

WELCOME TO



BEST STAY IN SKARDU FOR YOUR DREAM TRIP

Hotel Himalaya Skardu offers breathtaking views of majestic mountains, paired with warm local hospitality. Nestled in the heart of Skardu, it's perfect retreat for comfort, adventure & unforgettable memories.



- 📍 Near Post Office Hussainabad
Skardu - Himalaya Hotels
- ☎ +92 314 4440014 | + 92 5815 555400
- ✉ hotelhimalaya.skd@gmail.com
- 🌐 hotelhimalaya.com.pk

PAKISTAN TOURISM

Annual Magazine 2025
Pakistan Association of
Tour Operators (PATO).

Celebrating Pakistan's Power to Inspire the World

Sirbaz Khan
Pakistan's Pride on the
World's Highest Peaks

Exploring the Heart
of Sindh Culture,
Heritage & Beyond

KPCTA Pioneers
Pakistan's First
E-Licensing System



INDUS HOTEL HYDERABAD

The Heart of Hospitality in Hyderabad ★ ★ ★ ★



Luxurious Rooms



Beauty Salon



Cafe



3 Restaurants



Banquet Facilities

Since 1992, Indus Hotel has been the city's most trusted and celebrated address hosting tourists, dignitaries, and celebrities from across Pakistan and beyond. Recently upgraded to become Hyderabad's first 4-star hotel, Indus combines its proud legacy with modern sophistication and warm Pakistani hospitality. Ideally located in the heart of Hyderabad on Thandi Sarak, the hotel offers guests effortless access to the city's key business, cultural, and commercial landmarks. With elegant rooms, fine dining at Lazzat Restaurant, and versatile event spaces, Indus Hotel remains the definitive symbol of comfort and class where heritage meets modern excellence.

120 Rooms
& Suites

9 Halls &
Conference Rooms

On-Site
ATM

24/7
Armed Security

Gym

24/7
Electricity



✉ reservations@indushotel.com
banquets@indushotel.com

🌐 www.indushotel.com

☎ 022-2782514 | 022-2781093
| 0313-5443304

📍 Opposite Niaz Stadium Thandi
Sarak, Hyderabad, Sindh,
Pakistan 71000

📱 Indushotel





Editor’s Note

From
Mr. Sajid Mehmood Mughal

It gives me immense pleasure to present this edition of the PATO Magazine 2025, a publication that reflects the spirit, resilience, and growth of Pakistan’s tourism community. This magazine is not just a compilation of stories — it is a celebration of the people, places, and partnerships that continue to shape the future of tourism in our country.

The year 2025 marks an exciting new chapter for Pakistan’s tourism sector. From adventure tourism in the north to cultural heritage in the south, and from international exhibitions to domestic festivals, our tour operators and organizations have worked tirelessly to promote Pakistan as a destination of hospitality, diversity, and beauty.

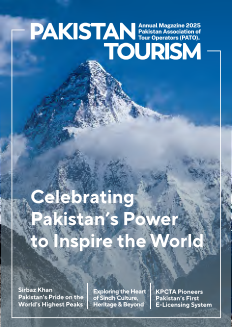
I would like to extend heartfelt appreciation to all PATO members, provincial tourism authorities, PTDC, TDAP, and our partners from around the world who continue to support and believe in Pakistan’s tourism potential. A special acknowledgment goes to the mountaineers, adventurers, and entrepreneurs whose inspiring stories highlight the true spirit of our nation.

This magazine is a collective effort — a bridge connecting Pakistan’s tourism family. I hope it serves as a source of pride, information, and inspiration for all who work to make our tourism industry stronger and more vibrant.Together, let’s continue to build a positive image of Pakistan across the globe — one story, one traveler, and one destination at a time.

With warm regards,
Sajid Mehmood Mughal
Executive Member – PATO
Cell No. +92 300 911 3267

TABLE OF CONTENT

PATO, Chariman and Office Barriers	2
PATO, Executive Committee	3
Chairman Message	4
Senior Vice Chairman Message	6
Vice Chairman Message	7
Message of Managing Director of PTDC	8
Tirich Mir, 75 Years of Pride for Chitral	10
Chitral , Gateway to Adventure and Culture	12
Sirbaz Khan, Pakistan's Pride	14
The First Pakistani Woman on Everest	16
PATO Makes Historic Debut at Pakistan	18
The Mountain Princess Of Pakistan	19
Message to All Tour Operators	20
Managing Director, (NATCO)	21
Saiyaha <u>DMC</u>	22
Faizan Hassan Managing Director <u>EKK</u>	23
Director's Report to the Members	24
Exploring the Heart of Sindh Culture	26
Major Tourist Attractions in Sindh	28
Culture of Sindh	30
The Mountain That Called Us Home	32
Samar Khan – Breaking Barriers	33
Celebrating Our Mountaineering Heroes	34
World Tourism Day 2025	36
The Young Voice of the Hindukush	37
PATO Together for the Growth	38
KPCTA Pioneers	39
Haris Ali Shah, Founder – APPB	42
Nasir Ahmed Chief Executive Officer	43
Gilgit Adventure Treks	



About This Edition
This magazine celebrates Pakistan’s diverse tourism landscape, highlighting destinations, festivals, investment prospects, and the collective efforts of our tour operators, partners, and tourism bodies.It aims to strengthen international cooperation, promote responsible travel, and showcase Pakistan as one of the world’s most promising destinations.

Published by:
Pakistan Association of Tour Operators (PATO)
Editorial Team:
PATO EC Members & Contributors

Pakistan Association of Tour Operators (PATO) Chariman and Office Bearers



Company Name Adventours
DTS # ID-2212
Contact Name Capt. Niaz Ahmed
Designation CEO
Address House 1-A, Street 61, F-8/4, Islamabad
WhatsApp 0092-300-8542870
Email ID ceo@adventours.com.pk, info@adventours.com.pk,
Web Site www.adventours.com.pk

Capt. Niaz Ahmed
Chairman



Company Name Explore Karakoram Trek & Tours
DTS # ID-2005
Contact Name Nasir Hussain
Designation CEO
Address Ganish, Off Karakuran Highway, Hunza Gilgit, Pakistan
WhatsApp 0306-5230318, 0333-5200596
Email ID info@explorekarakoram.com, nasir@explorekarakoram.com, nasirekk@yahoo.com
Web Site www.explorekarakoram.com

Nasir Hussain
Senior Vice Chairman



Company Name Gypsy Traces & Tours Pvt Ltd
DTS # ID-2337
Contact Name Zahid Hussain
Designation Managing Director
Address 6-D/1, Block 1, Askari Towers II, Sector D, DHA Phase II, Islamabad
WhatsApp 0092-312-9936266
Email ID info@gypsytours.pk, info.gypsytours@gmail.com
Web Site www.gypsytours.pk

Zahid Hussain
Vice Chairman

Pakistan Association of Tour Operators (PATO) Executive Committee



Mr. Ashraf Aman
Executive Committee



Mr. Sajid Anwar
Executive Committee



Mr. Ali Saltoro
Executive Committee



Mr. Sajid Mehmood
Executive Committee



Mr. Yousaf Muhammad
Executive Committee



Mr. Haris Ali Shah
Executive Committee



Mr. Khalid Malik
Executive Committee



Mr. Abid khan
Executive Committee



Mr. Nasir Ahmed
Executive Committee



Mr. Maqsood UI Mulk.
Executive Committee



Ms. Aneeqa Ali
Executive Committee



Chairman Message

Captain Niaz Ahmed
Chairman, Pakistan Association of
Tour Operators (PATO)
CEO, Adven Tours



It is with great honor and enthusiasm that I present this inaugural edition of the PATO Annual Magazine — a publication that reflects the spirit, progress, and potential of Pakistan's tourism industry.

As we look back on the past year, we witness a sector that has demonstrated resilience, innovation, and remarkable growth. Pakistan is no longer a hidden gem — it is a rising destination, blessed with majestic mountains, ancient civilizations, vibrant cultures, and warm hospitality. The world is beginning to see what we have always known: that Pakistan is a land of wonder, adventure, and discovery.

This magazine stands as a collective voice of our association — a platform that celebrates our achievements, promotes our members, and strengthens our relationships with embassies, investors, and international travel partners. It brings together valuable content including destination features, business insights, tour packages, policy updates, and opportunities for global collaboration.

As Chairman of PATO, I remain deeply committed to our mission of enhancing tourism excellence in Pakistan. Together with our Executive Committee and dedicated members across the country, we will continue to:

- Champion responsible and inclusive tourism development
- Advocate for stronger public-private partnerships
- Facilitate innovation in travel services and experiences
- Position Pakistan as a premier global destination

Pakistan is no longer a hidden gem — it is a rising destination, a land of wonder, adventure, and discovery.”

This magazine is not just a publication — it is a promise of continued commitment, vision, and unity. Let us move forward with renewed purpose, expanding our reach and showing the world the unmatched beauty and richness of Pakistan. With warmest regards,

Capt. Niaz Ahmed
Chairman – Pakistan Association of Tour Operators (PATO)
CEO – Adven Tours



ESCAPE TO THE PEAKS

Discover Pakistan's Highest 5-Star Retreat

Ski the slopes, soar above the valleys, and stay wrapped in five-star comfort.

At **Pearl-Continental Malam Jabba**, every moment brings a thrill, from sunrise chairlifts to candle-lit dinners by the fire.

Whether you seek serene luxury or a rush of adventure, find it all at Pakistan's first five-star ski resort.



