

Pakistan TOURISM News

Pakistan Tourism
Development
Corporation

June - 2022



Opening New
Avenues of Nature
and Adventure

Tourism - Taking Pakistan
to New Heights



Pakistan Tourism
Development Corporation

Messages



Awn Chaudhry
Adviser to the Prime Minister
on Tourism and Sports

Tourism – the backbone of economy is one of the fastest growing industries across the world as it plays a crucial role in socio-economic advancement.

A major catalyst for employment generation, social development, foreign exchange earnings, and investment attraction, this sector, according to the vision of the Prime Minister of Pakistan is the top priority for the government as it is committed to revive tourism sector by positioning the relevant institutions to ensure fast paced economic growth.

Our aim is to explore the unexplored matchless natural beauty of Pakistan to encourage the dedicated human capital for accelerating our journey towards establishing a prosperous and self-reliant economy. Responding to the evolving needs of the sector, true potential of tourism can be revealed by concerted growth efforts, efficient institutions cooperation, strengthening of PTDC as a national tourism organization and developing a well-organized regulatory mechanism to match the needs of modern tourism industry requirements.

To promote soft image of the country worldwide, we have developed a coordinated strategic approach for best utilization of available resources with focus on provision of world-class services and facilities to the domestic and foreign tourists.

I am pleased to inform that PTDC is taking remarkable steps that will go a long way to have a lasting impact on the tourism sector and fulfil Prime Minister's vision of making tourism industry a booster for the country's revenues, employment generation, poverty alleviation, private sector investment promotion and build the image of Pakistan as a tourist friendly destination on the global tourism map.



Aftab-ur-Rehman Rana
Managing Director
Pakistan Tourism Development Corporation

I take this opportunity to share with you with a great pleasure the latest edition of PTDC newsletter which highlights progress on various initiatives, achievements and promotional activities of PTDC during the past one year. It also carries glimpses of the initiatives of the provincial tourism departments which are working collaboratively with the federal government to develop and promote tourism at regional level.

The most exciting news is that our joint efforts to promote tourism in Pakistan has been recognized at international level by the World Economic Forum. Pakistan has made a big jump on International Travel and Tourism Development Index by moving up six places as per the latest report released by WEF.

The 2021 edition of the Travel and Tourism Development Index includes 117 countries. The index ranks the countries based on the set of factors and policies that enable the sustainable and resilient development of the travel and tourism industry of each country.

As per the latest edition of the international travel and tourism competitive index titled "Rebuilding for a Sustainable and Resilient Future," Pakistan has been ranked 83rd, which is up from 89th place in the index's previous edition of 2019. This six points increase in the raking of Pakistan on global travel and tourism index is quite a significant progress and now Pakistan is among the countries in the Asia Pacific Region that have improved its ranking the most since 2019. This has become possible due the joint efforts of federal/ provincial governments and private sector.

Another good news is that PTDC is going to launch Tourism Brand Pakistan that will change the dynamics of tourism industry by bridging gaps between the destinations and the tourists by giving them maximum information, opportunities for travel, exploring the unexplored hidden gems of tourism in Pakistan and improving upon the standards of services in tourism and hospitality sector in Pakistan.

I appreciate the support of the Board of Directors of PTDC, dedicated and brilliant team of PTDC and all the stakeholders who continuously contributed to our achievements in making tourism sector an engine of economic growth and employment generation in Pakistan.



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Pakistan: A Heaven for Tourists

Pakistan is one of the few countries in the world that has a broad inventory of tourism attractions based on its natural landscape characteristics, biodiversity, and rich culture and legacy. Pakistan has a distinct geographical position with natural variety spanning from the seashore to the world's highest mountains. Pakistan is well-known for being a well-kept secret in the world of tourism.

The decision by the Government of Pakistan to discontinue the requirement of No Objection Certificates for foreign visitors wishing to visit specific sections of the nation has benefited the recent increase in tourism.

The Government of Pakistan has launched e-visa services for **191** countries and visa on arrival services. The World Economic Forum's Travel &

Tourism Competitiveness Report placed Pakistan in the top **25** per cent 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.



Pakistan was named the Best Holiday Destination for 2020, as well as the third-highest potential adventure destination in the world for 2020.

Major Achievements

Institutional Reforms in Pakistan Tourism Development Corporation

Introduction:

Pakistan Tourism Development Corporation (PTDC) was incorporated in 1970 under the repealed Companies Act 1913 as a Public Corporation limited by shares. The Corporation is owned by Government of Pakistan and governed through its Board of Directors comprising 16 members. Special Assistant to Prime Minister on Tourism Coordination is the chairman of PTDC Board of Directors. The Secretary (Cabinet Division) is ex-officio Vice Chairman while Managing Director PTDC is administrative head of the Corporation. PTDC owns three subsidiaries namely PTDC Motels North (Pvt.) Ltd., Associated Hotels of Pakistan (AHP) and Pakistan Tours (Pvt.) Ltd.

The Government decided to revamp PTDC at Federal level and initiated the process of its rightsizing and restructuring. Now PTDC serves as the secretariat and implementation body of the National Tourism Coordination Board (NTCB) and as a National Tourism Organization (NTO).

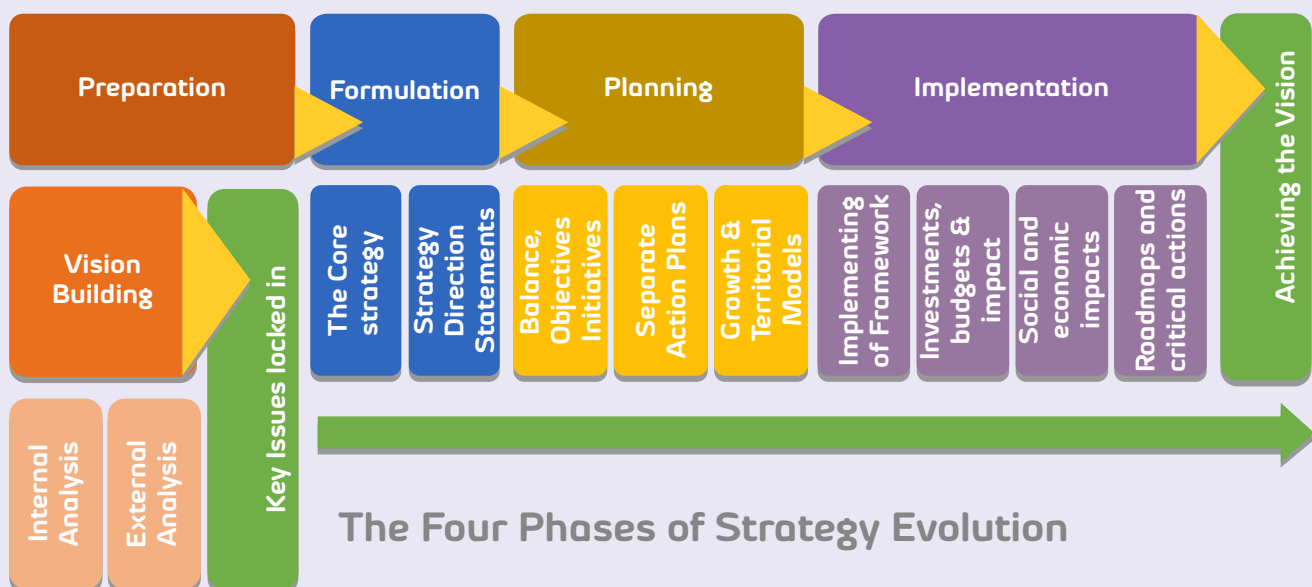
A new organogram has been developed and rationalization of Human Resource (HR) for its new role and structure is in process. A new Board of Directors has been constituted having representation of all the provinces/regions and private sector. A mechanism in consultation with provinces/regions has been developed for handling over assets of PTDC along with HR and liabilities to respective provinces and regions. These assets will be offered to private sector on long lease to promote private investment in tourism sector.

