



# ITZ GANOOOL INVESTMENT OPPORTUNITIES KIT

EXECUTIVE SUMMARY

## ITZ GANOOOL INVESTMENT OPPORTUNITIES

Integrated Tourism Zone Ganool or ITZ Ganool is located within Khyber Pakhtunkhwa's cultural heart. It is also located along the scenic lake tourism route, thus proving the perfect setting to enjoy Pakistan's culture and nature within one destination.

### 01 Overview

ITZ Ganool is located on the beautiful hilltop ridgeline in the popular tourist region of Abbottabad, Thandiani and Shogran. It's pristine environment and strategic location make it a perfect fit for a mountain resort base and entry point to the many of the regions' surrounding tourism activities.

The master plan for ITZ Ganool focuses on creating a tourist hilltop town which focuses on the concept of eco and nature-based tourism. With beautiful vistas towards the surrounding hills and sceneries, the master plan provides comfortable lodging and accommodation options for the people visiting the growing Mansehra-Kagan ecotourism cluster. The master plan also introduces new activities such as a cable car experience ride, and a medium-scaled meeting and convention facilities.

#### Tourism Development Packages

##### Potential Tourism Investment Products

25

Projects

##### Potential Hotel Projects

7

New Hotels and  
Condotel

##### Hotel Rooms

442

Hotel and Resort  
Keys

#### Business Opportunity

- Retail
- F&B
- MICE Facilities
- Eco Lodge
- Hotel & Chalets
- Cable Car Terminals
- Private Vacation Villas with Clubhouse
- Family Suite Service Apartments & Condotel
- Family Hotel



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Naran

ITZ Ganool

Kagan

Mansehra

### ITZ Ganool Investment Plan

Located on top of a hill with a total area of 63 acres, ITZ Ganool is located within the 'already-matured' Mansehra-Kagan Ecotourism Cluster. This Cluster will be one of the first clusters to be developed and managed properly, to spearhead the transformation of Khyber Pakhtunkhwa into a **"Premier Eco-Adventure Tourism Destination"**.

## 02 Completing The Mansehra-Kagan & Ganool Experience

Crafting the Ganool Experience through range of activities and programmes within Ganool and the Mansehra-Kagan ecotourism cluster, with the intention to create a great experience and prolong the tourists' length of stay in Ganool.

Cultural Experience

DAY 1



Visit Cultural Center & Village



Visit local training center



Try traditional clothes



Traditional Clay pot Workshop



Traditional Dance Performance

Culinary & Shopping

DAY 2



Experience Local Cooking Class



Enjoy the meals from cooking class



Buy some local foods and snacks



Shop till you drop



Enjoy the afternoon at the hill-top restaurant

Nature Appreciation

DAY 3



Go up the hill with gondola in Ayubia National Park



Forest trail in Ayubia National Park



Hike out to the peak of Mount Makra



Camp at Sharan Camping Pods



Romantic Night with bonfire

Local Cultural Trails

DAY 4



Swim at Ansoo Lake



Visit Mansehra's historical sites (Naukot)



Mansehra (Guli Bagh): Tomb of Sultan Mahmud Khurd

# Immerse yourself in the 5 senses of Northern Pakistani Cultural Heartbeat

## 1 LOCAL CULTURE



## 2 SHOPPING & RECREATION



**ITZ Ganool:**  
Experience the best of Khyber Pakhtunkhwa's culture and nature

ITZ Ganool is located in the heart of a scenic route that leverages on the network of some of Pakistan's most beautiful lakes and natural sceneries. On top of this, the area is also rich of ethnic culture and customs, from the many rural-community settlements in the region. The ITZ will leverage strongly on the elements of Local Culture, Natural Beauties, and Shopping and Recreational activities.



