

Tourism in Pakistan is a growing industry.^[11] In 2010, Lonely Planet termed Pakistan "tourism's 'next big thing'". The country is geographically and ethnically diverse, and has a number of historical and cultural heritage sites. Condé Nast Traveller ranked Pakistan The Best Holiday Destination for 2020^[12] and also declared it the third-highest potential adventure destination in the world for 2020.^[12] As security in the country improves, tourism increases; in two years, it has increased by more than 300%.^[13]

In 2018, the British Backpacker Society ranked Pakistan the world's top adventure travel destination, describing the country as "one of the friendliest countries on earth, with mountain scenery that is beyond anyone's wildest imagination".^[14] Forbes ranked Pakistan as one of the 'coolest places' to visit in 2019.^[15] The World Economic Forum's Travel & Tourism Competitiveness Report placed Pakistan in the top 25 percent of global destinations for its World Heritage Sites, which range from the mangroves in the Indus delta to the Indus Valley civilization sites including Mohenjo-daro and Harappa.^[16]

According to the World Economic Forum's Travel and Tourism Competitiveness Report 2017, the direct contribution of travel and tourism to Pakistan's GDP in 2015 was US\$328.3 million, constituting 2.8% of the total GDP.^[17] According to the World Travel and Tourism Council, the direct contribution of travel and tourism to Pakistan's GDP in 2016 was Rs. 793 billion (equivalent to Rs. 4.0 trillion or US\$14 billion in 2021), constituting 2.7% of the total GDP.^[18] By 2025, the government predicts tourism will contribute Rs. 1 trillion (US\$3.5 billion) to the Pakistani economy.^[19]

In October 2006, one year after the 2005 Kashmir earthquake, The Guardian released a list of "the top five tourist sites in Pakistan" to help the country's tourism industry.^[10] The sites included Lahore, the Karakoram Highway, Karimabad and Lake Saiful Muluk. To promote the country's cultural heritage, in 2007, Pakistan launched the "Visit Pakistan" marketing campaign that involved events including fairs, religious festivals, regional sporting events, arts and craft shows, folk festivals and openings of historical museums.^[11]

In 2013, over half a million tourists visited Pakistan, contributing \$298 million; these figures have since risen to over 6.6 million tourists in 2018.^[12] By comparison, Pakistan's domestic tourism industry is estimated at 50 million tourists who travel in the country on short trips usually between May and August.^[13] The largest inflow of tourists are from the United Kingdom, followed by the United States, India and China.^{[14][15]}

Major tourist attractions in Pakistan include the ruin of Mohenjo-daro and Harappa, the Himalayan hill stations.^[16] Pakistan is home to several mountain peaks over 7,000 metres (23,000 feet), including K2, which draw adventurers and mountaineers from around the world.^[17] The north of Pakistan has many old fortresses, ancient architecture and the Hunza and Chitral valleys, which are home to small Kalash communities and Fairy Meadows, and the Diamer District of Gilgit

Baltistan. Punjab province has the historic city of Lahore, Pakistan's cultural capital, with many examples of Mughal architecture such as Badshahi Masjid, Shalimar Gardens, Tomb of Jahangir and Lahore Fort.^[citation needed]

In the 1960s Pakistan was part of the "hippie trail" stretching from Europe to Asia. That tourism disappeared in the 1970s with the conversion from a liberal government to an Islamized Pakistan under dictator Muhammad Zia-ul-Haq. Due to subsequent Taliban and al-Qaeda influence, especially after the September 11 attacks, westerners became the target of local branches of those terror organizations. Domestic tourism also slowed as a result of terrorism and anti-terror military operations which had taken the lives of more than 65,000 in Pakistan between 2001 and 2018.^[18]

Tourist visas

In 2019, Pakistan increased the availability of travel visas in a bid to increase tourism to the country. The new program grants visas on arrival to travelers from 50 countries, including the United States. Citizens of another 175 countries can apply for visas on the internet. Previously, visas could only be obtained from Pakistani embassies abroad.^[19]

Tourism by province and territory

Pakistan is subdivided into provinces Balochistan, Khyber Pakhtunkhwa, Punjab and Sindh; the federal territory Islamabad Capital Territory; and autonomous regions Azad Jammu and Kashmir and Gilgit-Baltistan.^[20]

Gilgit-Baltistan

Gilgit-Baltistan includes some of the highest peaks in the world, including K2, the world's second-highest peak. Gilgit Baltistan's landscape includes mountains, lakes, glaciers and valleys. The province is also visited for its landmarks, culture, history and people.^[21] K2 Basecamp, Deosai, Naltar, Fairy Meadows Bagrot Valley and Hushe valley are common tourist destinations in the province.^[22]

Balochistan

Balochistan is Pakistan's largest province by area, constituting approximately 43% of the country. Balochistan is home to one of the oldest Neolithic (7000 BC to c. 2500 BC) sites in archaeology. Mehrgarh and Nausharo was an ancient city that is linked to the Indus Valley civilization. Ancient sites dating back 800 years are the Nausherwani tombs at Qila Ladgasht. There was an ancient port at the site of Oraea that was used during the Hellenistic civilisation.^[23]

Quetta is the provincial capital of Balochistan. Sites of interest include the protected Hazarganji-Chiltan National Park, Hanna Lake, Quetta Geological Museum, Balochistan Arts Council Library, Quetta Archaeological Museum and Command and Staff College Museum. The Quaid-e-Azam

Residency is in the city of Ziarat "famous for having the world's largest and oldest juniper forests". Sibi is an important historical city in which the Jirga Hall has a collection of pieces that were found at the archaeological sites of Mehrgarh, Nasshero and Pirak. The annual Sibi Festival includes a Horse and Cattle Show.^[24]

The province includes several mountain passes. The Bolan Pass was the main entrance to the provincial city of Quetta; others include Lak Pass, Khojak Pass and Harnai Pass. The Balochistan coastline extends from the boundary of Sindh province to the Iranian border, measuring over 750 km (470 miles). The city of Gwadar has the largest port in the province and is based near the ancient area of Makran. Pasni is a medium-sized town that is known for fishing. Along the Makran Coastal Highway, there are several rock formations, as well as Kund Malir and the Hingol National Park.

Sindh

Sindh is located in south-eastern Pakistan. The province is known for its religious heritage and rapid urbanisation and was home to the ancient Indus Valley civilisation. Mohenjo-daro near the city of Larkana was one of the largest city-settlements in South Asia and is an official UNESCO World Heritage Site. The Chaukhandi tombs are another example of ancient Sindhi and Balochi heritage located near the town of Landi. Another ancient city Aror is located near the city of Sukkur. Kahu-Jo-Darro is an ancient Buddhist archaeological site near Mirpurkhas where a Buddhist stupa was excavated.

The first arrival of Islam in South Asia took place in Karachi. A number of sites within the province have led archaeologists to suggest this. Makli Hill is one of the largest necropolises in the world and is home to a number of ancient tombs and graves of Islamic dynasties. The Talpur Mirs of Hyderabad also left a number of sites including, Tombs of Talpur Mirs, Faiz Mahal in Khairpur, Qasim Fort, Pacco Qillo and the Kot Diji Fort in Kot Diji; and the Ranikot Fort was built during the Islam invasion. Sindh has a number of cultural shrines and mausoleums including Thatta, Shah Abdul Latif Bhittai, Lal Shahbaz Qalander, Shahjahan Mosque, Mazar-e-Quaid, Minar-e-Mir Masum Shah, Bhambore and Garhi Khuda Bakhsh.

Karachi is the provincial capital of the province and largest city of Pakistan. It is home to the founder of the nation Mohammad Ali Jinnah, whose tomb at Mazar-e-Quaid is the most iconic mausoleum in Pakistan. The Port of Karachi is the country's largest port followed by the second largest, Port Qasim. The city has a number of cultural sites including Mohatta Palace, National Museum of Pakistan, Empress Market, Frere Hall, Jehangir Kothari Parade, Karachi Municipal Corporation Building and the Hindu Gymkhana. There are several beaches within the city, some of the most famous are Clifton Beach, French Beach, Sandspit Beach and Manora Island.

The province forms the basin of the Indus River and has a number of lakes, including Keenjhar Lake, Manchar Lake and Bakri Waro Lake. Kirthar National Park is a protected reserve for several wildlife species. The Thar Desert is also located in the province which adjoins Punjab and India. The Great Rann of Kutch is a protected wetland site in the province, which has two wildlife sanctuaries; the Rann of Kutch Wildlife Sanctuary and the Nara Desert Wildlife Sanctuary. The Sukkur Barrage was built to alleviate famines caused by lack of rain.

Port Grand Food and Entertainment Complex is a recreational area in the centre of Karachi that was built along the waterfront of the 19th-century Native Jetty Bridge. The complex is expected to attract up to 5,000 visitors a day and is a major hub of shopping, dining, cultural and coastal recreational activities. Port Grand is located on Napier Mole Bridge, which is historically significant to the city, and the 19th-century Native Jetty Bridge.^[25]

Khyber Pakhtunkhwa

Khyber Pakhtunkhwa is located in the north-west region of Pakistan and is popular with adventurers and explorers. The province has a varied landscape ranging from rugged mountains, valleys, hills and farms. There are a number of Buddhist archaeological sites from the Gandhara civilisation such as Takht Bhai and Pushkalavati, and other Buddhist and Hindu archaeological sites including Bala Hisar Fort, Butkara Stupa, Kanishka stupa, Chakdara, Panjpora Valley and Sehri Bahlol.