Re-structuring and Revamping of PTDC

PTDC works to promote tourism in Pakistan by marketing country's natural landscape, history, culture, arts and archaeological monuments to attract tourists, facilitating development of policies, strategies, framework etc, representing the country in domestic and international events and exhibitions. PTDC suffered in the aftermath of 18th Constitutional Amendments as the subject of tourism was devolved to provinces without providing clear direction for the Corporation.

PTDC's New Vision

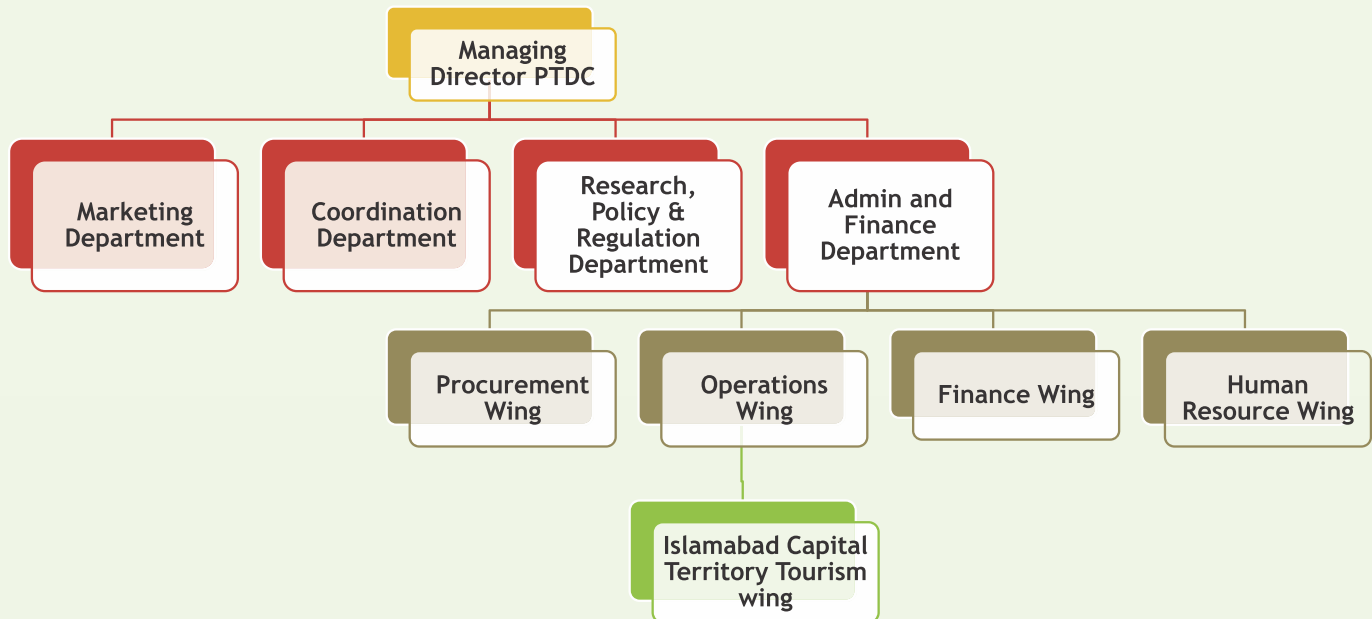
The PTDC's vision is to develop the tourism sector as a national priority in a sustainable and acceptable manner, taking full advantage of regional and international trends and developments, in order to significantly contribute to the improvement of Pakistan's quality of life while promoting the country's cultural and natural heritage.



Objectives of PTDC

- Projection of Pakistan as a tourist friendly destination.
- Bringing Pakistan amongst Top 5 tourist destinations of Asia.
- Marketing of Pakistan's tourist products in tourist generating markets (at local and international level).
- To act as a catalyst in encouraging the private sector to play active role in tourism promotion & development.
- Provide support to provinces and regions for development of tourist infrastructure and services nationally.
- Increase investment in tourism sector to provide better facilities and develop new attractions.
- Play a vital role in job creation, poverty reduction and socio-economic development of the country.

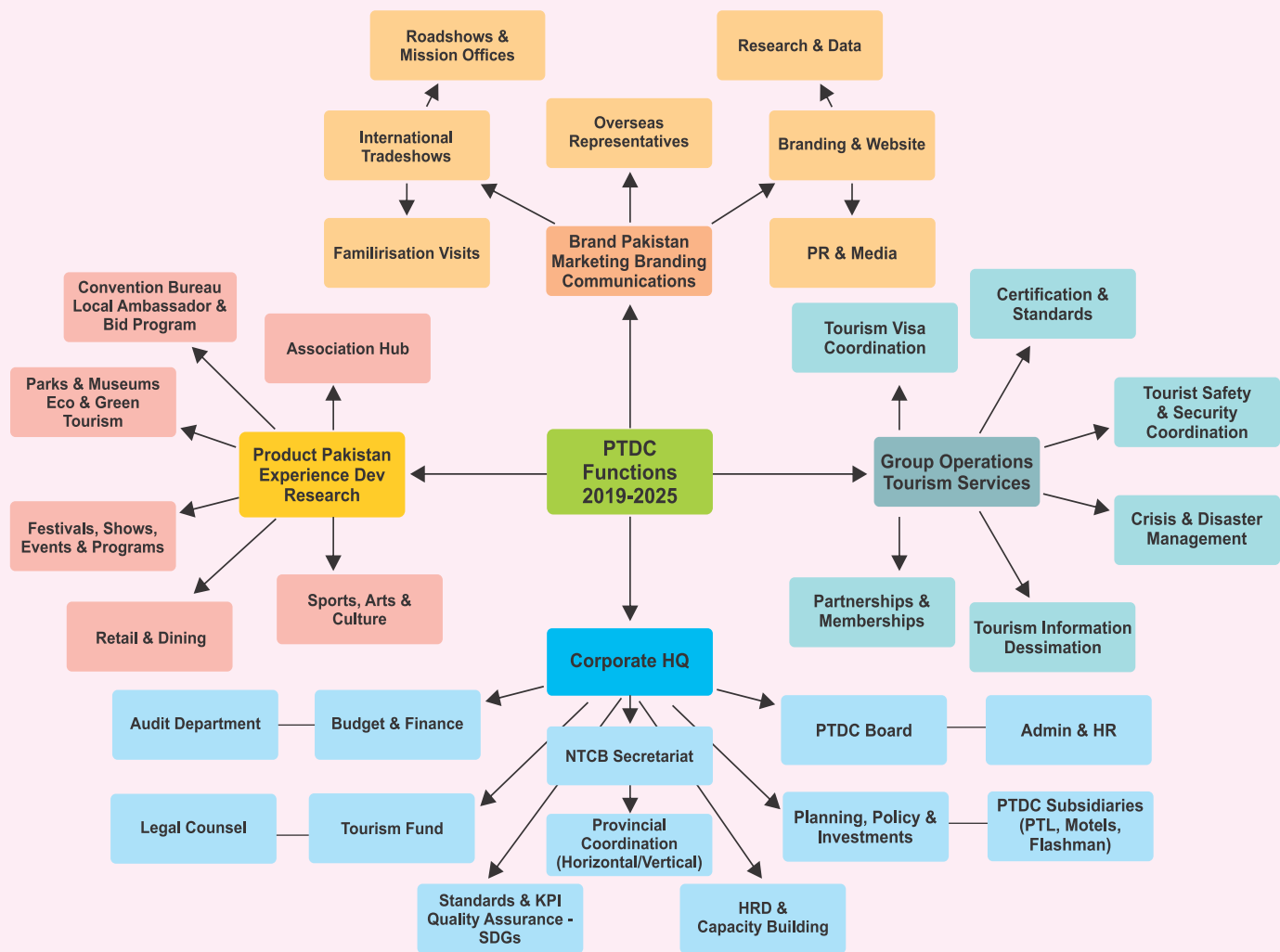
New organizational restructuring of PTDC



New Role of PTDC

- International and national coordination for the promotion of domestic and foreign tourism.
- Industry advocacy about developing and implementing standards and certification in tourism services.
- Tourism marketing and positioning of Tourism Brand Pakistan.
- Development of national tourism portal as one stop shop for tourism.
- Tourism research and up-to-date data management.
- Tourism facilitation at federal level through PTDC TICs and Head Office.
- Development of plans for the promotion of tourism in Federal Capital.





