

PAKISTAN TOURISM DEVELOPMENT CORPORATION

Performance Report 2021

Pakistan Tourism Development Corporation (PTDC) was incorporated on March 30th, 1970 under the repealed Companies Act 1913 (Now the Companies Ordinance, 1984) as a Public Corporation Limited by shares. The Corporation is owned by the Government of Pakistan which is governed through its Board of Directors comprising 16 Members. Special Assistant to Prime Minister on Overseas Pakistani and HRD is the Chairman of PTDC Board of Directors. Secretary (Cabinet) is ex-officio Vice Chairman and Managing Director PTDC is Secretary to the Board.

Vision

PTDC 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 so that it can significantly contribute to the improvement of quality of life in Pakistan whilst promoting the country's cultural and natural heritage.

Key objectives

- 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 home & abroad)
- To act as a catalyst in encouraging the private sector to play active role in tourism promotion & development
- Development of tourist infrastructure and services within the country
- 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.

Initiatives undertaken by PTDC for Realization of the Vision

- Improved Coordination with Tourism Provincial/Regional Governments, Federal Ministries/Agencies, Associations and Private stakeholders
- Preparation of foreign tourist arrival data
- Development of Brand Pakistan
- Development of Tourism E-Portal
- Development of Calendar of Events with collaboration of provinces/regions
- Promotional Activities on Social Media Platforms
- Development of National Minimum Standards
- Increase of Domestic Tourism in Pakistan
- Effectively using Print and Electronic Media for Tourism Promotion
- Facilitation of Tourists through Tourist Information Centers
- Acquiring and constructing new PTDC office

- Inclusion of PTDC projects in PSDP after a lapse of 10years

Updates on the initiatives/projects

- For improved Coordination with Tourism Stakeholders National Tourism Coordination Board has been formulated which is playing an active role in bringing harmony in all public and private sector stakeholders.
- E-visa system was introduced first time in Pakistan for over 190 countries and visa on arrival for 50 countries.
- Restructuring of PTDC has been completed.
- Development of Brand Pakistan Identity has been completed. Video for the Brand under Process.
- Development of Tourism E-Portal is underway and will be completed by October 2021.
- Pakistan Tourism Development Endowment Fund (PTDEF) has been created with seed money of Rs 1.00 billion.
- Promotional Activities on social media are being carried out vigorously.
- National Minimum Standards have been developed for tourism and hospitality sector.
- Efforts are underway to increase the Tourist Arrivals in Pakistan. These efforts were negatively impacted due to Covid-19 outbreak.
- Coverage of PTDC and tourism on Print and Electronic Media has been increased substantially.
- Government allocated substantial funds in PSDP after a gap of almost a decade.

Awareness & Outreach for the Initiatives

1. Two consultative workshops organized on National Minimum Standards with the consultation of stakeholders i.e., Department of Tourist Services (DTS), Pakistan Association of Tour Operators (PATO), Travel Agents Association of Pakistan (TAAP), Pakistan Hotel Association (PHA), All Pakistan Restaurants Association (APRA) for tourism and hospitality sector.
2. Printing and distribution of leaflets based on guidelines issued by NCOC for the awareness of Covid-19 for Tour Operators, Domestic & Foreign Tourists, and hotels and restaurants among tourism stakeholders.
3. Printing of different envelopes, file covers, letter heads, notepads, book of National Minimum Standards.
4. Meeting of the Heads of Tourism Administrations of the SCO Member States of the Shanghai Cooperation Organization attended by PTDC, (July 15, 2021).
5. Webinar attended by PTDC, titled "UNWTO Insights series with Expedia - Restarting Tourism? What we need to know." organized by UNWTO Insight Series on March 30, 2021.