Pearl-Continental
MALAM JABBA

For group bookings

Please contact cluster head

Usman Chaudhry

Cluster Assistant Director Sales

0300-5137636

Usman.chaudhry@hashoohotels.com

Book now at www.pchotels.com

or call +92 946 111 505 505 / +92 337 211 1110



Senior Vice Chairman Message

Mr. Nasir Hussain

Senior Vice Chairman – Pakistan Association
of Tour Operators (PATO)

CEO – Explore Karakoram Trek & Tours

*Through unity, professionalism,
and ethical practices, we can
present Pakistan as a world-class
tourism destination.”*

Nasir Hussain

It is a matter of great pride and satisfaction to be part of this milestone—the launch of the PATO Annual Magazine. This publication not only represents the collective spirit of Pakistan's tour operators but also serves as a gateway for the world to discover the immense tourism potential our country offers.

As someone who has worked closely in the field of adventure and cultural tourism, I have seen first-hand how Pakistan continues to captivate travelers with its raw natural beauty, diverse landscapes, ancient heritage, and heartfelt hospitality. From the rugged peaks of the Karakoram to the sacred trails of Buddhist and Sufi sites, Pakistan has something for every traveler.

This magazine is an excellent initiative to unify our voices, document our efforts, and build stronger ties with local and international tourism stakeholders. It brings together the richness of our destinations, the success stories of our members, upcoming events, and valuable opportunities for both collaboration and investment.

As Senior Vice Chairman of PATO, I reaffirm our commitment to:

- Promoting responsible tourism through professional service and ethical practices
- Supporting and empowering our member tour operators
- Engaging with international partners, embassies, and media to promote Pakistan as a safe and welcoming destination
- Advocating for better infrastructure, policy reform, and sustainable development

I congratulate all those involved in bringing this publication to life and encourage our readers—both at home and abroad—to work together in presenting Pakistan as a world-class tourism destination.

With sincere regards,

Mr. Nasir Hussain

Senior Vice Chairman – PATO

CEO – Explore Karakoram Trek & Tours



Vice Chairman Message

Mr. Zahid Hussain

Vice Chairman, Pakistan Association of Tour
Operators (PATO)

CEO – Gypsy Traces & Tours Pvt. Ltd.

*Pakistan’s strength lies in its beauty, culture,
and the warmth of its people. Our mission
is to grow tourism with unity and
sustainability — showcasing Pakistan as
a destination of peace and discovery.”*

Zahid Hussain

It is a privilege to share my thoughts in this landmark edition of the PATO Annual Magazine, which brings together the collective vision, commitment, and passion of Pakistan's tourism leaders.

Pakistan is blessed with immense natural beauty, cultural depth, and historical richness. Yet, what truly sets us apart is the warmth of our people and the authenticity of our experiences. As we continue to grow as a tourism destination, it is our responsibility to ensure that our development is sustainable, inclusive, and beneficial to local communities across the country.

This magazine is a step forward in our mission to promote Pakistan's true image to the world — not just through words, but through action, innovation, and unity within our industry. It reflects the energy and dedication of PATO's members who work tirelessly to craft unforgettable journeys for travelers from around the globe.

As Vice Chairman, I remain committed to:

- Expanding tourism outreach through professional partnerships
- Supporting rural and cultural tourism across underrepresented regions
- Advocating for policy improvements and better facilitation from regulatory bodies
- Encouraging quality, safety, and ethical practices in all areas of tourism

I congratulate the entire editorial team and Executive Committee for bringing this vision to life. Let us continue working together to position Pakistan as a destination of peace, discovery, and timeless charm.

With best wishes for a successful year ahead,

Mr. Zahid Hussain

Vice Chairman – PATO

CEO – Gypsy Traces & Tours Pvt. Ltd.

Message of **Aftab ur Rehman Rana,** Managing Director of PTDC



Together, we are shaping a brighter future for Pakistan's tourism — one built on innovation, collaboration, and the unmatched beauty of our land. Let's continue showcasing the true spirit of Pakistan to the world."

Aftab ur Rehman Rana

Dear esteemed members of PATO,

As we celebrate the beauty and diversity of Pakistan's tourism industry, I want to express my deepest appreciation for your tireless efforts in showcasing our country's wonders to the world. Your dedication to promoting Pakistan's rich cultural heritage, breathtaking landscapes, and warm hospitality is truly commendable.

As we strive to make Pakistan a top tourist destination, I urge you to continue innovating, collaborating, and pushing the boundaries of what is possible. Your passion and expertise are crucial in shaping the future of our tourism industry of Pakistan.

PTDC is highly committed to support and facilitate all of you to promote the image of Pakistan as a matchless tourist destination. Over the last few years, we have created numerous opportunities for our private sector stakeholders for networking at national and international level and have strived to pro-

mote B2B linkages of our tour operators with the tour operators of many other countries. We have launched a joint marketing and promotion program where we are providing opportunities to our tour operators to participate in the leading tourism expos and fairs on subsidized participation fee.

Let us continue working together towards creating unforgettable experiences for visitors, fostering economic growth, and promoting cultural exchange. I am confident that with our collective efforts, we can unlock the full potential of Pakistan's tourism sector and make it a driver of sustainable development.

Thank you for your commitment to excellence, and I look forward to seeing the incredible things we can achieve together.

Best regards,
Aftab ur Rehman Rana
Managing Director (PTDC)



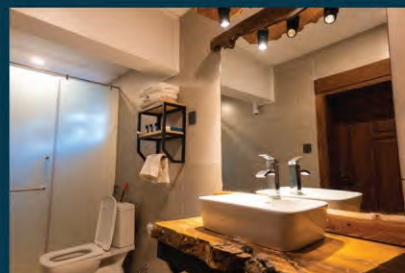
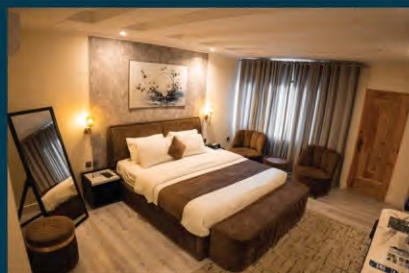
QAYAM SKARDU

Just 10 minutes from Skardu Airport, located on the main road after Gamba Bazaar.
Our resort offers 06 luxurious cottages with inverters and card lock systems.

Starting from Rs 13,000/-

Skardu City

24 Rooms



QAYAM HUNZA

Located on the main Karimabad Bazaar Road.
The hotel offers stunning views of Hunza, Nagar Valley, and the majestic Rakaposhi.

Starting from Rs 7,000/-

Zero point, Karimabad

17 Rooms



SIGNATURE HUNZA

Located near Ambiance Hotel Hunza, is ideal for both small and large families. It offers beautiful views of different peaks. Breakfast, lunch, and dinner facilities are also available.

Starting from Rs 6,500/-

Aliabad

09 Rooms



Tirich Mir

75 Years of Pride
for Chitral and
Khyber Pakhtunkhwa

*By Culture & Tourism Authority
Khyber Pakhtunkhwa (KPCTA)*



The Crown of the Hindu Kush

Standing at 7,708 meters (25,289 feet), Tirich Mir dominates the skies above Chitral as the highest peak of the Hindu Kush range and the tallest mountain outside of the Himalaya – Karakoram system. Known locally as the “King of Shadows,” Tirich Mir has always inspired awe, legends, and respect from the people of Khyber Pakhtunkhwa.

A Historic First Ascent 1950

In July 1950, a Norwegian expedition led by Arne Næss, along with climbers Per Kvernberg and Henry Berg, achieved the first successful ascent of Tirich Mir

At that time, it was the highest peak ever climbed by humans.

The ascent placed Chitral and Khyber Pakhtunkhwa firmly on the world's mountaineering map.

The expedition worked closely with local Chitrali porters, marking one of the earliest examples of international collaboration in the Hindu Kush.

This climb was more than just a mountaineering success – it was a milestone in human exploration, linking the remote valleys of Pakistan with the global community of adventure seekers.





75th Anniversary Celebrations 2025

To commemorate this 75-year legacy, the Khyber Pakhtunkhwa Culture & Tourism Authority (KPCTA) is proud to launch a series of special initiatives:

Free Expedition 2025

A symbolic international expedition to Tirich Mir will be organized under KPCTA's patronage, retracing the footsteps of the pioneers of 1950.

No Permit Fees (2025–2026)

KPCTA has announced a two-year waiver on expedition permit fees for Tirich Mir, opening the mountain to climbers from across the globe.

Adventure & Culture Promotion in Chitral: Alongside mountaineering, KPCTA will highlight Chitral's polo heritage, Kalash culture, and trekking trails to present a holistic tourism experience. Youth training camps in adventure sports and eco-tourism will also be launched.

KPCTA's Message to the World

"Tirich Mir is not just the highest peak of the Hindu Kush – it is a symbol of courage, heritage, and pride for the people of Khyber Pakhtunkhwa. On this 75th

anniversary, KPCTA invites the global mountaineering community to celebrate history, climb new heights, and experience the unmatched culture and hospitality of Chitral."

Chitral

Gateway to Adventure
and Culture



Nestled in the upper valleys of Khyber Pakhtunkhwa, Chitral is more than just a mountaineer's paradise. It is a cultural jewel:

Polo at Shandur, often called the “Roof of the World.”

Kalash Festivals, preserving centuries-old traditions.

Hospitality of Chitrali people, who have supported climbers and trekkers for generations.

By combining these cultural treasures with world-class adventure opportunities, **KPCTA** envisions Chitral as a hub for sustainable, year-round tourism.

PATO's Official Stance & Actions Against the Hike in Mountain Royalty and Trekking Fees

Background

The Pakistan Association of Tour Operators (PATO), representing the interests of Pakistan's tourism industry, especially in the adventure and mountain tourism sectors, strongly opposes the notification by the Gilgit-Baltistan government regarding an abrupt and significant increase in mountain royalty and trekking permit fees.

This unilateral decision has been made without adequate consultation with key stakeholders, including tour operators, mountaineering federations, and local communities who are directly affected.

