Serena Hotel, Monday, June 24th, 2019

**Serena sponsors Tourism Conference in Hunza**

Serena Hotels is sponsoring a three-day International Conference on Mountaineering, Eco-Tourism and Hospitality in Hunza, starting from 27th June 2019. The conference is being organized by Karakoram International University and the government of Gilgit-Baltistan. This event is being sponsored under the Public Diplomacy initiative of Serena Hotels that aims to develop an inclusive and informed discourse on timely subjects and creates a culture of understanding through informed and diverse opinions.

International and national keynote speakers will address the conference with technical and thematic sessions on ground. CPEC and Eco-Tourism workshops will be the main focus while there will be Travel, Tourism and Hospitality exhibitions with an excursion tour to Khunjerab Pass.

The inauguration ceremony for the event will take place on the morning of 27th June 2019. The President of Pakistan Dr. Arif Alvi is expected to grace the closing ceremony.

The conference will provide a platform for the academicians, researchers and practitioners of mountaineering, eco-tourism and hospitality to share their views and experiences in their relevant fields. It will figure out opportunities and challenges in promoting sustainable mountaineering, eco-tourism and hospitality. It will also identify profitable eco-tourism projects that would benefit the local communities and will bring the natural heritage and culture of Pakistan to the limelight.

There will be traditional handicrafts stalls to promote the arts and crafts of the local area throughout the event. The conference will end on a report that will be compiled with the suggestions and findings from the conference, and will be circulated to the federal and provincial governments, along with tourism companies and hotels.

**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.

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