



PTM

trade through travel

3 Days Expo & Conference

Jan 31st - Feb 2nd 2025

📍 EXPO CENTRE, KARACHI

2 Days Roadshow

Feb 4th - Feb 5th 2025

📍 MARRIOTT ISLAMABAD





Bridging Cultures &
Empowering Local
Communities Through Travel
THEME 2025

Pakistan Travel Mart 2025: A Global Gathering of Travel Enthusiast

The highly anticipated Pakistan Travel Mart (PTM) 2025 concluded successfully, solidifying its reputation as the premier event in the South Asian travel and tourism sector. Organized in partnership with the **Trade Development Authority of Pakistan (TDAP)** and **Pakistan Tourism Development Corporation (PTDC)** national tourism organizational and provincial tourism authorities support of Pakistan this year's PTM was a significant leap forward, featuring a dynamic blend of innovation, sustainability, and digital transformation including launch of **Sustainable Destinations Forum**.

The fourth annual PTM Expo, held at the Karachi Expo Centre, was the largest to date, with a spectacular **six-hall** exhibition space designed to meet international standards. The event marked a milestone in making the venue experience more digitally immersive and sustainable, with interactive displays and a tech-driven ambiance that enhanced engagement and showcased the future of travel. The innovative **Tech District** highlighted cutting-edge solutions, offering a glimpse into the next wave of advancements in the industry.

With the participation of provincial and national tourism boards, international travel and tour associations, and hospitality chains, the expo was a melting pot of diverse destinations, innovative travel offerings, and sustainable practices. PTM 2025 also explored new and emerging markets, with a focus on Europe, Africa, the Middle East, and Asia, bringing new tourism potential to the forefront.



Pakistan Travel Mart 2025: A Global Gathering of Travel Enthusiast

A key highlight of the event was the launch of **PTM Podcast**, an insightful platform for industry leaders to share trends, challenges, and opportunities in the travel and tourism landscape. The podcast serves as a valuable knowledge-sharing initiative for the industry, establishing PTM as a hub for forward-thinking dialogue.

Additionally, the Aviation Hall, home to a mix of national and international airlines, offered a unique opportunity for B2B networking, allowing travel professionals and airline representatives to discuss future partnerships and industry developments.

The event culminated with a gala dinner at the Marriott Karachi, followed by a two-day roadshow in Marriott Islamabad, providing even more opportunities for face-to-face networking and collaboration among industry stakeholders.

With its immense scale and forward-looking approach, PTM 2025 proved to be a pivotal moment in the global travel calendar, reaffirming Pakistan's growing stature as a key player in the international tourism market. The fourth edition of this landmark event truly raised the bar, positioning PTM as an essential platform for showcasing the best of the tourism industry.





4TH ANNUAL EDITION OF PAKISTAN TRAVEL MART 2025



Facts & Figures

PTM 2025 Expo - Expo Centre Karachi

The 4th Annual Edition of Pakistan Travel Mart , held at the Expo Center Karachi from January 31 to February 2, 2025, witnessed over 25,000+ professionals from the travel and tourism fraternity in attendance. With more than 400 exhibitors and partners, representation from 18 countries, brought together key industry players, fostering collaborations, exchanging insights and unlocking business opportunities.