The province's capital city is Peshawar, which is home to a number of sites including Bala Hisar Fort, Peshawar Museum, archaeological site of Gor Khuttree, Mohabbat Khan Mosque, old city of Sethi Mohallah, Jamrud Fort, the Sphola Stupa and the market at Qissa Khwani Bazaar. The city Dera Ismail Khan is known as the entrance into the province from Punjab and Balochistan, and for its Hindu ruins at Kafir Kot. Mardan city has Buddhist ruins at Shahbaz Garhi. In the north of the province is the Swat valley. One of the most important cities in the province is Mansehra, which is a major stop for tourists setting out to the Northern Areas and Azad Kashmir. The city is connected by the Karakoram Highway, which ends in China. Along the route, there are several stops including the Kaghan Valley, Balakot, Naran, Shogran, Lake Saiful Mulook and Babusar Top. There are also several other sites that attract a large number of tourists every year including Ayubia, Batkheila, Chakdara, Saidu Sharif, Kalam Valley and Hindu Kush mountain range in Chitral.^[26]

Several mountain passes run through the province. One of the most famous is the Khyber Pass, which links Afghanistan with Pakistan. The trade route sees a large number of trucks and lorries transporting goods in and out of the region.

The Babusar Pass connects Thak Nala with Chilas on the Karakoram Highway. The Lowari Pass connects Chitral with Dir via the Lowari Tunnel. The highest mountain pass in Pakistan is the Shandur Pass, which connects Chitral to Gilgit and

is known as the "Roof of the World". The pass is the centre of the Hindukush, Pamir and Karakoram ranges.

Punjab

Punjab is the second-largest province in Pakistan. It is known for its ancient cultural heritage and its religious diversity. The Indus Valley civilisation once ruled the region and a significant archaeological find was discovered at the ancient city of Harrapa. The Gandhara civilisation was also dominant at the site of Taxila in the north of Punjab. Several other civilisations such as Greeks, Central Asians and Persians ruled Punjab, leaving a number of sites that still exist today. Islam arrived in the region during the rule of the Umayyad Caliphate followed by the Ghaznavids. The Mughals took control of the region and ruled its land for several centuries. The Mughal heritage remained strong in Punjab with a large number of forts, tombs and monuments intact today. The Durrani Empire ruled Punjab after the fall of the Mughal Empire for a short period following the rise of the Sikh Empire. The strong control of the Sikhs also left a number of sites that have remained intact throughout Punjab. The British Raj took control of the region until the independence.

Tourism in Punjab is regulated by the *Tourism Development Corporation of Punjab*.^[27] The province has a number of large cosmopolitan cities, including the provincial capital Lahore. Major visitor attractions there include Lahore Fort and Shalimar Gardens, which are now recognised World Heritage Sites. The Walled City of Lahore, Badshahi Mosque, Wazir Khan Mosque, Tomb of Jahangir and Nur Jahan, Tomb of Asaf Khan, Chauburji and other major sites are visited by tourists each year.

Rawalpindi is a famous hill station stop for tourists.^[28] The Pharwala Fort, which was built by an ancient Hindu civilisation, is on the outskirts of the city. The city of Sheikhupura also has a number of sites from the Mughal Empire, including the World Heritage-listed Rohtas Fort near Jhelum. The Katasraj temple in the city of Chakwal is a major destination for Hindu devotees. The Khewra Salt Mines is one of the oldest mines in South Asia. Faisalabad's clock tower and eight bazaars were designed to represent the Union Jack.^[29]

The province's southward is arid. Multan is known for its mausoleums of saints and Sufi pirs. The Multan Museum and Nuagaza tombs are significant attractions in the city. The city of Bahawalpur is located near the Cholistan and Thar deserts. Derawar Fort in the Cholistan Desert is the site for the annual Cholistan Jeep Rally. The city is also near the ancient site of Uch Sharif which was once a Delhi Sultanate stronghold. The Noor Mahal, Sadiq Ghar Palace and Darbar Mall were built during the reign of the Nawabs. The Lal Suhanra National Park is a major zoological garden on the outskirts of the city.

Azad Kashmir

Azad Kashmir is situated in the northern part of the country. The northern part of Azad Jammu and Kashmir encompasses the lower part of the Himalayas, including Jamgarh Peak 4,734 metres (15,531 ft). Sarwali Peak in the Neelum Valley is the highest peak in the province. Ganga Choti is a peak in Bagh.^[30] The province is fertile, green and mountainous.^[31]

Islamabad Capital Territory

Islamabad, Pakistan's capital city, is located on the Pothohar Plateau in the north-eastern part of the country between Rawalpindi District and the Margalla Hills National Park to the north. The region has historically been a part of the crossroads of [Punjab and Khyber Pakhtunkhwa with the Margalla Pass acting as the gateway between the two regions. Faisal Mosque (the largest mosque in South Asia, Margalla Hills National Park, Daman-i-Koh, Pakistan Monument, Rawal Lake, Simli Lake and Fatima Jinnah Park are among the tourist attractions in the territory.^{[32][33]} It is ranked as the second most-beautiful capital city in the world.^[34]

Pakistan has been ranked 101 out of 119 countries in the Travel and Tourism Development Index (TTDI) published by the World Economic Forum (WEF). In South-East Asia, Pakistan ranks slightly above Nepal (105) and Bangladesh (109), but far below India (39) and Sri Lanka (76).

The TTDI is a part of the WEF's broader work with the industry and government stakeholders to build a more sustainable, inclusive and resilient future for economies and local communities. Pakistan is classified as a lower-middle-income economy and is part of the Asia-Pacific regional group.

Within the Middle East, the United Arab Emirates topped the rankings at 18, followed by Saudi Arabia (41), Qatar, (53) and Bahrain (18). The United States topped the overall list, followed by Spain, Japan, and France. The remainder of the top ten list comprised Australia, Germany, the United Kingdom, China, Italy, and Switzerland. According to the report, the top 30 countries in the TTDI accounted for over 75% of the travel and tourism industry GDP in 2022, and 70% of GDP growth between 2020 and 2022. The lower half of the list consisted of African countries.

The countries leading the TTDI rankings have been recognised for their favourable business environments, open travel policies, well-developed transport infrastructure, as well as rich natural, cultural, and non-leisure attractions.

Created in collaboration with the University of Surrey and with input from leading travel and tourism stakeholder organisations, thought leaders and data partners, the TTDI measures the set of factors and policies that enable the sustainable and resilient development of travel and tourism. The latest report shows that the global travel and tourism sector is showing signs of moving past the Covid-19 lows, and in some cases has exceeded pre-pandemic levels.

However, despite the upward trend, the WEF report highlighted challenges being faced within the industry. Global inflation, global conflict, and environmental issues such as wildfires in tourist destinations, have generated additional pressure. The report predicts that in the coming years, the travel and tourism industry will bear the brunt of geopolitical tensions, macroeconomic uncertainty, and the possible challenges brought on by artificial intelligence. Whilst developing economies like Pakistan have shown improvement in TTDI scores, many areas still need investment in enabling tourism conditions.

Top style tips for Clothing in Pakistan

- When planning what to wear in Pakistan, bear in mind the nation is very traditional. So, short tops, short skirts/shorts, or body-revealing clothes etc. should be avoided.
- One option is a local dress; a shalwar kameez. This is a long tunic top with loose-fitting pants, which can be bought cheaply at any market.
- Take loose long pants and some full-sleeved shirts and t-shirts for comfortable traveling.
- Full-sleeved clothes are ideal protection against sunburn during the day and mosquito bites at night.
- Light wool is a good choice to wear against your skin as it naturally helps to regulate your body temperature. It keeps you warm in the cold, wicks away moisture when it's hot, and doesn't retain odours – even after prolonged wear.
- A sunhat is a must for the summer and a travel umbrella is great for the rain and sun.
- Make sure you take a good sunscreen (we love the Riemann P20 range for 10 hour protection) with you, and quality sunglasses.
- Ensure you bring a versatile travel jacket. We love the SCOTTeVEST travel jacket because it has over 23 pockets, removable sleeves and RFID protection.

Pack for the weather

- April, May, June, July, August, September, and October are the hottest months. Pack light cotton clothes, and avoid synthetics as you may develop some skin allergy or heat burns.
- Winters (November, December, January, and February) are quite cold, so pack some warmer layers.

- We love the Weather+ app – it gives an accurate 6-day forecast for day and night, which when you're planning from home is really helpful. You can keep all the places you've been to too – a nice way to remember your trip.

Regions of Pakistan

The weather can vary wildly depending on where you are visiting. For example, May in Islamabad can be a heady 43C whilst in the Shandur Pass it can be -5C. Check the forecast for your destination and time of travel. Clever layering is always key to dealing with temperature changes.

Shoes to pack for Pakistan

- Be sure to have good sturdy shoes with you since your feet will get dusty and dirty while traveling (try Hotter shoes, they are incredibly comfortable and look great too).
- And we like Thorlos hiking socks – they have options designed to keep your feet dry and comfortable in all climates.

Clothing tips for women

- For women, clothes should cover both shoulders and knees. A cotton shirt or t-shirt, with cotton pants or an ankle-length skirt are good and cover your shoulders with a sarong.
- While visiting places of worship (temples, gurudwara or mausoleum), women must wear long skirts or pants and have covered shoulders.
- Also, don't forget to remove your footwear before entering any religious place.
- It is advisable to carry a light pashmina or scarf with you to cover your head in case it gets too hot. Some religious places also require you to cover your head, so it may come handy then too.

Clothing tips for men

- For men loose cotton shirts or t-shirts and long linen pants work well. Long – to avoid being bitten at night.
- For great versatile travel jackets with multiple pockets including RFID security options, we love the SCOTTeVEST range.

