



**Pakistan Travel and Tourism Symposium 2024**  
***“Building the Tourism Economy through Green Investments”***

**Serena Hotel Islamabad, Pakistan**  
**May 27 – 28, 2024**

## GENERAL INFORMATION NOTE



**PAKISTAN TOURISM DEVELOPMENT CORPORATION**

PTDC Head Office: Kohsar Block (Ground Floor), Pak-Secretariat–Islamabad.

Tel +92-51-9212827 Fax: 9212853

Email: [info@tourism.gov.pk](mailto:info@tourism.gov.pk), [managerpi@tourism.gov.pk](mailto:managerpi@tourism.gov.pk) website: <http://www.tourism.gov.pk/>

## TABLE OF CONTENTS:

1. INTRODUCTION .....	3
2. CONTACT INFORMATION .....	3
3. MEETING VENUE .....	3
4. REGISTRATION OF DELEGATES .....	3
5. ACCOMMODATION.....	4
6. TRANSPORTATION .....	4
7. OFFICIAL LANGUAGE.....	5
8. DRESS CODE.....	5
9. VISA AND PASSPORT REQUIREMENTS .....	5
10. CUSTOMS REGULATIONS AND PROCEDURES .....	5
11. TECHINCAL TOUR.....	5
12. COUNTRY CODE .....	6
13. TIME ZONE.....	6
14. ELECTRICITY .....	6
15. CURRENCY .....	6
16. WEATHER .....	6
17. EMERGENCY PHONE NUMBERS.....	6
18. INTRODUCING PAKISTAN .....	6
19. ISLAMABAD QUICK FACTS .....	7

### PAKISTAN TOURISM DEVELOPMENT CORPORATION

PTDC Head Office: Kohsar Block (Ground Floor), Pak-Secretariat-Islamabad.

Tel +92-51-9212827 Fax: 9212853

Email: [info@tourism.gov.pk](mailto:info@tourism.gov.pk), [managerpi@tourism.gov.pk](mailto:managerpi@tourism.gov.pk) website: <http://www.tourism.gov.pk/>

## 1. INTRODUCTION

Pakistan Tourism Development Corporation (PTDC) with the support of the World Bank Group (WBG) is organizing Pakistan's first ever Travel and Tourism Symposium on the theme "Building the Tourism Economy through Green Investments" in Serena Hotel, Islamabad from 27 – 28 May 2024.

## 2. CONTACT INFORMATION

For further information, please contact the following personnel:

### **Ms. Sadia Nauman**

+92 324 5250168

Manager Publicity and Promotion

Pakistan Tourism Development Corporation

### **Mr. Ikram Fareed**

+92 304 0639535

Program Officer

Pakistan Tourism Development Corporation

Ground Floor, Kohsar Block, Pak Secretariat, Islamabad, Pakistan

Tel: +92 51 9212849, +92 51 9212827

Fax: +92 51 9212853

Email: [managerpi@tourism.gov.pk](mailto:managerpi@tourism.gov.pk); [ammedia@tourism.gov.pk](mailto:ammedia@tourism.gov.pk)

## 3. SYMPOSIUM VENUE

The venue for the Pakistan Travel and Tourism Symposium will be Serena Hotel, Islamabad, Pakistan.

Address: Serena Hotel, Khayaban-e-Suharwardy, G-5/1, Islamabad, Pakistan.

UAN: +92 (51) 111 133 133

Fax: +92 51 287 1100

Email: [sales.ish@serena.com.pk](mailto:sales.ish@serena.com.pk)

Website: <https://www.serenahotels.com/islamabad>

## 4. REGISTRATION OF DELEGATES

All participants interested in attending this event may register online by completing the registration form available at this link: <https://forms.gle/u7Ecvk68zSdw5tkM6> - no later than 30 April 2024. For any inquiries or additional information, please email at [ammedia@tourism.gov.pk](mailto:ammedia@tourism.gov.pk) and [managerpi@tourism.gov.pk](mailto:managerpi@tourism.gov.pk).

### PAKISTAN TOURISM DEVELOPMENT CORPORATION

PTDC Head Office: Kohsar Block (Ground Floor), Pak-Secretariat-Islamabad.

Tel +92-51-9212827 Fax: 9212853

Email: [info@tourism.gov.pk](mailto:info@tourism.gov.pk), [managerpi@tourism.gov.pk](mailto:managerpi@tourism.gov.pk) website: <http://www.tourism.gov.pk/>

## 5. ACCOMMODATION

A. International delegates joining the symposium on special invitation by PTDC will be provided hotel accommodation for 4 nights (Check-in on May 26 and Check-out on May 30). Delegates are requested to confirm their attendance in advance to ensure that necessary arrangements are made in time. For any inquiry, please email [ammedia@tourism.gov.pk](mailto:ammedia@tourism.gov.pk) and [managerpi@tourism.gov.pk](mailto:managerpi@tourism.gov.pk).