Negative Impact on Tourism

The fee hike poses a serious threat to Pakistan's reputation as a competitive destination for international trekkers and climbers. It may divert expedition traffic to neighboring countries like Nepal, India, and China, where fee structures are more predictable and industry-friendly.

Lack of Stakeholder Consultation

Despite repeated requests, there was no proper consultation with PATO or relevant stakeholders before the implementation of this decision.

· Harm to Local Economies

The move risks undermining livelihoods in Gilgit-Baltistan where communities heavily depend on seasonal tourism, portering, and guide services. PATO's Actions

1. Formal Letters & Reminders

PATO initially responded through formal letters to the relevant departments of the Gilgit-Baltistan government and the Ministry of Tourism, requesting reconsideration and reversal of the notification. Multiple reminders were sent, stressing the need for urgent review.



2. Press Conference at Islamabad Press Club

When no action was taken, PATO escalated its protest by organizing a press conference at the Islamabad Press Club, where leading tour operators, mountaineering professionals, and civil society representatives:

- Highlighted the negative implications of the fee hike
- Urged the federal & GB governments to rescind and reverse the decision
- Called for policy transparency and stakeholder engagement

3. Legal Action – Petition Filed in Court

As the final step, and after exhausting all other avenues, PATO has approached the court to challenge the legality of the fee hike. A petition has been filed seeking the reversal of the Gilgit-Baltistan government's notification on the grounds of:

- Lack of stakeholder consultation
- Negative economic impact on an already fragile tourism industry

PATO's Demands

- Immediate suspension of the fee hike notification
- Formation of a joint committee involving government officials, tour operators, and local representatives to review and revise the fee structure
- Implementation of a fair, phased, and predictable fee policy that supports sustainable tourism growth

Conclusion

The Pakistan Association of Tour Operators (PATO) is pleased to announce that after sustained efforts and constructive pressure, the Gilgit-Baltistan government has agreed to reduce the previously announced 300% increased fees hike in mountain royalty and trekking fees.

This decision comes as a result of PATO's consistent advocacy and the collective voice of the tourism industry.

Sirbaz Khan

Pakistan's Pride on the World's Highest Peaks

**Sirbaz Khan: Raising Pakistan's
Flag on Every Peak Above 8,000 Metres.**

In 2025, Sirbaz Khan of Hunza achieved what no other Pakistani had ever done before: he became the first Pakistani to summit all 14 of the world's eight-thousanders (peaks above 8,000 metres) without using supplemental oxygen. With this extraordinary feat, Sirbaz has entered an exclusive global circle of fewer than 25 climbers who have conquered the ultimate mountaineering challenge in pure alpine style.

Sirbaz's journey began humbly. Growing up in Aliabad, Hunza, he first joined expeditions as a kitchen assistant and support staff. Step by step, his determination carried him from the kitchen tent to the summit ridge. In 2017, he climbed Nanga Parbat (8,126m), marking the start of his record-making quest. The following year, he stood on the top of K2 (8,611m), Pakistan's pride and the world's second-highest peak.

Over the next seven years, Sirbaz systematically added the world's greatest peaks to his tally, often being the first Pakistani on mountains such as Lhotse, Manaslu, and Makalu. By 2024, he had completed all 14 summits, but two of them—Annapurna and Kangchenjunga—had been climbed with bottled oxygen. Determined to “do it right,” he returned in 2025 and re-climbed both peaks without oxygen. These final ascents sealed his place in mountaineering history.

Sirbaz's story is not only about reaching the top of mountains, but also about resilience, patience, and vision. His achievements have inspired countless young Pakistanis to dream beyond



From Hunza's Valleys to the World's Roof: Sirbaz Khan Redefines the Limits of Human Endurance

limits and raised Pakistan's standing in the international mountaineering community. The Alpine Club of Pakistan has praised his accomplishments as a symbol of the country's untapped potential in adventure tourism and high-altitude climbing.

From a small village in Hunza to the summits of the world's highest peaks, Sirbaz Khan's legacy now shines as a beacon of pride for Pakistan. His journey proves that with courage and determination, even the tallest mountains can be overcome.



Samina Baig

The First Pakistani Woman on Everest

In the rugged mountains of Hunza Valley, Gilgit-Baltistan, a young girl once gazed at the snow-covered peaks and dreamed of touching the sky. That girl, Samina Baig, grew up to become a trailblazer in Pakistan's mountaineering history. In 2013, at the age of just 21, she became the first Pakistani woman to summit Mount Everest (8,848m), raising Pakistan's green flag on the world's highest peak.

Samina's achievement was more than just a personal triumph; it was a powerful statement of resilience and possibility for women across Pakistan. Hailing from the remote Shimshal Valley, she trained under her brother, Mirza Ali Baig, himself a renowned mountaineer. Together, they challenged stereotypes, climbing some of the toughest peaks in Pakistan and beyond.

In 2014, Samina completed the remarkable feat of conquering the Seven Summits—the highest mountains on each of the seven continents—becoming the first Pakistani woman and the youngest Muslim woman to do so. This global journey took her from Everest in Asia to Denali in North America, Aconcagua in South America, Kilimanjaro in Africa, Mount Elbrus in Europe, Mount Vinson in Antarctica, and Carstensz Pyramid in Oceania.

Samina has since become a national icon. She has led expeditions within Pakistan, inspired youth through motivational talks, and advocated for women's empowerment and environmental awareness. Her journey symbolizes not only the spirit of adventure but



also the breaking of barriers for Pakistani women in fields often dominated by men.

Today, Samina Baig stands as a role model—showing that dreams born in remote valleys can reach the highest summits in the world. She continues to inspire the next generation of climbers and reminds us that with courage, perseverance, and belief, nothing is impossible.



“From the valleys of Hunza to the summit of Everest — Samina Baig turned her dream into Pakistan’s pride.”



WHERE COMFORT MEETS SERENITY

GRAND ISLAMABAD HOTEL

Nestled in the heart of the capital city, **Grand Islamabad Hotel** is dedicated to providing an unparalleled experience. Whether you're on a business venture or taking some leisure time, it's a destination that will make you feel at home. **With breathtaking views of the Margalla Hills**, the hotel redefines comfort and elegance through 60 well-appointed rooms, each designed for relaxation and convenience. Guests can indulge in exquisite dining experiences at the **Hangover Café, Havana Terraces, and Bakers Bay**, offering a variety of cuisines and atmospheres. The hotel also features a fully equipped gym, modern conference facilities, and **24/7 personalized services** making it the **pinnacle of hospitality in Islamabad**. Reserve your stay now to explore a new level of comfort, convenience, and cherished memories.



+ 92 309 8880777 +92 51 2304846

info@grandislamabadhotel.com reservations@grandislamabadhotel.com

E-11, Islamabad www.grandislamabadhotel.com



PATO Makes Historic Debut at Pakistan Travel Mart 2025

A United Step Toward Promoting Pakistan’s Tourism Potential

Karachi, Pakistan — January 2025:

The Pakistan Association of Tour Operators (PATO) is set to make its first-ever official participation at the Pakistan Travel Mart (PTM) 2025, marking a milestone moment for Pakistan’s tourism industry. Under the visionary leadership of Capt. Niaz Ahmed, Chairman PATO, the association will represent the nation’s tour operators with more than 10 exhibition stalls, showcasing the country’s diverse tourism potential on a single platform.

PTM 2025, taking place at the Expo Center Karachi from 31st January to 2nd February, will gather global tourism stakeholders from across Asia, the Middle East, and Europe. PATO’s collective presence at this premier event highlights the strength, unity, and professionalism of Pakistan’s private tourism sector. “This is not just participation — it’s representation,” said Capt. Niaz Ahmed, Chairman PATO.

“PATO’s members will stand together to show the world that Pakistan is open, welcoming, and ready for global partnerships in tourism.” Aligned with PTM’s new theme “Trade Through Travel,” PATO’s participation reflects its mission to connect local tour operators with international buyers, travel agents, and destination management companies (DMCs). The association’s joint pavilion will feature the full range of Pakistan’s travel experiences — from northern adventure and mountain expeditions to cultural, heritage, and eco-tourism opportunities.

Through B2B meetings, networking sessions, and international dialogues, PATO aims to foster partnerships that will boost inbound tourism, attract investment, and strengthen Pakistan’s position as a leading destination in South Asia. “We are proud to be part of



PTM 2025 under the leadership of Capt. Niaz Ahmed,” said a PATO representative. “Together, we are showcasing not just tours — but the spirit and hospitality of Pakistan.” With this landmark participation, PATO is shaping a stronger future for Pakistan’s tourism industry, uniting its members under one vision — to promote Pakistan to the world through collaboration, innovation, and trade.



PATO marks a new era for Pakistan’s tourism — uniting the nation’s tour operators under one vision to showcase Pakistan’s diverse wonders to the world at PTM 2025.

THE MOUNTAIN PRINCESS OF PAKISTAN

THE INCREDIBLE JOURNEY OF SELENA KHAWAJA

In the rugged northern ranges of Pakistan, where the snow-capped peaks touch the skies and the air itself whispers adventure, a ten-year-old girl has rewritten the story of courage. Selena Khawaja, lovingly known as Pakistan's Mountain Princess, has become the youngest climber in the world to scale the mighty Mount Spantik (7,027 meters) – a feat that has filled the nation with pride and awe.

Born in Abbottabad, Khyber Pakhtunkhwa, Selena's fascination with mountains began at an age when most children are still learning about them in books. Guided and inspired by her father, Yousaf Khawaja, an experienced mountaineer, she took her first steps into the world of high-altitude climbing – and never looked back. On July 17, amid the icy winds and breathtaking silence of the Karakoram range, Selena stood atop Spantik Peak, also known as the Golden Peak, her country's flag fluttering triumphantly beside her.

With a radiant smile beneath her frost-touched cheeks, she had not only conquered a mountain but also carved her name into the history of global mountaineering.