Pakistan travel essentials

- As well as knowing what to wear in Pakistan, it is a good idea to also consider the vital travel accessories you will need.
- Buy insect/mosquito repellent out there – you will need plenty.
- Away from the main hotels toilet facilities will be basic and more likely a hole in the ground; take your own toilet paper and anti-bacterial handwash.

- In basic accommodation, you will also need your own microfiber travel towel and toiletries. A little medical kit, sewing repair kit, and a good torch are recommended too.
- Don't drink or even brush your teeth in tap water. Consider taking a LifeStraw Filtration Water Bottle. And another tip for trying to avoid an upset stomach is to have a mouth full of antiseptic mouthwash when you shower.
- A bag or soft-sided rucksack is a more practical option than hard cases when traveling around the country, and using packing cubes can help to keep your belongings tidy whilst compressing the volume too.
- Avoid paying unexpected baggage fees – use an accurate luggage scale to ensure you keep within the weight allowance. Don't forget to leave room for souvenirs on the way home! Leather goods and embroidered table linen, bedspreads and shawls are all good buys.
- Combine your bag with a fold away day sack that will carry your essentials on day trips.
- Consider taking a solar powered charger as a back-up for your battery.
- To use electrical gadgets you may need a travel adapter plug, and also a step down voltage converter if your devices are not designed for the local voltage (230V).

Is Pakistan safe to visit and travel in 2024?

Since Pakistan is the 6th most populated country in the world, with a population of 200 million, composed of several provinces with many political, cultural, and social differences, that it would be **a big mistake** to **consider it as a whole**. Safety in Pakistan largely depends on the region you may be heading to. In the past, most unfortunate events have happened in regions that even Pakistani travelers also can't just pack and head to.

Fortunately, the most beautiful province in Pakistan is also the safest one. Home to the Karakorams, Himalayas, and Hindukush and some of the highest mountains on Earth, Gilgit-Baltistan province is where most travelers spend their time during their visit. Most of its inhabitants are from the most liberal branches of Islam. The literacy rate of Gilgit-Baltistan is also one of the highest in the country and people live in peace and harmony and appreciate diversity.

Most of the mountain communities depend on tourism for a very long time and are very appreciative of this fact. These mountain folks are one the friendliest and down-to-earth people who love being around foreign tourists.

Travelers normally arrive and depart from Islamabad. The capital of the country is, definitely, the safest city in Pakistan. The Government has invested so many resources in security systems, as this is where mainstream urban Pakistani's live, as well as plenty of foreigners. Islamabad is also the gateway to the northern mountain

areas as it offers regular direct domestic flights to both Skardu and Gilgit, not to mention several bus stands.

There are however fragile areas in Pakistan and the ones which appear more often in the news and often misrepresent the whole country. Examples of such areas are the Tribal Areas of Pakistan and Baluchistan. These are comparatively the least developed areas.

Due to the proximity of Pakistan's tribal areas with Afghanistan, the Tribal Areas is dangerous for even Pakistanis themselves. It is very difficult to go there even for Pakistanis. The tribal areas thankfully have a strong military presence to maintain peace, security, and infiltration.

The Global Peace Index ranks Pakistan as the 153rd safest country. We know, it is not a very good mark but still, take a look at the ranking table and you will see that it is still better than Russia and just below Turkey and Ukraine.

According to Dawn (Pakistan's leading newspaper), tourism in Pakistan has increased by 317% since 2014, a figure which is easy to believe, especially when you see a large number of travel influencers and content creators who have been promoting tourism in Pakistan recently.

It is also important to know that due to the personal interest of Pakistan's Prime Minister and changing government strategy in promoting tourism as a means of generating revenue, Pakistan government is seriously (for the first time) improving security infrastructure in the remaining troubled areas of Pakistan which are still not easily accessible.

Despite everything, we recommend and support all travel, safety, and health guidelines and campaigns by different countries (not all) around the world and therefore strongly advise all travelers to take out some time to read official travel advisory on their countries Foreign office's website. The safety of travelers should be most important.

Is Pakistan safe for solo female travelers?

According to a report on the tour-outfitters of the northern areas, one-third of the solo-travelers joining their travel-groups are female travelers. Most of the solo female travelers come from the United States, England, France, Spain, Germany, Italy, Canada, Singapore, and Korea. According to the report, the most concerned category of travelers before booking a holiday is American solo female travelers. The only reason to highlight this is that **you are not alone**.

You are one of many others who question themselves whether travel to Pakistan is safe for them. As long as you enjoy travel, cultures, or nature, Pakistan is definitely a great destination for you. Although most of the security-related questions answered in "Is Pakistan safe for foreigners?", apply to this topic equally, let us talk further about solo female travel.

No matter in which country you are in, events such as car accidents, robbery, or other crimes tend to happen unexpectedly, right when you feel safe. **Pakistani society is no different.** Bad things do happen in the country.

However, as a traveler, you are least likely to witness crimes of that nature. Pakistani hospitality goes beyond regions, ethnicities, cultures, or religions when it comes to treating your guests. Your hosts (whether it's a family, tour operator, guides) will always feel obligated to keep you safe and take steps to ensure your safety at all times to the extent that you will feel it's not necessary. The natural sense of obligation is linked to the idea of "**MehmanNawazi**" which literally means "hospitality" and deep-rooted in Pakistani culture and value system.

The two major components of Pakistani MehmanNawazi are showing profound respect to all visitors and doing so without any hope of remuneration. A Pakistani man must defend women travelers at all costs and must protect them from vocal and physical harm. Even though the above may seem harsh, it is only to explain the deep-rooted principles (whether right or wrong) on which the society operates. Please be assured that this does not mean any forceful imposition of Pakistan's values on the guests. It is something observed silently with good intentions.

How to Spend Two Weeks in Pakistan?

Before you go searching for tickets and hotels, keep in mind that two weeks are not enough to see all of Pakistan, or even half of it. With this itinerary you would be able to experience a small portion of the country's top travel destinations which are mostly in the Northern and North eastern region.

But fret not, for the reason that these places are surely going to blow you away with their beauty, mystery and culture. Due to low tourism and development most of Pakistan still remains quite non-commercial and pristine, giving travel lovers the chance to just wander and explore on their own terms.

Day 1: Lahore

Lahore is Pakistan's cultural capital and rightly so. It's one of the region's oldest metropolis, whose imperial history involves rule of the Hindus, Ghaznavids, Ghurids and Mughals. Later on, the Persians captured it from the Mughals only to lose it to the Sikhs who were eventually defeated by the British.

With all that happening, Lahore developed into an exuberant and colorful urban center for artists and traders of all kinds. It's a must to dedicate a day and a half to Lahore and check out its famous Badshahi and Wazir Khan mosques, Shahi Hammam and Sufi and Sikh shrines. Also a must-visit are Shalimar Gardens and the Lahore Fort. At the end of day one, catch authentic Pakistani cuisine at the Mall Road food street.

Day 2: A little more of Lahore and then fly off to Islamabad

Book a late evening or night flight to Islamabad and use the morning to stroll around the Walled City area to see the heart of Lahore right in front of you. Here you will see carts, stalls and shops located in narrow alleys within ancient gates selling all kinds of products and services from breakfast to cobbling. Bring some money as you may get tempted to buy many souvenirs. Also worth visiting is the beautiful tomb of Jahangir built just outside. If you are quick, you may have time left to visit the Pakistan-India border where you see displays of marching armies and nationalistic crowds on both sides cheering them on. Next, get ready to arrive in a quiet and peaceful Islamabad.

Day 3: Islamabad

Depending on when you arrive you may want to catch dinner at the incredible Monal restaurant, with the view of the entire city or head on to catch a good night's sleep. When you wake up, pay a visit in the morning-noon hours at the Shah Faisal mosque and the Pakistan Monument for some Instagram-worthy pictures and then head towards Daman-e-Koh to explore the greenery of the city. Islamabad should only be a short stop over so try to book a flight to Gilgit on the same day if possible.

If not there are plenty of fine restaurants and cafes in the capital of Pakistan, located at sweet spots that you will enjoy. Sometimes due to weather, flights to Gilgit are delayed so you may have to extend your stay or take a 15-20-hour bus ride in NATCO buses to Gilgit.

Day 4 and 5: Gilgit Valley and Fairy Meadows

Gilgit is your gateway to the picturesque and wonderful north of Pakistan where the world's mightiest three mountain ranges, namely the Himalayas, the Hindukush and the Karakoram lie. Gilgit Valley and its surrounding areas are absolutely breathtaking. You could visit the sublime Fairy Meadows which is a lush green grassland at a two-hours distance, beside the steller Nanga Parbat of the Himalayan range which reaches the height of 8,125 meters.

Spend half a day here relaxing in the pristine atmosphere. Do stop at the Gilgit Bridge which is suspended over the voracious Gilgit river. Next you could head to admire the Buddha statue called Kargah Buddha carved into the cliff. Nearby and worth visiting is the beautiful Naltar valley with rest houses, ski slopes, small lakes and glaciers and a lush green Alpine forest.

Danyore, Bagrot, Nomal and Oshikhandas valley's are also close by, which you can explore with Gilgit as your base. As pretty as Gilgit may be, since you have just two weeks, you should not spend too long here, so move on and explore more.

Day 6 and 7: Gilgit to Minapin plus Rakaposhi base camp

Approximately 75 km away from Gilgit there is a detour to Minapin, a simple but lovely village with spectacular mountain views and a route to trek to the Rakaposhi Mountain's base camp. Whether you decide to take the easy-medium level trek all

the way to the base camp or not is entirely up to you, but you will still enjoy the walk on the trek path and the views that surround. If you do plan to take the trek you will need two days to go back and forth, and also camping equipment. The trek is laden with glaciers which are only possible to cross between the months of May and September.

