

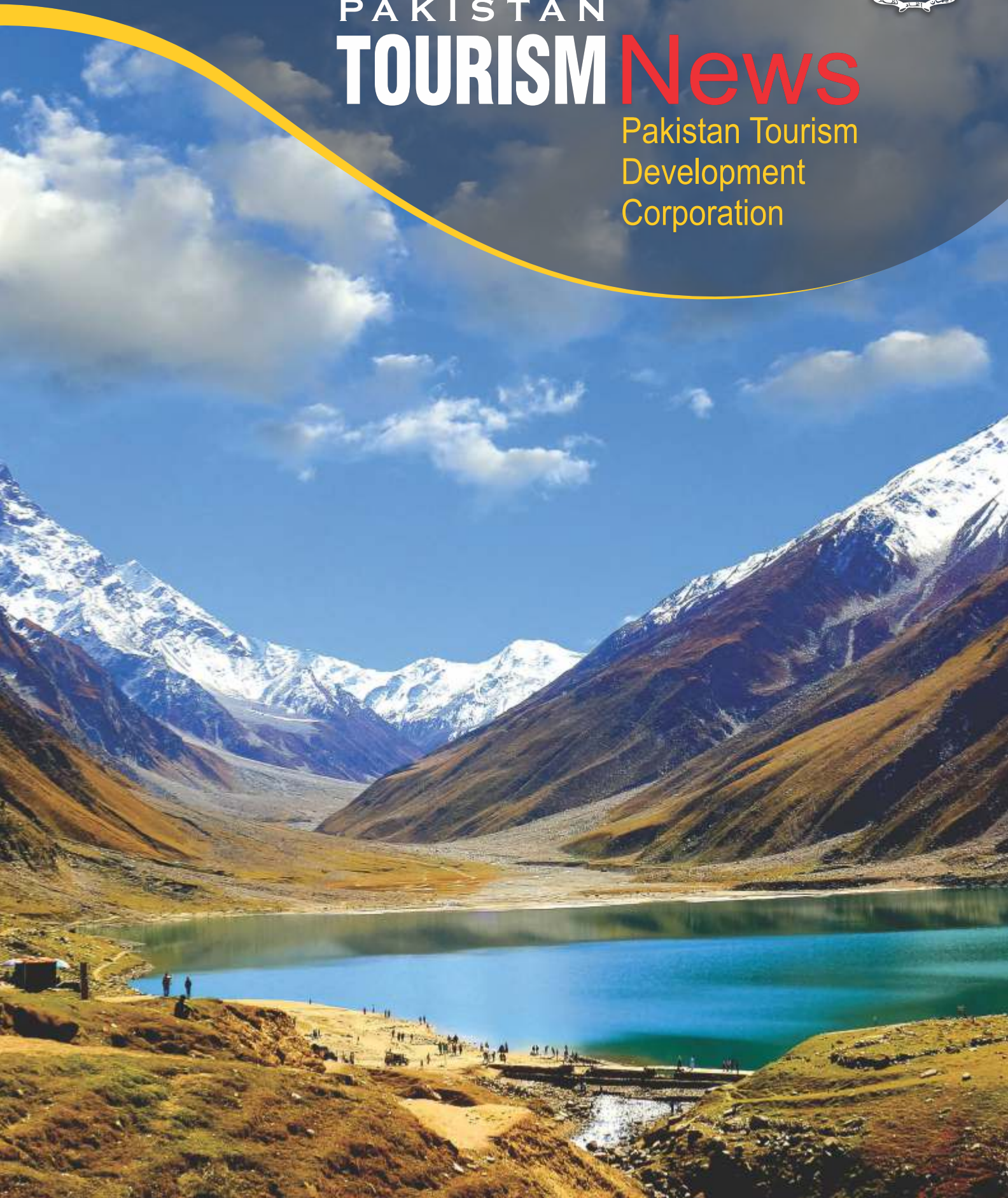


Pakistan Tourism  
Development  
Corporation



# PAKISTAN TOURISM News

Pakistan Tourism  
Development  
Corporation





# Messages

## **Sayed Zulfiqar Abbas Bukhari** Chairman

National Tourism Coordination Board  
(NTCB)/PTDC



**T**ourism is one of the fastest growing industries that plays a pivotal role in socio-economic advancement of countries across the world. The sector is

recognized as a major catalyst for employment generation, social development, foreign exchange earnings, and investment attraction. Under the leadership of the Prime Minister of Pakistan, the Government is committed to reinvigorate tourism sector by positioning the relevant institutions to ensure fast paced economic growth. Our aim is to leverage Pakistan's dedicated human capital and unparalleled natural beauty to accelerate our journey towards establishing a prosperous and self-reliant economy.

The true potential of tourism can only be unlocked if its dynamism is matched by concerted growth efforts, efficient institutions and statutory oversight, which responds to the evolving needs of the sector. A coordinated strategic approach is required for optimal utilization of resources, provision of world-class services and well-coordinated image building efforts. I am pleased that NTCB and PTDC has been able to undertake a number of important steps that are going to have a lasting impact on the tourism sector and fulfil Prime Minister's vision of making tourism a catalyst for employment generation, poverty alleviation and economic development.

## **Syed Intikhab Alam** Managing Director

Pakistan Tourism Development  
Corporation



**I**t is my pleasure to present the latest edition of this newsletter which highlights the initiatives and achievements of PTDC during the past year. In accordance with the vision of the government, the essential structural reform process of Pakistan's premier tourism organization has

been completed to establish a competitive, tech savvy and progressive organization that is attuned to modern day requirements to take Pakistan's tourism industry to new heights. Similarly, Pakistan Tourism Development Endowment Fund has been created, which will provide necessary financial resources to actualize numerous initiatives required to make Pakistan a competitive tourist destination. PTDC, along with the public and private sector stakeholders, have worked arduously to formulate the National Tourism Strategy of Pakistan (2020-2030), complemented with a detailed five year 'Action Plan' document. We are also pleased to have finalized the tourism brand of Pakistan, which will spearhead the marketing and promotional activities.

The COVID-19 outbreak has impeded progress on PTDC initiatives such as launch of Brand Pakistan and marketing campaigns that were planned for the first quarter of 2020. However, the government has taken up the challenge and positioned itself to counter the detrimental impact of COVID-19 by developing Tourism Recovery Strategy and the SOPs for tourism and hospitality sector to operate amidst the turbulent environment.

PTDC, with the support of NTCB and guidance of its Board of Directors, will continue its efforts to undertake all necessary measures to make Pakistan a preferred tourism destination in coming months and years. I personally appreciate the tireless efforts and dedication of our team and stakeholders who contributed in our achievements during the last year.