Formation of National Tourism Coordination Board (NTCB)

To develop synergies and improve vertical and horizontal coordination to strengthen tourism sector, current government notified formation of National Tourism Coordination Board (NTCB). NTCB comprises of public and private sector experts; representation from all of the provinces and regions, key federal government departments and private sector tourism trade associations of Pakistan. It also has technical working groups with experts of tourism industry to formulate strategies and plan for the development and promotion of tourism in Pakistan. It is now playing an active role in bringing harmony among all the public and private sector stakeholders.

TORs Of National Tourism Coordination Board

- Coordination with national and international organizations dealing with tourism sector.
- Marketing and Promotion of tourism potential of Pakistan.
- Coordination with EAD, BOI and other entities to attract investment in tourism sector.
- Facilitating provinces in developing regulatory framework for quality standards in Hospitality sector.
- Coordinating national participation of Tourism sector in international expos and events.
- Forum for provinces to discuss tourism related strategies and developing synergies amongst provinces and regions.
- Coordination with organizations for developing quality human resource.
- Provision of technical assistance to provinces to develop institutions in tourism sector.
- Overseeing implementation of the reformed tourism related Visa and NOC regime.

Formation of National Coordination Committee on Tourism (NCCT) Formation

Prime Minister of Pakistan formulated National Coordination Committee on Tourism (NCCT) in August 19, 2020. 17 Members of National Coordination Committee on Tourism (NCCT) were notified on August 25, 2020. NCCT is composed of Chairman PTDC, The Federal Secretary (Ministry of Interior, Defence, Communication, Religious Affairs, Aviation, Industries & Climate Change), Chief Secretaries of Provincial/Regional governments, Chairman ETPB and Managing Director, PTDC.

a. TORs Of National Coordination Committee on Tourism (NCCT)

- Implementation of National Tourism Strategy
- Implementation of Prime Minister's Directives and their progress on Tourism
- Geo-mapping and profiling of all tourist destinations
- Identification of barriers to tourism development with concrete directions/ recommendation for their removal
- Identify policy and legislative impediments and develop and recommend measure to overcome them
- Devise effective regulatory and implementation mechanism of National Minimum Standards
- Promote tourism investment through PPP, SME & access to capital etc
- To make required decisions and issue instructions to the relevant Federal and Provincial authorities
- Hold regular fortnightly meetings to review progress
- Act as focal point for inter-provincial, inter-ministerial, interdepartmental and inter-agency coordination to resolve implementation issues

Formulation of National Tourism Strategy (NTS) 2020-30

Two consultative workshops were organized on development of National Tourism Strategy (NTS) 2020-30. Key Stakeholders from public and private sectors and members of working groups of NTCB participated in these workshops.

Two consultative workshops were organized on development of National Minimum Standards for Tourism and Hospitality Sectors. Key Stakeholders including Department of Tourist Services (DTS), Pakistan Association of Tour Operators (PATO), Travel Agents Association of Pakistan (TAAP), Pakistan Hotels Association (PHA), All Pakistan Restaurants Association (APRA), Sustainable Tourism Foundation, Adventure Foundation, Alpine Club of Pakistan and Provincial Tourism Organizations participated in these workshops.

Priority Areas of National Tourism Strategy 2020-30

- Make Pakistan a "premium" all year-round tourism destination.
- Give great importance to local heritage, cultural expressions and protection of natural environment.
- Develop top of the line special interest niche products.
- Support ease of investment in tourism infrastructure.
- Expand formulas to optimize tourism multiplier effect on the local economy.



Formation of Integrated Tourism Plan for Islamabad

A very productive series of four consultative workshops was held on the formulation of an Integrated Tourism Plan for Islamabad Capital Territory from 24th of August to 27th August to get input from all the concerned stakeholders. Aftab ur Rehman Rana, Managing Director of PTDC chaired these sessions and more than 70 key stakeholders including public sector

departments and agencies, private sector organizations, tourism and hospitality trade association, non-profit associations and clubs, media outlets and academia participated in these consultative workshops and shared their input and recommendations for the formulation of comprehensive tourism development plan for Islamabad.



Privatizations of PTDC Motels



As many as 37 PTDC Motels located in Punjab, Khyber Pakhtunkhwa, Balochistan and Sindh are being transferred to the provincial governments to privatize them to encourage private sector investment in tourism and hospitality sector. 19 motels of Khyber Pakhtunkhwa, 6 motels at Punjab, 7 in Sindh and 5 in Balochistan have been listed for leasing so far. These motels include Motel at Saidu Sharif, Motel at Panakot, Dir, Motels at Bamburat Chitral, Bunni Chitral, Birmoglasht Chitral, Motel at Kalam, Swat, Motel at Balakot Mansehra, Motel at Turkham, Motel at Katas, Chakwal, Motel at Taxila, Motel at Wagha Lahore, Motel at Bahawalpur, Motel at Hawk's Bay Karachi, Motel at Mohenjodaro, Tourist Information Centre Thatta, Motel at Taftan, Motel at Chaman and Motel at Ziarat.



Leasing of PTDC's Properties in GB and AJK

PTDC properties in Gilgit Baltistan and Azad Kashmir are being outsourced for leasing. Properties will be leased to such reputed firms, companies, private corporations who shall operate, improve and develop the motels while

keeping intact their heritage value and ecosystem. For the purpose of this transaction, the process provided in Public Procurement Rules are being followed.

Ease of Visa Policy

E-visa policy and visa on arrival services has been introduced for 191 countries round the globe.

As many as 175 countries would be able to apply E-Visa. Visa on Arrival (VOA) for 30 days validity

and stay will be given to the businessmen of 66 countries of Business Friendly List (BVL).

50 high potential tourist generating countries are being included in the visa on arrival list.

Development of Brand Pakistan

The process of developing 'Brand Pakistan' for the first time in history has been completed with an aim to project and promote Pakistan's distinctive tourism identity in national and international markets through a comprehensive marketing and promotional strategy.

The initiative includes an extensive media and marketing campaign to showcase tourism

potential of Pakistan to domestic and foreign tourists. Relevant mediums including broadcast travel and lifestyle channels, radio stations, airlines, travel websites, social media platforms (YouTube, Facebook, Instagram) and travel bloggers/influencers will be resorted to in a harmonized manner to present true image and colors of Pakistan.

National Tourism E-Portal

An exclusive e-portal has been developed to provide a world class exposure to Pakistan's tourist attractions through one click. The portal consist of a user-friendly interface to interact with the prospective tourists and provide them

online connectivity to view Pakistan's tourist sites through virtual galleries, videos and documentaries to avail the various available services.

B2B Linkages with other Countries in the region

To promote B2B linkages with various countries, series of webinars are being arranged with representatives of tourism industry of different countries such as Central Asian States, China, Turkey, Iran, Sri Lanka, Russia, Thailand, Indonesia, South Korea etc.



Social and Digital Media Engagements

- National and International outreach of Pakistan Tourism through social media platforms is over **25 million** by PTDC
- Engagement of two High Profile International and eight National bloggers /v-loggers to promote Pakistan tourism potential at national and international level
- Over **2000** posts & stories shared by PTDC social media platforms
- The digital media audience on PTDC official social media platforms is over **300,000**.
- PTDC has created a YouTube Channel with around **100** videos to promote tourism.