Day 8 and 9: Karimabad, Hunza and nearby villages

From Minapin, it's not a long drive to get to the Hunza region, where Karimabad village is located. Here you will find yourself surrounded by skyscraping mountains on all sides, all being over 7,000 meters high. There are many options for budget and luxury stays in the village like Hunza Lounge and Serena Inn. The atmosphere and culture is very laidback and liberal as most inhabitants of Karimabad are Ismaili's. The women there are seen on the streets without head or face cover while having jobs and will even greet and talk to you.

In Karimabad you must visit the two historical forts of Altit and Baltit, which are a popular cultural and tourist landmark dating back centuries. After a few hours of wandering there you can head to the Eagle's Nest from where you can get a 360 degree view of the valley and the majestic mountains of Rakaposhi, Diran and Lady Finger. Karimabad is also ideal for day hikes and drive around the area to scenic spots like Passu Village and the mesmerizing Attabad Lake.

Day 10: Karimabad to Skardu

On day 10 take a six-hour drive on the fascinating route of Karakorum Highway from Karimabad to reach Skardu. Skardu is again an unbelievably beautiful town located at the confluence of River Shigar and Indus, which separates the Karakoram mountain range from the Himalayas. Skardu is very popular with tourists as it features four of the world's 14 highest eight-thousander peaks including K2, attracting trekkers and mountaineers from all over the world.

Skardu Fort is one of the main attractions here as it dates back to the 8th-century and was built by the the Moqpon dynasty rulers of Baltistan. Another spot worth visiting is the Shigar Fort, located on the trek to K2. Shigar Fort is around 400-years-old also known as Fong Khar, which translates in the local language to the Palace on the Rock. The Royal living areas of the Raja of Shigar are renovated and used a magnificent guest house and a museum of Balti culture. If you can, try to spend a night here and imagine what it was like to be a royal 400-years ago.

Day 11: Skardu and nearby areas

Take a drive in a 4×4 to head outside Skardu towards the plains of Deosai and lakes like Shangrilla, Satpara and Kachura. The journey to Deosai plains take around three hours one-way through paved and dirt roads. Satpara Lake is on the way here, at about 45 mins distance.

Once in Deosai you can take some rest by Schesoar Lake and just enjoy the view with some snacks. Later when you head back to Skardu try to visit the famous Shangri La or Lower Kachura Lake, which is about 32 kms from Skardu.

Day 12 and 13: Fly from Skardu to Islamabad (and luckily) to Chitral

There is a one-hour flight that goes daily from Skardu to Islamabad and if you are lucky, or plan accordingly you may land in the capital on one of the two days when the flight to Chitral is scheduled. If so, you can head over to Chitral through this hour-long flight and avail the chance to drive to the mysterious valleys of Kalash directly which are about three hours drive from Chitral.

Kalash has three valleys namely Bumbret, Rumboor and Birir. Kalashi people are said to be descendants of the soldier's of Alexander's armies and their colorful clothes, unique culture and animistic religion are a source of global fascination. You could spend the end of day 12 and day 13 in any of the three Kalasha valleys and then head back to Chitral in the evening of day 13.

If you are not able to catch a flight to Chitral you could explore Rawal Dam and the Lake view park or head to the nearby archaeological site of Taxilla.

Day 14: Islamabad

Islamabad will be your final destination and you could find your flight back to your next adventure from the Islamabad International airport. If you have more time, you can visit the Lok Virsa or the Cultural Museum or you can rest in as you will probably be tired and in need of refreshing from the intense travelling on your last day of your travels in Pakistan.

How to Promote Tourism in Pakistan?

Pakistan consists of four provinces, a metropolitan area, and several tribes governed by the federal government. In addition, the Pakistani government exercises de facto jurisdiction over Pakistanis in the disputed Kashmir region. That is divided into two separate political parties (Azad Kashmir and Gilgit-Baltistan). Before 2001, the sub-provisional area consisted of 26 divisions, and the other two levels (district and tehsil) were administered directly from the provisional level. Unfortunately, Pakistan Government is doing very little effort to promote [tourism in Pakistan](#). If they pay attention to it, we can boost the revenue of our country.

Pakistan is considered an ethnically and geographically diverse country. More than 60 languages are being spoken in Pakistan. That's why it's also called a multilingual country. English is its official language, and Urdu is its national language.

Pakistan is a fantastic place for tourism. God has gifted Pakistan with both massive natural beauty, attractiveness, and resources. The appealing, mesmerizing, and awe-inspiring views of mountains, hills, plateaus, and deserts enhancing its beauty. In 2020, it was also ranked as the best holiday destination. It is one of the few

countries where tourism can be promoted to earn good revenue. In this article, we will talk about how we can promote tourism in Pakistan.

Tourism in Pakistan

Tourism is a developing industry in Pakistan due to its culture, value, people, and landscape. It possesses great potential and approach in the tourism industry. In this regard, it offers the following opportunities:

- Pure natural beauty (Swat, Naran, Kaghan, Ayubia, Abbottabad, Murree)
- Home to some of the highest peaks in the world (K2, Nanga Parbat, Karakoram, Rakaposhi, Trichmir) that attract adventurers and mountaineers from all over the globe.
- Diverse culture (Sindhi, Balochi, Punjabi, and Pashtoons)
- Historic Sites (Mohenjodaro, Harrapa, Taxila, Takhbhai)
- Art and culture of the country
- National Monuments (Minar-e-Pakistan, Quaid Tomb, Iqbal Tomb, Shakarparia National Monument)
- Historical monuments (Jahangir Tomb, Badshahi Mosque, Lahore Fort, Qila Bala Hisar, Rohtas Fort)
- Sikh shrines
- Sufism and Asia's Largest Sufi Shrine (Kang Baksh Lahore Shrine)

Challenges in Promotion of Tourism Industry

Despite the potential, tourism in Pakistan is still not as developed as it should be. As a result, Pakistan was ranked 47th out of 200 countries in the World Travel and Tourism Council (WTTC) analysis.

- Lack of a strong regional tourism policy
- Insufficient infrastructure for the tourist destination
- Lack of a coherent policy to attract tourists
- Negative travel advice for international travelers
- On-board and cargo problems
- Poor air, rail, and road connections
- NOC requirements for foreign visitors
- Security challenges

How to overcome obstacles?

- Identification of tourist attractions
- Infrastructure development
- Improve the security situation
- Attract more visitors with print and electronic media campaigns
- Make sure Pakistan is safe to travel

Ways to promote tourism in Pakistan

1- Social networks

In today's time, when everything is just a click away, social media can be the biggest source of useful content promotion. In this way, we can promote tourism with amazing photographic and cinematic skills. We can also upload them to YouTube's blogging channels and promote tourism in Pakistan. All social networks are available to everyone and for free. Uploading pictures of Pakistan's beautiful and enticing landscapes to your blog or the Instagram page will help in this matter.

2- Culture

One thing many travelers have in common is that they enjoy learning about different cultures. And fortunately, Pakistan is a country full of culture. Many festivals are held annually. The folk festival is a popular name when it comes to festivals. Pakistanis look forward to the festival year-round. Foreign tourists also come to this festival to see Pakistan.

3- Pakistani food.

South Asian countries are famous for their spicy food. Pakistani food includes Lassi, Makki ki roti, Biryani, halwa puri, chicken karahi, Nahari, Sri Paye, the list goes on. People in remote areas like the spicy food that Pakistanis offer.

4- To ensure the safety of tourists.

Security is paramount. A place that ensures the safety of its tourists and is fully responsible for it when it comes to visiting tourists. Appropriate measures should be taken to ensure the safety of tourists. This will increase the confidence of tourists from all over the world. So more will come to visit Pakistan.

5- Tourism guidelines.

Pakistan should hire skilled and well-informed individuals to guide tourists to the incredible places of Pakistan. They should have a good knowledge of the landscape and its history. This will make people interested in history. If the tourists get a proper guideline and enjoy their visit, they will definitely come back with their friends.

- **Pakistani music**

It is said that “Art and skill do not have any boundary.” Music connects people all over the world. Beats, music, and melodies attract people even if they do not comprehend the language. In the end, the music overcame the language barrier. Many people in Pakistan, including me, want to go to South Korea because of K-pop and K-drama. Moreover, many people in Pakistan love pop and rock music and want to go to the UK. It shows how useful music attracts tourists.

- Pakistan's Travel & Tourism market is projected to reach a revenue of US\$3,738.00m in 2024, with an expected annual growth rate of 8.16% from 2024 to 2029, resulting in a projected market volume of US\$5,533.00m by 2029.
- The market's largest market in Pakistan is the Package Holidays market, with a projected market volume of US\$1,665.00m in 2024.
- By 2029, the number of users in this market is expected to amount to 22.17m users, with a user penetration of 10.5% in 2024 that is expected to hit 14.6% by 2029.
- Moreover, the average revenue per user (ARPU) is expected to be US\$145.70.
- Pakistan's Travel & Tourism market is also estimated to generate 66% of total revenue through online sales by 2029.
- In global comparison, United States is expected to generate the most revenue in this market with an estimated value of US\$214bn in 2024.
- Pakistan's travel and tourism industry is growing rapidly, with an increase in domestic and international tourists exploring the country's cultural and natural attractions.

Tourism and its impact on Pakistan's economy

Tourism is a dynamic and multifaceted industry that plays a significant role in the economic development of many countries. Its effects on the economy are profound and diverse, influencing various sectors and generating substantial revenue.

Pakistan may establish itself as a top vacation destination by highlighting its natural beauty, rich history, and cultural variety. To create a resilient and prosperous tourist business, the public, corporate, and local communities must work together in a cooperative manner

This infusion of funds benefits national economies, especially in countries that rely significantly on tourism. Pakistan's GDP is considerably boosted by tourism. The sector earns a significant amount from the sale of lodging, food, travel, and

entertainment. Spending by local and foreign tourists is a significant source of revenue.

