



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 July, 2024 to December, 2024 and Association representation at events / Meetings:

- 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.
- 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.
- 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.
- 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.
- August 20, 2024:** IPC Meeting for improvement in hospitality trade regulatory mechanism and to discuss issues of Hotels and Restaurants attended by Mian Akram Farid, Senior Vice Chairman PHA and Barrister Mansoor Ali Shah.
- September 04, 2024:** PTDC arranged a Joint High Level Meeting on Tourism Sector in coordination with Ministry of IPC in Islamabad to discuss the progress and way forward on tourism sector initiatives, duly attended by Barrister Mansoor Ali Shah.





7. **October 17, 2024:** On request of NAVTTC Pakistan for a Sectoral Skills Mapping Survey of Trade Associations in Pakistan to collect the data from all registered national trade associations to better understand their skill requirements enabling NAVTTC to effectively align its existing technical education and vocational training courses with the current needs and demands of each sector and bridging the skills gap. Association arranged a meeting for this purpose and nominated three members i.e. Mr. Shaheryar Babar, Corporate Director, People Strategies, Hashoo Hotels & Resorts, Mr. Amad Rafiq, Director People Relation, Hospitality Division and Ms. Lubna Qamar, Vice President, People Strategies, Hashoo Group. This was followed by further interview with key representatives from other hotel chains to ensure that that the survey results reflect a more comprehensive perspective of the sector. Finally a Zoom Meeting with Secretary General PHA was convened on December 26, 2024 to gather insights for broader range of hospitality industry.

8. **October 30, 2024:** COTHM Conference 29-31st October, 2024 at EXPO Center Karachi on Hospitality and Food inviting PHA Executive Committee Members to join them as Guest Speaker on its theme “ Exploring Career Opportunities in Hospitality Industry of Pakistan “. On behalf of Association, its Executive Committee Member, Mr. Raza Abbas, General Manager, Karachi Marriott Hotel attended the Conference sharing Hotel Industry knowledge and experience with the audience.

9. **November 08, 2024:** On receipt of OGRA letter on SSGCL Petition for review of estimated revenue requirement for 2024-25, a Public Hearing was held on November 08, 2024 at SSGCL Head Office, Karachi. On behalf of PHA Mr. Mukhtar Ahmed, DFO, Hashoo Group and Mr. Mujtaba Hasan, DF, PC Hotel Karachi attended the Hearing, who submitted their points of discussions, followed by Chairman PHA letter to President, FPCCI on this gas price hike, who wrote to the Chairman, OGRA Islamabad for a sympathetic review on this issue.

10. **December 26, 2024:** NAVTTC – PHA: finally a Zoom Meeting with Secretary General PHA was convened on December 26, 2024 to gather insights for broader range of hospitality industry and additional information from Association.

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

Pakistan Hotels Association