## 3 NATURAL BEAUTIES



#### Market Segment

- Special Interest Tourists (Culture)
- International Tourists

#### Key Attractions

- MICE – Meetings, Convention & Exhibition
- Creative Cultural Centre
- Retail Village & Premium Outlet
- Local Skills Development Centre

#### Supporting Attractions

- Food Village
- Culture-themed Hotel and Resort
- Hillside Resort



# A hilltop tourist town tucked in a beautiful natural environment

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### 03 Tourism Development Packages & Components

ITZ Ganool is divided into seven (7) main zones, according to their predominant land uses and activities. Each zone represents a group of similar activities, of which can be packaged together as one investment package or be considered separately to follow suit specific components.

Each zone consists of an average of 3 to 4 components, all of which are interrelated to each other.

#### CENTRAL VILLAGE ZONE

- Commercial Retail & F&B
- Management Office
- Visitor Centre

#### DESTINATION ZONE

- Retail
- SME Centre
- Conference & Training Room
- Camping Pods Ground

#### NORTHERN ACCOMMODATION ZONE

- Centralised Lobby and Reception
- Family Suite Service Apartment (Condotel)
- Family Hotel

#### SOUTHERN ACCOMMODATION ZONE

- Family Vacation Villa
- Club House & Facilities

#### TRANSPORTATION ZONE

- Cable Car

#### NORTHERN ACCOMMODATION ZONE B

- Hotel
- Chalet

#### SOUTHERN ACCOMMODATION ZONE B

- Eco Lodge Main Building
- Eco Lodge

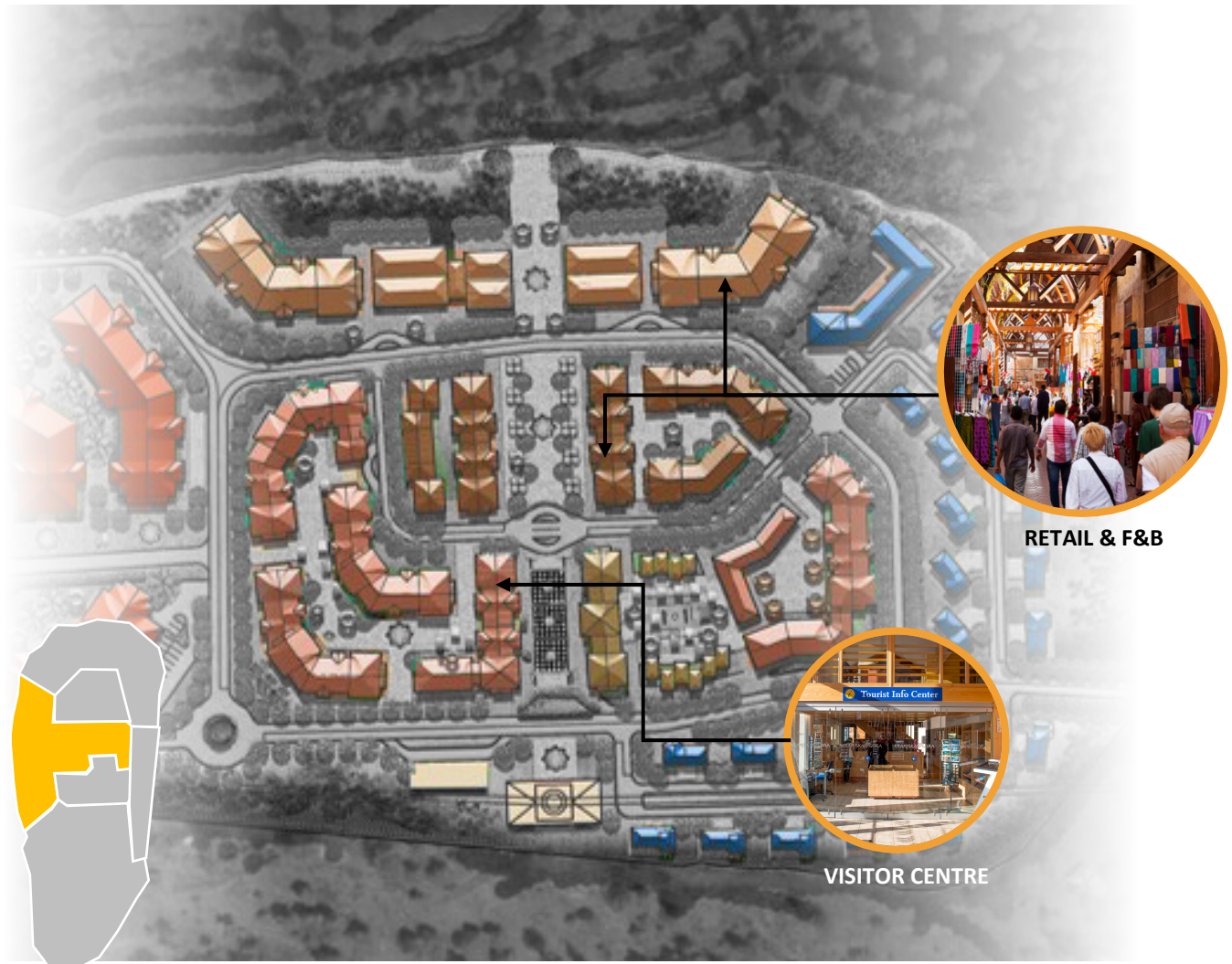
## ITZ Ganool Investment Packages

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NO	PRODUCT	ACTIVITY	AREA/BUILDING PLINTH		NO. FLOOR	ROOM KEY	GFA		NFA	
			sqm	sqft			sqm	sqft	sqm	sqft
<b>GANOOL SITE A</b>										
<b>CENTRAL VILLAGE ZONE</b>										
