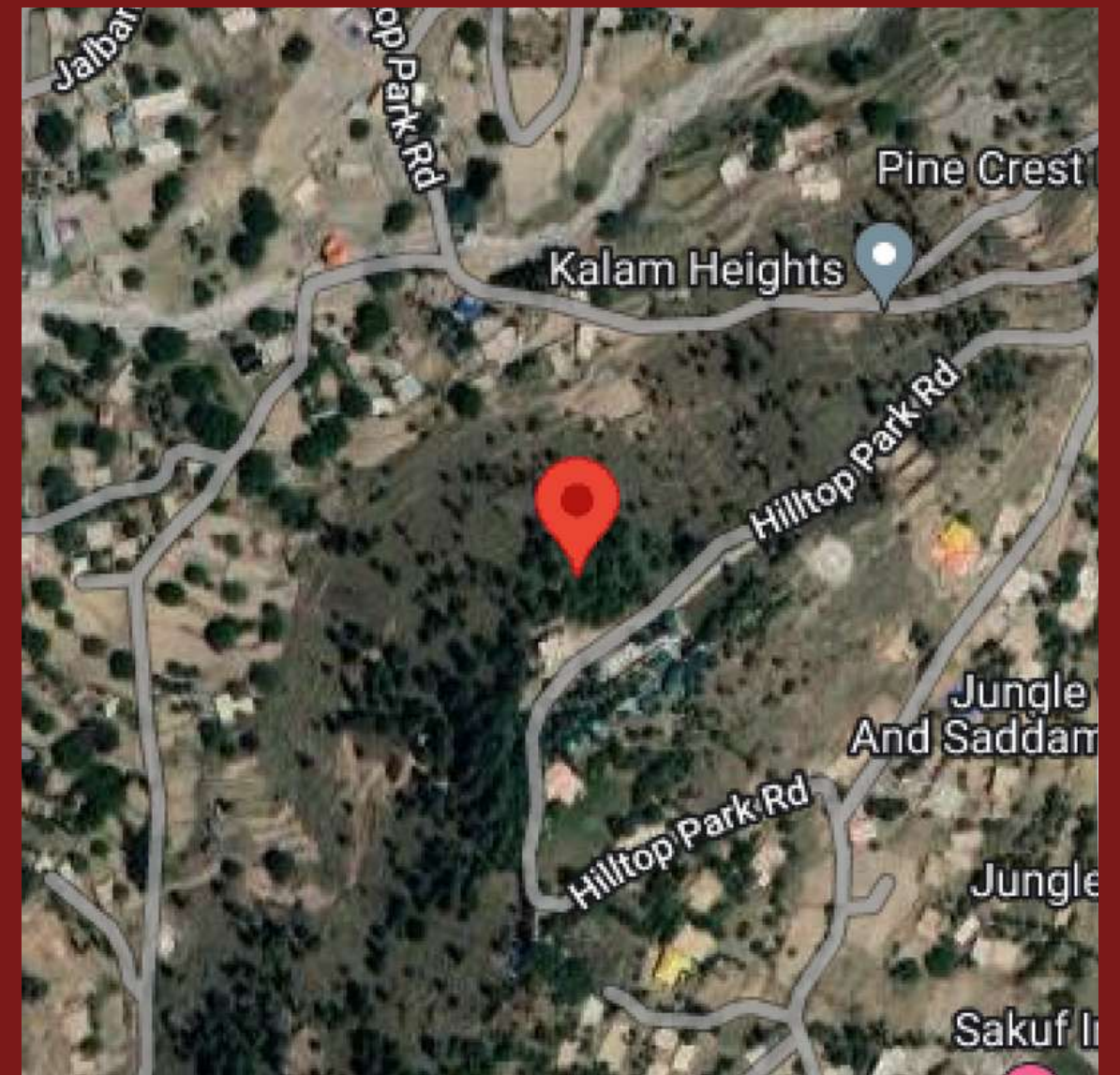
# Excellent Location

Discover the Epitome of Grandeur in Kalam Valley



**SWISS INTERNATIONAL IS THE FIRST 5-STAR HOTEL AT KALAM LOCATED AT JAILBAND ROAD HILL TOP IN KALAM, NEAR EAGLE NEST HUT.**

**THIS HOTEL PROMISES TO BE A GRAND PLACE TO STAY FOR THOSE WHO NEVER COMPROMISE ON QUALITY, OFFERING A COMPLETE, LUXURIOUS VACATION TIME FOR FAMILIES.**





# Why Kalam?

## SCENIC LOCATION

Swiss International Hotel Kalam is built in the picturesque Kalam Valley

## ECONOMIC GROWTH

The hotel's presence in Kalam will contribute to the local economy by creating job opportunities and promoting tourism in the area.

## LOCAL AFFINITY

Swiss International Hotels & Resorts is known for its "International Quality – Local Affinity" approach.