# CONTENTS

PTDC Introduction 01

Groundbreaking Policy Decisions 02

Major Achievements 05

Events and Activities 11

Steps Related with Covid-19 15



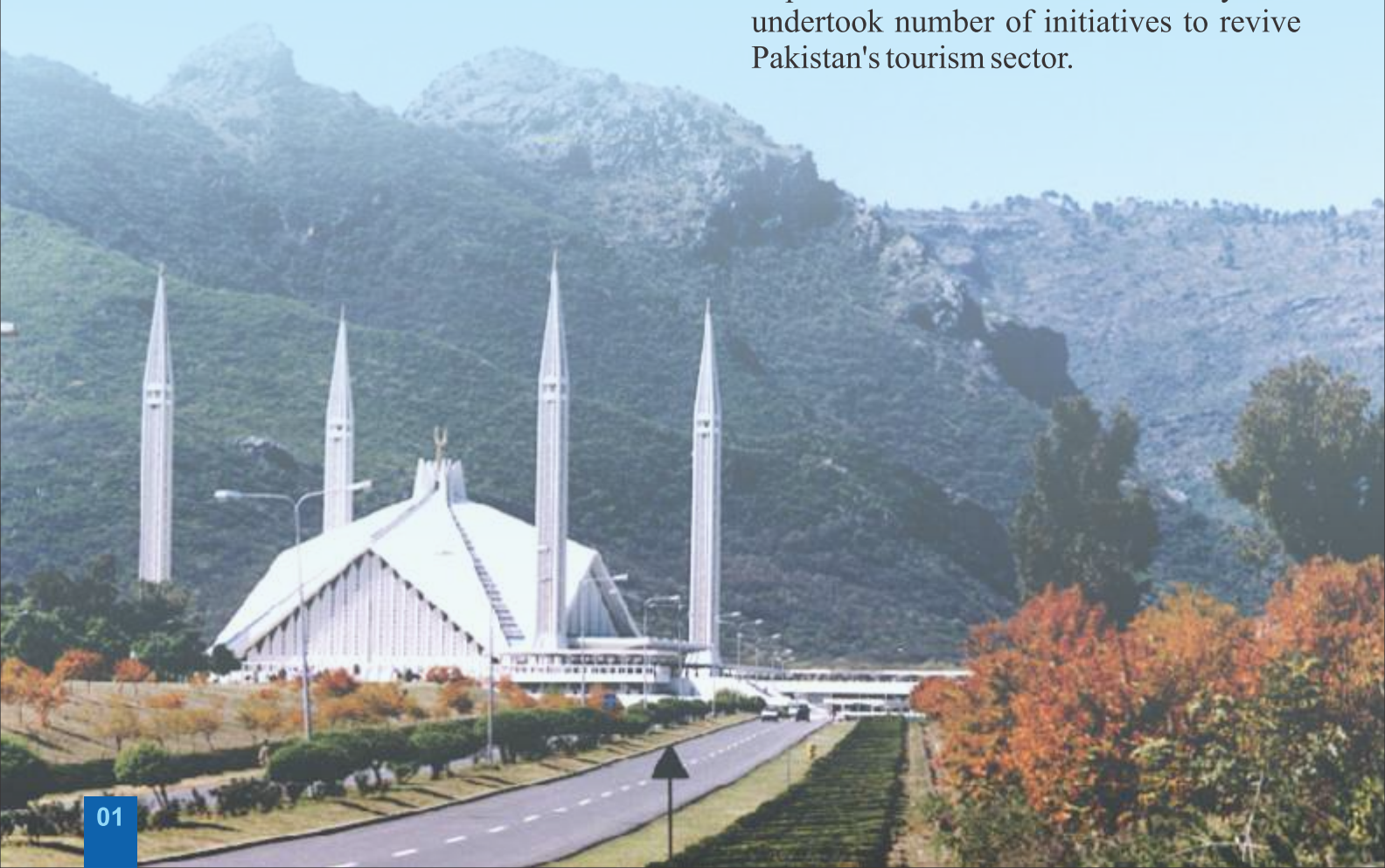


## 1. PTDC Introduction

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. Syed Zulfiqar Abbas Bukhari, Special Assistant to Prime Minister on Overseas Pakistanis and Human Resource Development 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.

## 2. PTDC: Over the Years

Traditionally PTDC has been working to promote and develop tourism in Pakistan by marketing country's 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 and assisting tourists with provision of transport and accommodation facilities within the country. However, during the past two decades, due to uncertain security situation and lack of investment in the sector, the tourism industry was unable to make the required progress. Additionally, PTDC became dysfunctional in the aftermath of 18<sup>th</sup> Constitutional Amendment as the subject of tourism was devolved to provinces without providing clear direction for the Corporation. The present government attaches high importance to the tourism industry and undertook number of initiatives to revive Pakistan's tourism sector.





# Groundbreaking Policy Decisions

## 1. Task Force on Tourism

The Prime Minister formed a task force on tourism in September 2018 to develop a set of recommendations for revival and strengthening of tourism industry that could play an important role in socio-economic development of the country. The task force proposed to develop synergy amongst federal and provinces around regulatory, policy and promotional matters, market and promote tourism in an appropriate fashion both at domestic and international level, and coordinate with national and international organizations for development and advancement of tourism.

## 2. PTDC- A Prime National Body on Tourism

To shape the Task Force recommendations into policy decisions, the Federal Cabinet in its meeting held on May 17, 2019 took major decisions which included reconstitution of PTDC Board of Directors, restructuring of PTDC and rationalization of human resource (HR) according to its new role and structure. The process has been completed upon approval of the Board of Directors and will be rolled out soon.

### PTDC Board of Director

1.	Chairman NTCB/ Chairman PTDC BoD	Chairman
2.	Secretary of the concerned Ministry/ Division	Ex-Officio Member
3.	Secretary Tourism Department of all Provinces/Regions	Ex-Officio Member
4.	Director General National Logistics Limited	Ex-Officio Member
5.	Managing Director, PTDC	Secretary to Board
6.	Private Sector	7 Members
Any other Co-opted Member/s with the approval of the Board		





### 3. Constitution of NTCB

In light with Task Force recommendations of developing synergies among all stakeholders, National Tourism Coordination Board (NTCB) was constituted with representation from all provincial/regional tourism departments, relevant federal government ministries, tourism and hospitality related associations, representatives of known corporations and tourism experts. PTDC was assigned to serve as the secretariat and implementation body of the NTCB.

### 4. NTCB Meetings

In the past one year, NTCB held four meetings in which following important matters related to tourism industry came under discussion and major decisions taken.