A new PTDC website, providing updated information has been developed after a long gap. Continuous efforts are underway to improve the website and provide visitor with all the required information.



Other initiatives for the promotion of tourism

- Introduction for Helicopter Operations for Air Safari in mountain areas.
- Upgradation of Skardu Airport as International Airport.
- Introduction of Direct flight for Skardu from Lahore, Karachi, Faisalabad, Sialkot to facilitation and promote tourism in northern areas.
- Operationalization of Saidu Sharif Airport to provide easy access to Swat Valley.
- Introduction of mountain air safari to facilitate tourists to see the high mountains panorama.
- Removal of condition of NOC for foreign visitors.
- Registration of every foreign visitor entering in Pakistan in IBMS database system.
- Improved visa fasciation to Sikh heritage tourists.
- Positive revision of travel advisories of 20 countries.
- 29 Missions have dedicated tourism desks manned by foreign office/consular/commercial staff.
- 78 Pak embassies have been reviewed on the basis of success in enhancing tourism to Pakistan.
- PEMRA has directed all private channels for airing regular tourism related programs.
- A private channel DISCOVER PAKISTAN has been launched solely to promote tourism industry of Pakistan.



Establishment of Tourism Integrated Zones

- 10 tourism integrated zones are being developed in Punjab including Attock, Daud Khel, Dharabi, Khabbeki and Fort Munro.
- Tourism integrated plan of Ghanool, Mankyal, Madaklasht, and Thandiani has been developed in Khyber Pakhtunkhwa
- Balochistan Tourism Integrated Plan is also made.
- Feasibility study for destination development plan of 10 untapped areas and 22 Destination Management Plans is on cards at Gilgit Baltistan.
- Creation of Special Tourism Zones in Azad Kashmir is also in process

New Publicity Material

- Promotional material on Pakistan, Gandhara (English, Korean and Chinese Languages) and Sikh Heritage, World Heritage Sites, Taxila, Eco Tourism, Museums, Mountaineering and Trekking in Pakistan, Adventure Tourism, Islamabad Map, Northern Areas Map and Pakistan Map, Pakistan Tourism Guide and Top 20 Tourist sites has been printed.

COVID Era Tourism Recovery Strategy

- The committee prepared a Tourism Recovery Strategy and action plan in consultation with all key stakeholders
- Covid Era SOPs for different tourism service providers were developed and visitors.
- Online training and awareness sessions were organized to sensitize stakeholders about the safe tourism during Covid-19 Era.
- Different financial incentives were offered to solve the cash flow problem of tourism and hospitality businesses during the early period of the crisis.



Tourism Promotion Initiatives by Provincial Governments

Initiatives by Baluchistan Government

- Master planning of coastal area is in progress. 7 major tourist areas are being developed at coastal area in the province. 5 major parks are developed at tourist sites in coastal area.
- A modern well equipped Museum is developed and soon inauguration will be made.
- At Zhob, a heritage site has been developed at British Time Political Agent residence. A museum is made at the site.
- Cultural complexes are made in all 8 divisional HQ to use culture as tourism potential.
- Cave-city in Lasbella district is developed as major archeological site.
- Geo tagging of major tourist sites has been completed.
- Railway Heritage sites master planning in progress.
- Shaban valley, a major tourist sites in Quetta, master planning done.
- Shinghar, a major tourist site in Kohe Suleman, master planning is underway.
- Harboi Forest area master in Kalat district master planning is in progress.
- Shilabagh, a major tourist spot on Pak-Afghan border master planning is in progress.



Initiatives by Khyber Pakhtunkhwa Government

- Development of master plans for four new Integrated Tourism Zones
- Formulation of Destination Management Plan for Tourists Destinations
- Outsourcing of Government Rest Houses / Governor Houses
- Opening of Balahisar Fort for Tourism
- Building codes developed and notified by Galliyat Development Authority (GDA) and Kaghan Development Authority (KDA)
- Development and operationalization of Camping Pods at different new tourist locations
- Introduction of Tourist helpline 1422
- Development of Roadside facilities and installation of public toilets at tourist spots
- Establishment of Emergency Posts at tourist sport
- Free training for tour guides and hotel management staff



Initiatives by Sindh Government

- Upgradation of Website of Tourism
<https://stdc.gos.pk/>
- Initiated Work on Tharparkar Tourism Project
- Setting up of Tourist Facilitation Center at Karachi Airport
- Improvement of Tourism Facilitation at Kinjhar Lake
- Improvement of Tourism Facilitation at Thatta Archaeological Site
- Organization of various cultural events



Initiatives by Punjab Government

- Construction of road from Kahuta to Kotli Satyan Murree and Rawalpindi
- Construction of Attock, Chakwal, Khushab and Mianwali Road
- Construction and rehabilitation of Qila Rohtas Bypass, Uch Sharif and Chanan Pir Road
- Launch of Tourism App
- Geotagging of Tourist Places increased from 511 to 675
- Developing software for online booking of resorts
- Completion of Information Boards and View points
- Restoration of Fort Monroe Resort in Dera Ghazi Khan
- Establishment of a resort at Cholistan desert for tourists
- Double decker bus introduced for tourists in Bahawalpur and Rawalpindi
- Government's 4 rest houses transferred to Tourism Department
- Installation of 800 sign-boards at major tourist & historical sites
- Opening of Fossils Museum
- Establishment of Museum in Multan
- Working on Tourism Park Indus Blind Dolphin River at Taunsa
- Desert Safari project in Cholistan Desert



Initiatives by GB Government

- Geo mapping of 470 tourist sites has been completed
- Setting up of two new national Parks completed
- Leasing of 10 government rest houses to private sector for developing as tourist resorts
- Investment plan for establishing a tourist resort at Upper Kachora Lake
- Establishment of Tourist Police in GB
- Calendar of events has been compiled and promoted via website and social media
- Work on preparation of feasibility studies of 3 tourism zones (Askole, Parising and Ishkoman) has been started
- Work on Homestay Development scheme is underway
- 20 new sites identified for development as Ecotourism Destinations
- Development of 12 rest areas and roadside toilets has been completed in collaboration with private sector



Initiatives by AJK Government

- Geo mapping of all tourist sites has been completed
- Establishment of Tourist Police in AJK
- Calendar of events has been compiled and promoted via website and social media
- Work on preparation of feasibility studies of 4 tourist sites has been completed
- Work on Homestay Development scheme is under way
- Draft of AJK Tourism Promotion Act 2019 has been finalized
- 19 road side facilities (toilets, tuck-shop and rest rooms) have been completed
- Work on waste management in collaboration with private sector is under way



Events and Activities

Pakistan's Significant Improvement on International Travel and Tourism Development Index

Pakistan has made a big jump on International Travel and Tourism Development Index by moving up six places as per the latest report released by the World Economic Forum (WEF).

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Asia Pacific Region that have improved its ranking the most since 2019.



Appointment of Adviser to the Prime Minister on Tourism & Sports

Mr Awn Chaudhry has been appointed as Adviser to the Prime Minister on Tourism & Sports on April 19, 2022. On the advice of Prime Minister Shehbaz Sharif, President Dr Arif Alvi approved the appointment of Awn Chaudhry as his adviser. His status will be equal to the status of a federal minister.

PTDC 97th Meeting of Board of Directors



The 97th meeting of Pakistan Tourism Development Corporation (PTDC) Board of Directors was held in the head office of PTDC on May 30th 2022. Mr. Awn Chaudhry, Special Advisor to Prime Minister/Minister of Tourism

and Sports attended this meeting as special invitee.

Mr Aftab-ur-Rehman Rana, MD PTDC informed the Board Members that Pakistan has made a

significant improvement on the International Travel and Tourism Development Index by moving up six places as per the latest report released by the World Economic Forum (WEF). He informed that this has been possible due to the combined efforts of federal and provincial governments and private sector for the promotion and development of tourism in Pakistan.