## TOURISM POTENTIAL

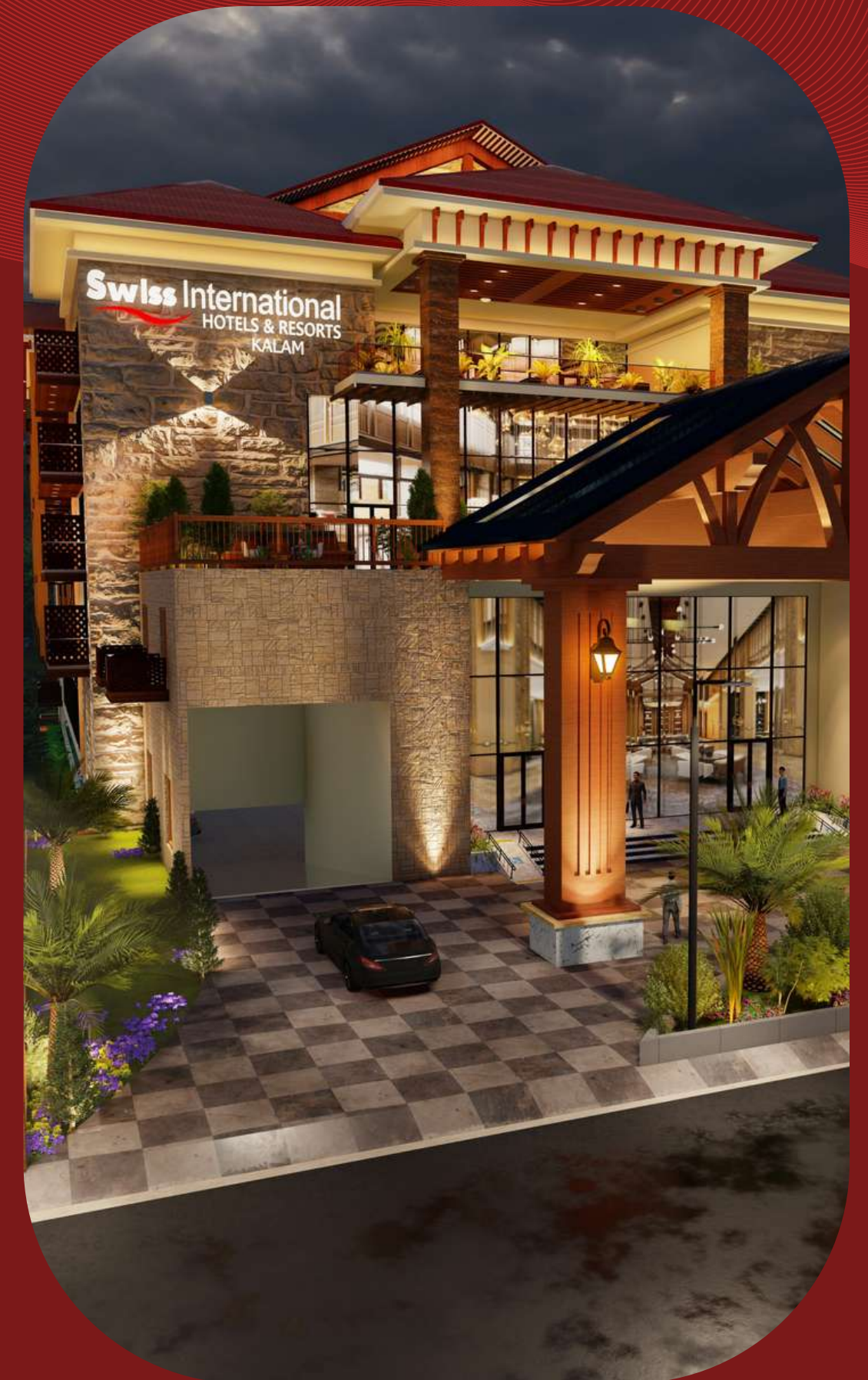
Kalam Valley is a popular tourist destination in Pakistan, attracting visitors with its lush green hills, snow-capped mountains, and pristine rivers.



# Specific Site Characteristics

Is the location easily accessed? (e.g. proximity to major roads, public transportation, parking)

**SWISS INTERNATIONAL KALAM IS LOCATED HALF KM FROM MAIN MALL ROAD KALAM AND HAVING VERY EASY ACCESS FROM ALL KALAM BAZAR, ALL THE TOURISTS' PLACES ARE WITHIN 15 KM RADIUS FROM SWISS INTERNATIONAL KALAM.**





# Specific Site Characteristics

Is the location close to restaurants and shops?

**SWISS INTERNATIONAL KALAM IS HALF KM FROM KALAM MALL ROAD WHERE ALL THE SHOPS, RESTAURANTS ARE EASILY ACCESSIBLE.**

Is the location zoned for a hotel or can zoning be easily changed to allow a hotel?

**SWISS INTERNATIONAL KALAM LOCATION IS IN THE HOTEL ZONES, AROUND 5 HOTELS ARE IN ONE KM SURROUNDINGS.**






# Safe from Natural Disasters

- Located in the safe zone – 1 km from the river

The Swiss International Hotel is secure and nestled in a remarkably safe region from natural disasters, With state-of-the-art infrastructure and safety measures in place, without concerns about earthquakes, floods, or other calamities.