6. UNWTO Online Consultation Session attended by PTDC titled "Tourism Investment Trends and Challenges post Covid-19 for Asia and Pacific Region" organized by UNWTO on March 24, 2021.
7. Webinar attended PTDC titled "9th Edition of Covid-19 related travel restrictions in New York - High Level Discussion on Measuring Sustainability of Tourism" organized by UNWTO on March 12, 2021.
8. MOU signed in presence of Honorable Chairman NTCB/SAPM) at Colombo, Sri Lanka for Tourism Promotion & developing Buddhist Heritage sites held on February 23, 2021.
9. Virtual Session of UNWTO Commission for South Asia, chaired by His Excellency Dr. Abdullah Mausoom, Minister of Tourism, Maldives attended and delivered presentation on subject "Covid-19 Impact and Recovery in Pakistan" by PTDC on January 14, 2021.
10. UNWTO Webinar: Future of Consumer Rights Protection in Tourism Post Covid-19 - on road to the International Standards, 15 July 2020
11. UNWTO Webinar: Tourism Investment Forum, 17 September 2020
12. 14th Edition of UNWTO Asia/Pacific Executive Training Program, 15-17 December 2020.
13. UNWTO Webinar: Measures to Reduce the Spread of Covid-19 in the Tourism Industry – Recommendation and Guidelines, 25 November 2020.
14. Sustainable Development Policy Institute (SDPI), Tourism Sector Recovery – Building Back Better, 25 December 2020.
15. UNWTO Meeting between Pakistan and UNWTO Secretariat & Survey on the Priority Areas of Pakistan, 10 June 2021.
16. UNWTO Webinar: Impact of Covid-19 on Tourism: What was and What will be, 10 February 2021.
17. UNWTO Webinar: Addressing the Critical Need to Tourism Crisis Management, 25 February, 2021
18. Commonwealth Seminar: Covid-19 and Tourism: Mapping a way forward for Commonwealth Small States, 30 June 2021.

Social & Digital Media

- National and International outreach of PTDC social media platforms over 8.3 million
- Engagement of one International and two National bloggers / vloggers with outreach over 10 million on YouTube
- The number of posts & stories shared by PTDC social media platforms over 1700
- Increase of digital media audience on PTDC official social media platforms over 74,500

Legislative, policy framework (proposed/implemented)

National Tourism Strategy (2020-2030) and Action Plan (2020-2025) duly approved and implementation will begin after launch of the same by Prime Minister.

PERFORMANCE/ ACHIEVEMENTS

i. Escalation in overall tourist arrivals in Pakistan(January to December)

Year	No. of Foreign Visitors	Visitors on Tourist Visa
2015	1.247 million	6,475
2016	1.756 million	9,161
2017	2.470 million	10,476
2018	3.295 million	20,859
2019	3.58 million	27,377
2020	0.163 million	5,770

- Source: Integrated Border Management System (IBMS), FIA, Govt. of Pakistan

ii. Facilitation to Domestic and Foreign Tourists at PTDC Tourist Information Centers In Islamabad

PTDC is providing tourist information facility to domestic and foreign through its information centers located in Islamabad. The objectives of these information centers include;

- Providing up to date information and assistance to the tourist.
- Sharing of promotional material of tourist sites i.e. brochures, maps & pamphlets etc.
- Reservation of motels, hotels and LDBS etc.
- Arrange transport facility to the tourists
- Offering different domestic tours/packages for different tourist destination

S.No.	Name of TIC	No. of Tourist attended (Domestic)	No. of Tourist attended (Foreigner)
1.	PTDC TIC F-6, Super Market, Islamabad	600	40
2.	PTDC TIC Int. Airport, Islamabad	300	25
	Total	900	65
	Grand Total	965	

iii. Steps Taken to Revive Tourism in The Country

Publicity material including brochures (960), posters (115), Newsletter (565), & DVDs/CDs (3) containing information on tourist attractions of Pakistan were distributed among the Pakistani missions abroad (including China, Kuwait, Jordan, Australia, Tanzania, Baku), MOFA, Government Departments / Travel agents, tour operators / NGOs and Tourist Information Centers on complementary basis.

iv. PROVISION OF ACCOMODATION FACILITIES

PTDC Motels North (Pvt) Ltd. has been providing accommodation facilities to domestic and international tourists. The Motels are closed during the winter season and are reopened in the month of April every year. Due to spread of COVID-19 this year, the Government decided to close the tourism sector to prevent spread of deadly disease. In light of Government decision, the PTDC Motels were not opened for tourists for summer 2021.