Her father recalls the moment with deep emotion. "The weather was perfect, and Selena was energetic throughout. She showed unbelievable strength and focus for her age," said Yousaf, speaking from Skardu, the gateway to Pakistan's highest mountains. Though the



descent brought the familiar challenge of altitude sickness, Selena's spirit remained unshaken. This victory marks another milestone in her growing list of achievements. Before Spantik, Selena had already summited Quz Sar Peak (5,765 m), Minglig Sar (6,050 m), and Wilyo Sar (6,150 m) – all before turning ten. Each ascent strengthened her resolve and prepared her for this world record.

But for Selena, this is only the beginning. Her next dream is to climb the 8,051-meter Broad Peak, followed by the ultimate challenge – Mount Everest, the highest point on Earth. The only obstacle now is financial support, as high-altitude expeditions require significant funding. Her father hopes that sponsors and adventure-loving organizations will recognize her potential and help her continue her journey.

Selena's story is more than a tale of adventure – it is a message of hope and determination. It proves that dreams, no matter how lofty, are achievable through passion, preparation, and perseverance. As the young Mountain Princess looks ahead to even greater heights, she carries not only her own dreams but also the aspirations of millions of Pakistanis who see in her the fearless spirit of their nation.

Indeed, the sky is not the limit for Selena Khawaja it's just the beginning.





Message to All Tour Operators

Tourism as Diplomacy

A satisfied tourist becomes Pakistan's ambassador abroad. By participating in international travel fairs, building partnerships, and creating cultural exchanges, we strengthen Pakistan's image worldwide.

Unity Through PATO

At the heart of our collective strength stands PATO – Pakistan Association of Tour Operators.

Advocacy: Represents us at government and global levels.

Standards: Sets professional benchmarks.

Networking: Connects operators across Pakistan.

Global Recognition: Gives visibility to Pakistan internationally.

Every tour operator should actively support and strengthen PATO. A strong PATO means a strong tourism industry.

Our youth bring energy and innovation. It is our responsibility to guide, train, and empower them so they can carry tourism forward with new vision and creativity.

Tourism is not just a business—it is a responsibility. It is our nation's identity, our economy's strength, and the future of our generations.

Let us commit to:

Working with communities.
Protecting the environment.
Embracing modern technology.
Supporting PATO as our collective voice.
Presenting Pakistan's positive image to the world.

Together, we can make Pakistan a leading destination on the global tourism map.

Mubarak Hussain

Managing Director – Karakoram Explorers
Director – Karakoram Adventure

My journey in tourism, spanning four decades, is a story of determination, passion, service, and sacrifice. I have devoted most of my life to the promotion of tourism in Pakistan, particularly in Gilgit-Baltistan and the Hunza Valley. Today, I wish to share my reflections with fellow tour operators so that together we may lay the foundation for a brighter future for tourism.

The Importance of Tourism.

Pakistan, with its Karakoram mountains, Hunza Valley, and Gilgit-Baltistan region, is a land of world-class attractions—towering peaks, ancient civilizations, unique cultures, and unmatched hospitality. Tour operators are the bridge that presents these treasures to the world.

Changing Trends

Tourism is evolving. Visitors now seek experiences, not just landscapes. They want to connect with people, culture, cuisine, and traditions. Our role is to transform packages into memorable experiences that last a lifetime.

Sustainable & Community-Based Tourism

True success comes when local communities benefit. We must empower local guides, promote homestays, highlight arts and crafts, and protect our fragile environment by encouraging eco-friendly practices.

Digital Opportunities

Tourism today thrives on social media and digital platforms. Every positive story builds Pakistan's image. Tour operators must digitize services, ensure online accessibility, and establish a strong online presence.



Message from **Aziz Ahmed Jamali**

Managing Director, Northern Areas Transport Corporation (NATCO)

NATCO stands tall with a proud legacy of over 50 years of affordable, committed and reliable service to the people of Gilgit-Baltistan and beyond. Our journey has been one of continuous growth — driven by dedication, innovation, and the trust of our community. With an adaptive and efficient team, NATCO continues to evolve through learning and experience. Our strong connection with the indigenous population has been our greatest strength — a trust that has translated into value, respect, and sustainability.

For tourists, our services reflect the hospitality and true cultural colors of the North.

From scenic routes to seamless experiences, we proudly serve as a bridge between people, places, and possibilities.

Our commitment to environmental care and technological advancement enables us to adopt international best practices. A major milestone in this journey is our cross-border passenger operations to Kashgar, PR China, marking NATCO's rare international venture and a symbol of Pakistan's regional connectivity.

Our active participation in events such as the ITB Berlin and Pakistan Travel Mart (PTM) has further elevated NATCO's profile, showcasing our contribution to tourism sector on national and global stages.

Latest addition to services are NATCO Nest (guestrooms), fuel stations across GB/KKH and cargo services to 22 stations in Pakistan. With renewed energy and shared purpose, we look forward to a future of continued growth — connecting communities, supporting tourism, and driving progress across the region.

Let the efforts grow...

Aziz Ahmed Jamali

Managing Director, NATCO



SAIYAH A LICENSED DESTINATION MANAGEMENT COMPANY

Established in January 2008, Saiyah is a licensed Destination Management Company (DMC) and a pioneer in introducing unique travel experiences in the region. Saiyah has been at the forefront of offering motorcycle tours, yak safaris, and a variety of unconventional cultural journeys.

In addition to these, the company has successfully managed helicopter tours and archaeological expeditions, making it a leader in curating off-the-beaten-path travel experiences for both local and international tourists.

With a strong commitment to quality and innovation, Saiyah continues to redefine adventure and cultural tourism.





Faizan Hassan
 Managing Director
 Explore Karakuram trek & tours

I began my journey as a tour guide at a very young age, driven by a passion to share the beauty and culture of Pakistan with the world. With time, this passion grew into a mission to promote responsible travel.

I believe Pakistan’s future in tourism lies in sustainable and green practices, encouraging eco-friendly travel, supporting local communities, minimizing environmental impact, and preserving our cultural heritage.

I truly value the efforts of PATO in bringing us together and leading the way toward a more sustainable and united tourism industry in Pakistan.



PATO Director's Report To The Members

Dear Members,
On behalf of the Board of Directors, it is with great pleasure that I present the Audited Financial Statements for the period ended June 30, 2025, accompanied by the respective Reports of the Directors and Auditors.

ORGANIZATIONAL OVERVIEW

The Pakistan Association of Tour Operators (PATO), established on November 18, 2021, and licensed by the Directorate General of Trade Organizations, serves as the unified voice for the tour operating industry in Pakistan. Our core mission is to champion the interests of our members, promote Pakistan as a premier travel destination, and foster the sustainable development of the nation's tourism sector.

PATO is committed to:

- Representing our members' interests in constructive dialogue with government bodies and key industry stakeholders.
- Enhancing Pakistan's profile as a destination for both domestic and international tourists through strategic marketing and participation in global events.
- Elevating professional standards within the industry by providing training, resources, and networking opportunities.

Fostering collaboration across the tourism value chain to improve service quality and the overall visitor experience.

2. Collaboration at Pakistan Travel Mart (PTM) 2025

PATO was a proud collaborator in the fourth edition of the Pakistan Travel Mart, held from January 31st to February



2nd, 2025, at the Karachi Expo Centre. Under the theme "Bridging Cultures and Empowering Local Communities," the event provided an exceptional platform for our members to connect with domestic and international industry leaders, showcase their services, and gain insights into future market innovations through dedicated B2B meetings and conference sessions.

3. Constructive Engagement with the Gilgit-Baltistan Government.

The Board prioritized addressing the concerns regarding the revision of tourism fees in Gilgit-Baltistan. A multi-faceted strategy was employed, commencing with a widely-covered press briefing at the Islamabad Press Club to articulate our position. Following this, and with the overwhelming support and voluntary contributions of our members, the matter was pursued through legal channels. This concerted effort led to constructive dialogues with the G.B. Government, resulting in a mutually agreeable resolution and the subsequent issuance of a revised notification. This outcome is a testament to the power of collective action and marks a vital achievement for the sustainability of tourism in the region.

4. Fostering Regional Partnerships: Webinar with Bangladesh

In a strategic move to expand regional tourism flows, PATO, in collaboration with Green Tourism, facilitated a highly productive B2B webinar with the Travel Agents Association of Bangladesh on May 12th, 2025. The



session highlighted significant opportunities in cultural, adventure, religious, and medical tourism. The positive reception from our members has been most encouraging and has culminated in a formal invitation for a PATO delegation to participate in the 13th Bangladesh Travel & Tourism Fair (BTTF) in Dhaka this October.

5. Celebrating National Mountaineering Achievements

The historic accomplishments of Mr. Sirbaz Khan and Mr. Shehroz Kashif have brought immense national pride and serve as a profound inspiration. Their extraordinary determination exemplifies the highest levels of human spirit and resilience.

From a strategic perspective, their success has placed a valuable global spotlight on Pakistan's majestic northern landscapes, including the Himalayas, Karakoram, and Hindukush ranges. To capitalize on this momentum, PATO hosted a formal reception in their honor at the Movenpick Hotel, Islamabad, on January 11, 2025. The event successfully positioned these athletes as ambassadors for Pakistani adventure tourism, reinforcing the narrative that Pakistan is a premier destination for international explorers.

Strategic Outlook and Forward Trajectory

The Board affirms that tourism represents a significant growth sector for Pakistan's economy. PATO, as a key stakeholder, is committed to a forward-looking strategy to harness this potential. Our strategic pillars for the upcoming period will focus on:

a. Industry Capacity Building: Establishing collaborations with leading academic institu-

tions to develop certified training programs. The objective is to elevate the service standards of our members' personnel to international benchmarks.

b. Operational Efficiency: Streamlining internal processes to facilitate members' participation in international expos and marketing initiatives, thereby enhancing their global reach and competitiveness.

c. Policy Advocacy: Building upon our established track record of effective engagement, we are intensifying efforts to secure a formal advisory role within national tourism bodies. The goal is to ensure that PATO has a permanent and influential voice in shaping tourism policy at the highest level.

