

Pakistan Travel & Tourism Symposium 2024

Building the Tourism Economy through Green Investments

Venue: Serena Hotel Islamabad

Date: May 27-28, 2024

Draft Agenda

Day – 01 (May 27, 2024)

Day-1

Session – I (Plenary Session) – Venue: Sheesh Mahal Hall

TIME	PROGRAMME
10:00	Arrival and Registration of Guests
10:15	Arrival of Chief Guest (Honorable Prime Minister of Pakistan)
10:20	Recitation from the Holy Quran
10:25	National Anthem
10:30	Welcome Address, SAPM on Tourism, Government of Pakistan
10:45	Salam Pakistan Video Presentation
10:50	Opening Remarks by the Managing Director PTDC
11:00	Panel Discussion – Session I Green Investments in Travel and Tourism, Moderated by Mr. Najy Benhassine, Country Director, World Bank Group (WBG), Pakistan
12:30	Address by the Chief Guest
12:45	Break for Lunch

Sessions – II and III (Panel Discussions)

TIME	PROGRAMME
14:00	Panel Discussion- Session II Improving Connectivity: Aviation, Transportation and Visa Facilitation
15:30	Panel Discussion- Session III Responsible Tourism and Conservation of Heritage to Promote Tourism Products
17:00	Day Closing with Tea and Snacks / Networking, B2B Meetings, and a visit to the Tourism Expo

Evening Event - Venue: Sheesh Mahal Hall, Serena Hotel

TIME	PROGRAMME
19:30	Dinner and Cultural Evening (Organized by PTDC)

Day – 02
May 28, 2024

Session – IV (Tourism Investment Forum) – Venue: Sheesh Mahal Hall

TIME	PROGRAMME
09:30	Arrival of the delegates
09:45	Opening Remarks / Recap of Day 1, MD PTDC
10:00	Presentations by Provincial/Regional Departments on Investment Opportunities and Upcoming Projects.
11:15	Presentation by Tourism Startups/ Private Sector Representatives

Session – V (Image building of Pakistan as a Tourist Destination: Role of Print, Digital & Electronic Media) - Venue: Sheesh Mahal Hall

TIME	PROGRAMME
12:00	Keynote Presentation, Mr. Amir Jahangir, CEO, Mashal Pakistan
12:20	Panel Discussion- Session V Perception Building of Pakistan as Tourist Destination: Role of Print, Digital & Electronic Media
14:00	Lunch Break

Sideline Event (Tourism Education Forum) -Venue: Kehkashan Hall

TIME	PROGRAMME
12:00	Keynote Presentation, Representative of UNWTO
12:20	Panel Discussion Tourism Education, Digital Innovation, and Research in the Tourism Sector
14:00	Lunch Break

Session - VI (Closing Plenary Session) – Venue: Sheesh Mahal Hall

TIME	PROGRAMME
15:00	Arrival of Chief Guest
15:15	Presenting Summary of Conference Recommendations, MD PTDC
15:35	Address by the Chief Guest
15:50	Presentation of Souvenirs and Group Photo
16:10	Note of Thanks, SAPM on Tourism
16:30	Closing with Tea and Snacks/ Networking & Visit to the Tourism Expo

Side Events

Tourism Promotion Expo

Venue: Lobby of Sheesh Mahal Hall

Dates: 27-28 May 2024

Tourism Promotion stands by PTDC, Provincial Tourism Departments, Hospitality Groups, Airlines, Tourism & Hospitality Training Institutions and Tour Operators

Food and Culinary Show

Venue: Courtyard of Sheesh Mahal Hall

Dates: 27-28 May 2024

(live performance by the hospitality schools' students)

Post-Conference Trips (Organized by PTDC)

Date: 29-30 May 2024

OPTIONS AVAILABLE

Sightseeing Tour of Islamabad and Margalla Hills

Day trip to Taxila Museum, archaeological sites, and Khanpur Lake

Day trip to Takht e Bahi World Heritage Site

Day trip to Murree Hills and Patriata Chairlift Resort

**(Note: Interested delegates may register in advance by sending an email to:
ammedia@tourism.gov.pk)**