- NTCB to serve as a platform at federal level for coordination amongst national, provincial and international tourist organizations
- Stock taking of tourism initiatives across Pakistan-province-wise and segment-wise
- Report of thematic working groups
- Resolution of outstanding issues between federation and provinces
- Fostering horizontal and vertical coordination among stakeholders
- Institutional & regulatory reforms in the tourism sector
- Increasing investment opportunities in tourism sector

### NTCB Terms of Reference:

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





- Undertaking joint marketing initiatives including participation in International events etc.
- Developing a national framework to effectively coordinate tourism development such as National Tourism Strategy (2020-30) and NTS Action-plan (2020-2025)
- Relief and recovery measures in the wake of COVID-19 outbreak
- SOPs for tourism sector in the age of COVID-19

### 5. Formulation of NTCB Working Groups

NTCB 9 Thematic Working Groups developed theme specific recommendations for promotion of different aspects of Pakistan's tourism. Their recommendations such as development of 'Brand Pakistan' and promotion strategy, provision of suitable accommodation and access to all tourist resorts, development of new infrastructures and preservation of already established resources, introduction of recreational activities including exhibitions, competitions, festivals, declare tourism as an industry, safeguarding tangible and intangible heritage sites became part of the National Tourism Strategy (2020-2030).

To facilitate working groups, two workshops were held in Islamabad in 2019 to provide an opportunity to all members to discuss and share their views, which has duly been incorporated in National Tourism Strategy.

### 6. Key Decisions by PTDC Board

After a long gap of 3 years and four months, PTDC Board meetings started taking place regularly to consider important policy matters. The reconstituted Board of Directors of PTDC, first met in May 2019, followed by regular interaction to give policy guidelines to the management

- Restructuring & revamping of PTDC
- Developing a transparent mechanism for best utilization of PTDC properties
- Development of Pakistan Tourism Development Endowment Fund
- Development of Brand Pakistan and Marketing Strategy



in fast changing situation and streamlining affairs of PTDC. Major matters deliberated upon by the Board in the last year include:

### 7. Ease of Visa Policy

Visa policy has been liberalized by providing e-visa facility to over 170 countries and visa on arrival to citizens of 50 countries. Provision of business visas to residents of 96 countries along with IATA approved tour operators is also granted. PTDC is also member of the E-Visa Facilitation Committee at the Interior Ministry that continues to improve the e-visa system to facilitate foreign visitors and tourists alike.

### 8. Promotion of Religious Tourism



Kartarpur Corridor has been developed to promote religious harmony and facilitate Sikh pilgrims across the world to visit their holy sites. Plans are also in pipeline for developing Buddhist trail, as the holy Buddhist sites are widely spread across Punjab, KP, AJK & GB that include Taxila, Rawalpindi, Takht-Bhai, Swat and Peshawar etc. Similarly, restoration and opening of the 1000-years old Hindu temple in Sialkot has received international media coverage which will help to increase number of religious tourists in the country.





# Major Achievements

## 1. Restructuring of PTDC

In order to develop a vibrant and world-class tourism organization that is geared to compete internationally, PTDC was required to be restructured. International consulting firm was engaged to develop a detailed restructuring plan. Prominent features of Board approved restructuring plan include:

- Complete HR Set containing job descriptions, competencies, objectives
- Key Performance Indicators, manpower plan and HR toolkit.
- Clearly defined Human Resource Function's, Governance,
- Manpower acquisition, planning, Reward and Performance Management System
- Employee Development and Promotion.

Restructuring process will enable PTDC to fulfill the assigned roles and responsibilities in a befitting manner.

## 2. National Tourism Strategy (2020-2030) and Action Plan

Pakistan is bestowed with unparalleled natural beauty, vibrant cultural heritage, rich history and diverse ethnic communities with the potential to become a world's leading tourist destination. However, due to lack of planning and well-directed policy directions, the tourism industry was unable to progress and achieve its full potential. To fill this gap and facilitate the tourism industry; increase confidence of prospective investors and entrepreneurs; raise tourism

awareness among general public; improve quality of tourist services; developing capacities; and setting the direction of tourism in Pakistan, National Tourism Strategy 2020-2030.

*The Strategy envisions making Pakistan one of the preferred tourist destinations by promoting tourism that is culturally conducive, economically viable and environmentally sustainable. It sets its mission to transform the sector to discover and develop the unseen, to surpass the tourist expectations and create a ripple effect in the economy through a progressive and sustainable tourism industry to prosper and deliver tourism.*

As part of National Tourism Strategy, a 5-year National Tourism Strategy Action Plan (2020-2025) has also been prepared that provides a roadmap for an effective implementation of the strategic efforts to boost tourism.

The NTS adopted cluster approach to address and facilitate all segments associated with tourism. Under each cluster actions and sub-actions has been identified for interventions.

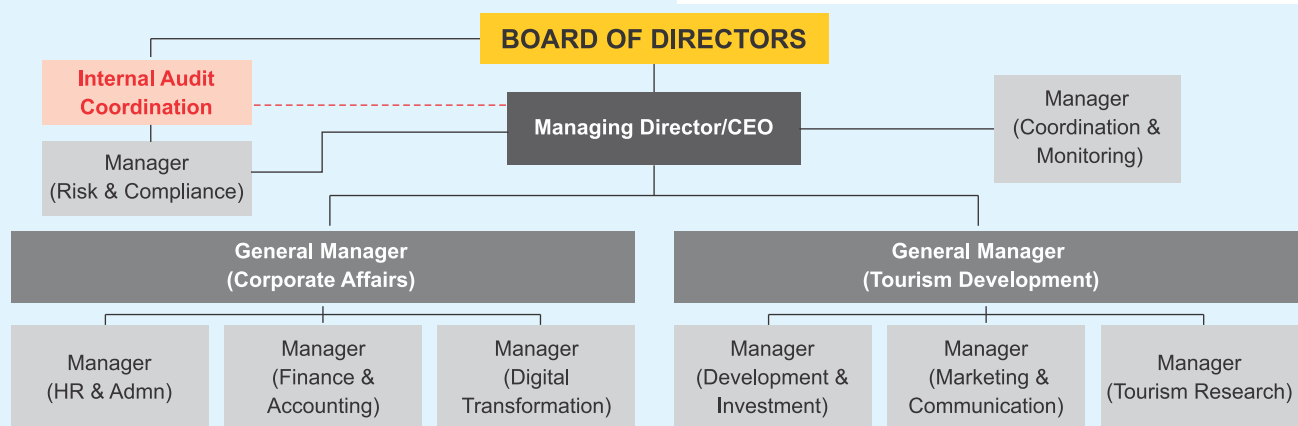
### NTS CLUSTERS

Good Governance

Tourism Growth (Demand and Supply)

People Development/ Job Creation

Enablers for Growth





### 3. 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, Twitter, Instagram, Snapchat) and travel bloggers/influencer will be resorted to in a harmonized manner to present true image and colors of Pakistan.