25,000+
Registered
Attendees

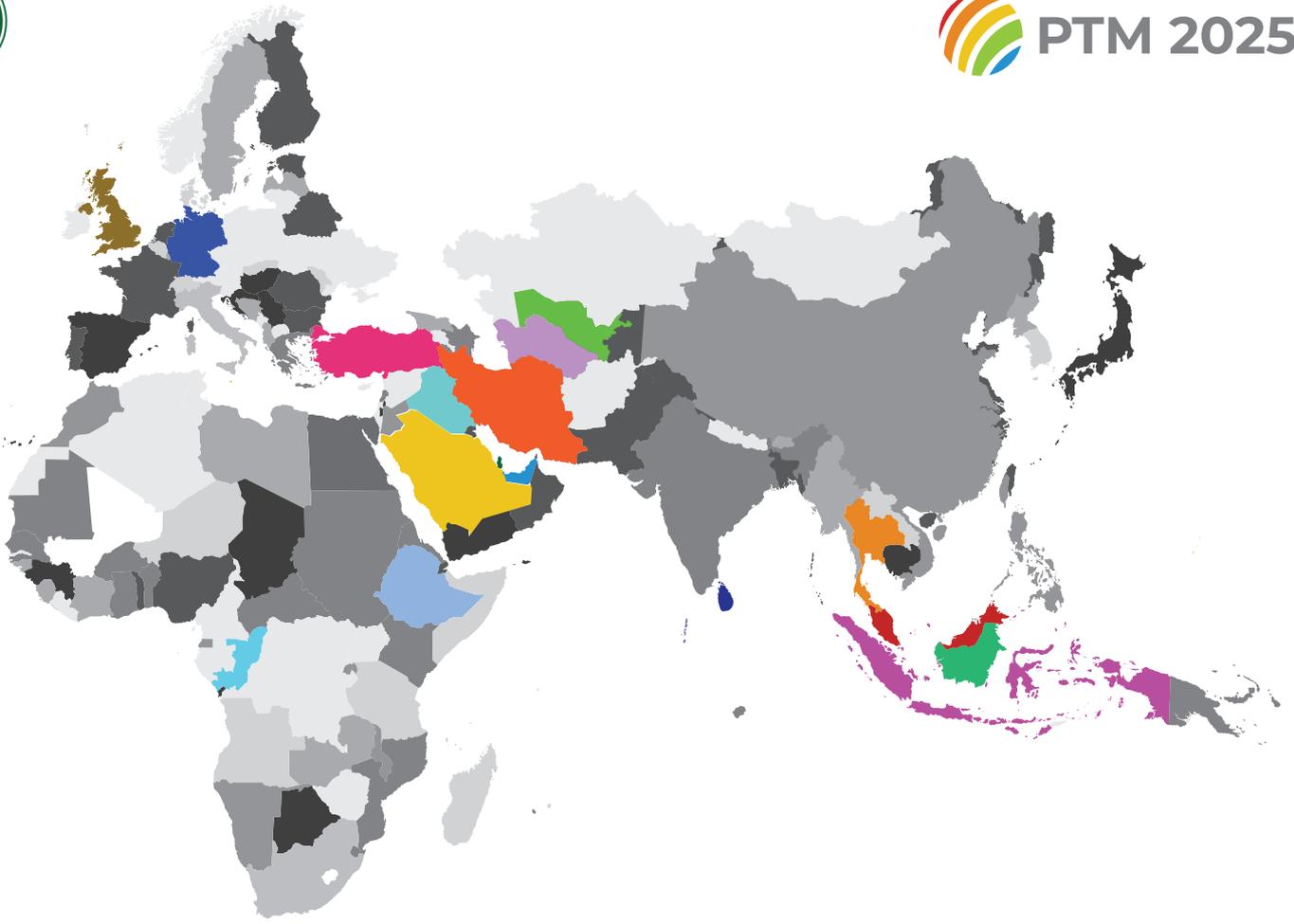


18
Countries
Representation



400
Exhibitors
& Partners





18 Countries Representations

Pakistan Travel Mart showcased 18 Countries Representations including participation from Africa, Asia, Eurasia, Middle-East, and Europe.

Eurasia

- TURKEY
- AZERBAIJAN

GCC

- UNITED ARAB EMIRATES
- SAUDI ARABIA

South Asia

- MALAYSIA
- MALDIVES
- THAILAND
- SRILANKA
- SINGAPORE
- INDONESIA

Central Asia

- TAJIKISTAN
- UZBEKISTAN

Europe

- Germany
- UNITED KINGDOM

East Africa

- ETHIOPIA
- RWANDA

West Asia

- IRAN
- IRAQ





6 Regional Representations

Pakistan Travel Mart showcased all the regional representations of Pakistan, including Sindh, Balochistan, Punjab, Khyber Pakhtunkhwa, Azad Jammu & Kashmir and Gilgit - Baltistan.





Explore All Six Unique Halls at PTM 2025



Hall - 6

Africa,
America,
Europe &
Global
Aviation
District



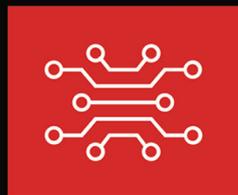
Hall - 5

Asia



Hall - 4

Saudi
Showcase



Hall - 3

Tech
District



Hall - 2

Hospitality
& Tourism



Hall - 1

Pakistan
Valley





Hall
1

Pakistan Valley



Hall
1

Pakistan Travel Mart (PTM) 2025, held from 31 January to 2 February at the Expo Centre Karachi, successfully showcased the rich diversity and cultural heritage of Pakistan, bringing together national and provincial tourism authorities in one spectacular event. Taking place in **Hall 1, Pakistan Valley** served as the heart of the exhibition, presenting the country's incredible tourism potential through a dynamic collection of exhibitors. The diverse and vibrant participation from across the nation made the event a remarkable success.