1	Village Block A	Retail & F&B	2,317.83	24,948.91	1		2,317.83	24,948.91	1,738.37	18,711.69
2	Village Block B	Retail & F&B	1,864.81	20,072.65	1		1,864.81	20,072.65	1,398.61	15,054.49
3	Village Block C	Management Office & Visitor Centre	1,256.72	13,527.22	2		2,513.44	27,054.44	1,885.08	20,290.83
4	Village Block D	Retail & F&B	713.29	7,677.79	2		1,426.58	15,355.58	1,069.94	11,516.68
5	Village Block E	Retail & F&B	684.78	7,370.91	2		1,369.56	14,741.82	1,027.17	11,056.37
6	Village Block F	Retail & F&B	989.40	10,649.81	2		1,978.80	21,299.63	1,484.10	15,974.72
<b>DESTINATION ZONE</b>										
7	Destination Block A	Retail	1,267.79	13,646.38	1		1,267.79	13,646.38	950.84	10,234.78
8	Destination Block B	Retail	1,060.55	11,415.67	1		1,060.55	11,415.67	795.41	8,561.75
9	Destination Block C	Retail	1,055.58	11,362.17	1		1,055.58	11,362.17	791.69	8,521.63
10	Destination Block D	SME Centre	401.00	4,316.33	1		401.00	4,316.33	300.75	3,237.25
11	Destination Block E	Conference & Training Room	1,823.22	19,624.98	2		3,646.44	39,249.95	2,734.83	29,437.47
12	Destination Block F	Conference & Training Room	1,348.54	14,515.56	2		2,697.08	29,031.13	2,022.81	21,773.35
13	Destination Block G	Camping Pods Ground	150.00	1,614.59	1	-	150.00	1,614.59	112.50	1,210.94
<b>NORTHERN ACCOMMODATION ZONE A</b>										
14	Hotel Block A	Family Suite Service Apartments (Condotel)	1,909.88	20,557.78	3	43	5,729.64	61,673.33	4,297.23	46,255.00
15	Hotel Block B	Family Suite Service Apartments (Condotel)	1,862.33	20,045.95	3	42	5,586.99	60,137.86	4,190.24	45,103.39
16	Hotel Block C	Family Hotel	1,120.97	12,066.02	3	50	3,362.91	36,198.06	2,522.18	27,148.55
17	Hotel Block D	Family Hotel	2,379.31	25,610.68	3	107	7,137.93	76,832.04	5,353.45	57,624.03
18	Hotel Block E	Centralised Lobby & Reception	1,324.95	14,261.64	2		2,649.90	28,523.29	1,987.43	21,392.46
