



Asia Pacific Tourism Marketing Evaluation Workshop

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Mission

- To create an enabling environment for Pakistan's tourism industry by providing world-class facilities that commensurate with our rich cultural heritage, rare archaeological treasures and exquisite environmental beauty in close partnership and coordination between the public and the private sector while preserving and protecting our cultural and moral values and projecting tourist friendly image of the country.

PAKISTAN'S NATIONAL TOURISM OBJECTIVES

To enhance tourism activities, increase tourist arrivals, and make tourism an instrument for generating employment, alleviating poverty, and increasing foreign exchange earnings

To promote affordable, accessible and enjoyable domestic tourism and cultural and sports festivals; tourism of the religious sites and old civilizations; and foreign tourism linked to regional tourism particularly among SAARC, ECO and ASEAN countries.

To enhance coordination between public and private sectors and upgrade resources to ensure desired standards of quality service.

TYPES OF TOURISM WE OFFER

- International
- Domestic
- Categories
 - Leisure Tourism
 - Adventure Tourism
 - Cultural, Religious and Historical Tourism
 - Visiting Friends & Relatives
 - Environmental and Eco Tourism
 - Mountaineering / Trekking.
 - Medical Tourism
 - Sports Tourism

TOURISM RESOURCES / INFRASTRUCTURE ALREADY DEVELOPED

- Destinations – Tourist attractions
- Tourist Transport
 - Air
 - Road
 - Train
- Communications
- Accommodation
 - Hotels
 - Motels
 - Rest Houses
- Supporting Infrastructure
 - Tourist Information Centres
 - Tourist Facilitation Centres
 - Provincial / Regional Tourism Organizations

MOST VISITED TOURIST DESTINATIONS IN PAKISTAN

- Pakistan is a great mix of metropolitan cities, natural beauty and a very attractive culture that attracts tourist every year.
- Some people like to visit metropolitan which are culturally rich but offer all facilities to the tourist.
- Our bigger cities and cultural destinations like Lahore and Karachi attract both foreign tourist and local tourist.
- People who have interest in archeology, have places like Taxila, Harrapa and Moenjodaro.

Tourist Flow to Pakistan

Year	No. of Foreign Tourists
2012	0.664 million
2013	0.566 million
2014	0.965 million
2015	1.247 million
2016	1.756 million

How we Market our products

- Participation in Foreign Tourism Exhibitions
- Participation and organizing local cultural and tourism events
- Tourism awareness and orientation seminars / walks
- Adventure and outdoor activities
- Printing, Publication and distribution of free tourist literature, newsletters, maps, posters etc.
- Publicity in print and electronic media
- Media Familiarization trips of International Travel Writers
- Production of documentaries, CDs, DVDs,
- E-Commerce

Challenges

- Absence of tourism management entity at Federal level
- Negative image as a tourism destination
- Difficulty in issuance of visa
- Lack of proper marketing and promotion
- Insufficient use of IT for tourism promotion
- Underdeveloped civic, communication and tourism infrastructure
- Trust deficit between public and private sector tourism stake-holders.

Future Strategy

- Launching of exclusive promotional campaigns on major international TV networks like BBC, CNN, NATGEO, Travel, Discovery, SPG etc.
- Launching of Exclusive Pakistan Tourism Satellite TV Channel
- Appointment of tourism ambassador at major tourist generating regions
- Involvement of commercial counselors posted abroad
- To bring the Provincial Tourism Departments under the umbrella of Federation.
- To develop appropriate incentives to promote greater private sector investment in creation of tourist facilities.
- Development of road network leading to tourist places.
- Up-gradation of accommodation facilities.

Thank you