Hall 1 featured the national and provincial tourism authorities of Pakistan, with the **Trade Development Authority of Pakistan (TDAP)** as a key partner, contributing its own dedicated stand to highlight the country's tourism opportunities. **Pakistan Tourism Development Corporation (PTDC)** took center stage, marketing the national brand of Pakistan, **Salam Pakistan**, to attract international business and leisure travelers to explore the beauty and unique offerings of Pakistan.



Sindh Tourism Development Corporation made a strong impression with a sizable stand, presenting the region's captivating destinations, its rich culture, and its vibrant hospitality. **Khyber Pakhtunkhwa Culture & Tourism Authority** engaged visitors with its beautifully designed pavilion, showcasing the warm hospitality and must-visit destinations of KP. The **Government of Balochistan** also made its debut participation at PTM 2025, highlighting the region's tourism and trade potential, marking a significant milestone in its growing presence in the tourism industry.

Punjab Tourism Development Corporation brought the flavors of the province to the event, engaging in B2B networking and promoting its cultural, historical, and natural treasures. **AJK Tourism & Archeology Department** featured prominently in Pakistan Valley, attracting attention with its serene landscapes and rich cultural heritage. **Visit Gilgit-Baltistan** captivated visitors with a stunning stand, showcasing the northern region's breathtaking mountains, valleys, and tourism experiences.

Moreover, Pakistan Valley provided a platform for the **Pakistan Association of Tour Operators (PATO)**, which brought along a delegation of 10 of its members to engage in B2B discussions and facilitate partnerships in the tourism industry. The participation of all these provincial tourism boards, with their cultural troupes, artifacts, and dedicated promotional activities, made Hall 1 the vibrant core of PTM 2025.





Hall
2

Hospitality & Tourism

Hall
2



Hall 2, Hospitality and Tourism served as a dynamic showcase for Pakistan's thriving hospitality and tourism sector, bringing together top luxury hotels, resorts, and high-end accommodations. **Hashoo Group - Hospitality Division** made a strong impression with its flagship properties, including **Pearl Continental Hotels**, emphasizing its commitment to excellence in service and its contribution to Pakistan's luxury tourism sector.

Serena Hotels stood out with its elegant offerings, blending modern luxury with cultural immersion, **Marriott Karachi** showcased its international expertise in providing world-class service, reinforcing the global appeal of Pakistan as a luxury travel destination.

Dreamworld Resort & Golf Course captivated visitors with its family-friendly amenities, including a golf course and recreational facilities, promoting wellness tourism and relaxation. **Destination Hotels** highlighted its exceptional accommodations in scenic locations, appealing to both business and leisure travelers, **Offto Resort** emphasized ecotourism with its sustainable resorts, showcasing the growing trend of environmentally-conscious travel in Pakistan.

Luxus Hospitality impressed with its luxurious offerings and innovative guest experiences, elevating Pakistan's hospitality standards. **Grace Hospitality** showcased its exquisite **Ramada** properties, focusing on comfort and unparalleled service for discerning travelers.

Ambiance Hotels & Resorts captivated with its elegant properties, providing an ideal blend of luxury, service, and unique locations.

The collective presence of these leading hospitality brands underscored the country's rising prominence in the global tourism market, with each participant contributing to the vision of making Pakistan a world-class destination for travelers seeking luxury, comfort, and unique experiences.

Pakistan Travel Mart (PTM) 2025, served as a dynamic platform for showcasing the country's vibrant hospitality and tourism potential, bringing together key industry players and highlighting Pakistan's evolving position on the global tourism map.





Hall
3

Tech District

Hall
3



The introduction of the **Tech District** at PTM 2025 was designed to showcase the growing intersection of technology and tourism, demonstrating how digital innovations are revolutionizing the travel industry. As the tourism sector increasingly relies on technology to enhance the traveler experience, streamline operations, and foster new business opportunities, the Tech District provided a platform for both local and global tech companies to showcase their cutting-edge solutions. This initiative aimed to position Pakistan as a hub for tech-driven tourism solutions and emphasize the country's potential to lead in this space.

