

07 JULY - 13 JULY 2025

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Vol. 06 - Issue 28

Pakistan Set to Become a Top Global Tourist Destination!



Chairing a high-level meeting on tourism, the Prime Minister Shehbaz Sharif emphasized Pakistan's untapped potential, from snow-capped peaks to serene rivers, deserts to heritage sites, that can rival any destination in the world. Prime Minister called for the creation of special tourism zones to transform Pakistan into a premier global tourist destination through public private partnership.

Key directives include:

- Immediate action by the Pakistan Tourism Development Corporation (PTDC) to develop an action plan to promote tourism in Pakistan
- Strengthening of federal-provincial collaboration
- Encouraging public-private partnerships for investment promotion in tourism sector
- Developing long-term plans and strategic branding to position Pakistan globally

This high level meeting held on 30th June was attended by Minister for Information and Broadcasting Attaullah Tarar, Minister for Railways Hanif Abbasi, Federal Minister of Planning, Development, and Special Initiatives, Ahsan Iqbal Chaudhry, Minister for Azad Jammu & Kashmir, and Gilgit Baltistan Affairs Amir Muqam, Minister for National heritage Aurangzeb Kitchi, Advisor to Prime Minister Rana Sanaullah, Special Assistant Huzaifa



Rehman, Dr. Syed Tauqir Hussain Shah, Advisor to the Prime Minister, Mr. Kamran Ali Afzal,

Secretary Cabinet Division, Aftab Rana, Managing Director PTDC, Sardar Yasir Ilyas, CEO of the

Centaurus Companies Group of and other senior government officials.

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Lt Gen (R) Sardar Hassan Azhar Hayat, MD Green Tourism, met with Mr. Sardar Yasir Ilyas, National Coordinator for Tourism, to discuss the growth of tourism and its future prospects.

FPCCI delegation meets with the MD of Punjab Small Industries Corporation, artisans, and the President of the All Punjab Handicraft Manufacturers and Traders Association, Pakistan



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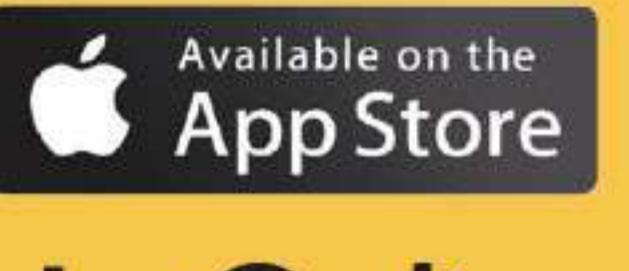