B. The following selected hotels will be providing special discounted rates for additional delegates attending the symposium. Participants are requested to book their rooms in advance by selecting the hotel of their choice from the list below:

Sr	Hotel Name	Room Type	Charges (in PKR) + taxes	Contact Details for Room Reservation
1.	Legends Hotel	Superior Single Room	18,000/-	Mr. Muhammad Ejaz Nazir Assistant Sales Manager +92 345 5534004 <a href="mailto:ejaznazir@legendhotelsgroup.com">ejaznazir@legendhotelsgroup.com</a>
		Deluxe Single Room	20,000/-	
		Executive Single Room	22,000/-	
		Superior Double Room	20,000/-	
		Deluxe Double Room	22,000/-	
		Executive Double Room	24,000/-	
2.	Pearl Continental Hotel	Standard Single Room	23,500/-	Ms. Amna Salman Qadir Regional Sales Manager – North +92 304 0928202
		Standard Double Room	28,000/-	
		Executive Single Room	26,500/-	
		Executive Double Room	31,000/-	
3.	Serena Hotel	Executive Club Single Room (Bed & Breakfast)	37,000/-	Mr. Bilal Basharat Hamdani Sales Manager +92 302 2284645
4.	Best Western	Deluxe Single	30,000/-	Mr. Mohsin Nazir Senior Sales Manager +92 324 5003335 <a href="mailto:ssm@bestwesternpremierisb.com">ssm@bestwesternpremierisb.com</a>
		Deluxe Twin	33,000/-	

### PAKISTAN TOURISM DEVELOPMENT CORPORATION

PTDC Head Office: Kohsar Block (Ground Floor), Pak-Secretariat–Islamabad.

Tel +92-51-9212827 Fax: 9212853

Email: [info@tourism.gov.pk](mailto:info@tourism.gov.pk), [managerpi@tourism.gov.pk](mailto:managerpi@tourism.gov.pk) website: <http://www.tourism.gov.pk/>

## 6. TRANSPORTATION

PTDC will provide **local transport to international delegates** from and to the airport upon arrival and departure **between 26 and 30 May 2024**. Participants are requested to provide detailed information regarding their flight schedule (i.e., flight number, flight date, flight time of arrival and departure) in the Registration Form.

Other delegates may request their respective hotels to provide airport pick and drop at the time of making the room reservation.

## 7. OFFICIAL LANGUAGE

The Meetings will be conducted in English. Simultaneous translation in any other language will not be available.

## 8. DRESS CODE

Formal attire is recommended for all delegates.

## 9. VISA AND PASSPORT REQUIREMENTS

All participants entering Pakistan must possess a valid Passport or internationally recognized Travel Document. The document shall be valid, for more than six (6) months from the date of entry into Pakistan.

Delegates must apply and obtain a Visa in advance at any Pakistani Embassy/ Consulate abroad before entering the country. Alternatively, E-visa may be applied by visiting the government of Pakistan e-visa application portal at <https://visa.nadra.gov.pk/e-visa/>.

## 10. CUSTOMS REGULATIONS AND PROCEDURES

The Pakistani Customs Authority has been informed to facilitate customs and entry procedures for all delegates. For further information on Pakistan's customs regulation, dutiable and prohibited items, please contact the nearest Pakistani Embassy or consulate in your country.

The Customs authorities perform custom inspections after baggage claims on passengers arriving on international flights. During inspection, the passengers may be required to submit the completed customs declaration forms which will be provided by the airline staff before landing.

## 11. POST - SYMPOSIUM TRIPS

A special sightseeing tour of Islamabad and Margalla Hills will be arranged for all delegates by PTDC. Further information on the tour program has been provided in the agenda document.

### PAKISTAN TOURISM DEVELOPMENT CORPORATION

PTDC Head Office: Kohsar Block (Ground Floor), Pak-Secretariat-Islamabad.

Tel +92-51-9212827 Fax: 9212853

Email: [info@tourism.gov.pk](mailto:info@tourism.gov.pk), [managerpi@tourism.gov.pk](mailto:managerpi@tourism.gov.pk) website: <http://www.tourism.gov.pk/>

## 12. COUNTRY CODE

Country Phone Code (Pakistan): +92, City Code (Islamabad): 051

## 13. TIME ZONE

Local time zone in Pakistan is GMT +5 hours

## 14. ELECTRICITY

The electricity supply most commonly used in Pakistan is 220-240 volts A.C. at 50 hertz.

## 15. CURRENCY

The monetary unit of the country is Pakistani Rupee and is written as Rs. or PKR.

The exchange rate is valued at around USD 1 = Rs. 278.88. Notes are available in Rs.10, Rs.20, Rs.50, Rs.100, Rs.500, Rs.1000 and, Rs.5000 denominations. Foreign currencies can be exchanged at banks, hotels and money changers.

## 16. WEATHER

Temperature ranges from 28c min to 31c max in May. Relative humidity from 0% to 29%.

## 17. EMERGENCY PHONE NUMBERS

Police Emergency: 15

Rescue Service: 1122

Fire Brigade: 16

## 18. INTRODUCING PAKISTAN

Pakistan, a land of diverse landscapes, rich cultural heritage, and historical significance, stands poised to unlock its immense tourism potential. With its majestic mountains, serene lakes, ancient archaeological sites, and bustling cities, Pakistan offers a tapestry of experiences for domestic and international tourists alike.