MD PTDC also apprised the members of BoD about the initiative of Tourism Brand of Pakistan which is going to be launched very soon. He informed that this new tourism brand will focus on the projection of Pakistan as a tourist friendly

destination, bringing Pakistan amongst Top 5 tourist destinations of Asia, marketing of Pakistan's tourist products in tourist generating markets (at local and international level), act as a catalyst in encouraging the private sector to play active role in tourism promotion & development, provide support to provinces and regions for the development of tourist infrastructure and services on national level and increase investment in tourism sector to provide better facilities and develop new attractions. The BoD members approved the theme of the Brand and its various components.

Pakistan Appears on the Global Map of Medical Tourism

Pakistan has huge untapped potential of Medical Tourism with the availability of number of high class medical and healthcare facilities all over Pakistan with highly qualified and most experienced doctors, surgeons and medical consultants.

Pakistan has introduced a specialist medical visa category to welcome international medical tourists. Obtaining a medical visa is a simple, quick, and straightforward process that gives medical tourists the freedom and flexibility to organize their trip ahead of time. Applicants can apply for a Pakistani Medical Visa through the Pakistan Online Visa System.



A dedicated web portal <https://mtp.nhsrsc.gov.pk/> has been launched to provide all the information about medical tourism in Pakistan and also integrated with the official tourism portal of Pakistan Tourism.

Workshop on National Tourism Competitive Index for Pakistan



Pakistan Tourism Development Corporation (PTDC) and The World Bank (WB) jointly organized a workshop in Islamabad on National Tourism Competitiveness Index (NTCI) for Pakistan. Managing Director PTDC, Mr. Aftab Ur Rehman Rana reaffirmed government's commitment towards enhancement of sustainable tourism development and shared that PTDC's collaboration with the WB on developing NTCI will allow the government to collect, monitor and report valuable data, which will strengthen the tourism sector's ability to show evidence backed progress while enabling the authorities to make informed policy decisions. The Senior Private Sector Specialist of the WB, Ms. Kiran Afzal briefed that World Bank's partnership with the government on this crucial activity will help realise our collective vision of making Pakistan a destination of choice for tourists from around the world while offering diverse tourism experiences to the domestic travellers. Mr. Gabi Afram,

Practice Manager of the WB's Finance and Competitiveness Global Practice also conveyed that the institution will continue its support to strengthen tourism sector planning, product offering and resilience of the value chains through its ongoing investment project financing in Punjab and Khyber Pakhtunkhwa.



Visit of British Pakistani Forum delegation

A seven-member delegation of British Pakistani Forum visited Headquarter of Pakistan Tourism Development Corporation (PTDC) to discuss the foreign investment opportunities and potential in the field of tourism and hospitality sector in Pakistan on May 20, 2022.

British Pakistani Forum about the efforts of Federal Government to promote and develop tourism in Pakistan and has also provided them information of potential investment opportunities in the tourism sector of Pakistan. The British Pakistani Forum has shown interest in bringing foreign tourists and overseas Pakistani tourist groups from UK to visit Pakistan.

Mr Aftab-ur-Rehman Rana, MD PTDC briefed the



Vesak Day Festival Celebration



Vesak Day festival was celebrated at the Taxila Museum and Mohra Murado Stupa on May 17, 2022 to mark the birth, enlightenment and passing of Buddha.

According to Buddhists, 2022 marks the 2,566th year of Lord Buddha's attainment of enlightenment. The event was jointly organized by Pakistan Tourism Development Corporation (PTDC), C2D, The Serenity Resort, Gandhara Resource Center, Punjab Tourism (TDCP), Punjab Dept. of Archaeology and I-SAPS. A large number

of people from different walks of life participated in this event.

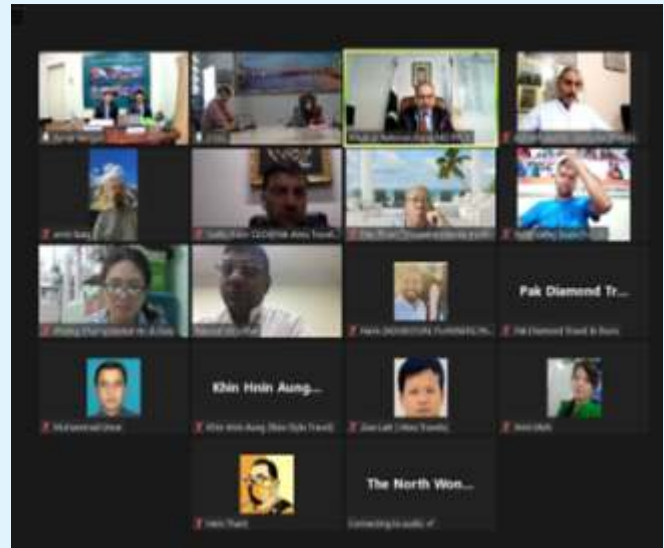
Mr Aftab-ur-Rehman Rana, MD PTDC while speaking on the occasion shared that Pakistan is country which is rich in cultural heritage sites of different religions. It is our moral responsibility to work individually and collectively for the preservation and promotion of cultural heritage and sites of religious significance to maintain their identity.



Webinar on Exploring Potential of Buddhist Heritage Tourism in Pakistan

Pakistan Tourism Development Corporation (PTDC) and Pakistan Embassy at Myanmar organized a webinar on May 10, 2022 with the participation of officials from both sides to explore the potential to promote Buddhist Heritage & religious tourism in Pakistan and to develop B2B linkages among the tour operators of both countries.

Representatives of tour operator companies from Myanmar and companies from Pakistan also attended the webinar and appreciated the resumption of International flights in Myanmar after 2 years and consider it an ideal time to promote Pakistani tourism with a focus on Buddhist heritage and religious tourism.



Winter Sports Festival at Ganga Choti, Bagh AJK

A colorful and thrilling Winter Sports Festival held at Ganga Choti, Bagh AJK in collaboration with AJK Winter Sports Association and PTDC from February 4 to 12, 2022.

The festival included activities like Ice and Snow Competitions, Cross Country Ski Marathan, colorful cultural show, Alpine Skiing and Ice Skating performances while the closing



ceremony was followed by prize and medals distribution.

The event aimed at promoting adventure and sports tourism activities in the region as well as project soft image of the country.

About the festival, MD PTDC, Aftab ur Rehman Rana said the mountaineous regions of Pakistan during this time of the year are adorned with snow blankets while Kashmir which is known as a piece of paradise, compels tourists from across the country and abroad.

Ms. Sadia Nauman, Manager, Pakistan Tourism Development Corporation (PTDC) said such events are a treat of enjoying glimpses of nature for adventure and nature lovers and keep people involve in healthy activities.

National Ice Sports Championship

The five-day national ice sports competitions started at Gulkin on January 18 with a number of handicrafts and food stalls as attraction. Besides the sports activity, young and elders danced on traditional music as part of the celebrations.





On January 27 National Ice Sports Championship concluded in Ghulkin village of the Upper Hunza in which the team of Altit SCARF team won the gold medal in male category while the girls team of Ghulkin won the gold medal in female category.

The event was organised by Pakistan Winter Sports Federation and the Ghulkin Winter Club in collaboration with PTDC.

The total of 21 teams of men and women from Punjab, Sindh, Khyber Pakhtunkhwa, Azad Jammu and Kashmir, GB Scouts, PAF, Skardu, Yasin Ghizer, Khalti Ghizer, Nagar, Altit Hunza, Ghulkin Hunza, Karimabad Hunza and Chiperson Hunza participated in this event.

Besides high level officials, a large number of residents of the area witnessed the thrilling ice hockey matches.

The closing ceremony was followed by prizes, medals and certificates distribution among the winners.

Four years old, Mahnoor from Hoper Valley of Nagar district became the youngest girl to participate in the competition. She got the silver medal in the ice skating competition.