LOCAL GOVERNMENT, ELECTIONS AND RURAL DEVELOPMENT DEPARTMENT  
GOVERNMENT OF KHYBER PAKHTUNKHWA

**BUILDING PLAN APPROVAL CERTIFICATE**



This certificate is issued by Tehsil Municipal Administration - Bahrian to: Khansons Develpors Through CEO Sahibzada Imranullah F/H Name Sahibzada Hazrat Nabi CNIC 16101-4104489-7

For the Commercial Building Plan having covered area of 368801 sq.ft.  
Application Plan Approval Fee is RS. 3724890.1/Only

Approved on 11-May-2022


The Builing is located at : Swiss international Kalam near Army Guest house, Hilltop, kalam

Certificate No : KPITB-LG-0000010514

S.No	Floor	Covered Area
1	Basement 1	6756
2	Basement 2	9190
3	Basement 3	9190
4	Basement 4	9190
5	Semi Basement Floor	10925
6	lower Ground Floor	13950
7	Ground Floor	13950
8	Mumty	700
9	Floor 1	19426
10	Floor 2	19426
11	Floor 3	19426
12	Floor 4	24900
13	Floor 5	24900
14	Floor 6	27944
15	Floor 7	27944
16	Floor 8	27965
17	Floor 9	27959
18	Floor 10	25490
19	Floor 11	19985
20	Floor 12	19985
21	Floor 13	9600
Total Covered Area		368801

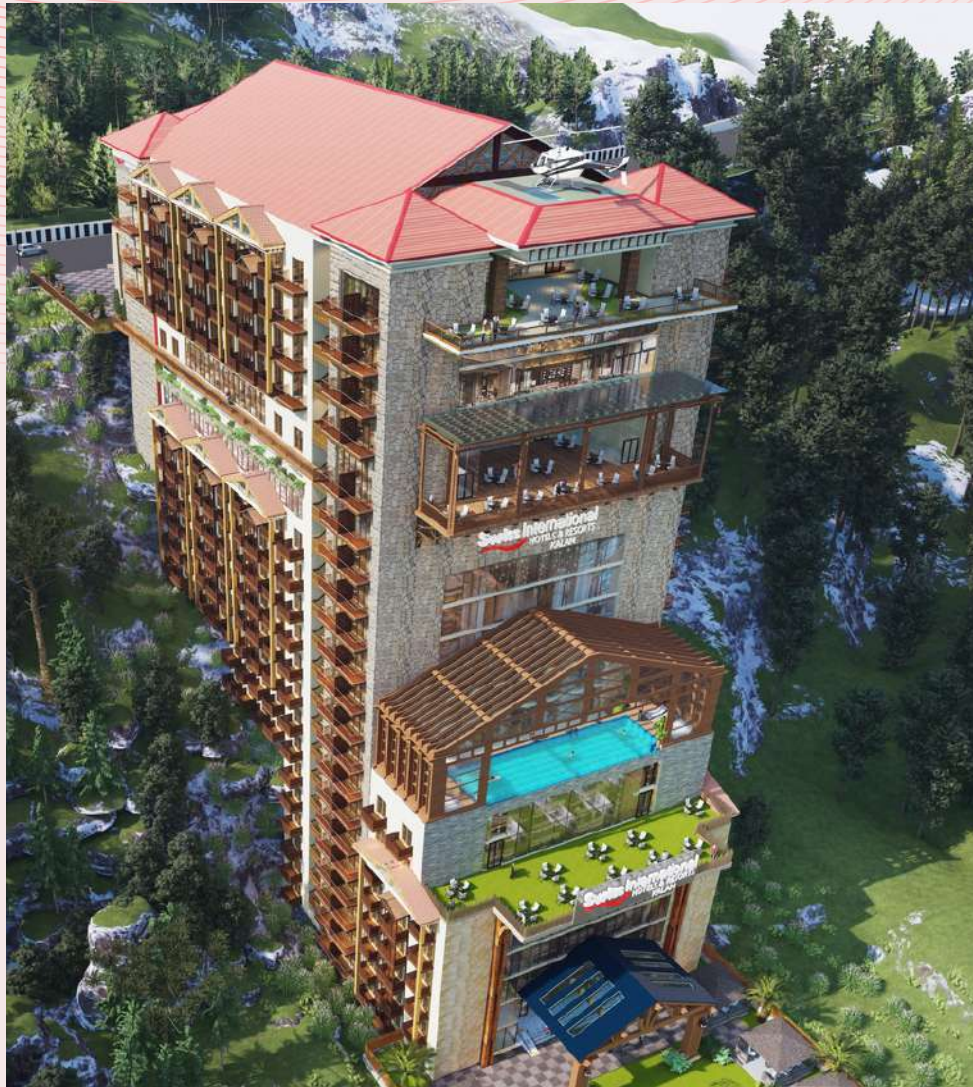
TMO / Assistant director (P) Name: *Imran Khan* Architect Name: *Saffiullah*

Signature: *[Signature]* Signature: *[Signature]*





# SWISS INTERNATIONAL KALAM



A **21-floor** Swiss International Hotel in Kalam would likely feature a variety of guest rooms and suites, designed to cater to the diverse needs of its clientele.

Swiss Hotel Kalam is featured with **luxurious Hotel Rooms, Serviced Apartments, a Commercial, and a Shopping Area.** Everything is designed with luxury and proper comfort to feel insouciant.