According to a 2019 World Travel and Tourism Council (WTTC) study, 2.9 percent of Pakistan's GDP came from tourism. The tourism industry is a major employer in Pakistan, including opportunities in hotels, restaurants, travel agencies, and tour operations. Employment prospects in tourism can help alleviate poverty and improve living conditions, particularly in rural and underdeveloped regions with tourist attractions. Jobs in the tourism industry have the potential to lower poverty and raise standards of life, especially in rural and underdeveloped areas that are popular tourist destinations.

For example, the natural beauty of places like Gilgit-Baltistan and Swat has led to an increase in local employment because of tourism. Work in the tourism industry may be found in a variety of sectors, including agriculture and handicrafts, which provide goods and services to travellers, as well as direct work in hotels and travel agencies.

In 2017 Travel & Tourism directly supported 1,493,000 jobs (2.5 percent of total employment). This is expected to rise by 2.8 percent in 2018 and rise by 2.7 percent annually to 2,008,000 jobs (2.6 percent of total employment) in 2028. Travel & Tourism investment in 2017 was Rs 410.4 billion, 9.1 percent of total investment (\$3,893.4 million). The necessity to promote tourism drives investments in infrastructure such as roads, airports, and public amenities.

These enhancements help both visitors and local residents. Improved infrastructure can stimulate further economic activity and attract other types of investment. CPEC is a massive infrastructure development project connecting Pakistan to China's western Kashgar and Xingjiang Provinces via Gwadar. The CPEC route would connect the entire region with modern roads and transit, increasing the number of tourists in the area.

There have been few studies on tourist development in Pakistan, particularly within the context of the CPEC. Thus, the current study will look at the relationship between CPEC road and transportation developments and local support for tourist growth in Pakistan. For instance, the development of the Islamabad Rawalpindi Metrobus Service offers locals a dependable mode of transit in addition to making travel for visitors easier. Tourism promotes Pakistan's diverse cultural assets and historical places, hence boosting preservation efforts. Events and festivals that attract tourists also assist to preserve and celebrate local customs and crafts. Tourism promotes Pakistan's diverse cultural assets and historical places, hence boosting preservation efforts.

The surge of tourists to areas like Mohenjo-Daro, Taxila, and Lahore Fort highlights the need of preserving these sites. Tourism revenue may be reinvested in conservation programs, ensuring that these treasures are preserved for centuries to come. Tourist-attracting events and festivals contribute to the preservation and

celebration of local traditions and crafts. For example, the yearly Shandur Polo Festival attracts foreign tourists while simultaneously revitalizing local culture and customs. This cultural exchange promotes a better knowledge and appreciation for Pakistan's rich history.

Travelers from other countries have traditionally refrained from visiting Pakistan due to security concerns. Tourist arrivals are still impacted by perceptions of risk, notwithstanding recent major improvements in security. Things like the 2008 Islamabad Marriott Hotel attack and other occurrences have left a poor perception that hasn't gone away.

The global image of Pakistan as a safe place is critical for increasing tourism. The government has made steps to bolster security at major tourist attractions and general law and order. Positive media coverage and endorsements from travel bloggers and influencers who have visited Pakistan also assist to dispel negative stereotypes. While there have been advances, poor infrastructure in many locations continues to impede tourism growth. Poor road conditions, limited public transportation alternatives, and inadequate facilities might discourage tourists from visiting the country's attractions.

For example, while areas like as Skardu and Hunza are famed for their breathtaking beauty, the difficult trek to these locations might dissuade many potential tourists. Continued infrastructural investment is required to support the tourism industry's growth. Creating dependable transit networks, assuring the availability of excellent lodging, and enhancing basic amenities may all considerably improve the visitor experience. Public-private partnerships can be useful in funding and carrying out these initiatives.

An error correction model (ECM) was applied to yearly time series data from 1972 to 2013. Tourism is assessed by the number of international tourists that visit the country. According to the findings, terrorist incidents have had a negative influence on tourism, but infrastructure and GDP per capita had a favourable impact. It is possible to infer that regardless of the government's attempts to enhance foreign tourism, the intended outcomes will not be achieved unless terrorism is abolished.

Pakistan has made significant efforts in recent times to enhance its tourist sector. The goal of initiatives like the "Emerging Pakistan" campaign and the Pakistan Tourism Summit is to draw tourists from outside. Additionally, the government is improving the nation's security and tourism amenities. The inauguration of the Kartarpur Corridor, which enables Sikh pilgrims from India to visit a sacred site in Pakistan without a visa, is one significant step. This has demonstrated Pakistan's support for tourism while also advancing peace.

Pakistan also promotes ecotourism and adventure tourism. Areas such as Gilgit-Baltistan, Khyber Pakhtunkhwa, and Azad Kashmir provide excellent chances for

trekking, mountain climbing, and exploring nature. By concentrating on sustainable tourism, Pakistan can preserve its natural beauty while also offering travellers with unique experiences. In Pakistan, tourism holds great potential to propel economic growth. It fosters cultural heritage, produces income, and creates jobs. But in order to realize this potential to its fullest, Pakistan has to solve infrastructural issues, deal with security issues, and put marketing plans into action. Coherent legislative and policy frameworks are also necessary to guarantee the growth of sustainable tourism. Pakistan's economic growth and international reputation may be considerably enhanced by tourism, if it is pursued with determination and well-considered investments.

Pakistan may establish itself as a top vacation destination by highlighting its natural beauty, rich history, and cultural variety. To create a resilient and prosperous tourist business, the public, corporate, and local communities must work together in a cooperative manner.

Promoting Responsible Tourism in Pakistan's North

Growing up, Muhammad Numan saw a cleaner, more natural environment in Khyber Pakhtunkhwa's tourist destinations. But as time passed and tourism surged, the local landscape he once knew began to change. The influx of tourists resulted in a growing pile of litter across the otherwise scenic sites in the north.

The travel and tourism sector's total contribution to Pakistan's GDP was 5.9 percent in 2022 and 4.2 million jobs. This is sub-optimal considering the diverse tourist sites located across the country. Pakistan attracted ~US\$ 16 billion in visitor spending in 2022 which is projected to touch ~US\$ 30 billion in 2033.

Pakistan experienced an unprecedented surge in domestic tourism immediately after the Covid induced travel restrictions were lifted: For instance, in 2021 and 2022, over 1.2 million domestic and international tourists visited the country's Khyber Pakhtunkhwa province alone.

To manage this increasing all-season footfall of visitors while harnessing its understated economic potential, the local authorities, communities, and private sector require resources, equipment and training without losing focus on green and inclusive tourism.

Determined to make a change, Numan, who now works as a manager at a local hotel in Swat district of Khyber Pakhtunkhwa, sought ways to mitigate the negative impact of the tourism industry on the ecosystem. That is when he came across the "Travel Responsibly for Experiencing Eco-tourism in Khyber Pakhtunkhwa" (TREK) initiative – a partnership between the Government of Khyber Pakhtunkhwa, World Bank (WB) and Nestlé Pakistan to promote and support responsible tourism initiatives.

TREK complements the ongoing activities of Khyber Pakhtunkhwa Integrated Tourism Development Project (KITE) project for heritage preservation and tourism infrastructure development. Since 2020, it has completed awareness campaigns for tourists, and training of local communities and hospitality businesses on waste management. TREK has trained over 650 participants from more than 150 hotels and restaurants in Khyber Pakhtunkhwa's tourist areas. The beneficiaries also included local communities, local authorities and academia of Peshawar, Nathiagali, Abbottabad, [Swat](#), Naran and Chitral districts.

These trainings concentrated on solid waste minimization, segregation, management, and recycling techniques. Public service messages on responsible tourism were also launched through social media and radio campaigns in Khyber Pakhtunkhwa and cities of Islamabad and Lahore. Most country's domestic tourists are concentrated in these geographies and were thus able to receive communication on tourist helplines on the importance of keeping the sites litter-free.

10,000 reusable bags were distributed to tourists and the hotel association in tourist hotspots aiming to encourage their use and minimize littering. In parallel, the IDA-financed KITE project provided waste bins, garbage collection and compacting machinery to the local authorities in Nathiagali, Naran, Chitral and Kumrat districts of Khyber Pakhtunkhwa, and a few locations in Punjab province, and installed 50 tourist information signboards to complement the awareness campaigns.

Incorporating the knowledge from these sessions, like several other participants, Numan introduced eco-friendly practices at his hotel. He also spearheads a community-funded clean-up initiative in his hometown of Mardan district. This initiative has transformed into a community-driven effort, with residents actively participating in regular clean-up drives. Such sustainable transformations encapsulate the very essence of what TREK envisions for communities throughout the province and beyond.

TREK has propelled its partners towards impactful activities by encouraging collaboration with the private sector. Its partner in the initiative, Nestlé Pakistan, is taking concrete actions to create circular systems that make it easier to collect, recycle and reuse products that use plastic. It is committed to designing 100 percent of its plastic packaging for recycling and expects to achieve a 95 percent target by 2025.

The Government of Khyber Pakhtunkhwa has allocated resources and supports its teams to ensure green and inclusive destination management in partnership with the private sector.

The project has also provided machinery for snow removal and solid waste management to local authorities to improve accessibility, traffic flow and promote sustainable tourism in the province.

TREK's inclusivity stands out, inviting participants from diverse backgrounds, including women, youth, and the transgender community. Zareen Akhtar, a social worker, and human rights activist who underwent TREK training, testified to the program's transformative impact. She acknowledged the newfound knowledge she gained, eager to share it with others. She emphasized that she's one of the many women in this region who have had the opportunity to attend these trainings. "Inclusion of women not only has a wider social impact but also a major mindset shift in the region, allowing for a cohesive awareness within the social fabric of the community."