<b>SOUTHERN ACCOMMODATION ZONE</b>										
19	Villa	Family Vacation Villa	3,608.00	38,836.19	1.5	22	2,681.80	28,866.65	2,011.35	21,649.99
20	Villa Centre	Facilities & Club house	1,103.00	11,872.59	1		1,103.00	11,872.59	827.25	8,904.44
<b>TRANSPORTATION ZONE</b>										
21	Cable Car	Terminal and Facilities	1,810.37	19,486.66	2		3,620.74	38,973.32	2,715.56	29,229.99
<b>LANDSCAPE &amp; BEAUTIFICATION ZONE A</b>										
	Hardscapes (Platform, Plaza etc)		25,505.72	274,541.29						
	Pathway		18,628.81	200,518.84						
	All Softscape		55,400.04	596,321.07						
	Driveways, Parking and others		20,091.06	216,258.37						
		<b>SUB TOTAL SITE A</b>	<b>149,677.95</b>	<b>1,611,120.05</b>		<b>264</b>	<b>53,622.37</b>	<b>577,186.39</b>	<b>40,216.78</b>	<b>432,889.79</b>
<b>GANOOL SITE B</b>										
<b>NORTHERN ACCOMMODATION ZONE B</b>										
22	Hotel Building		3,434.09	36,964.24	3	82	10,302.27	110,892.71	6,181.36	66,535.63
23	Hotel Chalets		4,737.32	50,992.09	1	56	4,737.32	50,992.09	3,789.86	40,793.67
<b>SOUTHERN ACCOMMODATION ZONE B</b>										
24	Eco Lodge Main Building		1,376.66	14,818.24	1		1,376.66	14,818.24	1,032.50	11,113.68
25	Eco Lodge		6,067.20	65,306.80	1	40	6,067.20	65,306.80	4,853.76	52,245.44
<b>LANDSCAPE &amp; BEAUTIFICATION ZONE B</b>										
	Hardscapes (Platform, Plaza etc)		3,357.15	36,136.06						
	Pathway		5,249.64	56,506.65						
	All Softscape		79,568.38	856,466.91						
	Driveways and others		3,783.67	40,727.08						
		<b>SUB TOTAL SITE B</b>	<b>107,574.11</b>	<b>1,157,918.08</b>		<b>178</b>	<b>22,483.45</b>	<b>242,009.84</b>	<b>15,857.47</b>	<b>170,688.42</b>
		<b>GRAND TOTAL</b>	<b>257,252.06</b>	<b>2,769,038.13</b>		<b>442</b>	<b>76,105.82</b>	<b>819,196.23</b>	<b>56,074.25</b>	<b>603,578.21</b>