# 5-Star Amenities

The First-ever 5-star hotel with a double-height lobby is all geared up to provide recreational facilities that include;



DOUBLE  
HEIGHT LOBBY



HELIPAD



HEALTH CLUB



SWIMMING  
POOL



SPA &  
SAUNA



TEMPERATURE  
CONTROLLED



SPORTS  
CLUB



KID'S  
PLAY AREA



ASIAN &  
CONTINENTAL



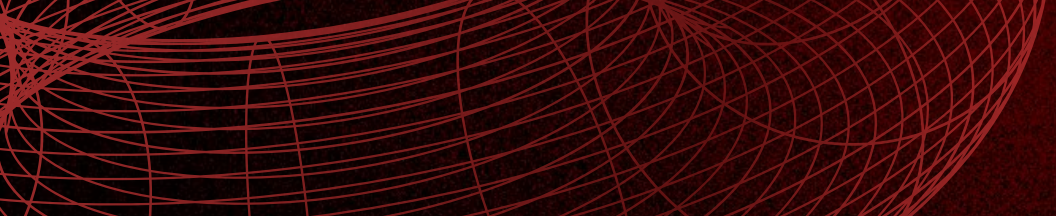


# Double Height Lobby, Conference Rooms

**Our double-height lobby exudes sophistication, with magnificent architecture, sleek design, and exquisite lighting that create a warm and welcoming atmosphere for our guests.**

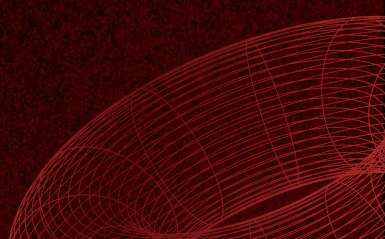
**Our conference rooms are designed to provide a professional and comfortable environment for all your business needs. With state-of-the-art technology and modern amenities, our conference rooms are perfect for meetings, presentations, and workshops.**





# RoofTop Asian & Italian Cuisine

Indulge in our exquisite **Asian and Italian** cuisine while taking in the **breathtaking views of Kalam** from our **Rooftop Dining**







# Health & Sports Club

**Our health club features top-of-the-line fitness equipment, a spacious gym, an indoor swimming pool, a sauna, and a steam room, ensuring a complete wellness experience.**

**Our premier sports club offers a wide range of activities and facilities for sports enthusiasts and fitness lovers alike. Our sports club has everything you need to stay active and in good health during your stay.**





# Temperature Controlled Swimming Pool

**Dive into perfection with our temperature-controlled swimming pool.**

**Immerse yourself in pure relaxation and tranquility as you take a refreshing dip in our temperature-controlled pool. Let the soothing water and serene ambiance transport you to a world of pure perfection.**





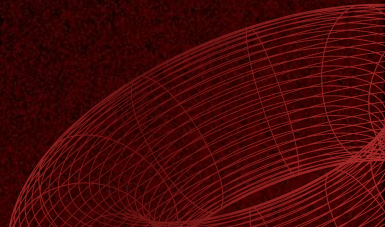
# Spa & Sauna

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**Relax, rejuvenate, and renew your mind, body, and soul at our five-star Spa & Sauna.**



**Unwind in the tranquil ambiance and surrender yourself to a world of pure serenity. Leave all your worries behind as you embark on a journey of relaxation, renewal, and inner bliss.**







# Kids Play Area

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**There are a variety of facilities in our kids' rooms. For the entertainment of kids of all ages, a variety of toys, games, and novels have been added.**

**Parents can watch their kids while exercising in the Kids Room, which is located right next to the fitness center**





# Heli-Service

**Swiss-Sky Helipad at Swiss International Hotel Kalam elevates your travel experience!**

**Our state-of-the-art helipad provides a convenient and efficient way to travel to and from our hotel.**





# Destination Wedding

**With a destination wedding at the Swiss International Hotel, you may celebrate your special day in the beautiful beauty of Kalam.**

**Our skilled team will work with you to plan the wedding of your dreams, complete with breathtaking scenery, luxurious accommodations, and outstanding service.**







# SWOT ANALYSIS



## S

### Strengths

- **Swiss International Kalam** is the first 5\* Hotel in the entire region with international brand and having 287 Rooms and Service Apartments.
- Easy access from the main Mall Road Kalam
- High profit margin
- Management under **Swiss International Hotel & Resorts**
- Unique Hotel in the entire region with two side entrance.
- First tallest Hotel of KPK
- First Hotel proving Heli service from the capital

## W

### Weaknesses

- High Setup Cost
- High-Cost Structure
- Pandemics
- Natural Calamity
- Weather

## O

### Opportunities

- No Competitors in the region.
- Good opportunity for investors to get good ROI and Capital gain, also can get good Hotel benefits.

## T

### Threats

- There are more 4\* and 5\* Hotels in pipe line in the next 5 years as the tourism will get boost after motorway phase 2 completed.



# Swiss International

## KALAM VALLEY - SWAT

### COMMUNITY ECONOMIC IMPACTS

- This hotel would help continue to bring **vibrancy** and **stability** to tourism complementing and enhancing the Swat District.
- Swiss International Kalam provides a **great opportunity** for visitors to extend their stay and explore Kalam's 50+ tourist attractions. With heli services and 4-wheel Jeep rentals, tourists can enjoy the scenic beauty of Kalam all year round.

Swiss International Kalam Hotel customers would increase **revenue** opportunities for businesses located in Kalam and elsewhere in Swat District. For every PKR 500,000 **spending** that hotel guests spend on lodging, they spend **another** PKR. ONE Million in the destination (food, beverage, retail, recreation, etc.)





# Hotel Rooms

WHAT WE OFFER



## SHARED ROOM

100 Sq. Ft.



## DELUXE SUITE

600 Sq. Ft.



## DELUXE ROOM

425 Sq. Ft.



## EXECUTIVE SUITE

725 Sq. Ft.



## EXECUTIVE ROOM

475 Sq. Ft.



## ROYAL SUITE

1000 Sq. Ft.







# Pay Easily

Very clear and easy **payment plan** have been devised by the Developers, for everyone.