Initiatives like TREK have the power to transform the tourism landscape in some of Pakistan's most pristine destinations and ensure that future generations continue to enjoy these in years to come. In its next phase, TREK will integrate additional players from the private and financial sectors of the country to launch activities that support community empowerment and investment mobilization for job creation.

The BEST Time to Visit Pakistan: Month-by-Month Comparison

[Visiting Pakistan](#) is an adventure like no other.

The people and landscapes are unmatched, and every single province and territory has something special to offer.

While I know you were hoping for a basic and straightforward answer on when to come, the reality is that there isn't one. Pakistan is a large country with diverse landscapes and climates.

The best time to visit Sindh in the south is absolutely NOT the best time to visit Hunza Valley in the north. You'll also find dozens upon dozens of microclimates, especially once you get into the mountains.

Even so, there definitely is a "best" time to travel to each region, and certainly, some months that should be avoided altogether.

I live in Pakistan, and have now traveled to every province and territory in the country, experiencing all four seasons along the way! (Yes, parts of Pakistan do in fact have four seasons.)

My long-term experience in the country has shaped this guide, which gives a **season-by-season** AND a **month-by-month breakdown** of Pakistan's weather.

Understanding the Climate in Pakistan

When planning your [Pakistan itinerary](#), always keep in mind that you will have to consider very different climates.

With such varied landscapes—from some of the highest mountains on Earth in Gilgit Baltistan to the deserts of Sindh—we absolutely need to break this down by province/territory.

But first: there is one universal month that might be the worst time to visit Pakistan, and that's August. Monsoon rains affect the entire country, and have proven to be catastrophic in 2022.

If you take away one thing about Pakistan's climate, remember that **August=monsoon!**

Gilgit Baltistan

Home to the **largest amount of glaciers** outside the polar regions, Pakistan's Gilgit Baltistan territory has an arid climate—most towns and villages sit at over 8,000 feet (2200 m).

Certain regions are wetter or colder than others, but for the most part, the entire region sees all four seasons. The fall foliage that can be found in October-November is particularly incredible.

Khyber Pakhtunkhwa (KPK)

It's difficult to fully classify the climate of KPK. The province has **many microclimates** ranging from subtropical to mountainous and dry just like Gilgit Baltistan.

[Places in Peshawar](#) will be extremely hot and almost unbearable in the summer, while the best time to visit Chitral, which has four seasons, *is* the summer.

Punjab

Like KPK, Punjab doesn't have a uniform climate but it's certainly not as varied. Punjab experiences **extremely hot and humid temperatures** from April-September, with many days that **exceed 110 degrees**.

I highly recommend you do not visit for more than a day or two during this time. A short winter typically grips the region for 2-3 months, where temperatures can get below 40 degrees.

Sindh

Sindh is the hottest place in Pakistan, and is located in a **subtropical region**. Most places in Sindh (aside from Karachi which benefits from the Arabian Sea) are **over 100 degrees** for the entire summer.

Winters remain pleasant with temperatures Westerners would consider “summer weather.”

Azad Kashmir

Azad Kashmir is a **territory of Pakistan** that borders Punjab, KPK, and Gilgit Baltistan. As such it also has a **varied climate**, with places like Neelum Valley having weather similar to Gilgit Baltistan while other areas mimic Punjab's climate.

Azad Kashmir is difficult for foreigners to travel in unless they hold some type of Pakistani ID card.

Balochistan

Balochistan is absolutely massive, and its weather patterns vary, though most of the province can be described as "**extremely hot**."

The **Makran Coastal region** is notably milder and is extremely pleasant to visit from January-April. Meanwhile, mountainous areas around Quetta receive snow and remain very cold during these months.

Balochistan is often brought up when discussing [Pakistan's safety](#), but foreigners cannot visit without security anyways

Does it snow in Pakistan?

Yes! While you might be thinking Pakistan is a hot country, that's only true for some areas.

Many regions of Pakistan experience snow each winter, which lasts from **around December-March**, the same as in other countries in the Northern Hemisphere.

Places in Pakistan that receive snow are situated at higher elevations. Surprisingly, you don't need to head all the way up to Gilgit Baltistan to see it either.

There are multiple places **within 3 hours of the capital Islamabad** that receive snow.

To experience the best of the winter season in Pakistan, head to:

- [Swat Valley](#)
- **Nathia Gali**
- **Galiyat**
- **Ayubia**
- **Gilgit Baltistan**
- [Upper Chitral](#)
- As the climate in Pakistan is so varied, summer means very different things depending on the region you're talking about. In the mountainous north, it's arguably the best time of the year. You'll find plenty of sunshine, and tourism will be in full swing in [places like Hunza Valley](#) and Skardu.

- Do keep in mind that June and July are peak times for **domestic tourism** in Pakistan, which leads to massive amounts of commercial travel. It's still a beautiful time in the region, and getting off the well-beaten tourist trail is not hard.
- Prices in hotels will typically be the highest at this time as well, though things change significantly in September when schools reopen.
- Summer is prime time for [trekking in the mountains of Pakistan](#), with hundreds if not thousands of options in KPK and Gilgit Baltistan.
- These mountainous regions are very cold and lack indoor heating, for the most part, so not only is summer the best time to visit **Gilgit Baltistan, Chitral, and Swat Valley**, but it's really the only time to visit if you want to see the mountains at their best.
- In South Pakistan (including parts of southern KPK), summer is the absolute worst time of the year. Temperatures regularly exceed 100 F, and the beaches of Sindh and Balochistan become too dangerous to swim in.
- If you're primarily interested in South [Pakistan's historical sites](#), avoid planning your trip in the summer.
- As beautiful as it is, the winter season in Pakistan is an absolutely frigid time to head to the mountains. Most hotels and homes don't have heating, and electricity is minimal.
- On the flip side, these are the months of absolutely PERFECT weather throughout **Southern Pakistan**. It's during this time that you can swim in Karachi's beaches and attend local festivals in complete climate comfort.
- **Rain is rare**, and most days bring low levels of humidity. I spent the winter of 2021/2022 traveling around Sindh, and it couldn't have been better.
- While Sindh will give you **sub-tropical vibes** during a traditionally freezing season, winter weather in Punjab and southern KPK is significantly colder. You're definitely going to want to travel with a jacket!
- **Shifting Seasons, Shifting Priorities: Pakistan's Tourism Industry on Alert**
- Climate change is causing shifts in the seasons, impacting the timing and quality of tourism. Unpredictable weather patterns can deter travelers, disrupt adventure activities like trekking and skiing, and damage the local economy.
- One significant impact of shifting seasons due to climate change is the altered timing of peak tourism seasons. Traditionally, Pakistan's northern regions, including places like Hunza, Skardu, and Swat, have been popular tourist destinations during the summer and early autumn months. However, climate change is causing variations in temperature and precipitation patterns, leading to unpredictability in

the timing and duration of these seasons. This unpredictability can deter travelers who plan their visits based on historical weather patterns, impacting the tourism industry.

- **Delayed or Shortened Seasons**
 - Climate change can lead to a delayed onset of traditional tourism seasons. For instance, in northern areas like Murree, where winter tourism is popular, warmer temperatures and reduced snowfall can cause the winter season to start later. This delay impacts businesses that rely on the winter tourism season, such as ski resorts and hotels. In addition to delayed starts, peak tourism seasons may also become shorter. As temperatures increase, snow may melt earlier in the spring, reducing the duration of skiing and other winter activities in hilly and mountainous regions. The warmer temperatures and delayed snowfall in some areas can affect winter sports and adventure tourism. Ski resorts in northern Pakistan, such as Malam Jabba and Naltar, may experience shorter snowfall periods, leading to a reduced winter sports season. This can have economic consequences for local businesses and may limit the appeal of these destinations to tourists seeking winter activities.
- **Impact on Local Economy**
 - Shifting seasons can have ripple effects on the local economy. Many businesses in these regions rely heavily on the income generated during peak tourism seasons. The unpredictability of these seasons can lead to reduced revenues for hotels, restaurants, tour operators, and other tourism-related businesses, affecting the livelihoods of the local population. Communities may need support in diversifying their income sources, adapting to new tourism trends, and preparing for extreme weather events that can disrupt tourism activities.
- **Adaptation Challenges**
 - The tourism industry and local communities face challenges in adapting to these shifting seasons. For instance, investing in infrastructure for tourism, such as hotels and restaurants, requires careful consideration of changing climate patterns. Balancing the

need for year-round infrastructure with the uncertainty of shifting seasons can be a logistical and financial challenge.

- **Diverse Impacts**

- The impact of shifting seasons is not uniform across the entire country. Southern regions like Karachi may experience hotter and longer summers, potentially discouraging tourists from visiting during peak heat. Conversely, northern areas may see variations in snowfall and rainfall, affecting the natural beauty and recreational opportunities that draw tourists.

- **Promotion of Year-Round Tourism**

- To mitigate the effects of shifting seasons, the tourism industry in Pakistan is exploring strategies to promote year-round tourism. This includes diversifying the range of activities available to tourists, such as cultural events, historical site visits, and adventure activities that can be enjoyed in different seasons. Additionally, promoting off-peak travel can help distribute the economic benefits of tourism more evenly throughout the year.

