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RETREATS

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New Delhi, 1<sup>st</sup> December 2022

## Radisson Hotel Group introduces experiential hospitality to Himachal Pradesh with the opening of Rakkh Resort, a member of Radisson Individuals Retreats



*Rakkh Resort, a member of Radisson Individuals Retreats Facade*

Radisson Hotel Group has today announced its first experiential resort under its recently launched Radisson Individuals Retreats brand extension. Located in Palampur - Himachal Pradesh, **Rakkh Resort, a member of Radisson Individuals Retreats** is set against the pristine backdrop of the Dhauladhar snow-capped ranges. A mélange of traditional ambiance and barefoot luxury, the ethos of the resort is built on sustainability and community engagement.

Radisson Individuals Retreats is tailored for the Indian market and is a collection of boutique lifestyle retreats. The offering enables independent properties to retain their distinct identity while benefiting from Radisson Hotel Group's global distribution network, cutting-edge technology, sales, marketing support, and professional training. For guests, it offers an immersive, authentic, and sustainable experience

imbued with meaningful activities whilst ensuring high standards of quality and the Group's "Yes I Can!" service philosophy.

"With the opening of Rakkh Resort, a member of Radisson Individuals Retreats, we are proud to usher in the era of experiential hospitality in India. The country's hospitality ecosystem is swiftly evolving, and we stand ready to be at the helm of this change to offer travelers a high-quality product that is driven by distinct experiences. We strongly feel that the future of Radisson Individuals Retreats rests on beautiful properties with unique identities offering tailor-made stays that are authentic, sustainable, and memorable. At Radisson Hotel Group, we are fully committed to bringing diverse experiences to our domestic and international guests in all parts of the country, from major tier-one cities to up-and-coming destinations." said **Zubin Saxena, Managing Director and Vice President of Operations, South Asia, Radisson Hotel Group.**



*Forest Cottage at Rakkh Resort, a member of Radisson Individuals Retreats*

The resort is conveniently accessible by air from Dharamsala, Amritsar, or Chandigarh, by rail from Pathankot, and by road from Gaggal, and Manali. A 30-minute drive from Dharamshala, the resort's unique location makes it a prime choice for travelers seeking an immersive and relaxing experience.

Perched on top of a hill, the five-acre resort houses beautiful rooms and suites that offer stunning views of the snow-peaked mountains with nature-inspired interiors offering guests a sense of peace and privacy. The rooms are spacious, airy and enjoy abundant natural daylight via bay windows and design features inspired by the mountains of Himachal Pradesh. This further ensures a reduction in energy consumption which is in tune with the resort's sustainability values.

Curated experiences are at the core of offerings at Rakkh Resort, a member of Radisson Individuals Retreats, and encourage a sense of community and bonding. With activities ranging from rejuvenating spa treatments, yoga, village walks, weaving, and traditional cooking, the resort is the ultimate choice for travelers seeking an authentic experience. Given its proximity to key nearby locations, guests can try paragliding at Bir-Billing, visit the hilltop ruins of Kangra Fort, or marvel at the rock-cut Hindu temples

of Masroor. In addition to becoming one with nature during their stay, guests can drink from the natural spring within the premises which also provides mineral-rich nutritious water throughout the resort.



*DIY Pizza Station at Rakkh Resort, a member of Radisson Individuals Retreats*

A culinary cosmos, the resort's Food & Beverage philosophy finds its origin in promoting regional flavors with a strong emphasis on local Himachal food on its menus. Its main dining restaurant, **Dham** is a multi-cuisine restaurant, serving the best of pan-Indian and International cuisine, including south Indian breakfasts, fresh salads along with Asian and Mediterranean delicacies. With DIY (Do it Yourself) pizza and BBQ stations, guests can have a unique culinary experience that focuses on family bonding.

The resort also has an infinity pool complimenting the panoramic views of the valley along with a game room, meeting space, and common living room. The resort's well-equipped event space is bathed in natural daylight with modern amenities and can host intimate gatherings.