Launch of Brand Pakistan has been temporarily postponed due to spread of Covid-19 and subsequent lockdown. The same will be launched as the situation improves.

### 4. Tourism E-Portal

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.

An exclusive e-portal would also be launched which will provide a world class exposure to Pakistan's tourist attractions through one click. The portal will 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.

### 5. Development of National Minimum Standards

For achieving service excellence, draft National Minimum Standards has been developed and shared with all stakeholders. Accreditation and certification programs shall be part and parcel of the standards in line with related law/rules. Qualified Approved Certification Organization (QACO) services will be utilized for the purpose.

### 6. Development of Pakistan Tourism Development Endowment Fund

Availability of funds plays an important role in promotion and projection of a tourism destination. Cognizant of the fact and implementation of reformation agenda, The Prime Minister was pleased to establish an endowment fund with seed money of

Rs 1 billion. A governing body of PTDEF comprising of public and private sector experts has been established.

#### The fund will be utilized to:

- Promote tourism potential of Pakistan.
- Aid tourism industry in matters related to hospitality services, standards and certifications, research and analysis and centralized tourism database.
- Encourage innovative ideas/startups.

### 7. Improved Coordination with Tourism Stakeholders

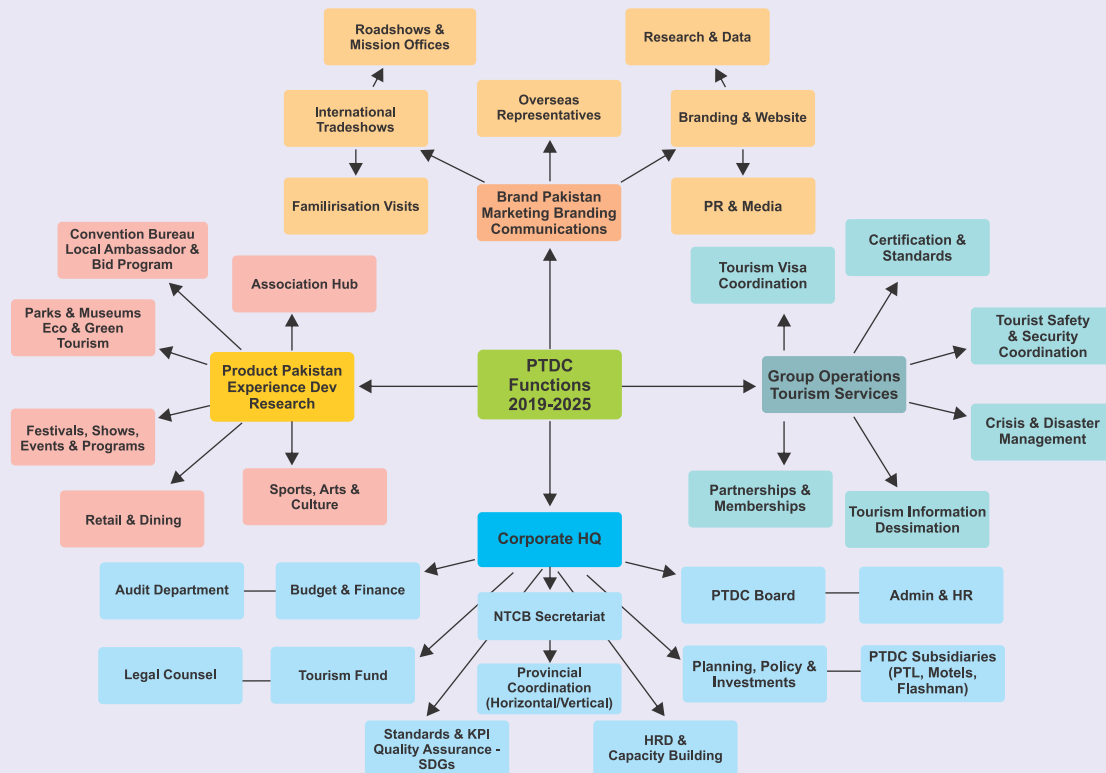
A major roadblock in development of tourism industry has been lack of coordination with major public and private sector stakeholders. PTDC in past one year improved horizontal and vertical coordination that includes close liaison with provincial governments, Federal Ministries e.g. M/O Interior, Commerce and Finance, BOI, NADRA. Close engagement has been kept with tourism associations such as PATO, PHA, TAAP, tourism experts, NGOs and academia.

### 8. Promotional Activities on Social Media

PTDC is interacting successfully with a community of 185,981 travel enthusiasts through its Facebook whereas on its Instagram account has a community of 2,507 followers are being engaged actively. PTDC social media platforms promote local destinations, cuisines, culture, people, and festivals apart from sharing important tourism related information with its followers.



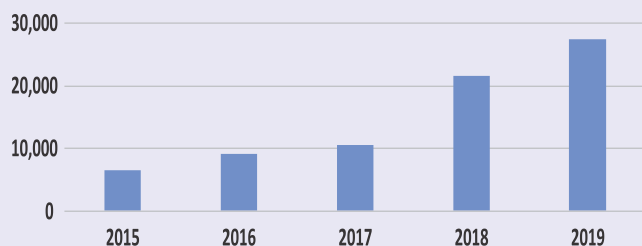




### 9. Increase in Tourist Arrivals in Pakistan

Due to improved security situation and concerted efforts to promote country's tourism attraction, steady increase in the flow of tourists has been observed. With improvement of COVID-19 situation, launch of Brand Pakistan, planned marketing and promotion activities, this number is expected to increase substantially in coming years. Pakistani embassies and missions abroad are also supported by provision of publicity material brochures, maps, posters and DVDs/CDs, which also plays important role in promotion of tourism.