## **BOOKING AT 10%**

BOOK A **ROOM** OF YOUR CHOICE  
WITH A MERE **30%** PAYMENT

## **MONTHLY INSTALLMENT**

CLEAR THE **REMAINING** AMOUNT IN  
**33 MONTHLY** INSTALLMENTS



# Payment Plan

<b>MODE OF PAYMENT</b>	<b>Shared Room</b> 100 Sq. Ft.	<b>Deluxe Room</b> 425 Sq. Ft.	<b>Executive Room</b> 475 Sq. Ft.	<b>Deluxe Suite</b> 650 Sq. Ft.	<b>Executive Suite</b> 725 sq. Ft.	<b>Royal Suite</b> 1000 Sq. Ft
BOOKING	300,000	1,275,000	1,425,000	1,950,000	2,175,000	3,000,000
ALLOCATION	300,000	1,275,000	1,425,000	1,950,000	2,175,000	3,000,000
CONFIRMATON	300,000	1,275,000	1,425,000	1,950,000	2,175,000	3,000,000
33 MONTHLY INSTALLMENTS	(30,000 x 33) 990,000	(127,500 x 33) 4,207,500	(142,500 x 33) 4,702,500	(195,000 x 33) 6,435,000	(217,500 x 33) 7,177,500	(300,000 x 33) 9,900,00
5 HALF YEARLY INSTALLMENTS	(150,000 x 5) 750,000	(637,500 x 5) 3,187,500	(712,500 x 5) 3,562,500	(975,500 x 5) 4,875,000	(1,087,500 x 5) 5,437,500	(1,500,000 x 5) 7,500,000
ON POSSESSION	360,000	1,530,000	1,710,000	2,340,000	2,610,000	3,600,000
<b>TOTAL PRICE</b>	<b>3,000,000</b>	<b>12,750,000</b>	<b>14,250,000</b>	<b>19,500,000</b>	<b>21,750,000</b>	<b>30,000,000</b>







# Opportunity Knocks

Gives you the **chance** of a lifetime to **own a room** of your choice in a breathtaking beautiful **hotel** in this fascinating area.