The events of ice hockey, ice climbing, mountain cycling and other winter sports were part of it. The concluding ceremony was held at Ghulkin, where Force Commander of the Force Command Northern Areas Major-General Jawwad Ahmad was the Chief Guest. Managing Director of PTDC, Mr. Aftab-ur-Rehman Rana, attended as Guest of Honour and distributed the medals and awards amongst the winners.



Mahnoor, a 4-year-old from Hooper Valley in Nagar district, stunned the world by winning a silver medal in the ice speed skating competition. Residents of Gilgit-Baltistan, including Nagar, expressed happiness over the outstanding performance of Mahnoor.

International Mountain Day Celebration 2021

Raising awareness on the importance of mountains for human existence and promoting tourism activities related to mountains, PTDC organized a 3-day program on International Mountain Day celebrated every year on 11th December, 2021.

The event aimed at highlighting the potential and restrictions in mountain development and foster alliances that will bring good change to mountain people and surroundings worldwide.

The inaugural session was organized at the President House where President of the Islamic Republic of Pakistan-Dr. Arif Alvi was the chief guest who also presented the awards among the people having valuable contribution in the field of sustainable mountain tourism under the categories of Climate Change, Sustainable Tourism and Mountaineering and Adventure Sports.



"Pakistan is a country rich in natural beauty, and the birth place of many civilizations. Mountain tourism is a foundation of the local economy, offering jobs and business possibilities. What we have to do is to properly plan and develop mountainous areas and enhance our Human resource with skilled workforce." Arif Alvi says.

MD PTDC, Aftab-ur-Rehman Rana in his presentation highlights potential of mountain tourism and efforts of the government for development of tourism for the socio-economic development in the mountain areas of Pakistan.

"Government is working to create an enabling

environment for private sector to come forward to invest in developing high standard facilities for the tourism in Pakistan," Mr Aftab says adding "there was a need to promote eco-friendly tourism in the mountains to safeguard the natural environment of our mountain areas".

Giving presentation in the inaugural session Colonel (R) Manzoor, Ex-President Alpine Club of Pakistan mentioned that: "Our nation is ideal for explorers since it has some of the world's highest mountain peaks and a diversified topography that responds to the needs of all types of tourists."



President Dr. Arif Alvi addressed at the conference on Sustainable Mountain Tourism in connection with World Mountain Day at Aiwan-e-Sadr.

Sustainable Mountain Tourism Conference

In continuation of the event, a national level conference on Sustainable Mountain Tourism and Sports held on December 11 at Pearl Continental Hotel, Rawalpindi by PTDC in collaboration with Alpine Club of Pakistan focussing on Sustainable mountain tourism that can help to provide new and alternative livelihood opportunities while also encouraging poverty reduction, social inclusion, landscape and biodiversity protection.

The conference was organized in collaboration with Alpine Club of Pakistan while three sessions were held on the themes of 'Climate Change and its impact on Mountain Environment', 'Sustainable Mountain Tourism in Pakistan' and 'Adventure Tourism in the Mountain Areas of Pakistan' in which the guests speakers shared their expert opinions on the significance of mountains for the wild life and life of humans as well.



The Chief Guest, Minister for Tourism Gilgit-Baltistan, Raja Nasir Ali Khan addressing the participants said that 'Mountain tourism is a foundation of the local economy, offerings jobs and business possibilities. In mountain locations, the tourism business also contributes to infrastructural development, which offers further economic prospects. We can generate a force to battle poverty in mountainous areas by

collaborating with development agencies, civil society, and the commercial sector to lead tourism on a more sustainable route with mountain people."

The Minister said that despite of COVID-19 challenges, large number of tourists visited Gilgit-Baltistan and other beautiful places in the country.

He said, "At the first step, we revised our tourism policy and grant of trekking permits brought under the tourism ministry. This step helped us accumulating resources that could be utilized for the betterment of locals and a task force was also made for strict monitoring and sustainability of tourists places."



Managing Director, PTDC, Aftab-ur-Rehman Rana on the occasion said that Pakistan was ideal for explorers since it had some of the world's highest mountain peaks and a diversified topography that responds to the needs of all types of tourists. Mountain tourism is also seeing significant changes. Ecosystem services in high mountain places must be monitored and adaptation options for local populations and visitors must be expanded.

He said that sustainable mountain tourism could help provide new and alternative livelihood opportunities to the people and reduce poverty.



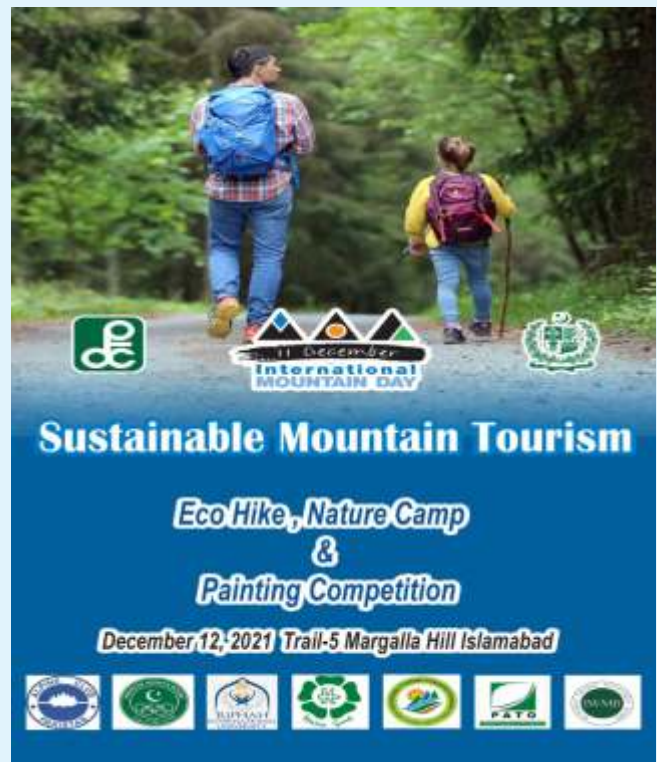
Conference on Sustainable Mountain Tourism and Sports to celebrate International Mountain Day

Eco Hike in Margalla Hills National Park

International Mountain Day Festivities concluded with Youth Engagement at Eco-Hike on Trail 5 Margalla Hills Islamabad to create awareness about mountain tourism among young children and students of various institutions.

The day-long event included nature study camp and Eco-hike for children to study ecology of Margalla Hills. This event was jointly organized by PTDC, Alpine Club of Pakistan, Sustainable Tourism Foundation Pakistan and Islamabad wildlife Management Boards.

The concluding event was followed by another field activity at Margalla National Park that was a clean-up drive by university students. This event was organized by PTDC with the support of Riphah International University, Pakistan Sports Board, Sustainable Tourism Foundation Pakistan, Pakistan Association of Tour Operators, Islamabad wildlife Management Boards and Hashoo group.



Workshop on the theme of “Bridging gap between hospitality sector and educational institutes in Khyber Pakhtunkhwa, Pakistan”

Department of Tourism & Hospitality, Abdul Wali Khan University Mardan in collaboration with Higher Education Research Endowment Fund (HEREF) and Pakhtunkhwa Economic Policy Research Institute (PEPRI) organized a consultative workshop on the theme of “Bridging the gap between hospitality sector and educational institutes in Khyber Pakhtunkhwa, Pakistan”.

The focus of the workshop was to promote Tourism industry and hospitality sector in



Pakistan that has the potential for significant contribution to the country's economic development.

However, the country has been facing a number of challenges to fully exploit this potential. The shortage of the desired number of quality and

professional workforce in tourism and hospitality sector is among the most important challenges. Participants of this workshop divided in three working groups discussed this issue in detail and contributed their valuable input to devise strategies for bridging the gap between the academia and the industry stakeholders.