VISITORS ON TOURIST VISA



*\*This bar chart only depicts number of visitors who arrived on tourist visa and does not include people visiting on pilgrim visa, business visa, family/spouse visa etc.*

### 10. Effectively using Print and Electronic Media for Tourism Promotion

Media plays very important role and contributes greatly in promoting and activating tourist attractions by creating a better awareness and understanding to cater to the needs and requirements of domestic and international tourists. In the past one-year numerous media engagements have been made to raise awareness about tourism in Pakistan and favorable policy decisions of the government which include:

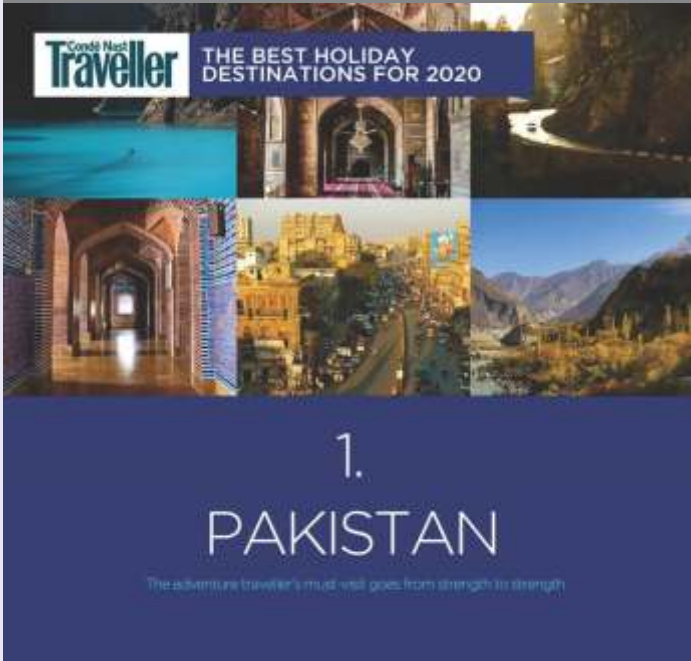
- Chairman PTDC appeared on various TV channels like Hum TV, Aap TV, Bol News, 92 News, Ary News, Samaa News, Dunya News, to name a few.
- Similarly MD PTDC appeared on Royal News, NewsOne, Sama News, Dawn Tv, Express Tv, PTV News, PTV Home etc.
- Manager Publicity and Promotions, PTDC also appeared in talkshows and morning shows on PTV.





## 11. Global Recognition of Pakistan Tourism Potentials

- a) **Forbes:** Forbes enlisted Pakistan's northern areas as an ultimate travel destination for adventure tourists, adding Pakistan in its 10 Best-Under-The-Radar Trips for the year 2020. Forbes has also mentioned about recent trip of Prince William and Kate Middleton to Pakistan, the Duke and Duchess of Cambridge as a significant feature in Pakistan's tourism horizon.
- b) **Conde Nast Traveler:** Conde Nast Traveler, a US based luxurious life style publication terms Pakistan as a best holiday destination for the year 2020. Subsequently, Pakistan has won many positive reviews about a potential tourist hub from international travel bloggers, YouTube vloggers, magazines, travel companies and adventure clubs.



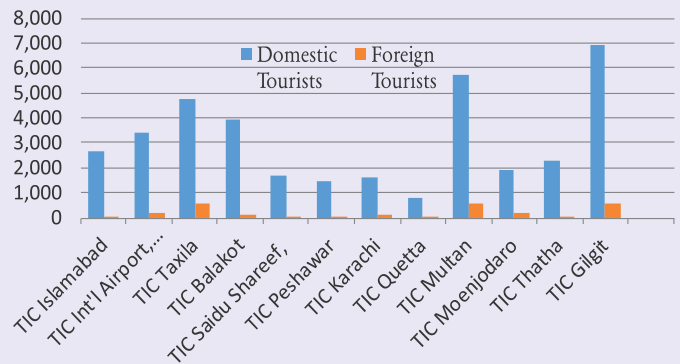
- c) **British Backpacker Society:** The British Backpacker Society ranks world's top 20 adventure travel destinations and enlisted Pakistan as number one adventure travel destination in 2018 after visiting the country extensively in 2016. The list included Russia, India, Turkey, Kyrgyzstan and China as well.

## 12. Facilitation of Tourists through Tourist Information Centers

PTDC is providing tourist information facility to domestic and foreign tourists through its Tourist Information Centers (TICs) all over Pakistan.

The objective of these information centers includes;

Facilitation of Domestic and Foreign Tourists at TIC

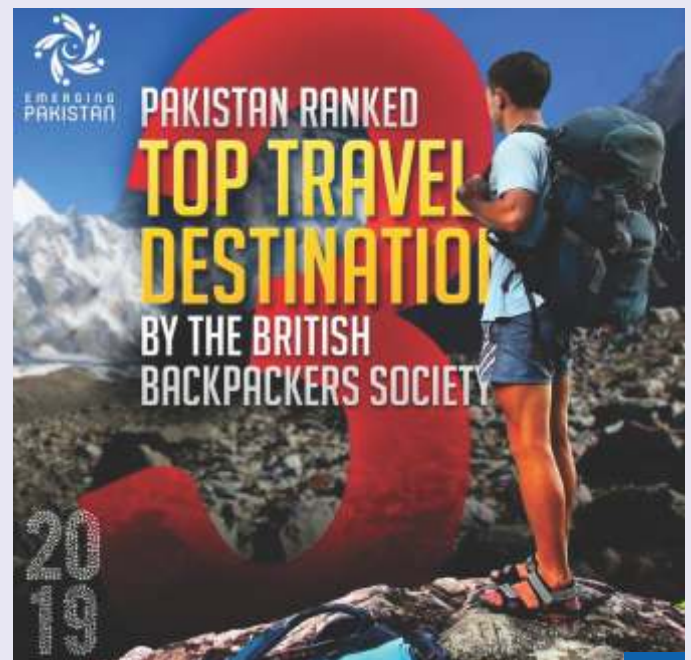


providing up to date information and assistance to the tourists, sharing promotional material of tourist sites, facilitating reservation of motels/hotels etc.



## 13. Provision of Transportation Facility

PTDC provides special transport facility to facilitate Pakistani and foreign tourists to visit different tourist attractions of Pakistan. PTDC used to operate two bus services vis Lahore-Delhi-Lahore, Lahore-Amritsar-Lahore on daily basis except Sundays. The bus service with India is currently closed. Additionally, PTDC runs bus services between Pakistan and China.