**INVEST  
NOW**



**GUARANTEED MONTHLY  
INCOME**

**YOU WILL BE ENTITLED TO A  
1% MONTHLY  
RENTAL INCOME  
FOR YOUR ROOM**



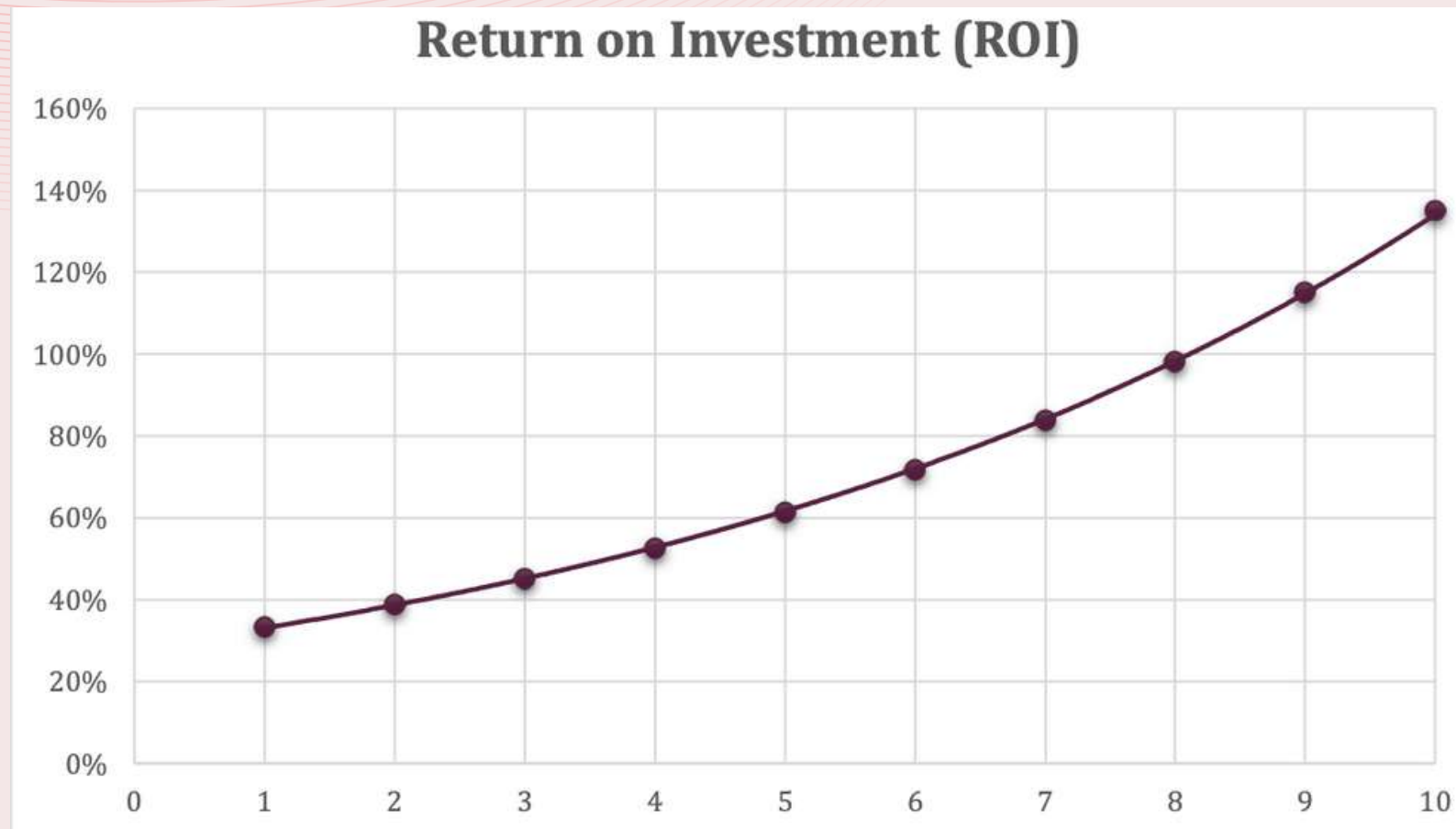
**STAY IN YOUR  
ROOM**

**BECOMING THE OWNER OF A ROOM IN  
SWISS INTERNATIONAL KALAM,  
WILL LET YOU STAY IN ROOM\*  
WHEN YOU PLAN A FAMILY VACATION  
TRIP TO THE EVERGREEN KALAM**

\*TERMS & CONDITIONS APPLY

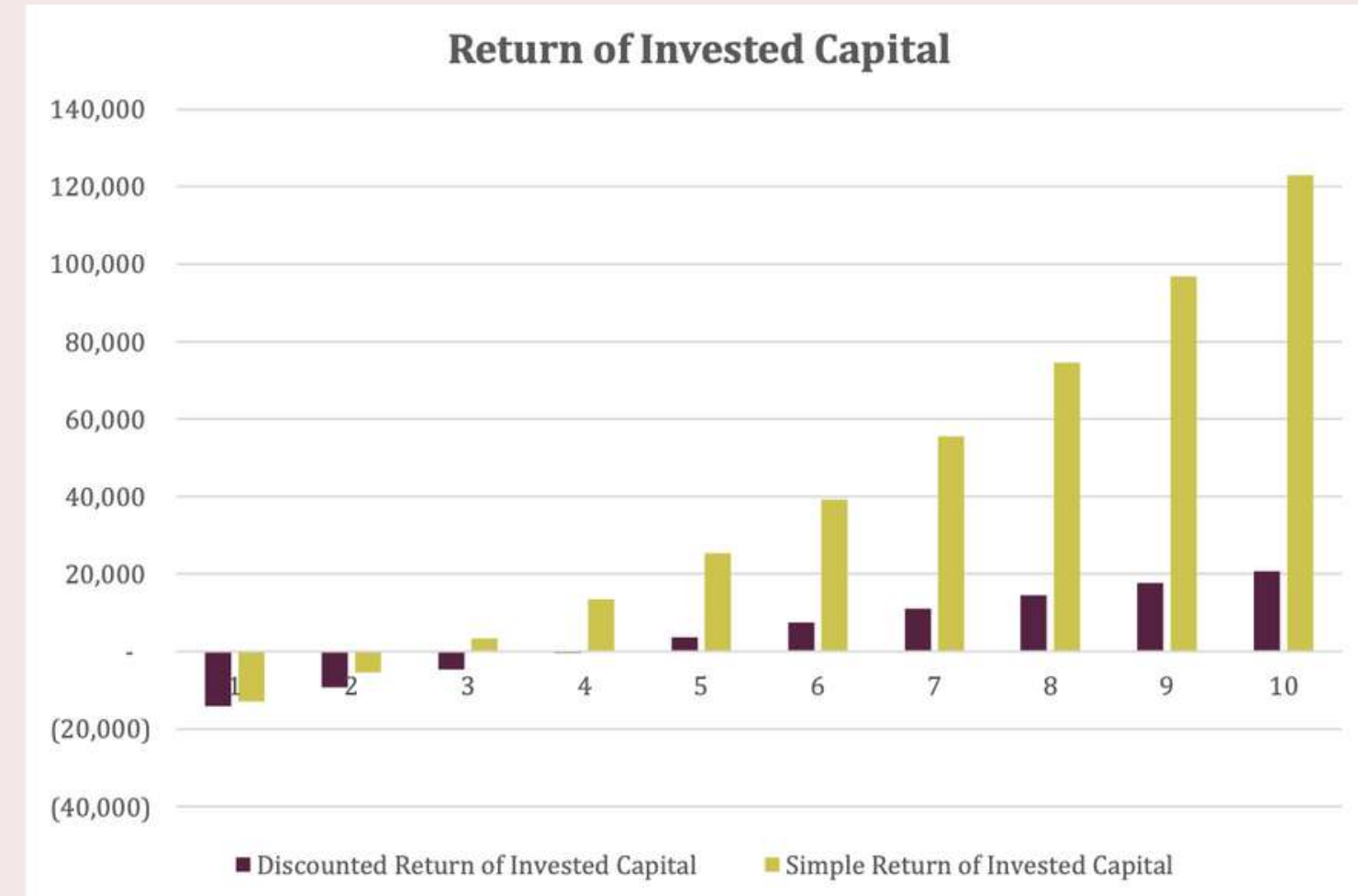


# Opportunity Knocks



You will get an **ROI of 24% ANNUALLY**, whereas the minimum ROI you get from others is 15-20%.

