



Press Release

***Pakistan Unveils Its Tourism Potential at the Travel and
Adventure Show, New York, 2024***

New York – January 27, 2024

Pakistan Tourism Development Corporation (PTDC) in collaboration with Provincial tourism departments, Trade Development Authority of Pakistan (T-DAP), Consulate General of Pakistan in New York and private sector companies, showcased the nation's diverse tourism potential at the 'Travel & Adventure Show New York,' held from January 27-28, 2024.

A 60 members' delegation having representatives of PTDC, TDAP, and 24 private sector companies represented Pakistan at the Travel and Adventure Show, New York.

The Pakistan Pavilion at 'Travel & Adventure Show New York', was formally inaugurated by the Pakistani Ambassador to the USA, Ambassador Masood Khan while Tourism Minister of Gilgit Baltistan, Ghulam Muhammad, former Minister for Tourism Gilgit Baltistan, Raja Nasir Ali Khan and Consul General Aamer Ahmed Atozai were also present at the inauguration ceremony.

Building on the success of the previous year, Pakistan Pavilion received the "Best In-Show – International Tourism Development" award from the organizers of the event.

In his message, Wasi Shah, State Minister for Tourism and Chairman PTDC congratulated the team including all stakeholders for making the arrangements for setting up the "Pakistan Pavilion" in this international travel fair. He hoped that all these effects will greatly contribute to attract more foreign visitors to Pakistan,

At the inauguration ceremony of "Pakistan Pavilion", Pakistan's Ambassador to U.S., Ambassador Masood Khan highlighted the huge potential for tourism in Pakistan. He mentioned that Pakistan is home to ancient and modern civilizations, has the most beautiful touristic sites including picturesque snow-capped peaks, untouched coastal areas, vast deserts, and a rich cultural heritage — all making the country as one of the top travel destinations in the world. Ambassador Masood Khan further said that members of the Pakistani community should boost tourism in their motherland by investing in this potentially lucrative sector.

Consul General of Pakistan in New York, Mr. Aamer Ahmed Atozai welcomed the visiting delegates, and congratulated them for setting up an award-winning Pakistan Pavilion at the two-day “Travel & Adventure Show – 2024” in which countries from all across the world are participating.

"The event will provide an opportunity to showcase the great potential of Pakistan's tourism industry and create linkages with the leading international players of the tourism industry, which will greatly help attract more tourists," said Aftab Rana, MD PTDC

The Travel & Adventure Show held in New York annually, is an ideal platform for interaction with visitors to top international and domestic travel destinations, tour operators, cruise lines, and travel providers.