The presence of major companies like **B2B Bookings.com**, **Gate Tours** highlighted the significance of digital booking platforms in transforming the travel business, offering seamless connections between travel agents, operators, and accommodations. **Wego**, a leading travel search engine, showcased its platform's ability to aggregate travel deals, providing an effortless experience for travelers seeking the best services. Additionally, the **Torque**, **Tech Destination of Pakistan**, under the **Pakistan Software Export Board (PSEB)**, PTM 2025's **Technology Partner** promoted the country's growing role in the global tech ecosystem and spotlighted the government's efforts to boost local tech talent and startups. **IOBM Startup Enclave**, PTM 2025's **Knowledge Partner** also contributed by showcasing innovative projects from its students and startups that are specifically tailored to the travel and tourism industries, emphasizing how new ideas and digital tools can revolutionize the sector. Companies like **E.Ocean** presented their tech solutions, while **Zong**, as a leading telecom provider, highlighted its role in improving connectivity and digital services for travelers.

Along with these key players, several other local and global tech providers participated, contributing innovations in mobile applications, AI-driven tools, virtual tours, and digital payment systems, all of which play crucial roles in shaping the future of the travel and tourism industry.

The introduction of the Tech District not only brought together these tech innovators but also facilitated collaboration, enabling the tourism industry to tap into advanced technological solutions for a more efficient and connected travel experience. Through this district, PTM 2025 provided a glimpse into how technology is driving the future of tourism in Pakistan and across the globe.





Hall
4

Saudi Showcase

Hall
4



Visit Saudi participation in the fourth Annual Edition of Pakistan Travel Mart 2025 was an important opportunity for the Kingdom to further engage with the Pakistani market, which is one of the largest sources of outbound tourism. This participation aligns with Saudi Arabia's Vision 2030, which aims to transform the country's tourism sector by offering a diverse range of experiences and attracting international travelers.

At PTM 2025, Visit Saudi has introduced its tourism products on a larger scale, showcasing the Kingdom's rich cultural heritage, modern attractions, and diverse tourism offerings. The primary outcome for Visit Saudi at the event was the opportunity to strengthen its presence in Pakistan, build relationships with travel agents and tour operators, and raise awareness about Saudi Arabia's evolving tourism offerings. This has helped create more travel opportunities for Pakistani tourists, who have a growing interest in exploring new destinations.



Golden Rowaa, Meezab Group, WOSOL, Namori, AKHG Al Khair Hospitality Group, Aroma Travels, Welcome Events & Destinations, and AL Khaif were among the prominent exhibitors in Hall 4, showcasing their exceptional services and offerings. Their presence highlighted industry innovation, premium travel solutions, and top-tier hospitality experiences, attracting significant engagement from attendees.



Through this engagement, Saudi Arabia aimed to position itself as a top choice for travelers from Pakistan, offering everything from luxury experiences to authentic cultural experiences. As part of Vision 2030, Visit Saudi is committed to enhancing tourism flows and contributing to the Kingdom's broader economic goals, and PTM 2025 was an important step in that direction.





Hall
5

Asia, Gulf & Middle-East



Hall
5

Hall 5 at Pakistan Travel Mart (PTM) 2025 was a vibrant showcase of the dynamic travel and tourism landscape spanning Asia, the Gulf, and the Middle East. The hall brought together key industry players, highlighting the growing importance of the region in global travel and fostering valuable opportunities for collaboration and expansion of tourism offerings.

At the forefront of the event was the **Azerbaijan Tourism Board**, PTM 2025's **Destination Partner**, which introduced visitors to Azerbaijan's rich cultural heritage, stunning landscapes, and growing reputation as a premier travel destination. **Tajikistan Tourism Board** also participated, presenting the country's diverse tourism attractions.

The **Pak Britain Business Council (UK Enclave)** served as a vital bridge between Pakistan and the UK, strengthening business and travel ties through meaningful networking opportunities and collaborative discussions. In parallel, the **Indus Siam (Thailand), Malaysian Enclave**, represented by **Qadas Fly** showcased Malaysia's vibrant tourism offerings, with an emphasis on seamless travel experiences and unique destinations that attract millions of visitors every year.

Taban Airlines under **Iran Enclave** made an impactful presence at PTM 2025, underscoring Iran's strategic connectivity and expanding travel routes, further solidifying the country's role in regional aviation. The **Sri Lanka Tourism Development Authority (SLTDA)** also added to the diverse mix, capturing the essence of Sri Lanka's tropical paradise through its promotion of pristine beaches, rich cultural heritage, and eco-tourism experiences.