**5% Guaranteed Capital Gain Per annum**





# Power of Investment

**IN SWISS INTERNATIONAL, KALAM**

Investing in the **Swiss International Hotel Kalam** offers a range of **benefits** that make it a compelling choice. It offers **stability** and a **manageable tangible asset**, unlike turbulent financial markets.

This investment produces **steady income** and cash flow with **monthly rental revenue**, resulting in long-term financial security.





# BANK VS SWISS KALAM

## INVESTMENT IN

**Investing** in Swiss International Kalam can provide a **steady stream** of income, appreciation in property value over time.

Investing in **Bank** You'll end up paying a **30%** tax if you're not filler or **15%** tax on the deposit if you're filler.

In Swiss international hotel Kalam you're **FREE** from all **taxes**.

BOOKING

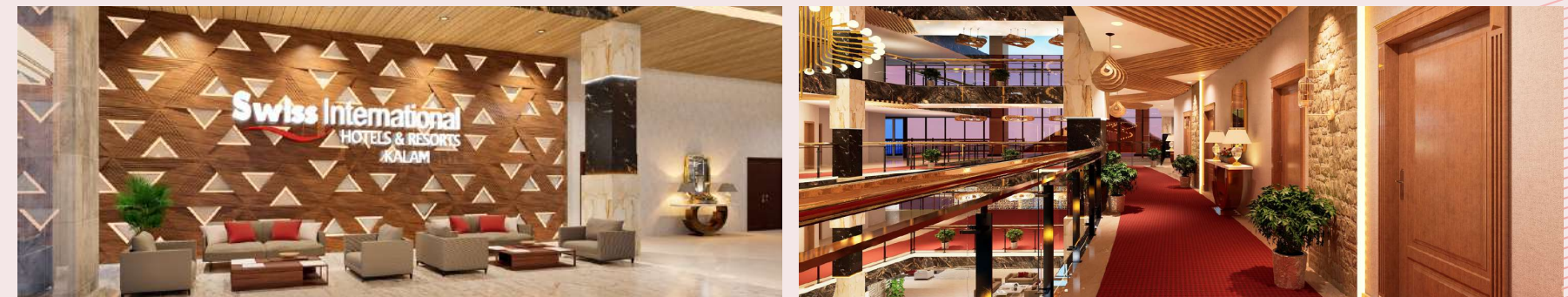
10%

RETURN

24%

VOUCHERS

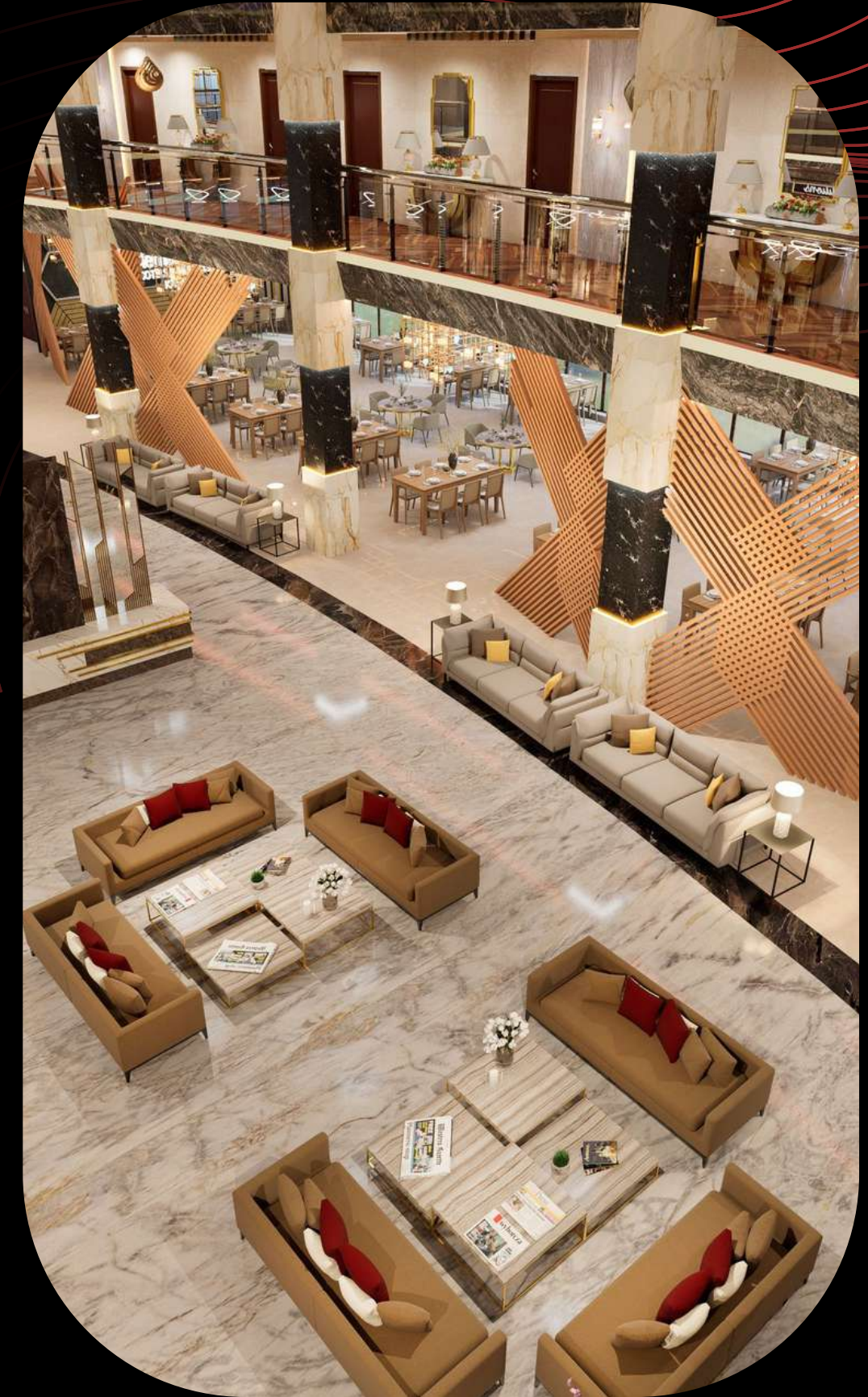
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# SWISS INTERNATIONAL KALAM