Webinar on “How Pakistan can attract Russian tourists to Pakistan and tips about budget travel to Russia”

Mr. Anton Krotov (traveler and guide book writer from Moscow, Russia) was invited as Chief Guest at PTDC Head Office, he shared his suggestions regarding “How Pakistan can attract Russian tourists to Pakistan and tips about budget travel to Russia”

Mr. Anton Krotov is travelling since 1991 by visiting 130 countries around the world and written a total of 60 books.

Aftab-ur-Rehman Managing Director PTDC, Ms. Sadia Nauman Manager (Publicity & Promotion), Mukhtar Ali Manager (TICs), Charles Barker,

Pakistan Tour Operators Association (PATO) and representatives from PM Office attended a webinar in this regard and shared their valuable feedbacks to strengthen the relationship between Pakistan & Russia.



Career Development Conference

Mr. Aftab ur Rehman, Managing Director PTDC attended Career Development Conference as a Keynote Speaker organized by Department of Tourism and Hospitality, Hazara University Mansehra on 15th November.

Syed Ahmed Shah, member of KP provincial assembly, Dr. Prof Jamil Ahmed, Vice Chancellor of Hazara University, Seth Matiullah, President of Tourism Promotion Association of Kaghan Valley,

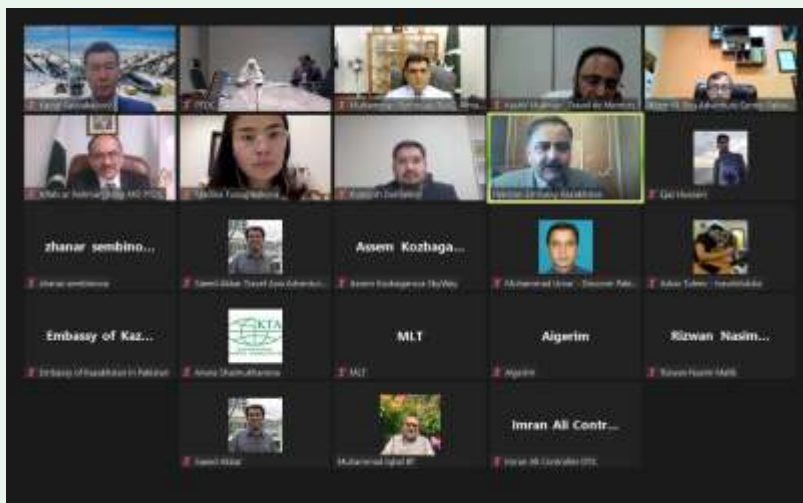
renowned photographer Mr. Gulraiz Ghori, Nida Aziz Social Media Influencer, Dr. Anas Mehmud Arif, Dr. Muhammad Alam and other faculty members and large number of students attended this conference.



Interview of Aftab Rana, MD of PTDC on PTV Morning Show regarding Pakistan Participation in ITB 2022. ITB is world largest travel & tourism show which held every year in March at Berlin, Germany

Promotion of Bilateral Tourism between Pakistan & Kazakhstan

To Promote Bilateral Tourism between Pakistan and Kazakhstan, an online consultative meeting held on November 02 that was attended by high officials of PTDC, Embassy of Pakistan - Kazakhstan, Pakistan Air Lines (PIA), Kazakh Tourism National Company, Embassy of Kazakhstan - Pakistan, Tourism Associations & tour operators of both countries.



H.E Mr. Yerzhan Kistafin Ambassador (Republic of Kazakhstan to Pakistan) visited PTDC office for meeting with Managing Director Mr. Aftab ur Rehman to promote the bilateral tourism between Pakistan and Kazakhstan.

15th Executive Training Program on Tourism Strategy and Policy at Male, capital of Maldives



UNWTO Asia Pacific Region organized 15th Executive Training Program on Tourism Strategy and Policy at Male, capital of Maldives from 5 to 8 October. High ranking professionals and

resource persons from more than 50 countries participated in this iconic training event of UNWTO.

Secretary General of UNWTO, Mr. Zurab Pololikashvili, Mr. Jeong-bae Kim, Vice Minister of Culture Sports and Tourism, Republic of Korea, Dr. Abdulla Mausoom, Minister of Tourism of Maldives and Mr. Harry Hwang, Regional Director of Asia Pacific also attended the annual session of this important event. MD PTDC Aftab ur Rehman was among the panelists in the inaugural session while the theme of this year program was Domestic Tourism as the National and International Long-term Tourism Strategy.

The key takeaway from this training is that crises

situations are not to put us in trouble but they are to challenge us to think more innovatively, take account of our weaknesses and mistakes and improve ourselves to perform even better than before.

The participants were of the view that it was a great learning experience. Through this training we came to know each and every country has done wonderful things to meet the challenge of pandemic of Covid-19 and established best practices for others to follow and improve upon.

Celebration of World Tourism Day 2021

The World Tourism Day (WTD) is globally celebrated on 27th September under the aegis of United Nations World Tourism Organization (UNWTO). PTDC joined the global community to celebrate WTD by organizing various events to highlight importance of the day. A training workshop on use of social media for tourism promotion, rock climbing competition for youth and paragliding was the celebration.

Rock climbers from various institutions, clubs and departments of different cities participated in the competitions organized for novice kids, amateur climbers and professionals at Saidpur Village adjacent to Margalla Hills Islamabad. Huge number of participants joined Rock Climbing competition from various institutions, clubs and departments i.e. Roots Millennium Schools, Beaconhouse Schools System, Gosha-e-Mashal, Nusrat Jahan Academy, NUST, Rakaposhi Adventure Club, Ibex Club, DHA Climbing Team – Lahore, SNGPL Climbing Team, Shifa and individuals from various walks of life. The boys and girls of under category of Under 9, Under 12, Under 15, Under 18, open amateur, open pro, participated in the competition.



Air Games Islamabad were organized at Fatima Jinnah Park-F9 and F6 Cricket Ground, Islamabad from 25th to 27th September including games like paragliding, paramotor flying, micro light air craft flying and skydiving/parachuting disciplines.

As many as 65 pilots/ paragliders participated in the event jointly organized by Pakistan Hang Gliding and Paragliding Association arranged the Air Games in collaboration with CDA and PTDC.

Training Workshop on Online Marketing

PTDC in collaboration with Pakistan Association of Tour Operators, Pakistan Hotel Association and Sustainable Tourism Foundation Pakistan, also organized a training workshop on 'online marketing & social media for promotion of tourism'. The workshop was beneficial for tourism and hospitality professionals: travel and tour operation companies, hotels, restaurants and tourism businesses.

The Chairman PTDC congratulated the participants who joined the rock-climbing competition and paragliding competition and emphasized the initiatives taken by the government that would help to promote tourism for achieving the targets of creating more opportunities for economic growth.

He said that celebration of this day keeps us



At concluding ceremony of the competition, Aftab Ur Rehman Rana appreciated the active participation of climbers and the paragliders.

He thanked to The Adventure Club, Pakistan Hang Gliding, Pakistan Association of Tour Operators, Pakistan Hotel Association and Sustainable Tourism Foundation Pakistan for their collaboration in the events and to the international tourism training expert Angela Carson for giving an online training on 'online marketing & social media for promotion of tourism'.

committed towards our goal to promote and develop tourism in Pakistan. We are celebrating the WTD with rest of the world as a nation proud of its glorious past and custodian of a bright future.



Junior Rock Climbing Competition



Highlights of Junior Rock Climbing Competition held at Lake View Park, Islamabad.



Promotion of Health Tourism in Pakistan

For promotion of Health Tourism in Pakistan, a meeting was held under the chairmanship of Mr. Aftab-ur-Rehman Managing Director PTDC regarding Health Tourism with Dr. Sabina Durrani DG Health, Ministry of National Health Services Regulations and Coordination (NHSRC).

PTDC & NHSRC agreed to promote Health Tourism of Pakistan along with development of health tourism website to facilitate foreign patients.