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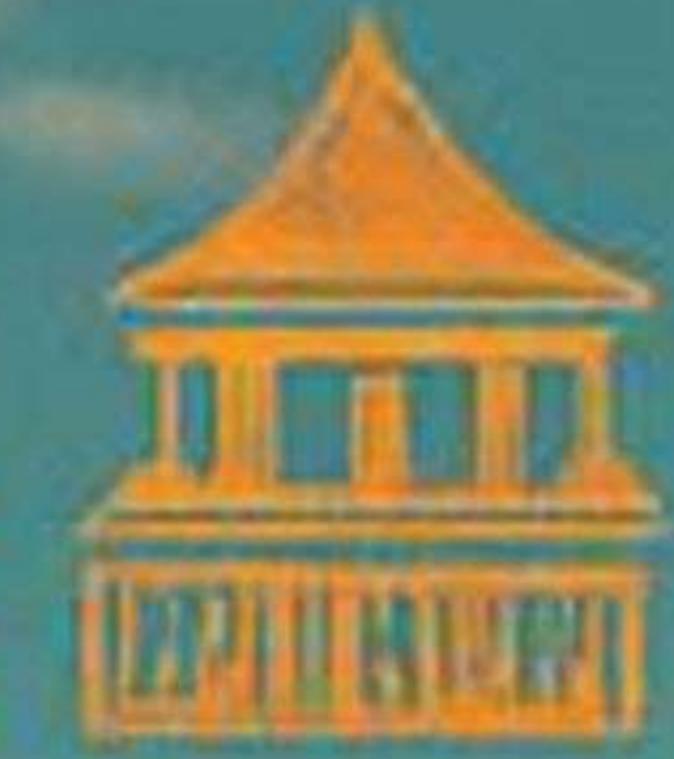
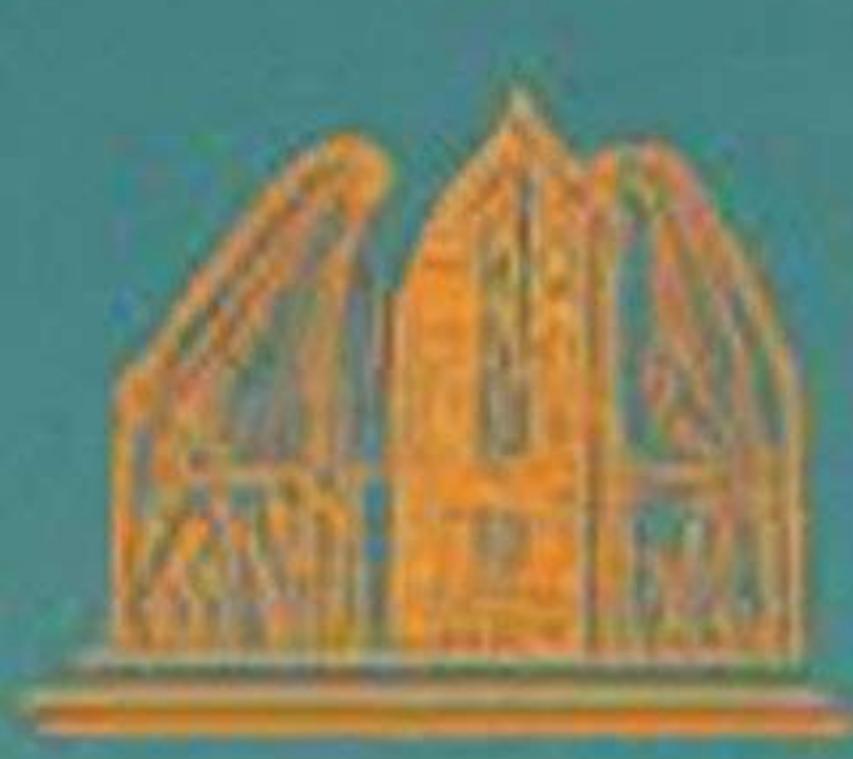
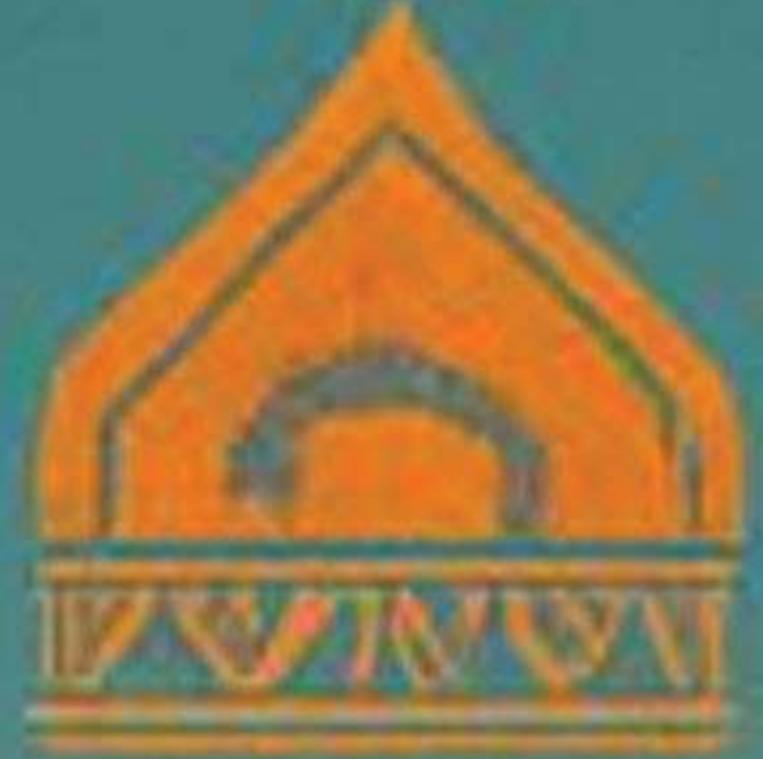
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5TH MEETING OF FPCCI CENTRAL STANDING COMMITTEE ON "TOURISM ECONOMY" & A ROUND TABLE DISCUSSION ON DEVELOPING A COMMON ACTION PLAN FOR "SAFE & SECURE MOUNTAIN TOURISM"



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
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OMANI BIKER CLUB WRAPS UP SCENIC TOUR OF PAKISTAN!



PTDC had hosted sightseeing tour of Islamabad, for the Boucher Biker's Club from Oman following their thrilling 10-day biking expedition across Northern Pakistan. Their journey covered stunning destinations including Kaghan, Gilgit, Baltistan, Hunza, and the Karakoram Highway. To conclude their adventure, PTDC organized a guided tour of Islamabad's key landmarks such as Faisal Mosque, Daman-e-Koh, Shakarprian, and Azadi Monument. The bikers were warmly welcomed at PTDC Head Office, where they attended a presentation on Pakistan's tourism potential and received cultural souvenirs.