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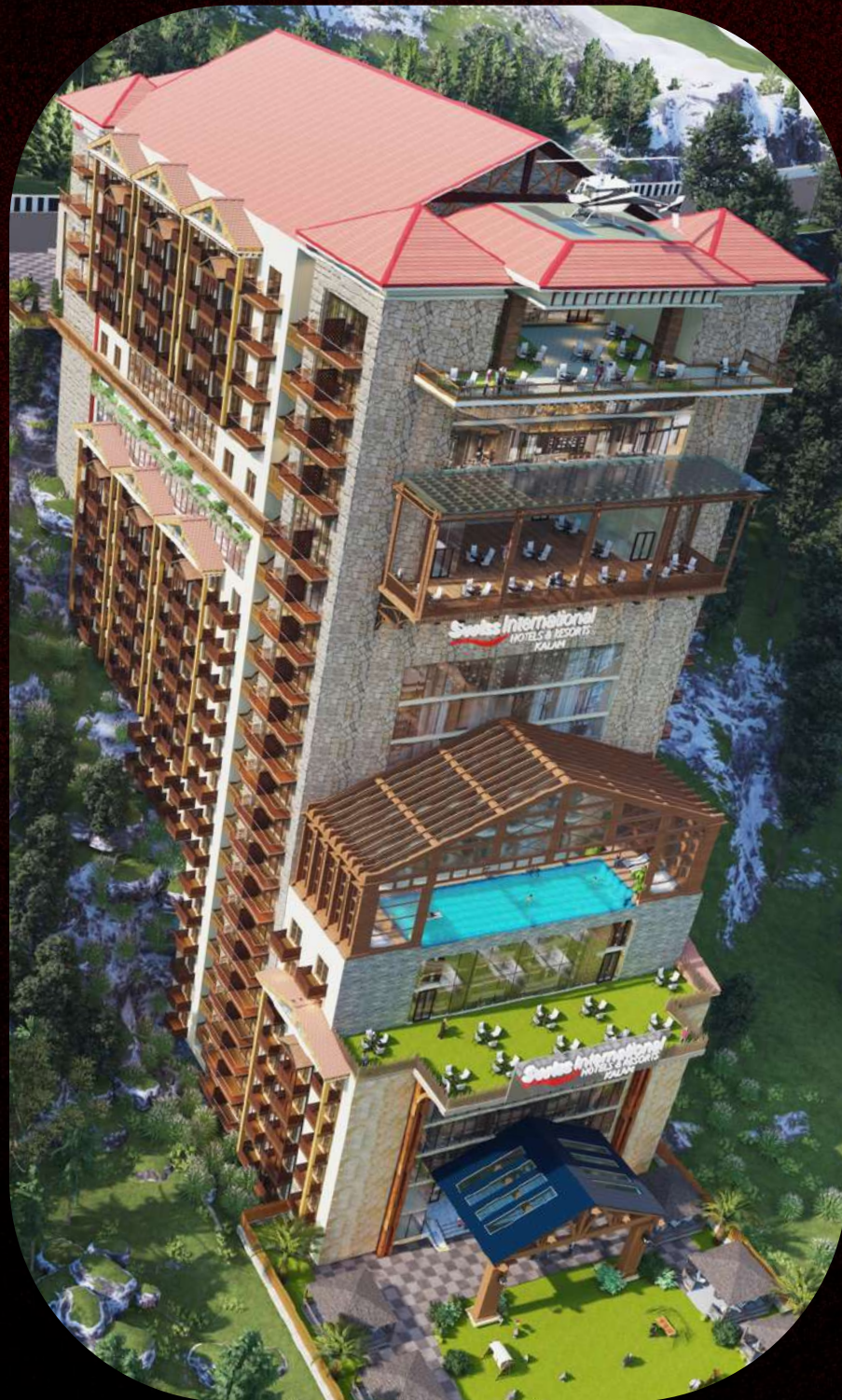








**Swiss International**  
KALAM VALLEY - SWAT



# Connect with us.

REACH OUT TO US FOR INQUIRIES OR COMMENTS

**BOOKING OFFICE**

102 A Commercial,  
DHA Phase 6, Lahore

**WEBSITE**

[www.globalpropty.com/swiss-kalam](http://www.globalpropty.com/swiss-kalam)

**CALL US**

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(UAN)-3236-1558

**FACEBOOK**

@swisskalam