Thanks to its historical, geographical, and ethnic diversity, Pakistan's culture is a melting pot of Indian, Persian, Afghan, and Central Asian, South Asian, and Western Asian influences.

Log on to <https://tourism.gov.pk/> for more information about tourism products, services, and attractions in Pakistan.

PTDC recently launched the National Tourism Brand of Pakistan "**SALAM PAKISTAN**". The "Salam Pakistan" initiative aims to project the diverse and

### PAKISTAN TOURISM DEVELOPMENT CORPORATION

PTDC Head Office: Kohsar Block (Ground Floor), Pak-Secretariat-Islamabad.

Tel +92-51-9212827 Fax: 9212853

Email: [info@tourism.gov.pk](mailto:info@tourism.gov.pk), [managerpi@tourism.gov.pk](mailto:managerpi@tourism.gov.pk) website: <http://www.tourism.gov.pk/>

multifaceted tourism opportunities in Pakistan, encompassing recreational, mountaineering, adventure, cultural, religious, historical, cuisine, geographical, and other aspects.

Official websites of the Tourism departments of four provinces and two regions of Pakistan are provided below:

Province of Khyber Pakhtunkhwa	<a href="https://kptourism.com/">https://kptourism.com/</a>
Province of Punjab	<a href="http://www.tdcp.gop.pk/">http://www.tdcp.gop.pk/</a>
Province of Sindh	<a href="https://sindhculture.gov.pk/">https://sindhculture.gov.pk/</a>
Province of Balochistan	<a href="http://balochistan.gov.pk/">http://balochistan.gov.pk/</a>
Gilgit-Baltistan	<a href="https://visitgilgitbaltistan.gov.pk/">https://visitgilgitbaltistan.gov.pk/</a>
Azad Jammu and Kashmir	<a href="https://ajktourism.gov.pk/">https://ajktourism.gov.pk/</a>

## 19. ISLAMABAD QUICK FACTS

**Area:** 906.50 square kilometers

### Capital of Pakistan

**Population:** 1.2 million

**Language:** Urdu is the national language, but English, Punjabi, Pashto, Balochi, Sindhi and Pahari are also widely spoken in the city.

**Altitude:** Ranging from 457 to 610 meters.

**Climate:** Islamabad features an atypical version of a humid subtropical climate, with hot, humid summers accompanied by a monsoon season followed by cool winters.

Islamabad is Pakistan's most diverse metropolis in terms of the population. It has the largest expatriate population in the country. Islamabad has an inviting and reasonably temperate climate, with lush green scenery and excellent infrastructure. The city is also a stopping point for tourists travelling to the Northern Areas of the country for trekking, hiking, adventure sports and mountaineering. Since the city has been growing into a major business and commerce centre, it has attracted a large highly skilled workforce from other major cities including Karachi, Lahore, and Quetta. All the country's diplomatic ties are maintained and exercised through Islamabad.

The city is famous for its lush-green and clean environment; and is often referred to as 'The Green City'. It includes prominent parks, forests, and trails such as Fatima Jinnah Park, Shakarparian Park and Margalla Hills National Park etc. The city is also home to several landmarks, including the Faisal Mosque, which is one of the largest mosques in South Asia. Other landmarks include the Pakistan Monument

#### PAKISTAN TOURISM DEVELOPMENT CORPORATION

PTDC Head Office: Kohsar Block (Ground Floor), Pak-Secretariat-Islamabad.

Tel +92-51-9212827 Fax: 9212853

Email: [info@tourism.gov.pk](mailto:info@tourism.gov.pk), [managerpi@tourism.gov.pk](mailto:managerpi@tourism.gov.pk) website: <http://www.tourism.gov.pk/>

and Democracy Square. There are many outdoor activities and places to visit and enjoy in the city, such as Damn-e-Koh, Rawal Lake, and Lake View Park.

Islamabad and Rawalpindi, which are considered 'twin cities' are connected by Metro Bus service and other modes of public transport. Uber, Careem, In-drive, and Yango rides are available at nominal rates and are used frequently by locals as well as tourists. Rawalpindi / Islamabad also has a sightseeing bus service that takes tourists around to enjoy numerous landmarks and destinations. Additionally, Pakistan Railways has recently started a safari train that takes tourists from Golra station in Rawalpindi to Attock Fort and back. Pakistan International Airlines also started 'Sadpara Air Safari' named after the prominent mountaineer Ali Sadpara which flies over the snow-capped peaks including K2, Nanga Parbat and the famous Saif ul Maluk lake.

**PAKISTAN TOURISM DEVELOPMENT CORPORATION**

PTDC Head Office: Kohsar Block (Ground Floor), Pak-Secretariat-Islamabad.

Tel +92-51-9212827 Fax: 9212853

Email: [info@tourism.gov.pk](mailto:info@tourism.gov.pk), [managerpi@tourism.gov.pk](mailto:managerpi@tourism.gov.pk) website: <http://www.tourism.gov.pk/>