ACKNOWLEDGEMENT

These accomplishments would not have been possible without the steadfast support and active participation of our members. Your engagement is the cornerstone of our Association's strength and effectiveness. The Board also extends its gratitude to the Executive Committee Members and Staff for their dedicated efforts.

We look forward to your continued support as we build on this momentum to achieve even greater success in the coming period. Sincerely,

Capt Niaz Ahmed

Chairman
Pakistan Association of Tour Operators (PATO)



Exploring the Heart of **Sindh** Culture, Heritage & Beyond

Minister's Message

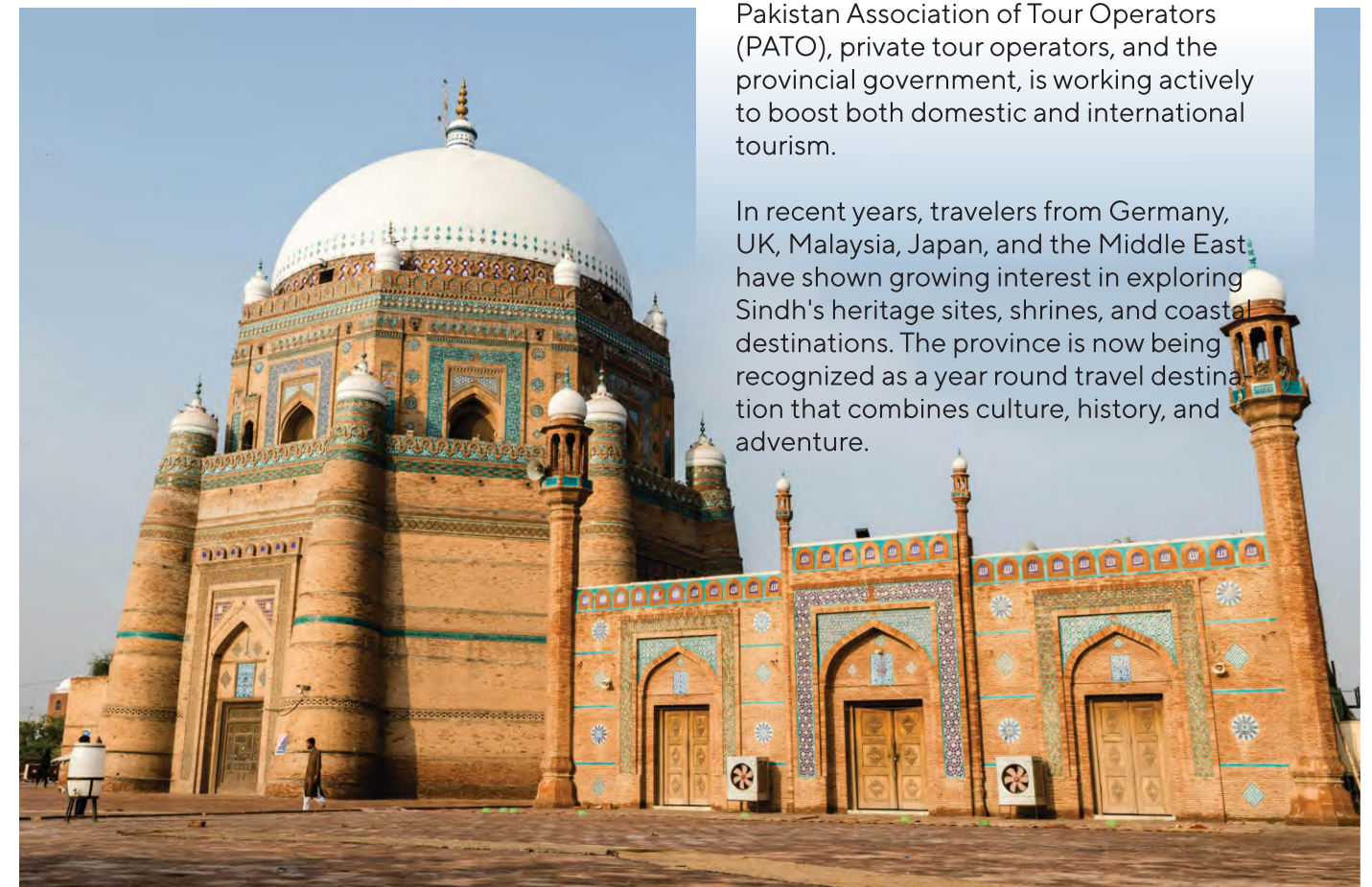
“Sindh is a land of timeless civilization, vibrant culture, and unmatched hospitality. From the ancient ruins of Moen Jo Daro to the peaceful waters of Keenjhar Lake, Sindh offers a unique blend of history, spirituality, and natural beauty.

The Sindh Tourism Development Corporation (STDC), under the guidance of the Government of Sindh, continues to promote sustainable tourism and create opportunities for local communities through improved infrastructure, digital promotion, and public-private partnerships.”

Syed Zulfiqar Ali Shah

Minister for Tourism, Culture, Antiquities & Archives, Government of Sindh

Sindh Where History Meets Hospitality



Sindh is one of Pakistan's most culturally rich provinces, home to ancient civilizations, Sufi heritage, and natural wonders. The Sindh Tourism Development Corporation (STDC), in collaboration with Pakistan Association of Tour Operators (PATO), private tour operators, and the provincial government, is working actively to boost both domestic and international tourism.

In recent years, travelers from Germany, UK, Malaysia, Japan, and the Middle East have shown growing interest in exploring Sindh's heritage sites, shrines, and coastal destinations. The province is now being recognized as a year round travel destination that combines culture, history, and adventure.

Major Tourist Attractions in Sindh

1

Gorakh Hill Station

(The 'Murree of Sindh')

Nestled in the Kirthar Mountain Range, Gorakh Hill offers breathtaking views, cool temperatures, and thrilling road trips. It's an emerging adventure destination that attracts both local and international travelers looking for a serene getaway.



2

Keenjhar Lake

(Tranquility at Its Best)

Located near Thatta, Keenjhar Lake is the largest freshwater lake in Pakistan and a haven for bird-watchers and families. Boating, fishing, and resort stays make it a popular weekend escape.



3

Moen Jo Daro (Cradle of Civilization)

(Tranquility at Its Best)

A UNESCO World Heritage Site, Moen Jo Daro represents one of the world's earliest urban settlements from the Indus Valley Civilization. Archaeology enthusiasts and historians from around the world visit this site to connect with Pakistan's ancient roots.



Major Tourist Attractions in Sindh

4

Makli Necropolis (City of Silence) Spanning

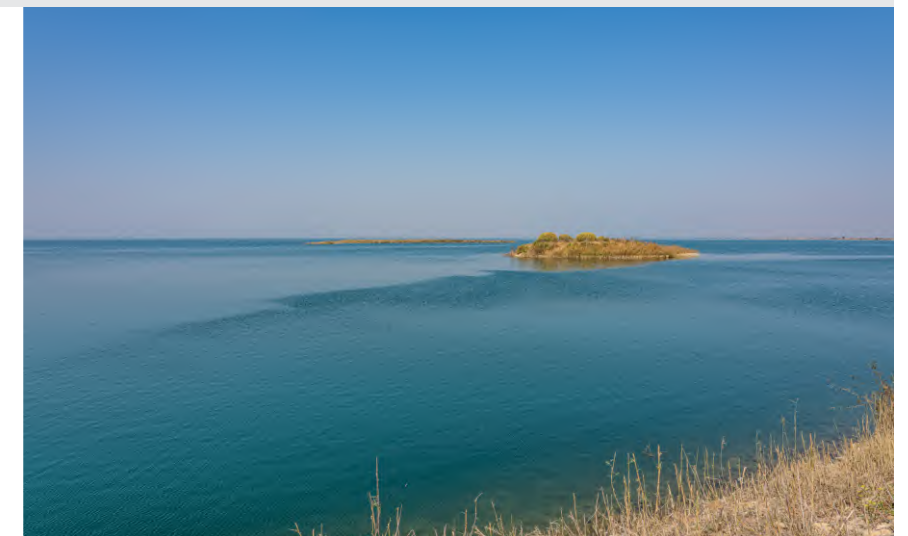
over 10 square kilometers, Makli is one of the largest necropolises in the world, showcasing stunning architecture from the Samma, Arghun, Tarkhan, and Mughal periods.



5

Manchar Lake

Located near Thatta, Keenjhar Lake is the largest freshwater lake in Pakistan and a haven for bird-watchers and families. Boating, fishing, and resort stays make it a popular weekend escape.



6

Mosque

Located in Thatta, this magnificent mosque was commissioned by the Mughal Emperor Shah Jahan in the 17th century. Renowned for its exquisite tile work and geometric symmetry, it stands as a masterpiece of Indo-Islamic architecture and devotion.