Renowned destination management companies like **Rotana Travels, TDM M.I.C.E (Singapore)** and **Mervin Travels (Turkey)** played a pivotal role in connecting Pakistani travelers with international destinations through tailored travel services and curated tourism experiences. **Lufthansa City Center** participated in PTM 2025, showcasing its B2B products and services, for both business and leisure travelers.

TTW, as the **Media Partner**, amplified the event's global reach, ensuring that the latest trends, partnerships, and developments in the tourism industry were shared with audiences worldwide.

PTM 2025 served as a key platform for tourism authorities, destination management companies, and airlines to forge partnerships, explore business opportunities, and shape the future of regional travel.





Hall
6

Africa, America, Europe & Global Aviation District



Hall
6

PTM 2025 proved to be an essential platform for airlines to establish business linkages and uncover new growth opportunities. Held in Hall 6, the event created a dynamic environment for networking, collaboration, and strengthening international aviation ties.

A standout moment at PTM 2025 was **Emirates'** participation as the **Aviation Partner**, marking its first-ever appearance at the event. The airline's debut at PTM highlighted its commitment to furthering business relationships in the region and exploring new avenues for collaboration. Emirates capitalized on this unique platform to connect with key industry stakeholders, explore potential partnerships, and showcase its role in enhancing global connectivity.

For other airlines such as **PIA as National Carrier, Turkish Airlines, Ethiopian Airlines, AirSial, Flyadeal, Flynas, and Iraqi Airways**, Additionally, key travel companies and institutions such as **Web Beds, UIC Pakistan, Best Western, E-Safar, Bukhari Travels, Umbrella Travel, the Embassy of Ethiopia, and the Embassy of Rwanda** also took part, showcasing their contributions to the tourism and hospitality industry. PTM 2025 offered a prime opportunity to expand their network and engage with key decision-makers. The event facilitated meaningful discussions that allowed these airlines to deepen existing relationships, identify new business opportunities, and enhance their international presence.



A background image showing a man and a woman sitting at a round table with microphones, engaged in a podcast recording session. The man is on the left, wearing a light-colored short-sleeved shirt and shorts, and the woman is on the right, wearing a light-colored hijab and a long-sleeved top. They are both looking towards each other. The background is a solid orange color with the text 'PTM PODCAST' in large, bold, white letters. The 'PTM' part is larger and more prominent than 'PODCAST'.

PTM PODCAST



PTM PODCAST

The PTM 2025 Podcast served as a dynamic platform, bringing together industry leaders to discuss key developments in Pakistan's tourism sector. The conversations covered strategic advancements in aviation, cultural preservation, global tourism trends, and sustainable growth. Each episode provided valuable insights, fostering collaboration and innovation within the industry.



HARRY HWANG
Director, Regional Department Asia-Pacific
UNWTO



DR. CRISTINA MENEGAZZI
CULTURE AND HERITAGE EXPERT
UNESCO

BASTIEN BLANC
CHIEF EXECUTIVE OFFICER
HASHOO GROUP - HOSPITALITY
DIVISION



Rababe Koussaimi
MEDIA SALES PARTNER
TTW TRAVEL TOUR WORLD

Nazreen Ebrahim
TECHNOLOGY & AI ETHICS
SOUTH AFRICA



ABDULLAH H. KHAN
GENERAL MANAGER & SPOKESPERSON
PAKISTAN INTERNATIONAL AIRLINES (PIA)



FLORIAN SENGSTSCHMID
CHIEF EXECUTIVE OFFICER
AZERBAIJAN TOURISM BOARD ATB



ERIK WOLF
FOUNDER
WORLD FOOD TRAVEL ASSOCIATION



AFTAB UR REHMAN RANA
MANAGING DIRECTOR
PAKISTAN TOURISM DEVELOPMENT CORPORATION (PTDC)



AHMET KAZANCI
FOUNDER & CEO
MERVIN TRAVELS





PTM PODCAST



DR. OMER AYOUB
BUSINESS DEVELOPMENT & IT DIRECTOR
ALBAIT GUESTS



MUHAMMAD ALI IBRAHIM
VP, MARKETING COMMUNICATIONS
HASHOO GROUP



SYED KASHIF RIZVI
HOTEL MANAGER
BEACH LUXURY (AVARI GROUP OF HOTELS)