This successful visit marks a new step in promoting adventure tourism and enhancing tourism ties between Pakistan and Oman. PTDC looks forward to hosting more such international groups in the future.



Kenya Airways launches Nairobi -London Gatwick direct route



Official launch of Kenya Airways Nairobi-London Gatwick direct route marked a major milestone in strengthening ties between Kenya and the United Kingdom. The UK remains one of Kenya's most strategic partners in Tourism, Trade, Education, diaspora engagement. This



new connection expands our global reach, making travel between our countries more seamless, frequent, and impactful.

With three weekly direct

flights, UK travellers now have even greater access to Magical Kenya—from untamed adventures and coastal escapes to rich cultural experience and thriving business hubs. This route is more than a link, it's a leap forward in positioning Kenya as a premium, accessible, and diverse destination.



Congratulations to Tourism Malaysia on the Successful launch of the Visit Malaysia 2026 and Malaysia My Second Home Campaigns in Bangkok

The event was officiated by H.E. Datuk Seri Tiong King Sing, Minister of Tourism, Arts & Culture Malaysia, together with Datuk Manoharan Periasamy, Director General Tourism Malaysia, and H.E. Mr. Bong Yik Jui, Charge d'Affaires a.i. & Deputy Chief of Mission, Embassy of Malaysia to the Kingdom of Thailand. PATA is honoured to have attended this important occasion in support of the Visit Malaysia 2026 campaign - a timely and inspiring effort.

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Bukhari Travel and Tourism Services is proud to announce its cooperation partnership with the Saudi Tourism Authority (STA).



This landmark collaboration is dedicated to positioning Saudi Arabia as a premier destination for Pakistani travelers, catering to a wide range of interests including destination weddings, corporate groups, exhibitions and conferences, sports

events, family leisure, and Red Sea adventures.

Together, BTTS and STA will work to elevate the travel experience, celebrate the Kingdom's rich cultural heritage, and showcase its vibrant business landscape. This partnership marks a

significant milestone in strengthening tourism ties and fostering deeper connections between Pakistan and Saudi Arabia. We look forward to embarking on this exciting journey and delivering exceptional travel opportunities to Pakistani travelers.

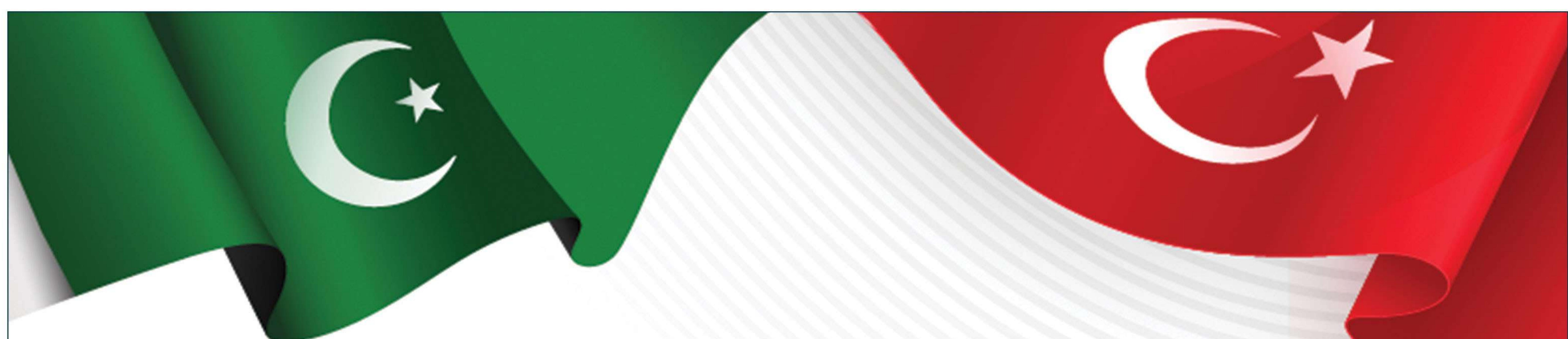


MD Green Tourism visited NDMA, and the hazards of weather-related tourism were discussed

The Chairman of NDMA gave a brief on the hazards of natural disasters, while MD Green Tourism raised points regarding early warning

systems, integration of information, the way forward for glaciated terrains, rising sea levels, and the loss of archaeological sites due to water hazards. NDMA and

Green Tourism Pvt Ltd (GTPL) decided to cooperate on managing natural disasters to ensure the continued growth of tourism.



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