7

Karachi (The Gateway to Sindh)

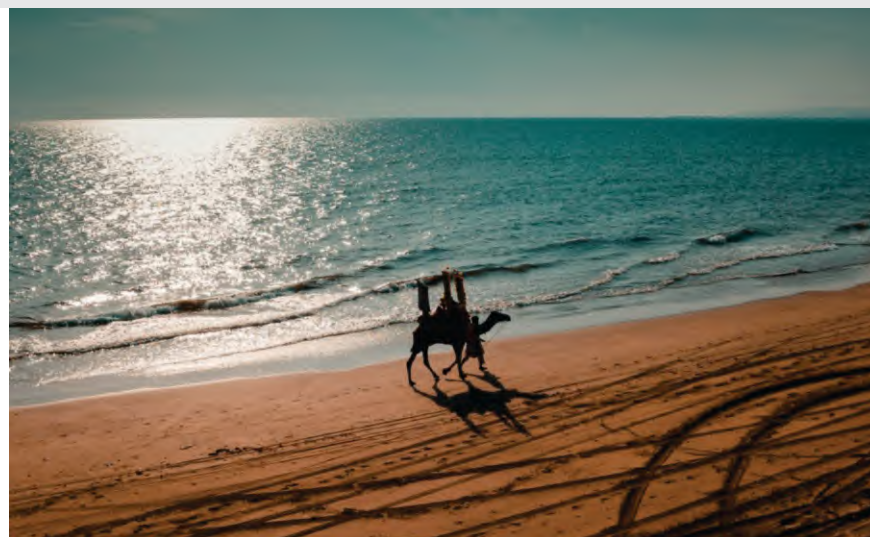
Pakistan's bustling metropolis, Karachi, offers a vibrant mix of heritage and modernity. From historical landmarks like Frere Hall and Quaid-e-Azam's Mausoleum to serene beaches, shopping districts, and diverse cuisines. Karachi remains the heart of Sindh's tourism and business activity.



8

Beaches of Karachi

Karachi's coastline is home to some of the most popular beaches in Pakistan, including Hawke's Bay, Turtle Beach, Manora Island, and Sandspit. Each offers a unique coastal experience from turtle nesting at Sandspit to sunset cruises and beach picnics along the Arabian Sea.



Karachi Cuisine – A Food Lover's Paradise:

Karachi's food culture is as diverse as its people. From the traditional Burns Road delights and Boat Basin eateries to Rashid's Seafood and authentic Sajji, the



Karachi Port –

The Economic Lifeline:

Karachi Port is not just a maritime hub but the backbone of Pakistan's economy. From here, goods flow to every corner of the country, making Karachi a vital gateway connecting Sindh to the global trade network.

CULTURE OF SINDH

The Soul of Its People

Sindh's identity is deeply rooted in its culture, a beautiful blend of Sufism, hospitality, and artistry. The province celebrates numerous festivals, such as Urs of Lal Shahbaz Qalandar and Shah Abdul Latif Bhittai, where music, devotion, and unity reflect the Sufi spirit of tolerance and love.

Traditional Ajrak and Sindhi Topi symbolize Sindhi pride, while handicrafts, pottery, and folk music add charm to local life. The cuisine from Sindhi Biryani to Sai Bhaji is a delightful experience for every traveler.

Cultural preservation remains at the heart of tourism initiatives, ensuring that as Sindh opens its doors to the world, its traditions continue to flourish and inspire. The twin craft towns of Hala and Matiari, near Hyderabad, represent the artistic soul of Sindh. Known for their centuries old craftsmanship, these towns preserve traditional Ajrak printing, blue pottery, woodwork, lacquer art, and handmade textiles that reflect Sindh's cultural depth.

In Matiari, skilled potters and craftsmen continue to create intricate designs using age old techniques passed down through generations. Meanwhile, Hala remains the center of authentic Ajrak production, where artisans meticulously hand-print each pattern with natural dyes a process that requires patience, precision, and pride.

Many of these workshops are now led by women artisans, playing a key role in women's empowerment and economic inclusion. Through their craft, they sustain their families while keeping Sindh's artistic identity alive. Each Ajrak or handmade artifact from Hala and Matiari is not just a souvenir, it's a symbol of tradition, craftsmanship, and the strength of Sindhi women.



Role of Stakeholders

Sindh Tourism Development Corporation (STDC):
Leading the charge in promoting Sindh's tourist destinations, developing infrastructure, and improving accommodation facilities.

Government of Sindh:
Supporting tourism growth through policies, safety measures, and investment-friendly initiatives.

Minister for Tourism, Culture & Antiquities:
Providing visionary leadership and advocacy for cultural preservation and sustainable tourism development.

Pakistan Association of Tour Operators (PATO):
Connecting tour operators across Pakistan to create collaborative tourism opportunities and international linkages.

Tour Operators (Private Sector):
Bridging travelers with experiences from curated cultural tours to adventure trips, playing a key role in promoting Sindh's image globally.

Conclusion:

Sindh stands as a symbol of diversity, spirituality, and timeless beauty. With continued efforts by the Sindh Tourism Development Corporation, support from the Government of Sindh, and collaboration with PATO and private tour operators, the province is emerging as Pakistan's cultural and tourism powerhouse.

From its ancient cities to modern urban experiences, Sindh invites the world to explore its stories, meet its people, and witness a land where “every road leads to history, and every heart beats with hospitality.”

Recognizing Excellence

A proud moment for Sindh Eventica Travels received the National Tourism Excellence Award 2025, recognizing its outstanding contribution to promoting Sindh's tourism and cultural heritage.

Through quality service, creative travel experiences, and professional management, Eventica has highlighted Sindh's true beauty and potential across Pakistan. While many operators perform well in other provinces, Eventica's work has brought pride to Sindh, strengthening its image as a safe, vibrant, and welcoming tourism destination.

Why Sindh Especially for Inbound Tours

For international travelers, Sindh offers something rare, authenticity.

Here, one can witness the cradle of the Indus Valley Civilization, explore Sufi shrines where music and devotion blend, relax at serene lakes and beaches, and interact with some of the most hospitable people in South Asia.

Sindh is an untouched cultural experience, not over-commercialized, yet rich with stories, colors, and emotions. Its proximity to Karachi's international airport, improving infrastructure, and safety measures make it the most accessible and rewarding destination for inbound travelers looking to explore the real Pakistan.



The Mountain That Called Us Home

I suppose I need to get this off my chest. It has been a long time coming.



We were returning from K2 Basecamp, two of us daring to cross the deadly Gondogoro La Pass to save three days of descent. At Ali Camp, amid the cold winds and tents, I noticed an old British man arguing with porters over luggage weight. His tone carried an ownership that cut deep, as if these mountains belonged to him. That night, at 11 p.m., we began our climb. A rope of headlamps snaked up the icy slope. Every breath burned, every step echoed against the silence of death. At 3:30 a.m., we reached the top—no celebration, no sunrise, only a mad rush to descend before

avalanches awoke. At dawn, I lost my way. And then, out of the mist, came that same old man. He motioned silently for me to follow. When we reached safety, I asked how he knew the way. He smiled. “Pakistan, you said? Abbottabad, yes? I know it well. I’ve been bringing groups here for 25 years. Only lately do I see Pakistanis climbing. Finally... you people are beginning to own your mountains.” His words stayed with me. Years later, as I worked in tourism, they echoed again—especially when Tirich Mir, our tallest peak, was chosen as a provincial icon.

Others wanted speeches and ceremonies. I chose expeditions. Real footsteps on real mountains. Because no Pakistani has ever conquered Tirich Mir. It is ours, yet we have never claimed it. This time, we will. Three expeditions will set out—one led by women—to train, to climb, to show the world that our youth can rise to any summit. That these peaks, once silent witnesses to foreign triumphs, will now carry our own stories. As I prepare to lead the summit attempt myself, I know the risk. But I also know this: The mountains are not just stone and snow. They are our heritage, our pride, our reflection. And if I do not return, my spirit will remain in the frozen winds of Tirich Mir—whispering to every climber who follows. The mountains have always been calling us home.

Umar Khan
Director Admin KPCTA



Samar Khan – Breaking Barriers, Reaching New Heights Adventure Athlete Cyclist & Snow boarder

Samar Khan is a name that embodies courage, endurance, and inspiration. Known as Pakistan’s leading adventure athlete, cyclist, and snowboarder, she has redefined what it means to challenge limits – both physical and societal. From the icy slopes of the Karakoram to the volcanic peaks of Africa, Samar’s journey is a testament to resilience, determination, and national pride.

Hailing from Dir District in Khyber Pakhtunkhwa, Samar began her journey as an ordinary cyclist but soon turned her passion into purpose. She became the first woman in the world to cycle atop the Biafo Glacier (4,500m) in the Karakoram Range – a feat that captured global attention and placed Pakistan on the adventure tourism map.

Her pursuit of excellence did not stop there. Samar went on to scale and cycle across some of the world’s most challenging terrains, including Mount Kilimanjaro in Tanzania, Mount Elbrus in Russia, and Aconcagua in Argentina, proudly carrying the Pakistani flag to new heights. She has also represented Pakistan as a delegate at the Global Sports Mentoring Program (GSMP) by ESPNW and the U.S. Department of State, and serves as a mentee for Burton Snowboards, an international brand supporting women athletes.

Samar’s achievements have earned her multiple honors, including the Red Bull Home Run Championship, and she continues to inspire millions through her story of persistence and purpose. As an advocate for climate awareness, women’s empowerment, and adventure tourism, she regularly engages in motivational talks and



youth initiatives, encouraging more women to explore sports and the outdoors.

Her efforts are not only breaking barriers for women in Pakistan but also reshaping how the world sees the country – as a land of adventure, courage, and hope.

For Samar, every mountain climbed and every kilometer cycled is more than just a record – it’s a message: “Pakistan has limitless potential, and so do its people.”



Celebrating Our Mountaineering Heroes & PATO Yearly Networking Hi-Tea



Introduction

The Pakistan Association of Tour Operators (PATO) family is humbled to share with friends and partners that the year 2024 concluded with remarkable achievements and inspiring success stories — both for our organization and our esteemed members.

Two of Pakistan’s legendary mountaineers, Mr. Sirbaz Khan and Mr. Shehroze Kashif, made history by scaling all fourteen (14) of the world’s 8,000-meter-high peaks, proudly hoisting the national flag on each summit. Equally inspiring are our three trailblazing female mountaineers — Ms. Samina Baig, Mrs. Naila Kiyani, and Mrs. Sultana Bibi — who conquered the mighty K2, symbolizing women’s empowerment and gender equality on the world’s highest slopes.