## CENTRAL VILLAGE ZONE



### Development Components

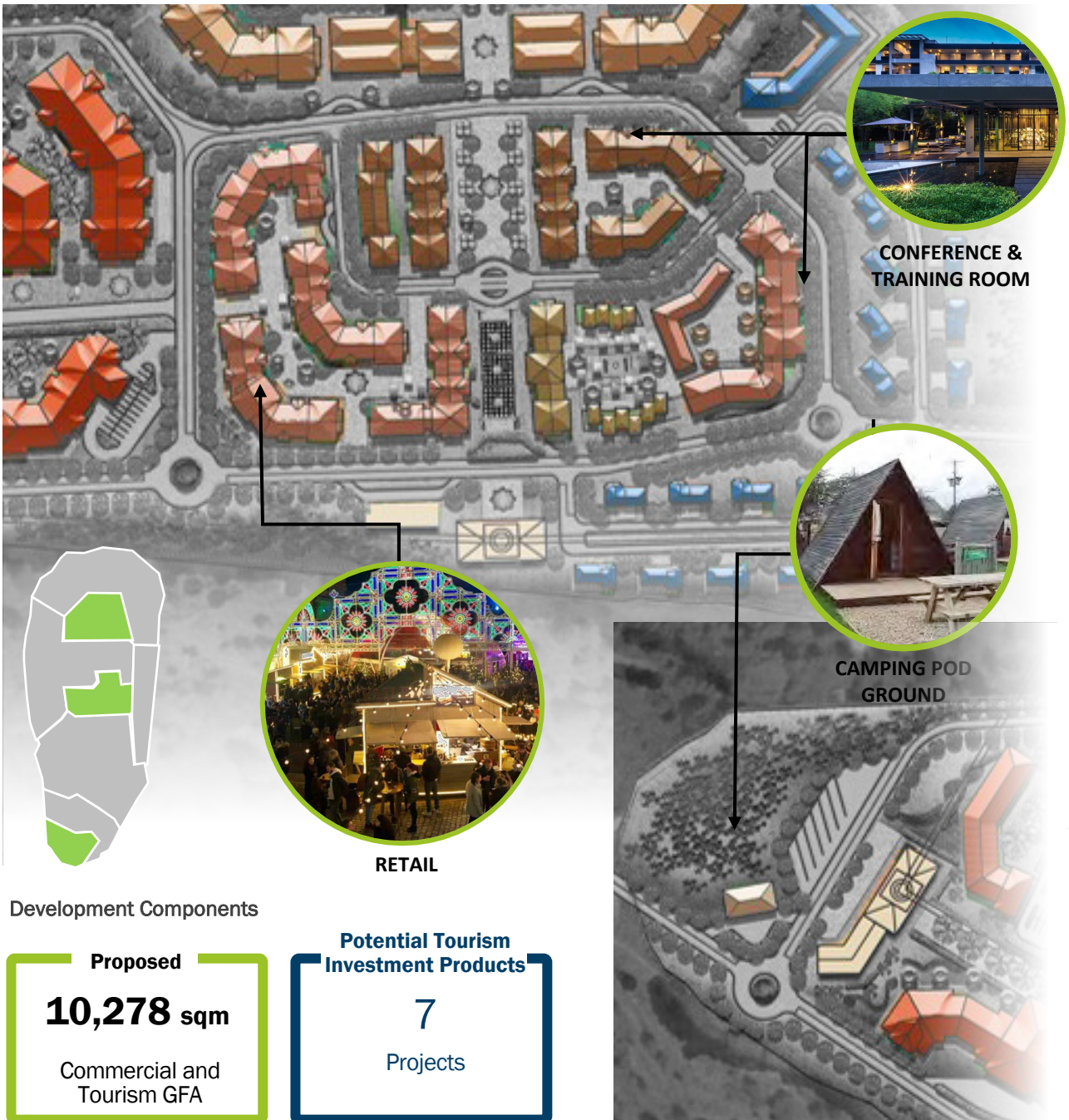
**Proposed**  
**11,471 sqm**  
 Commercial and Tourism GFA

**Potential Tourism Investment Products**  
**6**  
 Projects

NO	PRODUCT	ACTIVITY	AREA/BUILDING PLINTH		NO. FLOOR	ROOM KEY	GFA		NFA	
			sqm	sqft			sqm	sqft	sqm	sqft
<b>GANOOL SITE A</b>										
<b>CENTRAL VILLAGE ZONE</b>										
1	Village Block A	Retail & F&B	2,317.83	24,948.91	1		2,317.83	24,948.91	1,738.37	18,711.69
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6	Village Block F	Retail & F&B	989.40	10,649.81	2		1,978.80	21,299.63	1,484.10	15,974.72

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DESTINATION ZONE



NO	PRODUCT	ACTIVITY	AREA/BUILDING PLINTH		NO. FLOOR	ROOM KEY	GFA		NFA	
			sqm	sqft			sqm	sqft	sqm	sqft
<b>GANOOOL SITE A</b>										
<b>DESTINATION ZONE</b>										
7	Destination Block A	Retail	1,267.79	13,646.38	1		1,267.79	13,646.38	950.84	10,234.78
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## NORTHERN ACCOMMODATION ZONE