## 14. Participation in International Tourism Exhibitions

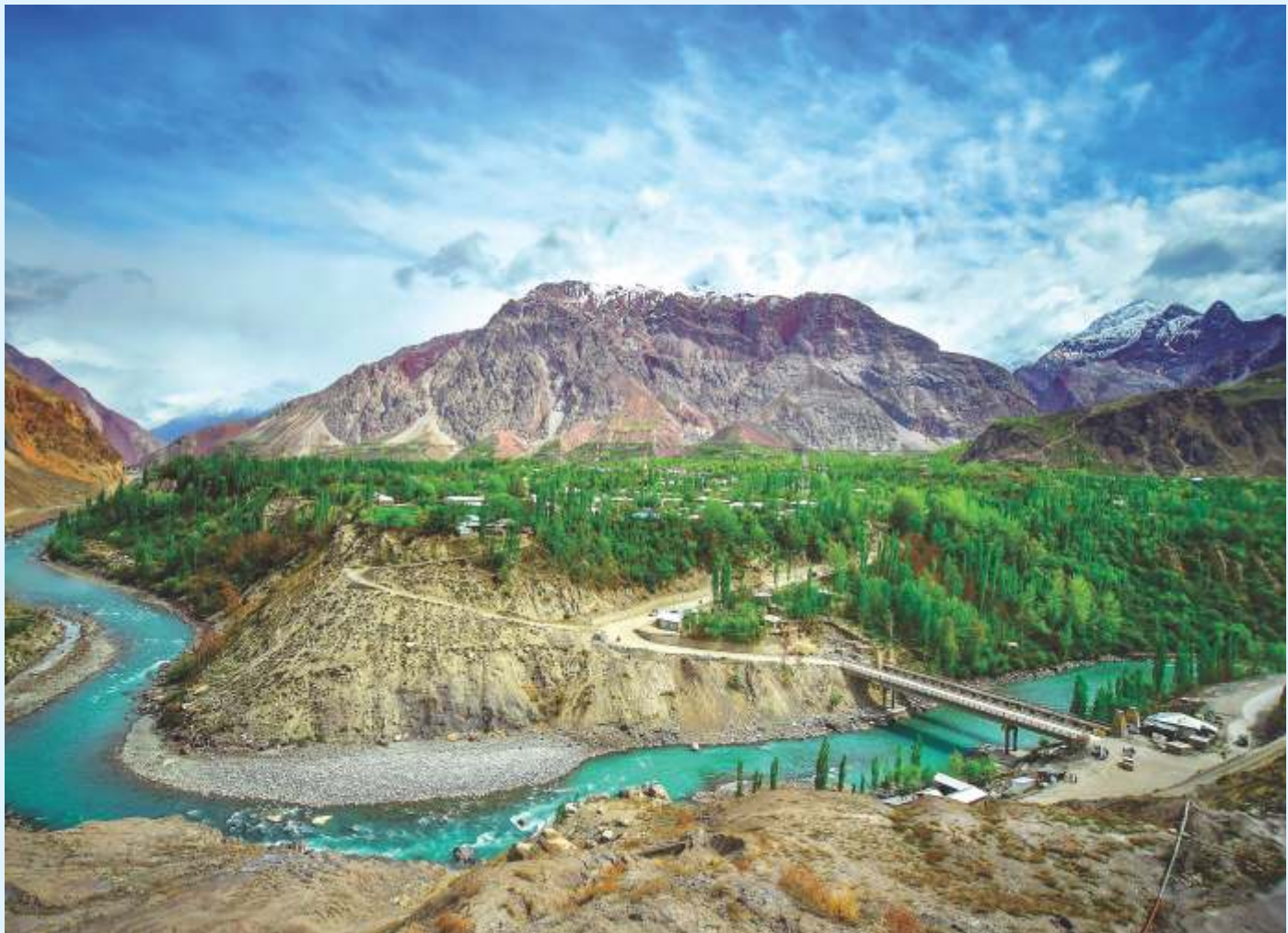
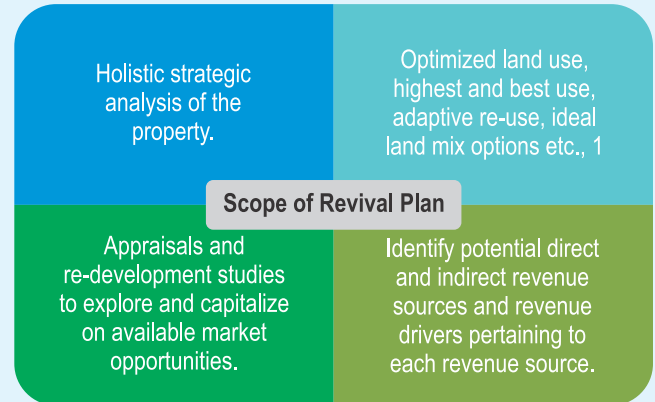
After a long gap, participation in international tourism trade shows has been revived. Provinces and regions were facilitated in setting up Pakistan pavilion in WTM London in November 2019. Preparations for active participation along with private sector stakeholders in ITB Berlin 2020 were made. However, the event was cancelled due to spread of Covid-19.

## 15. Employees facilitation

Financial position of PTDC subsidiaries namely Flashman's Hotel, Pakistan Tours (Pvt) Ltd and Motels have dismal over the years. These commercial entities have not been able to pay regular salaries to their staff and disburse retirement due/benefits to retiring employees, causing difficulties and hardships for the people who served for years. With the efforts of the management, long pending legal dues of twenty nine retired and deceased employees were paid, releasing salary to all staff of the subsidiaries for 3 months.

## 16. Flashman's revival plan

Although Flashman's Hotel is located at a prime location on the Mall Rawalpindi with residential rooms and banquet halls, it has been accumulating losses for the past many years. The hotel is even unable to bear its administrative expensive as staff has not been paid for past many months. In order to best utilize this important commercial entity, PTDC decided to develop a revival plan.









# Events and Activities

## 1. Promotion of Interfaith Harmony

PTDC celebrated Vesak Day Ceremony in collaboration with Center of Culture and Development at Dharmarajika Stupa at Taxila on May 19, 2019. Syed Zulfiqar Abbas Bukhari, Chairman NTCB was the Chief Guest on the occasion.



## 2. Rickshaw Ride Tourism Awareness Campaign

PTDC in collaboration with Eyebox Films launched a Rickshaw Ride Tourism Awareness Campaign on cleanliness and hygiene of tourist spots among the tourists and masses. The program was also broadcasted on PTV. The effort is expected to promote clean and green practices among potential tourists.



## 3. Social Media Influencers Seminar

A seminar of social media influencers was arranged in December 2019 to encourage collaboration with bloggers to highlight tourism attractions and real face of Pakistan internationally. Syed Zulfiqar Abbas Bukhari –SAPM/Chairman PTDC highlighted the importance of social media and role of social media activists in promoting country's soft image abroad. MD-PTDC and SAPM also had a question answer session with the participants.





#### 4. World Tourism Day (WTD) Celebrations

PTDC organized a seminar on tourism and jobs to celebrate World Tourism Day along with a series of other recreational activities including a Cycling Rally and Walk, Rock Climbing Competition, Tourism Gala for Families at F9 Park and a City Bus tour of SOS village children in Islamabad to highlight importance of tourism and raise awareness about sustainable tourism in the country.