Despite challenges such as the mountain royalty issue, tourism flow remained positive, and PATO members continued to perform with excellence and resilience. The organization also successfully conducted its first-ever election after formal registration as a trade body,

ensuring a smooth transition of leadership. The newly elected cabinet, under the dynamic leadership of Capt. Niaz Ahmed, is fully geared to take PATO to even greater heights.

To mark the beginning of PATO’s 2025 Tourism Calendar, we are pleased to celebrate the year’s achievements through a special Networking Hi-Tea, honoring the courage and dedication of our mountaineering heroes and fostering stronger bonds among members, partners, and friends of Pakistan’s tourism industry.

MissionTo organize a Networking Hi-Tea that celebrates the achievements of Pakistan’s mountaineers and provides a meaningful opportunity for PATO members and industry partners to strengthen collaboration and share ideas for the year ahead.Event Details

Venue: Mövenpick Hotel, Islamabad

Date: Saturday, 11 January

2025Time: 03:00 PM (15:00 hours)Dress Code: Informal (National/Smart Casual)Proceedings & HostingThe Junior Advisory Committee will serve as stage hosts for the event.

Stage Secretary: Mr. Arif Hussain (Exploria Tours)
Co-Host: Ms. Aneeqa
Guest Invitees.
Mr. Sirbaz Khan
Mr. Shehroze Kashif
Mrs. Sultana Bibi
Ms. Samina Baig
Mrs. Naila Kiyani
Mr. Nazir SabirMr. Ashraf Aman
Col. (R) Sher Khan
Mr. Sajid Sadpara

One Rescue Team Member each from K2 and Hunza (who rescued tourists)All PATO MembersSelected Media Representatives Ambassadors of selected friendly countries

Special Segment

A tribute will also be paid to Pakistan’s deceased mountaineering legend, Late Mr. Ali Sadpara, and other unsung heroes of the great slopes who continue to inspire generations.

World Tourism Day 2025 Celebrated at Hazara University



Fostering Sustainable Transformation through Tourism Education and Community Empowerment

The Khyber Pakhtunkhwa Culture and Tourism Authority (KPCTA) launched an inclusive province-wide program to mark World Tourism Day (WTD) 2025, celebrated from September 27 to October 9, 2025. As part of this initiative, one day was dedicated to each of the province's leading universities where Tourism and Hospitality programs are offered. Participating institutions included the University of Peshawar, University of Malakand, University of Swat, University of Swabi, and Hazara University, Mansehra.

This collaborative initiative sought to highlight the academic role of universities in promoting responsible and sustainable tourism development. Notably, the Department of Tourism and Hospitality at Hazara

University holds the distinction of being the first department in Pakistan to offer both BS and MS programs in Tourism, pioneering higher education in this rapidly growing sector. As part of the celebration, the Department of Tourism and Hospitality, Hazara University, organized a seminar titled "Tourism and Sustainable Transformation." The event attracted a diverse audience of faculty members, students, and administrative representatives who discussed the pressing need for sustainable tourism practices in Pakistan. The keynote address was delivered by Ms. Amara Saeed, a respected tourism expert affiliated with the Pakistan, Institute of Development Economics, Quaid-i-Azam University Islamabad, and the Aga Khan Development

Network. In her address, she emphasized the critical importance of balancing tourism growth with environmental responsibility.

She observed that issues such as climate change, unplanned construction, and improper waste management are serious threats to Pakistan's natural and cultural heritage. She further highlighted that empowering local communities to participate in tourism as direct beneficiaries ensures inclusivity, sustainability, and long-term success.

A highlight presentation was given by Dr. Mohammad Alam, Assistant Professor, Department of Tourism and Hospitality, who delivered a research-based presentation titled "Exploring the Northern Areas for Sustainable Accommodations: The Story of Minapin and Ghulkin, Gilgit-Baltistan." Dr. Alam discussed how homestay accommodations in these remote northern villages have empowered local families economically while preserving cultural traditions and heritage architecture. His case study showcased how community-based tourism fosters financial independence, cultural pride, and sustainable livelihoods. "Tourism, when practiced responsibly," he noted, "becomes a bridge between people and cultures — empowering communities while preserving the essence of their heritage." His engaging

The Khyber Pakhtunkhwa Culture and Tourism Authority (KPCTA) launched an inclusive province-wide program to mark World Tourism Day (WTD) 2025, celebrated from September 27 to October 9, 2025. As part of this initiative, one day was dedicated to each of the province's leading universities where Tourism and Hospitality programs are offered. Participating institutions included the University of Peshawar, University of Malakand, University of Swat, University of Swabi, and Hazara University, Mansehra.

This collaborative initiative sought to highlight the academic role of universities in promoting responsible and sustainable tourism development. Notably, the Department of Tourism and Hospitality at Hazara University holds the distinction of being the first department in Pakistan to offer both BS and MS programs in Tourism, pioneering higher education in this rapidly growing sector. As part of the celebration, the Department of Tourism and Hospitality, Hazara University, organized a seminar titled



“Tourism and Sustainable Transformation.” The event attracted a diverse audience of faculty members, students, and administrative representatives who discussed the pressing need for sustainable tourism practices in Pakistan. The keynote address was delivered by Ms. Amara Saeed, a respected tourism expert affiliated with the Pakistan,

Institute of Development Economics, Quaid-i-Azam University Islamabad, and the Aga Khan Development Network. In her address, she emphasized the critical importance of balancing tourism growth with environmental responsibility.

She observed that issues such as climate change, unplanned construction, and improper waste management are serious threats to Pakistan's natural and cultural heritage. She further highlighted that empowering local communities to participate in tourism as direct beneficiaries ensures inclusivity, sustainability, and long-term success.



A highlight presentation was given by Dr. Mohammad Alam, Assistant Professor, Department of Tourism and Hospitality, who delivered a research-based presentation titled “Exploring the Northern Areas for Sustainable Accommodations: The Story of Minapin and Ghulkin, Gilgit-Baltistan.” Dr. Alam discussed how homestay accommodations in these remote northern villages have empowered local families economically while preserving cultural traditions and heritage architecture. His case study showcased how community-based tourism fosters financial independence, cultural pride, and sustainable livelihoods. “Tourism, when practiced responsibly,” he noted, “becomes a bridge

The Young Voice of the Hindukush

Noor-ul-Ain Harir



The youngest speaker, Noor-ul-Ain Harir, has captured the hearts of audiences with her eloquent reflections on Chitral's heritage and the changing face of the Hindukush Mountains.

Through her two remarkable speeches — one delivered on the occasion of World Tourism Day 2024 and the other on International Mountain Day 2024 — she has woven together the beauty, history, and environmental challenges of her homeland.

In her first speech, Noor took her audience on a journey through Chitral — where the Hindukush peaks touch the skies and ancient rivers flow through valleys steeped in history. She described Chitral not only as a region of breathtaking natural beauty but as a cradle of ancient civilizations and a crossroads of culture and trade. The historic 170-kilometre trade route connecting Chitral to Central Asia once served as a vibrant artery of commerce and cultural exchange. It carried pilgrims, researchers, and traders who enriched the region with art, ideas, and traditions.

From the haunting rhythms of Chitrali music to the colourful folklore of the Kalash people, Noor highlighted how this land's spirit has endured through centuries. Even the British explorers of the subcontinent were drawn to Chitral's charm. Yet, as she noted, the Cold War era and the closure of borders with Afghanistan disrupted this timeless connection.

For her remarkable address, Noor was honoured with an award by Rana Mashood, Federal Minister for Youth Affairs. She also mentioned the Government of Khyber Pakhtunkhwa's commitment to promote tourism and adventure by declaring Terich Mir — the highest peak of the Hindukush — a provincial symbol of pride, and by announcing royalty-free mountain expeditions and trekking from 2024 to 2025.

Her second speech, delivered on International Mountain Day 2024 under the theme "Mountain Solutions for a Sustainable Future: Innovation and Adaptation," revealed another side of her advocacy — environ-



mental awareness. Speaking passionately, She shared how she and her younger sister — the first children in Chitral's history to reach an altitude of 4,000 metres — witnessed firsthand the devastating effects of Glacial Lake Outburst Floods (GLOFs) near Terich Mir Base Camp devastating effect of Glacial lake Outburst Floods (GLOFs) near Terich Mir Base Camp.

Through her words, she called for urgent attention to the melting glaciers of the Hindukush — the lifelines of Chitral's communities. She urged that sustainable tourism, innovation, and local wisdom must go hand in hand to protect the delicate mountain ecosystem.

In her own poetic way, Noor-ul-Ain Harir reminded us that Chitral is not just a place on the map — it is a living story of courage, culture, and coexistence. As she said, "Our peaks have long touched the skies; now it is time for our actions to rise and meet them."

PATO Together for the Growth of Pakistan's Tourism

As a proud Executive Member of the Pakistan Association of Tour Operators (PATO), A.K International Travels & Tours has played an active role in strengthening Pakistan's tourism industry through collaboration, policy advocacy, and international representation.

PATO, a registered national body of licensed tour operators in Pakistan, serves as a bridge between the public and private sectors – uniting professionals under one platform to promote sustainable tourism and responsible business practices. Through its network, members gain opportunities to participate in global tourism exhibitions, familiarization (FAM) trips, training programs, and joint marketing initiatives that enhance Pakistan's visibility as a world-class destination.

A.K International – A Story of Vision and Growth Founded in 2005 by Sajid Mehmood Mughal, A.K International Travels & Tours began its journey as a small office in Haripur with a vision to connect people, cultures, and opportunities through professional, responsible, and innovative tourism.