### Development Components

<p><b>Proposed</b></p> <p><b>24,467 sqm</b></p> <p>Commercial and Tourism GFA</p>	<p><b>Potential Tourism Investment Products</b></p> <p><b>5</b></p> <p>Projects</p>	<p><b>Hotel Rooms</b></p> <p><b>242</b></p> <p>Hotel and Resort Keys</p>
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NO	PRODUCT	ACTIVITY	AREA/BUILDING PLINTH		NO. FLOOR	ROOM KEY	GFA		NFA	
			sqm	sqft			sqm	sqft	sqm	sqft
<b>GANOOL SITE A</b>										
<b>NORTHERN ACCOMMODATION ZONE A</b>										
14	Hotel Block A	Family Suite Service Apartments (Condotel)	1,909.88	20,557.78	3	43	5,729.64	61,673.33	4,297.23	46,255.00
15	Hotel Block B	Family Suite Service Apartments (Condotel)	1,862.33	20,045.95	3	42	5,586.99	60,137.86	4,190.24	45,103.39
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18	Hotel Block E	Centralised Lobby & Reception	1,324.95	14,261.64	2		2,649.90	28,523.29	1,987.43	21,392.46

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**SOUTHERN ACCOMMODATION ZONE**



Development Components

<b>Proposed</b> <b>3,784 sqm</b> Commercial and Tourism GFA	<b>Potential Tourism                  Investment Products</b> <b>2</b> Projects	<b>Hotel Rooms</b> <b>22</b> Villa Keys
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NO	PRODUCT	ACTIVITY	AREA/BUILDING PLINTH		NO. FLOOR	ROOM KEY	GFA		NFA	
			sqm	sqft			sqm	sqft	sqm	sqft
<b>GANOOL SITE A</b>										
<b>SOUTHERN ACCOMMODATION ZONE</b>										
19	Villa	Family Vacation Villa	3,608.00	38,836.19	1.5	22	2,681.80	28,866.65	2,011.35	21,649.99
20	Villa Centre	Facilities & Club house	1,103.00	11,872.59	1		1,103.00	11,872.59	827.25	8,904.44

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**SOUTHERN ACCOMMODATION ZONE**



