



SIMPLY DELIGHTFUL

New Delhi, 26 June 2023

Radisson Hotel Group expands its presence in J&K with the opening of Radisson Hotel Sonamarg



Radisson Hotel Sonamarg

Radisson Hotel Group has further strengthened its presence in Jammu and Kashmir with the opening of [Radisson Hotel Sonamarg](#). This is the Group's seventh operational hotel in the region. Nestled in a picturesque valley, trout-filled rivers, green meadows, and awe-inspiring peaks, Sonamarg draws nature lovers and adventurers from far and wide to admire its beauty.

Located amid snow-capped mountains, Radisson Hotel Sonamarg is easy to reach from Srinagar International Airport and Mandi Bus Station via road within three hours depending on the season and traffic. It also has ample parking space for those traveling by personal vehicles.

"With a stronghold of 25 years in India, we are consistently expanding our portfolio and ensuring quality hospitality for travelers across the country. We foresee Radisson Hotel Group's next phase of growth through a diversified presence and to translate this goal, we bring Radisson Hotel Sonamarg to Jammu and Kashmir. Our



brand-new hotel will give guests a greater experience in one of India's most-preferred holiday and leisure destinations. Additionally, the current summer break presents a perfect opportunity for tourists from across the nation to visit the town and admire its beauty. We are confident that our guests will find great value in choosing our hotel which will offer a memorable stay to them through our distinctive service excellence." said **Zubin Saxena, Managing Director & Area Senior Vice President - South Asia, Radisson Hotel Group**

The hotel features spacious and modern rooms and suites, each thoughtfully designed for comfort and convenience. Guests can choose from multiple room categories: deluxe rooms, junior suites, and executive suites that offer views of the surrounding mountains and valleys. These rooms are equipped with individual climate control options to keep the room at a comfortable temperature during freezing weather outside.



All day dining at Radisson Hotel Sonamarg with scenic views

Keeping in mind the preference of today's travelers, there has been a conscious effort to add healthy options to the menu. The hotel's on-site restaurant – Riwayat offers chef's signature dishes inspired by Kashmiri flavors, such as grilled trout or mutton rogan josh along with a special selection for children. Its all-day dining space has a delicious buffet and a la carte choices to suit all tastes where guests can dine in style by the cozy fireplace or relax outside on the terrace with stunning scenic views.

Radisson Hotel Sonamarg further provides guests with easy access to tourist attractions such as Thajiwas Glacier, Zojila Pass, Baltal Valley, Sarbal, Tabletop Trek, and many more. The hotel is also close to adventure activities such as Himalayan treks, snowmobiling, rock climbing, skiing, and sledding. Guests can also visit historical locations such as the Kargil War Memorial.

"It's a matter of great honor for us to collaborate with the Radisson Hotel Group for another hotel opening. Our partnership commenced in 2017 with the opening of Radisson Srinagar and together we aim to create an exceptional guest experience that raises the benchmark for the industry. We admire the commitment and professionalism of RHG, and I have no doubt that this collaboration will result in significant growth of the hotel sector in Jammu and Kashmir." said **Mr. Waseem Mushtaq Gani, Managing Director and Mr. Naseem Mushtaq Gani, Managing Director of Grand Mumtaz Resort 2.**

Santosh Pandey, General Manager of Radisson Hotel Sonamarg said, "We are thrilled to introduce Radisson Hotel Sonamarg to guests coming to beautiful Jammu and Kashmir. Our team is committed to crafting enthralling experiences for visitors and bringing forth Sonamarg's unique charm. The hotel guarantees an exceptional stay immersed in the splendor of this wonderful location, from spectacular panoramas to kind hospitality."

Radisson Hotel Group continues to command a leading presence in the Indian market and is one of the country's



largest international hotel operators with over 150 hotels in operation and development. It continues to be the largest hotel operator in tier-1 markets like Delhi NCR and at the same time, more than 50% of its portfolio is in tier-2 and 3 markets where it has benefitted by being the first mover. With hotels dotted across 64+ locations in India, there is a Radisson hotel in every 4 hours of drivable distance across the length and breadth of the country operating under brands, including Radisson Blu, Radisson, Radisson RED, Park Inn by Radisson, Park Plaza, Park Inn & Suites by Radisson, Country Inn & Suites by Radisson and Radisson Individuals.

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ABOUT 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 1,150 hotels in operation and under development. The international hotel group is rapidly growing with a plan to significantly grow the portfolio. 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, art'otel, 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 loyalty program, which delivers an elevated experience that makes Every Moment Matter. As the most streamlined program in the sector, members enjoy exceptional advantages and can access their benefits from day one across a wide range of hotels 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.

At Radisson Hotel Group we [care for people, communities and planet](#) and aim to be Net Zero by 2050 based on the approved near-term Science Based Targets. With unique solutions such as 100% carbon neutral Radisson Meetings, we make sustainable hotel stays easy. To facilitate sustainable travel choices, all our hotels are becoming verified on Hotel Sustainability Basics.

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 health and safety requirements, ensuring we always care for our guests and team members.

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

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ABOUT RADISSON

Radisson is an upscale hotel brand that offers Scandinavian inspired hospitality, which enables guests to find more harmony in their travel experience. With natural surroundings and unexpected delights, Radisson inspires the art of being in the moment. We are committed to helping our guests find the right balance for their stay, removing the discomforts travelling may bring and enabling them to switch off and relax, using our Yes I Can! attitude to ensure satisfaction of every guest. Radisson hotels can be found in suburban and city settings, near airports and leisure destinations. Guests and professional business partners can enhance their experience with Radisson by participating in Radisson Rewards, an international loyalty program offering exceptional benefits and rewards.

Radisson is part of the Radisson family of brands, which also includes Radisson Collection, art'otel, Radisson Blu, 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.

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

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