- **Recommendations**

- To reduce the dependence on specific peak seasons, diversify the range of tourism offerings. This can include promoting cultural events, historical site visits, and adventure activities that can be enjoyed in different seasons. Encourage tourists to explore less-visited areas and attractions during off-peak times.
- Invest in resilient infrastructure that can withstand the challenges of shifting seasons. For instance, construct weather-resistant accommodations and transportation options. This includes ensuring that hotels and restaurants can provide heating during colder months and cooling during hot spells.
- Involve local communities in tourism development and decision-making. This can foster a sense of ownership and ensure that the economic benefits of tourism are distributed more equitably, helping communities withstand the challenges of shifting seasons.
- Involve local communities in tourism development and decision-making. This can foster a sense of ownership and ensure that the

economic benefits of tourism are distributed more equitably, helping communities withstand the challenges of shifting seasons.

- Prioritize the protection and preservation of Pakistan's natural and cultural treasures. Implement measures to safeguard historical sites, natural habitats, and ecosystems that are vulnerable to climate change.
- Train and educate tourism stakeholders on climate-resilient practices. This includes disaster preparedness, conservation efforts, and sustainable resource management.
- **Conclusion**

- To navigate this changing landscape, the tourism industry must embrace adaptability and resilience. Strategies for diversification, promotion of off-peak tourism, and sustainable practices are crucial in reducing the sector's vulnerability to shifting seasons.

Collaboration between government, the private sector, and local communities is essential to address these challenges effectively. The changing seasons may present obstacles, but they can also be seen as a call to action. Pakistan's diverse beauty, from its snow-capped mountains to its ancient heritage, is too precious to lose. Let's embrace the challenges, adapt to the changes, and ensure that Pakistan's tourism industry remains resilient and sustainable in the face of a warming world. Together, we can protect and preserve the treasures that make Pakistan a remarkable and enduring destination for adventurers and culture enthusiasts alike.

Reviving Pakistan's tourism

Recently, when PTI Chairman Imran Khan tweeted pictures from his trip to Kumrat and Palas in Kohistan, a lot of domestic tourists started visiting those areas.

In the eight years following tourism's devolution to the provinces, the sector continues to be vastly ignored. The failure ranges from evolving a provincial tourism policy to inadequate infrastructure to attract domestic and international tourists.

The tourism sector, despite its huge potential, is still not a priority subject. Consequently, the share of travel and tourism in GDP has stagnated to around 2.8 per cent despite its huge potential. In many countries this share is around 30pc with almost similar opportunities for attracting tourists.

The industry suffered a setback due to the security situation post 9/11 when international tourists' arrival almost stopped.

On the policy side, Khyber Pakhtunkhwa has emerged as the foremost province in developing a provincial tourism policy which it is consequently implementing. Balochistan also passed the Balochistan Tourism Act and travel guide in 2014. In Azad Jammu and Kashmir a state tourism policy was drafted in 2016 but it has yet to be cleared by the law division.

There is no dedicated provincial tourism policy in Punjab and Sindh while in Gilgit Baltistan the subject is still under the purview of the federal government which seems to have no policy active or institution to promote international tourism.

To reap the benefit of tourism, the provinces have identified sites to develop tourism facilitation centres. Balochistan identified 64 sites with an aim to enhance natural and heritage tourism while Punjab has highlighted, as a success story, its sightseeing bus service in Lahore and its Cholistan desert rally and Murree chairlift scheme.

In KP, Punjab and Kashmir further potential exists in religious tourism (Sikhism, Hinduism and Buddhism), showcasing Mughal and British imperial structures and eco-tourism.

The real problem is in the implementation of cohesive policies to attract tourists.

The challenges identified in hindering tourism in Pakistan are mostly related to inadequate infrastructure, negative travel advisory to international tourists, boarding and lodging, poor connectivity through air and road, NoC requirement for foreigners to visit northern areas including AJK, trust deficit in public and private sector, poor tour operators and no skilful workers in the industry.

It is because of these challenges, that Pakistan was ranked at 124 out of 136 countries covered in the Travel and Tourism Competitiveness Index 2017 of the World Economic Forum. The worst ranking was due to visa requirement where ranking was 135 out of 136 countries.

In terms of prioritisation of travel and tourism the country ranked at 132 among the 136 countries surveyed in the report. Similarly, the effectiveness of marketing and branding to attract tourists got the ranking of 125 out of 136.

According to the report, the quality of tourism infrastructure was ranked at 123, while hotel rooms got ranking of 129. There are a total of 36 world heritage cultural sites in Pakistan while attractiveness of natural assets scored 127.

In discussions and interviews with tour operators and provincial tourism departments, few areas that needed action were identified: revival of tax concessions on import of hotel machinery, land being offered on lease, taxes being rationalised to develop hotels and a formal institute to train and develop human resource for tourism services.

There is no coordination marketing strategy. At the federal level there is no department to coordinate with provinces in promoting tourism at international level. It can be entrusted to the Trade Development Authority of Pakistan. There are few models which can be replicated like Malaysian Tourism and Exports Development Board and the Dubai Commerce and Tourism Marketing Board. These two boards are responsible for marketing tangible products and tourism services.

In the absence of international tourists, the KP government has invested billions on basic facilities for attracting domestic tourists in the province.

In the first phase, reforms were carried out in Galiyat including Nathiagali. These reforms include roadside tourist facility —tyre shop, prayer area and tuck shop. Similarly, another Rs2.3bn will be spent on another project 'Tourism Area Integrated Development Unit' in Kalam, Naran, Chitral and Shangla. Under this project, similar facilities will be offered to tourists.

According to an official of KP tourism department, another \$55 million was recently approved for developing other tourist sites like Kumrat, Jaaz Banda etc. However, he said all these developments are linked with the availability of land for developing tourist sites.

In the last two years, domestic tourists visiting KP surged to 20m from 8m. "We are expecting that this figure will further increase following more facilities to come on ground", he said.

The provincial government is also carrying out a sectoral analysis at a cost of \$2.3m for which consultants have been hired.

The government of KP has also launched Camping pods, imported from Europe, in almost all scenic areas in KP.

Good News For Pakistan: Pakistan Improves Tourism Index On World Economic Forum

Pakistan has improved its ranking in the World Economic Forum's Travel & Tourism Development Index for 2024, moving up to 101st place.

This is a significant improvement of 20 positions compared to its ranking in 2019.

The country's overall score in the index is 3.41 out of 7, which represents a 3.6% increase over the past five years.

Pakistan is categorized as a lower-middle-income economy and is part of the Asia-Pacific Regional Group in the index. This region performed well overall, with 10 out of the 19 economies in the group scoring above the average.

Additionally, 11 economies in the Asia-Pacific Region have shown better scores

since 2019.

For the year 2024, the countries that ranked the highest in the index are the United States, Spain, Japan, France, and Australia.

These countries are recognized for their strong travel and tourism sectors.

The report also highlighted that the Middle East had the highest recovery rates in international tourist arrivals, surpassing 2019 levels by 20%. Other regions like Europe, Africa, and the Americas also showed strong recovery, with international tourist arrivals reaching around 90% of what they were before the covid-19 pandemic in 2023.

Travelling Comparison: India vs Pakistan

Generally, these two neighbors appear together in the news whenever there are tensions between the two, but these countries have many similarities and differences which can affect a traveler, from the planning stage to the end of the trip. It is important to mention that this comparison is not meant to promote one country over the other for traveling as I believe that is subjective. This writing merely highlights the experience of a traveler.

Crowds

This is obvious. India has 1.3 billion people while Pakistan has 220 million people. So it's not surprising that India is more crowded than Pakistan. The concerning part is that in India, you can find crowds from the airport to almost any part of the city. In Pakistan, however, the crowds are not as dense as in India. There are two major reasons why the experience feels different in Pakistan. Firstly, it has relatively less population and secondly, the roads are wider, which gives a traveler a lot more space.

Moreover, the crowds in India do not only mean people, but it also includes animals like monkeys, dogs, cows, etc, which can sometimes feel intimidating.

Tourism

Tourism in India is much more developed, so if you are the type of traveler who likes to plan the journey from start to finish, then India is a much easier place to explore.

While in Pakistan, you may feel that you are the only traveler as you don't find many tourists on the streets since the tourism industry is not very established. You may find planned tours in Pakistan, but there isn't as much variety as you'll find in India. On the flip side, one may feel special in Pakistan because the locals take more interest in you, and want to know about you since seeing tourists is not as common in Pakistan as in its eastern neighbor.

Scams

In Pakistan, the opportunities for scammers are limited because of the fewer number of tourists in the country. Typically, a scam culture needs to develop the tourism industry in order to grow; the more people/tourists, the more opportunity to scam people. In comparison, the number of tourists in India is enough to feed the scam culture. There are guidelines available on social platforms to avoid scams during your travel to India. It's always good to check any guidelines available before traveling to avoid scams. This is not just pertinent to India, rather, it's recommended for any populated tourist spot. Sometimes, local guides can also be part of the problem, therefore it is always in your best interest to use highly rated services with good reviews while traveling to this region.

Traveler Types

If you are an adventure lover and love to plan your traveling on your own, then Pakistan would be best suited for you. There are relatively less planned tour packages available, and the country has much more to offer than you would get in these packages. So, if you are an experienced traveler and know how to plan your day in a foreign country, then Pakistan would suit you.

On the other hand, if you are a traveler who prefers tour packages and likes to have things planned out for you, then India would be a better choice. India also offers adventures and do-it-yourself stuff, but people can generally find various tour packages that fulfill their needs. Thus, for first-time travelers, I would recommend India.

Female Solo Travelers

In Pakistan, there are more women working in the hotel and service industry, and you're more likely to find females working in the reception of your hotel. Additionally, the tourist places in Pakistan are generally less crowded, which means there are fewer chances for scams. On the other hand, this country demands an experienced traveler since you often need to plan things on your own. There are many well-known female travelers who visited Pakistan lately, you can check out their experiences YouTube: [Eva zu Beck](#) (Poland), [Haley Dasovich](#) (US), and [Brooke Seward](#) (Australia) are few females who captured their travel experiences in Pakistan. Their videos give a glimpse of female travelers' experience and are a great motivator if you are a female planning to travel solo to Pakistan.