*World Tourism Day (WTD) takes place each year on 27th September under the aegis of UN World Tourism Organization (UNWTO) for highlighting its cultural, social, political, and economic values. The theme of World Tourism Day 2019 was entitled "Tourism and Jobs: A better future for all" which emphasizes on the role of tourism in job creation, social inclusion and poverty alleviation from all over the world.*

##### a) Seminar on Tourism and Jobs

The seminar took place at Postal College Auditorium, Islamabad. Managing Director, PTDC Syed Intikhab Alam in his opening remarks highlighted the role of tourism in job creation as it holds 10 per cent share of the total jobs in the global economy. Advisor to the Prime Minister on Climate Change, Malik Amin Aslam Khan in his remarks highlighted the importance of sustainable tourism to cope with the challenges of global warming and climate change.

##### b) Cycling Rally and Walk

PTDC in collaboration with Islamabad Cycling Associations organized a cycling rally and awareness walk around Fatima Jinnah Park in which more than 500 participants participated.

##### c) Rock Climbing Competition

PTDC in collaboration with Pakistan Adventure Club also organized a rock-climbing competition at Lake View Point in which more than 300 students from different schools of Islamabad participated.









## 5. Pakistan to Host World Tourism Forum 2021

A delegation of World Tourism Forum headed by Bulut Bagci, the president of its executive board visited Pakistan and called on the Prime Minister Imran Khan to discuss ways to promote tourism opportunities in Pakistan. It was decided that Pakistan will host the World Tourism Forum Leaders Meeting 2021 in Islamabad. It is expected that over 1,000 foreign visitors including investors, companies, tourist and holiday makers etc. will attend the event.



## 7. Facilitation to American Videographers

On invitation of Chairman NTCB, a six-member team of American based production company visited Pakistan from October 2 to 16, 2019 to film various tourist locations and natural beauty of Pakistan for their upcoming television show named: Travel with Love – American Documentary series. The recorded material is being edited currently which will be telecasted on Netflix for global audience.



## 6. Joint Venture with Zor Pakistan

‘Zor’ is Jeep travelers' group that undertakes expeditions in different parts of the country. PTDC facilitated the group in their various expeditions and ZOR has recognized PTDC in their videos as partner. The videos are widely appreciated on social media platforms. These videos can be seen at PTDC Facebook page: <https://web.facebook.com/ptdc.pk/>

## 8. Engaging Foreign Bloggers

Meetings were held with two social media bloggers namely Alex Chacon and Christian Betzmann, who visited Pakistan. Their interviews about experience of visiting Pakistan were recorded for display at PTDC social media accounts. PTDC will continue collaborations with local and foreign social media influencers and bloggers in future.





# Steps Related with Covid-19

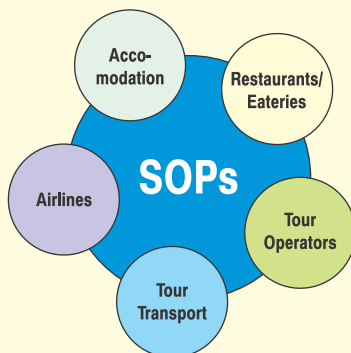
## 1. Tourism Recovery Action Committee (TRAC)

National Tourism Coordination Board (NTCB) notified task force namely Tourism Recovery Action Committee (TRAC) to evaluate the rapidly evolving situation and put forth recommendations with regards to financial implications of the crisis, immediate support measures for tourism businesses and strategizing recovery of the Travel and Tourism sector. TRAC, proactively consulted all stakeholders and came up with the following three-pronged strategic approach to counter the socio-economic impact of Covid-19 on tourism sector of Pakistan:

Tier 1: Survival of the tourism industry and mitigating the impact of Covid-19	Tier 2: Revival and accelerated recovery phase	Tier 3: Positioning for the future to revamp tourism in post Covid-19
<ul style="list-style-type: none"> <li>• Incentivize job retention and provide immediate relief to daily wagers/ low income workforce and small businesses</li> <li>• Special Training programs for tourism sector staff including the vulnerable</li> <li>• Support tourism SMEs liquidity issues, in order to help them continue keep afloat.</li> </ul>	<ul style="list-style-type: none"> <li>• Moratorium on existing loan payments and government charges</li> <li>• Provision of stimulus and recovery packages</li> <li>• Negotiating with IATA and other International agencies to provide relief to customers and travel agents.</li> </ul>	<ul style="list-style-type: none"> <li>• Formulating proactive policies which align with post Covid-19 era</li> <li>• Initiate quality standards, digitization and training programs for human resource</li> <li>• Upgrade research and data collection frameworks for Covid-19 to keep up with international practices.</li> </ul>

## 2. SOPs for Tourism Industry

With ease in lockdown, the situation has improved and businesses are re-opening, but tourism will take longer than other sectors to gain confidence of potential tourists. Health, hygiene and safety precautionary measures will be hall mark for revival of tourism. Therefore, Standard Operating Procedures (SOPs) were developed by TRAC with an objective to mitigate adverse health hazards and impact on all stakeholders of travel and tourism industry. The SOPs for the following services providers were formulated and mainly focuses on social distancing, cleanliness, confidence building through safety & security, coordinated protocols etc.



## 3. Webinar on SOPs and Tourism Recovery

Mr Aftab Rana, Member NTCB in collaboration with PTDC conducted three webinars in June 2020 to sensitize provincial tourism departments and private stakeholders on necessary measures upon opening up of tourism sector in Covid-19.