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COASTAL TOURISM SUSTAINABILITY
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SECRETARY
TOURISM, SPORTS & CULTURE



ABDUL HASEEB KHAN
BRAND AMBASSADOR
PIA TORONTO





SUSTAINABLE DESTINATIONS FORUM

LEARNING STATE OF SUSTAINABILITY IN TRAVEL - TOURISM SECTOR THROUGH DIALOGUE, COLLABORATION & INNOVATION

OUR STRATEGIC PARTNERS



SUSTAINABLE DESTINATIONS FORUM

Sustainable Destinations Forum aims to understand the state of sustainability in the travel sector. It's a fast-paced, immersive, and deeply engaging experience that challenges conventional thinking. Featuring national and international speakers, the forum dives into bold themes, tough questions, and innovative strategies that explore the future of travel through the lens of sustainability. With thought-provoking insights and curated content, it promises to spark innovation, inspire action, and shape the global conversation on sustainable destinations.

PANEL 1

DISRUPTING TRAVEL: THE ROLE OF TECHNOLOGY & AI REVOLUTIONIZING JOURNEYS

This session explored how artificial intelligence and cutting-edge technologies transformed the travel landscape. From AI-driven innovations that enhanced personalization and operational efficiency to real-world case studies demonstrating technology streamlining the traveler experience, the discussion examined how these advancements reshaped the way we journey. Participants gained insights into the opportunities and challenges of integrating AI and technology in tourism, inspiring them to embrace innovation for a smarter, more connected future.



L-R: Syed Faraz ul Ghani, Founder & CEO, Booking Advisors (Pvt.) Ltd. (Moderator)

- Nazareen Ebrahim, Visionary Leader in Media, Technology & AI Ethics
- Dr. Omer Ayoub, Business Development & IT Director, Al Bait Guests
- M. Ali Ibrahim, Vice President of Marketing & Communication, Hashoo Group – Hospitality Division
- Dean Wicks, Chief Flights Officer, Wego
- Muhaasin Irtiq, Country Head Pakistan, Sabre Corporation

PANEL 2

REDEFINING DESTINATIONS: SUSTAINABLE TOURISM FOR A RESILIENT FUTURE

This session spotlighted pioneering examples of sustainable tourism, showcasing how destinations led the way in fostering resilience and regeneration in a changing world. By exploring innovative practices and forward-thinking strategies, participants gained insights into overcoming challenges such as climate change, community engagement, and economic recovery. The discussion highlighted actionable solutions and inspired stakeholders to reimagine tourism as a driver of sustainable growth and long-term resilience.



R-L: Adeeba Khalid Jadoon, Chief Marketing Officer, Pakistan Travel Mart (Moderator)

- Harry Hwang, Director, Regional Department Asia-Pacific, UNWTO
- Florian Sengstschnid, CEO, Azerbaijan Tourism Board (ATB)
- Aftab-ur-Rehman Rana, Managing Director, PTDC
- Jumakhonzoda Jamshed Jurakhon, Chairman, Tajikistan's Committee for Tourism Development



SUSTAINABLE DESTINATIONS FORUM

PANEL 3

MEDICAL TOURISM: YOUR NEXT DESTINATION FOR INTEGRATED HEALTHCARE EXPERIENCES

The session at Pakistan Travel Mart explored the vast potential of medical tourism in Pakistan by highlighting the country's leading healthcare institutions and their state-of-the-art services. It engaged travel agents and industry stakeholders to promote Pakistan as a destination for affordable, high-quality medical care and wellness services. The discussion examined strategies to position Pakistan as a hub for integrated healthcare experiences, combining advanced medical treatments with opportunities to explore the country's rich cultural and natural attractions.



R-L: Dr. Mubashir Iftikhar, Director of Medical Tourism, MedAsk (Moderator)

- Dr. Farhat Abbas, CEO, Aga Khan University Hospital
- Dr. Hussain Ahmed Qadri, Director of Business Operations, Shaukat Khanum Memorial Cancer Hospital
- Khwaja Jehanzeb, CEO, Zeb Travels
- Talha Rehman, Co-Founder & CEO, Be Me.global

PANEL 4

HERITAGE REVIVED: BUILDING TOURISM THROUGH PRESERVATION AND INNOVATION

This session explored the intersection of heritage conservation and modern tourism, showcasing strategies that balanced the preservation of cultural assets with innovative approaches to attract visitors. By highlighting the economic impacts of revitalized cultural sites, the discussion demonstrated how heritage served as a catalyst for tourism growth while fostering a sense of identity and continuity. Participants discovered how investments in cultural preservation drove sustainable development and created meaningful visitor experiences.