*Rejuvenate with a view at Rakkh Resort, a member of Radisson Individuals Retreats*

“We are delighted to be affiliated with Radisson Hotel Group and have Rakkh Resort, a member of Radisson Individuals Retreats become a part of the Group’s diverse portfolio in India. Radisson Individuals Retreats represents a great opportunity for us to enhance our visibility, nurture customer confidence, and access a wider guest database with our curated guest experiences. With this association we will be able to take the resort to new heights and deliver globally recognized experiences with a touch of local flavor for travelers seeking a break in this fast-paced world” said **Suman Rialch, Managing Director, Kaloti Hotels and Resorts Limited**

“With Rakkh Resort, a member of Radisson Individuals Retreats, we aim to deliver a memorable experience to guests. The product is the right fit for the market and meets the needs of discerning guests. We look forward to this journey with Radisson Hotel Group and are fully committed to the highest service standards as we open our doors to guests”, said **Swati Makkar, General Manager, Rakkh Resort, a member of Radisson Individuals Retreats**

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#### **RADISSON HOTEL GROUP**

The Radisson family of brands can be found around the world in more than 120 countries, with currently over 1,700 hotels in operation and under development. Radisson Hotel Group operates the business in EMEA and APAC with over 1,000 hotels in operation and under development. The international hotel group is rapidly growing with a plan to double the portfolio by 2025. The Group’s overarching brand promise is Every Moment Matters with a signature Yes I Can! service ethos.

The Radisson family of brands portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

[Radisson Rewards](#) is Radisson Hotel Group’s international rewards program that delivers unique and personalized ways to create memorable moments that matter to its guests. Radisson Rewards offers an exceptional experience for its guests, meeting planners, and travel agents in Europe, Middle East, Africa, and Asia Pacific.

[Radisson Meetings](#) provides tailored solutions for any event or meeting, including hybrid solutions placing guests and their needs at the heart of its offer. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and being uniquely 100% Carbon Neutral.

The health and safety of guests and team members remain a top priority for Radisson Hotel Group. All properties across the Group's portfolio are subject to stringent health and safety requirements, as outlined in the [Radisson Hotels Safety Protocol](#). The Safety Protocol is an integral part of Radisson Hotel Group's Safety and Security program ensuring we always care for our guests and team members.

For more information, visit our [corporate website](#). Or connect with Radisson Hotels on:

[LinkedIn](#) | [Instagram](#) | [Twitter](#) | [Facebook](#) | [YouTube](#)

## ABOUT RADISSON INDIVIDUALS RETREATS

A brand extension of Radisson Individuals, Radisson Individuals Retreats provides guests with unique opportunities to immerse themselves in out-of-the-ordinary experiences through wellness programs, cultural excursions, specialist gastronomy, and more. Situated in scenic leisure destinations across India, these boutique lifestyle retreats connect guests with the authentic spirit of their locale while ensuring a sustainable stay and the highest standards of quality and service. Guests and professional business partners can enhance their experience with Radisson Individuals Retreats by participating in Radisson Rewards, an international loyalty program offering exceptional benefits and rewards.

Radisson Individuals Retreats is a part of the Radisson Hotel Group, which also includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Radisson Individuals, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

For reservations and more information, visit our [website](#). Or connect with Radisson Hotels on:

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## ABOUT RAKKH RESORT, A MEMBER OF RADISSON INDIVIDUALS RETREATS

Surrounded by spectacular mountains, the ethos of Rakkh Resort, a member of Radisson Individuals Retreats, has been built on the values of sustainability and community engagement. This is reflected at every touchpoint of the resort from no-plastic zones and responsible waste management to reviving mountain streams and hiring local staff to preserve the tangible and intangible heritage. At Rakkh, guests can discover experiences and activities that are curated to help families and friends bond with each other, enabling them to appreciate a simpler way of life. The modern design features cottage-style rooms and suites that take inspiration from the mountains of Himachal Pradesh. The resort is easily accessible by either car or taxi, and is just 32 kilometers from Kangra-Gaggal Airport, in Himachal Pradesh. It can also be accessed from train and bus stations, which vary in distance by car or taxi.