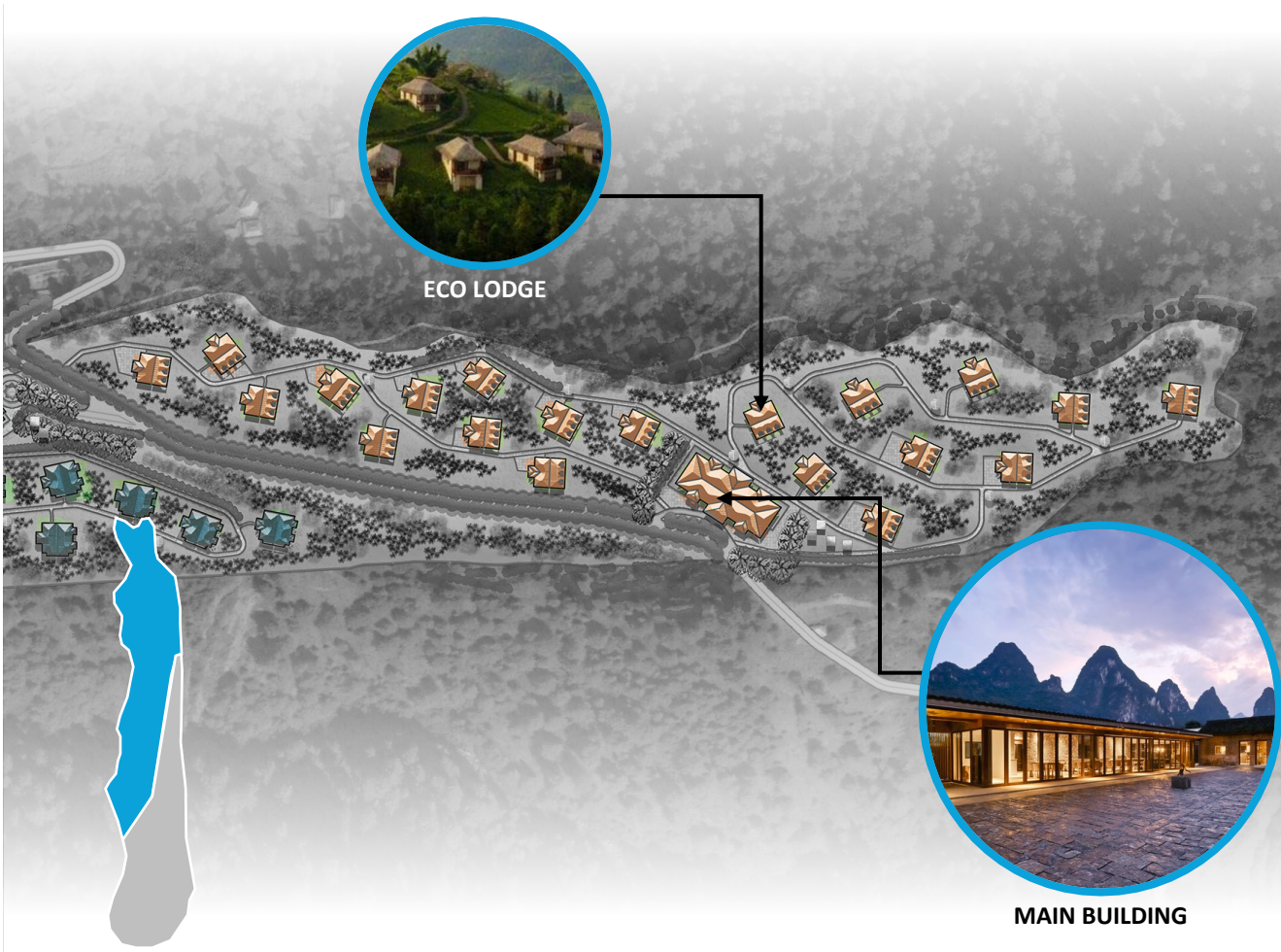
Development Components

<b>Proposed</b> <b>15,039 sqm</b> Commercial and Tourism GFA	<b>Potential Tourism                  Investment Products</b> <b>2</b> Projects	<b>Hotel Rooms</b> <b>138</b> Hotel & Chalets Keys
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NO	PRODUCT	ACTIVITY	AREA/BUILDING PLINTH		NO. ROOM		GFA		NFA	
			sqm	sqft	FLOOR	KEY	sqm	sqft	sqm	sqft
<b>GANOOL SITE B</b>										
<b>NORTHERN ACCOMMODATION ZONE B</b>										
22	Hotel Building		3,434.09	36,964.24	3	82	10,302.27	110,892.71	6,181.36	66,535.63
23	Hotel Chalets		4,737.32	50,992.09	1	56	4,737.32	50,992.09	3,789.86	40,793.67

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**SOUTHERN ACCOMMODATION ZONE**



Development Components

<p><b>Proposed</b></p> <p><b>7,443 sqm</b></p> <p>Commercial and Tourism GFA</p>	<p><b>Potential Tourism Investment Products</b></p> <p><b>2</b></p> <p>Projects</p>	<p><b>Hotel Rooms</b></p> <p><b>40</b></p> <p>Eco Lodge Keys</p>
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NO	PRODUCT	ACTIVITY	AREA/BUILDING PLINTH		NO. FLOOR	ROOM KEY	GFA		NFA	
			sqm	sqft			sqm	sqft	sqm	sqft
<b>SOUTHERN ACCOMMODATION ZONE B</b>										
24	Eco Lodge Main Building		1,376.66	14,818.24	1		1,376.66	14,818.24	1,032.50	11,113.68
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**JOIN US TODAY AND BECOME PART OF THIS  
EXCITING JOURNEY  
TO TRANSFORM KHYBER PAKHTUNKWA**



**Khyber  
Pakhtunkhwa**



**KITE**

**KHYBER PAKHTUNKHWA  
INTEGRATED  
TOURISM  
& EMPLOYMENT  
DEVELOPMENT  
PROJECT**



**THE WORLD BANK**