L-R: Dr. Abdul Samad, Director General, Directorate of Archaeology and Museums, KPK (Moderator)

- Dr. Christina Menegazzi, Heritage & Culture Expert, UNESCO
- Midhat Shahzad, Additional Chief Secretary, Azad Jammu & Kashmir
- Dr. Asma Ibrahim, Founding Director, Museum, Archives & Art Gallery, SBP
- Kamran Lashari, Director General, Walled City of Lahore Authority



SUSTAINABLE DESTINATIONS FORUM

PANEL 5

THE NEW NARRATIVE: LOCAL IMMERSION AND THE TRANSFORMATION OF TOUR OPERATIONS

This session examined the rise of experiential and community-led tourism, highlighting how immersive local experiences reshaped the travel industry. By focusing on the opportunities and challenges of scaling these authentic experiences for global travelers, the discussion uncovered ways to preserve cultural integrity while meeting growing demand. Participants gained insights into innovative approaches to integrating local culture as the centerpiece of modern tourism, creating meaningful connections and driving sustainable growth.



L-R: Umair Jaliawala, Master Trainer & Speaker, Torque Corp (Moderator)

- Mohammad Hanif Rinch, Vice Chairman, Travel Agents Association of Pakistan
- Ahmet Kazanci, Founder, Mervin Travel
- Sajjad Sardar, Managing Director, Bukhari Group of Companies
- Dinara Matkurbanova, Co-Founder, Euro Asia Travels

PANEL 6

MEET THE MINISTERS: SHAPING THE FUTURE OF TOURISM IN PAKISTAN

The session served as a collaborative platform, bringing together provincial tourism authorities. This high-level discussion aligned efforts, shared visionary strategies, and identified opportunities for a unified approach to developing a robust and competitive tourism ecosystem. By addressing key challenges and leveraging collective expertise, the session charted a path forward for sustainable growth, economic development, and the global positioning of Pakistan as a premier travel destination.



L-R: LT GEN Hassan Azhar Hayat (R), HI(M), Managing Director Green Tourism PVT. LTD (Key Speaker)

- Bakhtyar Khan, Secretary, Culture, Tourism, Directorate of Archaeology and Museums (KPK)
- Ghulam Muhammad, Senior Minister, Tourism, Law & Parliamentary Affairs (Gilgit-Baltistan)
- Iftikhar Hamdani, Area General Manager, Bahi Ajman Palace & Coral Beach Resort Sharjah (Moderator)
- Farid Ahmad Tarar, Secretary, Tourism, Archaeology, and Museums Department (Punjab)
- Khair Muhammad Kalwar, Secretary Culture, Tourism & Antiquities Department Government of Sindh



SUSTAINABLE DESTINATIONS FORUM

PANEL 7

GLOBAL FLAVORS, LOCAL STAYS CULINARY: TOURISM AND HOSPITALITY AS BRIDGES BETWEEN CULTURES

This session explored the interconnected roles of culinary tourism and hospitality in fostering cross-cultural understanding and strengthening global connections. It delved into how traditional cuisines and regional food practices preserved culture, while local accommodations offered immersive experiences that reflected community values. Participants learned about successful campaigns that combined culinary attractions with unique lodging experiences to create compelling travel narratives, support local economies, and promote sustainable practices. By integrating the universal appeal of food with the warmth of hospitality, the discussion highlighted their combined potential as transformative tools for cultural exchange and tourism growth.



R-L: Raza Abbas, General Manager, Karachi Marriott Hotel (Moderator)

- Irfan Hilal Ahmed, CEO, Dreamworld Ltd. & Destination Hotels
- Bastien Blanc, CEO, Hashoo Group- Hospitality Division
- Erik Wolf, Founder & Executive Director, World Food Travel Association
- Peter Martin, COO, Serena Hotels

PANEL 8

SUSTAINABLE TOURISM INVESTMENT OUTLOOK: UNLOCKING OPPORTUNITIES ACROSS BORDERS

This session focused on the growing potential for cross-border investments in sustainable tourism. Experts discussed key strategies for attracting investments into eco-friendly and socially responsible tourism projects, emphasizing how these initiatives could drive long-term growth and positive impact. The session also highlighted investment-ready tourism opportunities, showcasing regions and projects poised for sustainable development while offering lucrative returns. Attendees gained valuable insights into unlocking new investment opportunities, ensuring the growth of tourism that benefits both economies and the environment.