In India, there are also a lot of female travelers but the difficulties regarding the crowd and scams should definitely be a factor to consider while making plans. Overall, India and Pakistan offer similar traveling challenges to females, and your level of traveling knowledge and preparation will dictate your experience.

Food

The cuisine in both countries is very different. One may find a similar base of dishes, but the ingredients and flavor of the dishes are quite different. From the center to the

north, both countries have dishes that are relatively mild in spices. On the other hand, the southern part of both countries offers you spicier meals.

Another important factor is meat. In Pakistan, you can find meat options in almost any part of the meal menu. Moreover, the variety of meat and dishes changes from north to south, but you can find the meat of lamb, cow, and chicken almost everywhere in Pakistan.

In India, they also use a cooked form of cheese “Paneer” which you may not find in Pakistan so easily. Rather, one may find butter in a lot of the cuisine in Pakistan.

Public Transportation

In big cities of both countries, Uber is available. In Pakistan, it's fairly easy to get a ride from Uber and local Careem application. While in India, it can sometimes be difficult to get Uber on time because of hectic traffic. In Pakistan, you may find intercity buses which offer reasonably good services. While I would recommend to try out the rail journeys for intercity travel in India. In Pakistan, one can also use rickshaws for some adventure traveling within the city, or use the Uber bike option for inexpensive traveling.

In both countries, you can hire taxis or cars with a local driver for your whole journey. It is recommended to make sure the driver has good references and reviews if you are choosing this option. For organized tours, always follow tour operator guidelines.

Cost

In terms of cost, both countries won't strip your cash off. The prices of traveling inside both countries are cheaper if you compare it to many well-known tourist spots.

One important factor is accommodation which requires a bit of detail. In India, one may find luxury or ultra-budget options. It is difficult to find middle tear options at a good location in India. While in Pakistan, the middle tear option is widely available at good spots with free breakfast facilities. Moreover, higher-end hotels are also not much expensive in Pakistan if you compare it with India.

People

Both countries have lovely people. They are friendly and accommodating. Both countries are big and wide so they also have variation in culture from north to south and east to west. No matter which tourist spot you select to explore in these countries, you would find something new and worth traveling.

Summary

Both countries offer adventure but Pakistan is more for experienced and explore yourself, travelers, while India offers more refined and planned experiences. Pakistan is also developing its tourism industry which means in the future one may

see more people coming to this place but we hope that it won't lose its exploring opportunities which it has to offer now.

Pakistan declared 'best performing' in tourism

Pakistan was the 'best performing destination' in terms of tourism during the first nine months of 2023, according to the 'World Tourism Barometer' published by the World Tourism Organisation of the United Nations.

Pakistan made a remarkable 92 per cent recovery to pre-pandemic levels in 2023, as the country experienced a 115 per cent surge in foreign tourist arrivals compared to the previous year, signaling a robust comeback post-Covid.

With the recovery reaching 115pc and projections of international receipts reaching \$1.3 billion by the end of the year, Pakistan stands as a beacon in tourism resurgence, showcasing its potential on the global stage, Pakistan Tourism Development Corporation Managing Director Aftab Rana said.

He attributed this success to the concerted efforts in tourism promotion. Pakistan actively participated in six major global events to project the tourism potential in the country.

A strategic online outreach, along with launching of the "Salam Pakistan" tourism brand in August 2023, contributed significantly to attracting a diverse range of visitors from across the globe.

Minister of State for Tourism Wasi Shah congratulated the PTDC team and industry partners for the achievement, expressing optimism for a stronger performance in 2024 despite existing challenges. Mr Rana spoke highly of the collaborative efforts of PTDC, provincial tourist departments and private sector operators, emphasising the role of global events in expanding international partnerships.

According to the WTO Tourism Barometer, other leading best performing destinations were Qatar, Saudi Arabia, Serbia, Turkiye and Romania among countries from Europe, Asia-Pacific, Americas, Africa and the Middle East. Egypt and Serbia were at the bottom of the destination countries list.

Key findings of the barometer show international tourism recovered 87pc of pre-pandemic levels in January-September 2023.

An estimated 975 million tourists travelled internationally between January and September 2023, an increase of 38pc over the same months of 2022, though 13pc fewer than in 2019.

International tourism receipts could reach \$1.4 trillion in 2023, about 93pc of the \$1.5tr earned by destinations in 2019.

These results reflect the strong recovery of demand in 2023. By regions, the Middle East continued to lead the recovery by regions in relative terms, with arrivals 20pc

above pre-pandemic levels in the first nine months of 2023. Europe, the world's largest destination region, reached 94pc of pre-pandemic levels, supported by robust intra-regional demand.

Africa recovered 92pc of pre-crisis visitors during this nine-month period and the Americas 88pc. In Asia and the Pacific, arrivals climbed to 62pc of pre-pandemic levels.

By sub-regions, North Africa (+5pc), Central America (+4pc) and Southern Mediterranean Europe (+1pc) continued to exceed pre-pandemic levels in January-September 2023.

International arrivals are expected to reach 1.3bn overall in 2023, up 33pc over 2022 and almost 90pc of pre-pandemic levels, in line with UNWTO scenarios published in January.

Against this backdrop, international tourism is well on track to fully recover pre-pandemic levels in 2024 despite economic challenges and uncertainty derived from certain geopolitical tensions and conflicts, WTO says.

The Impact of Digital Media on Tourism Promotion in Pakistan

In an age where information is just a click away, digital media has revolutionized the way we plan and experience our travels. Pakistan, a country known for its rich cultural heritage and stunning landscapes, has not been left behind in embracing the power of digital media to promote its tourism sector. In this comprehensive exploration, we will delve into the profound impact of digital media on tourism promotion in Pakistan, looking at how it is shaping the way travelers discover and explore this beautiful nation.

1. Social Media and Viral Marketing:

Social media platforms have become a double-edged sword in the world of tourism promotion. On one hand, they serve as powerful tools for showcasing the country's beauty. Stunning images of Pakistan's landscapes, colorful bazaars, and diverse cultures often go viral, attracting the attention of travelers from around the world. Travel influencers and bloggers play a crucial role in showcasing Pakistan's beauty, sharing their experiences, and inspiring others to visit. These visually appealing posts have the ability to change perceptions and encourage travel.

On the other hand, social media also provides a platform for travelers to share their experiences in real-time, offering invaluable feedback and reviews. Positive

experiences can significantly boost tourism, while negative ones can serve as warnings and areas for improvement.

2. Online Travel Communities:

The rise of online travel communities has given prospective travelers access to authentic and unfiltered information. Platforms like TripAdvisor, Reddit, and various travel blogs have dedicated sections for Pakistan travel. Here, users exchange valuable insights, tips, and advice, helping others plan their trips effectively. These platforms build trust through real traveler experiences, enabling tourists to make informed decisions.

3. Virtual Tours and 360-Degree Videos:

Advancements in technology have given rise to virtual tourism. Tourists can now take virtual tours of Pakistan's landmarks and attractions from the comfort of their homes. 360-degree videos and virtual reality experiences allow potential visitors to explore destinations like Lahore's Badshahi Mosque, the Karimabad Bazaar in Hunza, or the serene Shangrila Resort in Skardu before booking their flights. This not only helps travelers plan their itineraries but also generates excitement and anticipation for their upcoming trips.

4. Destination Marketing Websites:

Recognizing the need for a centralized online resource, the Pakistan Tourism Development Corporation (PTDC) and various provincial tourism departments have developed informative websites. These websites serve as digital hubs where travelers can access everything they need to know about Pakistan's destinations, accommodations, and activities. They provide comprehensive guides, travel itineraries, and essential information for tourists, making trip planning easier and more efficient.

5. Digital Marketing Campaigns:

Both the government and private sector have been investing in targeted digital marketing campaigns. Engaging videos, sponsored content, and paid advertisements on social media and search engines are used to attract a global audience. These campaigns often focus on highlighting Pakistan's unique selling points, such as its cultural festivals, mountaineering expeditions, and wildlife safaris. The use of analytics and data-driven marketing ensures that promotional efforts are reaching the right audience.

6. Online Booking Platforms:

The availability of online booking platforms for hotels, flights, and tours has simplified the planning process for tourists. Booking websites and apps like Agoda, Booking.com, and Airbnb have made it easier for travelers to find suitable accommodations and make reservations, further enhancing their experience. This convenience has played a significant role in facilitating travel to Pakistan.

7. International Vloggers Promoting Tourism in Pakistan:

One of the most impactful ways Pakistan's tourism has gained international attention is through the efforts of international vloggers and content creators. These individuals have used their vlogs, videos, and social media platforms to showcase the beauty and charm of Pakistan. Their authentic and immersive travel experiences have attracted a global audience and encouraged travelers from around the world to consider Pakistan as a must-visit destination.

Conclusion

Digital media has undeniably transformed the way Pakistan promotes its tourism sector. Through social media, online communities, virtual tours, and targeted marketing campaigns, Pakistan is reaching a broader and more diverse audience of travelers than ever before. As digital platforms continue to evolve, the future of tourism promotion in Pakistan looks promising, ensuring that more people from around the world will discover the magic of this enchanting country.

Whether you're planning a trip or simply exploring from afar, digital media has made Pakistan's treasures more accessible to everyone. It has opened the doors to discovery, encouraged cultural exchange, and created a sense of unity among travelers and the communities they visit. In this digital age, Pakistan's tourism

industry has embraced innovation, making it easier than ever for the world to experience its wonders.