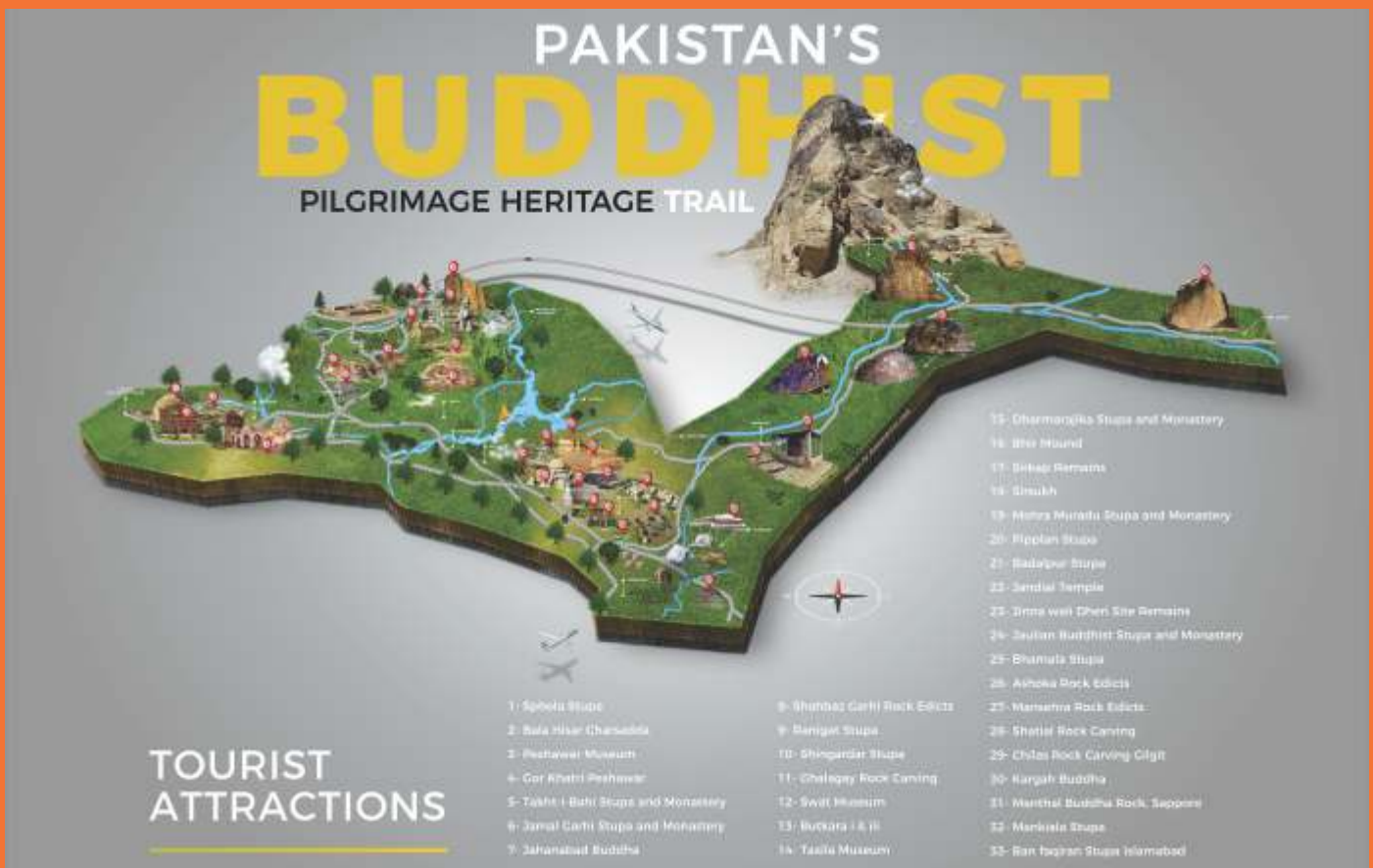
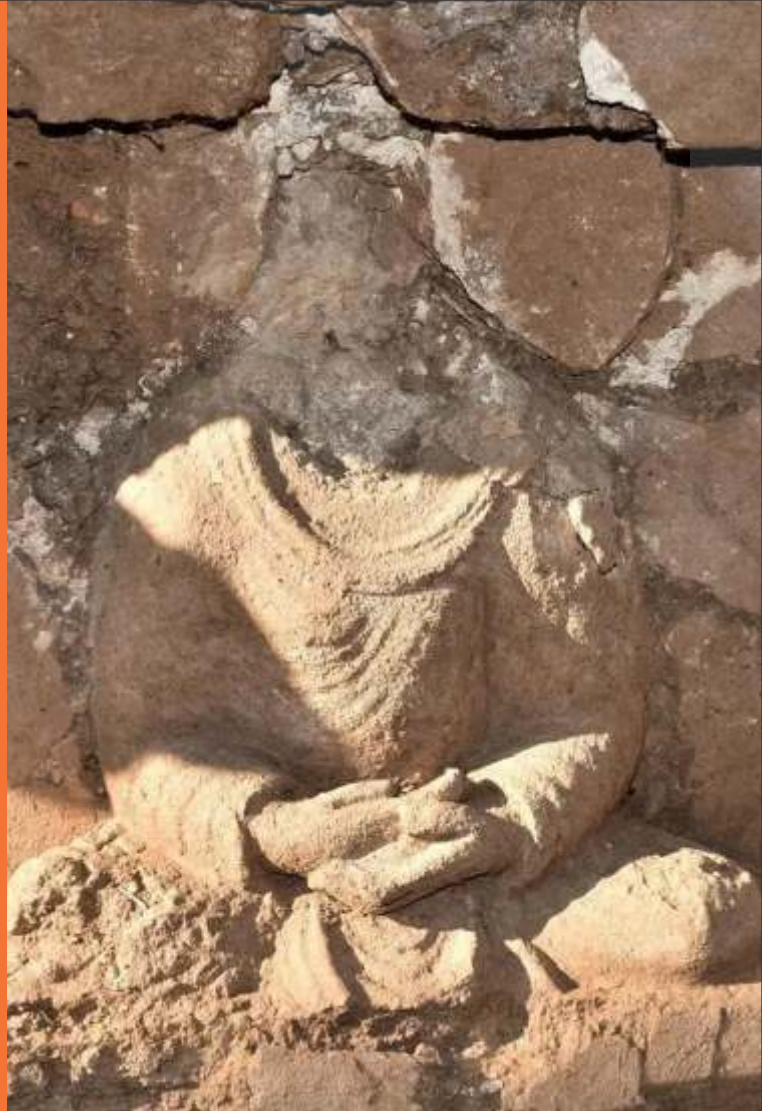
## Collaborations and Partnerships

PTDC in the past one year, has closely collaborated with local institutions, government ministries, provincial tourism departments, UNDP, World Bank, Asian Development Bank, NADRA, FIA, CPEC Authority, Board of Investment, to name a few. PTDC will continue building partnerships in future in order to achieve its goals and objectives.

## Buddhist Trail in Pakistan

As a part of its plans to promote religious tourism in Pakistan, the government of Pakistan has started work to develop Buddhist Trail in Pakistan around the sacred places of Buddhism which are scattered all across Pakistan. The government, in order to promote religious tourism and religious harmony among different religion, has been trying to provide maximum facilities to followers of all religions including Buddhism to visit their holy places in Pakistan. Buddhism is the fourth largest religion and approximately 500 million people in the world are Buddhists. Through the planned Buddhist Trail, the universal message of peace, love and harmony would be spread from Pakistan to the rest of the world.

The Buddhist Trail would provide Buddhists and monks to pay homage to various sites.







Pakistan Tourism  
Development  
Corporation

PTDC Head Office: 17/22, The Mall Road, Rawalpindi Tel: 051-9272811