Today, it has evolved into one of Pakistan's leading IATA-accredited travel and tour operators, specializing in both inbound and outbound tourism. With its head office in Haripur and branch in Islamabad, the company provides complete travel management solutions, including air ticketing, visa facilitation, hotel reservations, holiday packages, business delegations, and event organization.

Promoting Pakistan Worldwide A.K International has played a pivotal role in promoting Pakistan's image globally, welcoming inbound tourists from Europe, Central Asia, and the Middle East, while offering premium outbound travel services to Saudi Arabia, Turkey, UAE, Azerbaijan, Malaysia,



Sajid Mehmood Mughal presenting tourism brochure to Ambassador Muhammad Modasar Chaudhry at Pakistan Embassy, Sofia.

Indonesia, Bulgaria, Romania, Spain, and Italy.

Recognized for its professionalism and reliability, the company received a Certificate of Appreciation from the Pakistani Community Korea for successfully facilitating the Korean Business Tourism Delegation to Pakistan. It also proudly represents Pakistan at leading international tourism exhibitions, strengthening global linkages and showcasing Pakistan as a safe, diverse, and welcoming destination.



International Participation Highlights

- Holiday & SPA Expo 2025 – Inter Expo Center, Sofia, Bulgaria
- GO – International Travel Fair – Brno, Czech Republic
- EMITT – Istanbul, Türkiye
- BBTF – ASITA – Bali, Indonesia
- SAITEX Conference – Johannesburg, South Africa
- IMT – Plovdiv, Bulgaria
- ATM – Arabian Travel Market – Dubai, UAE8)

Rand Show – Johannesburg, South Africa Beyond operations, A.K International is deeply committed to responsible tourism, supporting local communities, empowering women artisans, and mentoring young professionals to strengthen Pakistan's tourism sector. As it celebrates two decades of service, A.K International Travels & Tours continues to lead with passion and integrity – building bridges between people and destinations through trust, service, and excellence.





KPCTA Pioneers Pakistan's First E-Licensing System

Peshawar, 2025 — In a landmark move toward modern governance, the Khyber Pakhtunkhwa Culture & Tourism Authority (KPCTA) has revolutionized the province's tourism regulation framework with the launch of a comprehensive ELicensing Platform, redefining transparency, efficiency, and ease of doing business across the tourism sector.

Under the visionary leadership of Mr. Umar Khan, Controller, Tourist Services Wing (TSW), this digital

transformation marks a decisive shift from the paper-based system once managed by the former Directorate of Tourist Services (DTS). For decades, entrepreneurs had to travel to Peshawar for license applications and renewals — a process that was time-consuming, costly, and often discouraging for small operators.

The Khyber Pakhtunkhwa Tourism Act 2019 paved the way for a progressive regulatory regime under KPCTA.

Acting on this mandate, the Tourist Services Wing launched an end-to-end E-Licensing Portal that enables hotels, tour operators, travel agencies, transport providers, and allied ventures to apply, renew, and track their licenses entirely online — without physical visits or manual paperwork.

"This initiative is not merely technological; it reflects our commitment to transparency, service excellence, and accountability," said Mr. Umar Khan, reaffirming KPCTA's mission to simplify compliance while upholding the integrity of Pakistan's tourism industry.

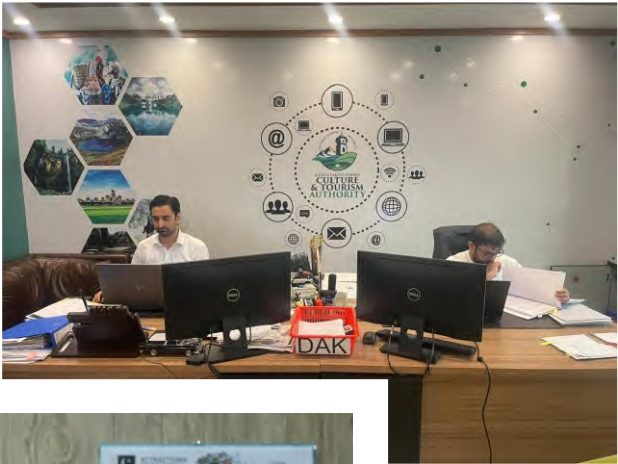
Key Features

- Seamless Online Access: 24/7 registration, renewal, and real-time status tracking through an intuitive portal.
- Integrated Digital Payments: Secure fee submission via EasyPaisha, JazzCash, and major online banking channels.
- Enhanced Governance: Digital traceability ensures transparency and removes discretionary practices.
- Business Empowerment: Reduced travel and paperwork lower compliance costs and promote ease of business.

More than a digital upgrade, this reform represents a structural shift in governance — fostering trust between public institutions and private stakeholders while positioning Khyber Pakhtunkhwa as a competitive tourism destination. By removing geographical and bureaucratic barriers, KPCTA has made licensing accessible even to operators in remote valleys and mountain regions.

As the province’s tourism economy expands — powered by its cultural richness, breathtaking landscapes, and improving infrastructure — the e-licensing system stands as a model of innovation and accountability. It mirrors the provincial government’s broader vision of technology-driven, sustainable, and inclusive growth.

In essence, KPCTA’s E-Licensing initiative is not merely an administrative success; it is a symbol of new-era governance — transparent, efficient, and citizen-centric — charting the digital future of tourism in Pakistan.



Haris Ali Shah, Founder – Adventure Planners / Pakistan Bikers



Haris Ali Shah is one of the leading names in Pakistan’s motorbike tourism industry – a rider, explorer, and tour designer who turned his lifelong passion for travel into a professional pursuit. Born near Islamabad, Haris has spent years riding through every corner of Pakistan, from the coastal roads of Balochistan to the snow-covered passes of Gilgit-Baltistan. His first-hand experience of Pakistan’s diverse terrain laid the foundation for what would become Pakistan Bikers – a company dedicated to showcasing the country through the freedom of two wheels.

More than a decade ago, Haris transformed his love for exploration into a full-time career by founding Adventure Planners, later expanding it with Pakistan Bikers, one of the country’s pioneer motorbike tour and rental services. Today, his company welcomes riders from across the globe, offering them expertly curated routes that blend thrill, safety, and authentic local culture.

With over ten years of hands-on experience in tour management, Haris has led countless international groups across Pakistan’s most scenic and challenging routes – the Karakoram Highway, Deosai Plains, Shandur Pass, and beyond. His approach combines adventure with comfort, ensuring that every rider experiences both the adrenaline of the journey and the warmth of local hospitality.

Fluent in English and several local languages, Haris connects effortlessly with riders from around the world. Known for his professionalism, reliability, and personal involvement in every tour, he ensures that every journey reflects his core values: safety, authenticity, and unforgettable adventure. Under his leadership, Adventure Planners and Pakistan Bikers have earned recognition within the country’s adventure travel community. The company proudly holds a Department of Tourist Services (DTS) license and is a cabinet member of the Pakistan Association of Tour Operators (PATO).

For Haris, every motorbike tour is about sharing the real Pakistan – its roads, its people, and its raw beauty – with those who seek genuine adventure.

Website: www.pakistanbikers.com

Email: Info@pakistanbikers.com

Phone: +92 332 9072922



RIVAJ NAGAR HOTEL & RESORT

FACILITIES:

- Elegant rooms with stunning mountain views
- Jeep tours and cultural outings
- Delectable dining options
- Premium stays
- High Speed Wifi
- Room Service
- 24/7 Hour Security
- 24/7 Hot Water
- Parking

📞 0341-4349502
☎ 0342-5250390
✉ rivajnagar@gmail.com
🌐 www.rivajnagar.com
📱 /rivajnagar

📍 Main Shahrah Nagar Rakaposhi View Minapin,
Nagar, Gilgit Baltistan



Nasir Ahmed

Chief Executive Officer
Gilgit Adventure Treks

Nasir Ahmed is a highly skilled trekking and cultural guide with over two decades of experience in adventure tourism. Born and raised in the spectacular mountain region of Gilgit-Baltistan, Pakistan, Nasir developed his deep passion for the mountains and nature at an early age. His professional guiding career began in 1998, and since then, he has become one of the most respected names in Pakistan’s adventure travel industry.

In 2000, Nasir moved to France, where he pursued studies in the French language at the University of Avignon. After completing his education, he worked with a leading French travel company that organized tours across Europe. During his years in France, Nasir played a key role in introducing European travelers to Pakistan by organizing and leading several successful group expeditions to the northern areas.

Returning to Pakistan in 2008, Nasir has since led numerous trekking,



cultural, and climbing expeditions throughout the Karakoram, Himalaya, and Hindu Kush mountain ranges. He is fluent in French and English, along with several local languages, which enables him to bridge cultural gaps and communicate effectively with international clients.

Renowned for his expertise in logistics, risk management, and group leadership, Nasir is known for his ability to adapt

to varying conditions and ensure safe, memorable experiences for his guests. His professionalism and commitment to excellence have made him a trusted partner for several major Western adventure travel agencies.

When it comes to leading groups in Pakistan’s rugged landscapes, Nasir Ahmed stands out as a true professional and a proven leader who consistently delivers where others might falter.





FAMREE RESORT

ATTABAD LAKE HUNZA



ADVENTURE MEETS SERENITY

From boating on crystal-clear waters to exploring nearby valleys, Famree Resort brings you the best of Hunza's culture, adventure, and breathtaking scenery - all in one place.



YOUR PERFECT ESCAPE

Relax in style with spacious rooms, lake-view balconies, and warm hospitality. Whether it's a family trip or a romantic getaway, Famree Resort promises a luxurious experience in nature's lap.



WAKE UP TO PARADISE

Enjoy cozy wooden cabins with stunning views of Attabad Lake. Designed for comfort and peace, each room blends natural beauty with modern amenities for an unforgettable stay.

+92 355 5895277

www.famreeresot.com

Attabad Lake Hunza

+92 355 5895277

www.famreeresot.com