R-L: Imran Khalil Naseer, Chairman, Pakistan-UK Business Council (FPCCI) (Moderator)

- Shaan Lashari, Managing Director, Luxus Hospitality Group
- Kashif Qureshi, Executive Director, Commercial, Ravi Urban Development
- Rashid Iqbal Khan, CEO, Pakistan Britain Business Council
- Kiran Afzal, Senior Private Sector Specialist, The World Bank Group



SUSTAINABLE DESTINATIONS FORUM

PANEL 9

BEYOND THE LOGO: CRAFTING EMOTIONAL CONNECTIONS IN DESTINATION MARKETING

The session explored the power of storytelling in shaping long-lasting perceptions of destinations. By focusing on narratives that resonated deeply with audiences, destination marketing evoked emotions that inspired exploration and loyalty. The discussion also emphasized the importance of integrating local perspectives, showcasing how authentic representation enhanced social and economic impact while fostering meaningful connections. Attendees gained insights into crafting destination strategies that went beyond visuals to create immersive and emotionally compelling campaigns.





GALA DINNER KARACHI



GALA DINNER

Pakistan Travel Mart (PTM) Gala Dinner held at the Marriott Karachi was an exquisite evening that brought together key players in the tourism and hospitality sectors.

The event featured distinguished guests, industry leaders, and government officials from around the globe. It was an opportunity for networking, celebrating milestones in the travel industry, and discussing Pakistan's tourism potential.

The evening was marked by formal speeches, cultural troupes, and a lively atmosphere where participants exchanged ideas and fostered new business relationships. The Gala Dinner was a memorable part of the PTM, offering both a social and professional platform to advance the goals of the travel and tourism industry in Pakistan.





GALA DINNER ISLAMABAD



GALA DINNER

PTM Gala Dinner held in Marriott Islamabad was an elegant evening that brought together not only local industry leaders but also international delegates.

This prestigious event served as a platform for networking, showcasing the diverse offerings of Pakistan's tourism sector, while also highlighting destinations from around the world. It was a moment for businesses to forge new connections, celebrate industry milestones, and engage in meaningful discussions on the future of global travel and tourism.

The Gala featured formal speeches, cultural performances, and opportunities to explore potential partnerships, making it an essential part of the PTM experience.





PAKISTAN TRAVEL MART 2025 ROADSHOW



PTM ROADSHOW

The Islamabad Roadshow 2025, held on 4th and 5th February, brought together 55 national and international exhibitors, including Azerbaijan, Pak Britain Business Council, Emirates, and the US Embassy, along with 400+ trade visitors, making it a key event for networking and business development in the travel and tourism industry.

The event featured an insightful presentation by the Azerbaijan Tourism Board, highlighting the country's travel potential and investment opportunities. Attendees engaged in B2B networking, fostering strategic partnerships and industry collaborations.

Additionally, sightseeing tours provided a chance to explore Pakistan's cultural and historical attractions. The roadshow also showcased local craftsmanship in collaboration with Hunarzone, promoting cultural exchange and supporting the tourism sector's growth.





Facts & Figures

PTM 2025 Roadshow - Marriott Islamabad

The 4th Annual Edition of Pakistan Travel Mart , held at the Marriott Hotel Islamabad from February 04 to February 5, 2025, witnessed over 400 trade visitors from the travel and tourism fraternity in attendance. With more than 55 international and domestic exhibitors and partners, brought together key industry players, fostering collaborations, exchanging insights and unlocking business opportunities.



400
Trade
Visitors



55
Exhibitors
& Partners



Sightseeing



Hi-Tea Networking





OUR PARTNERS



Organized by BUKHARI EVENTS & MEDIA SERVICES



Karachi Office: B-C, 3rd Floor, Lakson Square Building, 1 Sarwar Shaheed Road, Karachi

Lahore Office: F-2, Hill View Arcade, 5 Davis Road, Lahore

Islamabad Office: Office No. 4,5 & 6, Mezzanine Floor, Gondal Plaza, Fazal e Haq Road, Blue Area, Islamabad



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