



PAKISTAN HOTELS ASSOCIATION

(REGISTERED WITH THE MINISTRY OF COMMERCE, GOVERNMENT OF PAKISTAN)

PHA Secretariat Report to the Executive Committee & Members on matters taken up during January, 2024 till date and Association representation:

- 1. January 22, 2024:** On behalf of TDCP, PTDC invited PHA Chairman to attend the Awareness and Outreach program on 19th TDCP Cholistan Desert Rally held at Islamabad Serena Hotel. Mr. Mustansir Zakir specially travelled from Karachi to attend the program.
- 2. February 23, 2024:** Invitation for a joint brainstorming meeting of PTDC and EXPO in World Bank Office regarding Tourism Conference in last week of April, 2024. Association nominated its Chairman, Mr. Mustansir Zakir and Senior Vice Chairman, Mian Akram Farid to attend the meeting on behalf of PHA.
- 3. February 29, 2024:** Ministry of IPC Meeting Islamabad to discuss proposed Amendments in the statutes of Department of Tourist Services, Islamabad to replace Federal Government with Appropriate Authority in Tourism Laws/Act. PHA nominated its Senior Vice Chairman, Mian Akram Farid to attend the meeting.
- 4. April 05, 2024:** Ministry of Inter Provincial Coordination invitation for E-Portal Licensing Ceremony, Department of Tourist Services Islamabad at Ministry of IPC Committee Room attended by its former Senior Vice Chairman, Barrister Mansoor Ali Shah on behalf of PHA for inaugural ceremony in Islamabad.
- 5. April 05, 2024:** A Joint Meeting of PTDC and EXPO at World Bank Office Islamabad for the purpose of building the National Economy through Tourism. On behalf of Association, its Senior Vice Chairman, Mian Akram Farid attended the meeting.
- 6. June 28, 2024:** An Invitation to serve on the Jury Panel for the Selection of Centers of Excellence and Model TVET Institutes received from TVET Sector Support Programme / GIZ and European Union. PHA representation by its Member, Ms. Sadaf Khalid Khan, CEO, Walnut Heights Resort, Kalam.
- 7. July 08, 2024:** On invitation from PM's Office, Special Investment Facilitation Council Secretariat, Islamabad for a Working Group Meeting on Tourism and Hospitality to attract investors to develop hotels, resorts and tourism infrastructure for economic growth and development. On behalf of Pakistan Hotels Association, one of its member, Barrister Mansoor Ali Shah, former Senior Vice Chairman of PHA attended this SIFC meeting.
- 8. July 25, 2024:** A Live Program on PTV News Channel was broadcasted on Pakistan's recent policy to provide Visa free facility for 126 countries. To discuss this, PTV invited stakeholders' representatives to highlight its detail. PHA former Vice Chairman and existing





Executive Committee Member, Mr. Ather Bhutto of Embassy Inn Hotel Karachi participated in this live program at 11.00pm along with TAAP SVC, Karachi Chambers and other concerned and very well presented Association's view point and hospitality industry concern on it.

9. July 29, 2024: Ministry of Inter Provincial Coordination Islamabad in coordination with PTDC arranged a stakeholders Consultative Workshop on Improving Tourism Regulatory Mechanism in Pakistan at Best Western Hotel Islamabad. Main agenda of the meeting was to effectively regulate the tourism and hospitality sector applying a more professional approach and international best practices to ensure provision of quality services and ultimately healthy growth of tourism and hospitality sectors in Pakistan. On behalf of PHA, Barrister Mansoor Ali Shah attended the workshop.

10. August 05, 2024: PHA Chairman, Mr. Mustansir Zakir attended a meeting on fourth edition of Pakistan Travel Mart (PTM) to be held from January 31st to February 2nd, 2025 at Karachi Expo Center. PTDC is joining hands with the management of PTM to make it one of the biggest show and invited all stakeholders of travel/tourism industry including hospitality sector, aviation, travel technology, tour operators and international tourism boards. for introductory session focusing on promoting Pakistan as a destination to all attendees.

Above is prepared and submitted for Members information and necessary follow up.

Pakistan Hotels Association