Pakistan China Two-way Tourism Promotion Conference

To celebrate the 70th anniversary of the establishment of diplomatic relations between China and Pakistan and strengthen Pak-China tourism and cultural exchanges, Pakistan China Two-way Tourism Promotion Conference was organized by the Pakistan Embassy in China on 16th September. Aftab ur Rehman Rana, MD PTDC, Tanveer Jabbar, MD of Punjab Tourism, Muhammad Ali Khoso, MD of Sindh Tourism and Asim Ayub, Project Director BOI delivered presentations and highlighted the potential of tourism promotion between the two countries.

MD PTDC highlighted that Pakistan is one of the few countries in the world blessed with a diverse inventory of tourism attractions. The country is home to one of the oldest civilizations in the world having several sites of religious and historic

importance, unique arts and crafts and rich culture and heritage. There are many locations with eye catching scenic beauty, splendid mountain peaks and valleys. With all the great wealth of tourist attractions, Pakistan is popular for having unexplored treasures and an unknown gem of global tourism market.



33rd Joint meeting of the World Tourism Organization's (UNWTO) Commission for East Asia and the Pacific and its Commission for South Asia



The 33rd Joint meeting of the World Tourism Organization's (UNWTO) Commission for East Asia and the Pacific and its Commission for South Asia held on 14 September with the participation of Aftab ur Rehman Rana, MD PTDC as representative of Pakistan.

The Member States taking part in these high level virtual meetings focused on the coordination of policy measures and strategies to revive the tourism activities in the region. These include the phased lifting on travel restrictions and the introduction of travel corridors. Looking ahead, members also agreed on the importance of upgrading the skills of the tourism labour force, as

well as embracing innovation and digital transformation.

MD PTDC on this occasion highlighted the efforts of the government of Pakistan for the promotion and development of tourism in the country. He said, "The government of Prime Minister Imran Khan is committed to develop tourism sector in all the regions of Pakistan and working on different projects to ensure the sustainable and eco-friendly growth of this sector for the socio-economic development and employment generation for the people of Pakistan". He also shared details about various steps taken by the government to boost the tourism industry in Pakistan for bringing more revenues.

UNWTO Secretary-General Zurab Pololikashvili also participated in the meeting.

The meetings were attended by around 120 participants from 25 of UNWTO's 29 Member States in the region under the chairmanship of Malaysia and the Maldives and concluded with elections and nominations for positions within key UNWTO bodies.

Consultative workshop on enhancing B2B linkages to promote tourism between Pakistan and China



Consultative workshop on enhancing B2B linkages to promote tourism between Pakistan and China held on September 06.

Chaired by Aftab-ur-Rehman Rana MD PTDC, discussion was carried out to promote tourism among both countries and the participants

shared worthy suggestions including Pakistan tourism promotion material in Chinese language, Digitization of tourism promotional material, Visa facilitation mechanism for tourists of both countries, Investment opportunities plans in collaboration with Board of Investment (BOI), Development of new tourists sites along CPEC route, Development & improvement in transportation infrastructure, Training courses for tour guides, effective usage of Social Media for tourism industry promotion and signing of MoU between Pakistan and China to promote tourism industry of both countries.

The consultative workshop was attended by representatives of different departments/

organizations including Mr. Zhang Heqing Cultural Counselor - China Embassy, Second Secretary - Pakistan Embassy in China, China Cultural Center in Pakistan, Director China - Ministry of Foreign Affairs (MOFA), MD Tourism Development Corporation of Punjab (TDCP), MD Sindh Tourism Development Corporation (STDC), Directorate of Tourism Balochistan, Deputy Director Gilgit Baltistan Tourism Department, COTHM, Pakistan Association of Tour Operators (PATO), Walnut Travels & Tours Consultancy, Lexicon Leisure (Pvt) Ltd and Travel Waljis (Pvt) Ltd.

Weekly initiative "Badal Raha Hai Pakistan"

A new weekly initiative **"Badal Raha Hai Pakistan"** was launched on PTV to highlight the progress of tourism sector. First program went on-air in which Aftab-ur Rehman Rana - MD PTDC was the guest to share his views on the potential of tourism in Pakistan and initiatives taken by PTDC to promote domestic as well as international tourism in Pakistan.



Agro-Tourism Conference, Dushanbe



Economic Cooperation Organization (ECO) organized an International Festival of Dushanbe - The ECO Tourism Capital and International Forum on Agro-Tourism Development at Dushanbe, Tajikistan from 29 to 30 August. Aftab ur Rehman

Rana, MD PTDC in this high level meeting made a presentation on the prospects of Agro-Tourism in Pakistan.

This international Forum on Agro-Tourism highlighted the importance of Agro-Tourism and provided a great opportunity to learn from the experiences of each other about the development of Agro-Tourism which can play an important role in strengthening the rural economies of ECO member states, MD PTDC said adding this event will also help to build mutual cooperation and working relationship with each other to promote Agro-Tourism more pro-actively for the overall economic growth and employment generation at local, national, regional and global levels.



Vehicle rally & tree plantation to celebrate Independence Day

To celebrate Independence Day of Pakistan, a vehicle rally was organized in Islamabad on 14 August, 2021 by Pakistan Tourism Development Corporation (PTDC) that started from D-Chowk and culminated at F-9 Park.

On the occasion, tree plantation event in F-9 park was also held and the participants planted saplings in line with the government's vision of Clean Green Pakistan. The event aimed at promoting positive image of the country and showcasing its tourism potential.



Speaking on the occasion, Managing Director, Pakistan Tourism Development Corporation, Aftab-ur-Rehman Rana said Pakistan is a beautiful and peaceful country and provides tremendous opportunities of tourism. "The country is heading towards fast-paced development," he added and paid tributes to those who are contributing towards the country's development and prosperity.



Memorandums of Understanding

PTDC and Agri Tourism Corporation join hands to Promote Sustainable Rural Tourism in Pakistan

Aftab-ur-Rehman Rana, Managing Director of Pakistan Tourism Development Corporation (PTDC) and Tariq Tanveen, CEO of Agri Tourism Development Corporation signed a MoU to promote the concept of Sustainable Rural Tourism in Pakistan. The MoU ceremony was held at PTDC Head Office, Pak Secretariat Kohsar Block, Constitution Avenue, Islamabad on 13th May, 2022.



PTDC and Pakistan Boy Scouts Association joined hands to Promote Youth tourism in Pakistan



Pakistan Tourism Development Corporation (PTDC) and Pakistan Boys Scouts Association

(PBSA) on April 20, 2022 signed a Memorandum of Understanding (MoU) to promote responsible and eco-friendly youth tourism among boy scouts throughout the Pakistan.

The purpose of this MoU was to develop a working relationship between PTDC and PBSA that assures cooperation of both the organizations for sharing of information and opportunities to allow them to contribute to each other's initiatives and work.

PTDC and Mishal Pakistan collaborated to Promote Research in Tourism Sector

Pakistan Tourism Development Corporation (PTDC) and Mishal Pakistan signed a Memorandum of Understanding (MOU) on April 20, 2022 to promote research in tourism sector of Pakistan to develop national travel and tourism competitive index on annual basis.

Managing Director PTDC, Aftab ur Rehman Rana signed the MoU on behalf of PTDC while CEO Mishal Pakistan, Amir Jehangir signed from the other side to jointly work for bringing travel and tourism related initiatives into public discussions, through various interventions. Mishal Pakistan is country partner institute of the World Economic Forum and PTDC is national tourism organizations of Pakistan.



PTDC and ICCIA joins hands to promote sustainable tourism



PTDC joined hands with Islamic Chamber of Commerce, Industry and Agriculture to jointly develop, organize and grow the Sustainable Tourism Forum in Pakistan.

In line with enhancing sustainable tourism in OIC member states, the forum aims to strengthen the position of Pakistan as a major global hub for Sustainable Tourism, tremendously believing in the importance of promoting intra-OIC tourism and highlighting the abundant investment opportunities in the tourism sector of member states.



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