

## PHA Activity Report January – June, 2025:

1. **January 4-5, 2025:** PTDC invited for National Tourism, Investment & Cultural Expo 2025 and the NTP Excellence Awards 2024 held at Pak-China Friendship Center, Islamabad. PHA nominated its Senior Vice Chairman, Barrister Mansoor Ali Shah to attend the event.
2. **January 05, 2025:** On receipt of Invitation as Guest of Honor from COTHM for its 9th Convocation COTHM Karachi held at Pearl-Continental Hotel Karachi, Mr. Khurram Awan, General Manager, Movenpick Hotel Karachi and Executive Committee Member PHA attended the ceremony on behalf of Association.
3. **January 07, 2025:** The 4th Meeting of FPCCI Central Standing Committee on \*Tourism Economy\* was held on 7th January 2025 at FPCCI Head Office Karachi, convened by \*Mr. Salman Javed\* Convener of the Committee. The Convener and the Members of the Committee discussed \*Pakistan Tourism Forum and the matters related with Tourism Economy\*. Members of the Committee including Secretary General PHA attended the meeting.
4. **January 08, 2025:** STDC invited all industry members and stakeholders with updated final draft for a roundtable Meeting at Avari Towers Karachi to gather insights, discuss the potential impact of the policy and assess its effect on the development and growth of Tourism, Hospitality and related services sectors in Sindh.  
The key roundtable meeting was convened by Syed Feyaz Ali Shah, Managing Director, Sindh tourism Development Corporation (STDC) and chaired by Mr. Khair Muhammad Kalwar, Secretary Culture and Tourism Government of Sindh. The Meeting focused on discussing the draft of the Sindh Tourism Policy, which has been developed in consultation with stakeholders from the travel, trade and hospitality industry.  
  
Meeting was attended by various eminent figures of these sectors including Mr. Ather Bhutto and Ms. Fouzia Azhar from Pakistan Hotels Association (PHA) and other key stakeholders, experts and industry leaders.
5. **January 17, 2025:** On request of Association Member Hotels for intervention against SNGCL's Tariff Change for Hotel Industry, who are sending notices to hotels to regularize their existing General Industry Gas connection in to commercial category. PHA Senior Vice Chairman, Barrister Mansoor Ali Shah met Chairman OGRA on this issue and presented the concerns of the hotel industry. Minutes were shared with members and next step is to meet Additional Secretary Mr. Hassan Mehmood Yousufzai in last week of January, 2025.
6. **January 22, 2025:** A general meeting of hoteliers from Karachi Saddar zone was arranged by Mr. Sabilur Rehman, General Manager, Gulf Hotel, Saddar Karachi inviting Chairman, and Secretary General, Pakistan Hotels Association. Purpose of the meeting was to present issues being faced by the hotels in the vicinity from Food Authorities and police harassment etc. encourage these hotels to become member of Association. Around 15-20 hotel representatives were present and later on, more hoteliers came after the meeting. Mr. Shakir Bhura addressed the audience to redress their issues from PHA forum once, they become member of Association.



7. **January 29, 2025:** Mr. Feyaz Ali Shah, Managing Director, Sindh Tourism Development Corporation invited to attend a high level B2B meeting of visiting Iranian delegation comprising 15 officials of Travel trade, tourism and Hospitality sectors. On behalf of hospitality industry, Chairman, PHA Mr. Shakir Bhura and Mr. Raza Abbas, General Manager, KMH and PHA ECM attended the meeting.
8. **February 06, 2025:** On invitation from the Ambassador of the Islamic Republic of Iran to celebrate their National Day at Islamabad Serena Hotel, Barrister Mansoor Ali Shah attended the occasion whereas PHA Chairman and Secretary General could not attend the event.
9. **February 07, 2025:** Meeting of PHA Chairman, Mr. Shakir Bhura and Senior Vice Chairman, Barrister Mansoor Ali Shah was held with Managing Director, Green Tourism Pakistan and their team. PHA Chairman and Senior Vice Chairman invited M/s. Green Tourism Pakistan to join PHA as members and had detailed discussions on policy matters wherein M.D. Green Tourism Pakistan promised to support at relevant quarters. Later on a Crest from PHA was presented to M.D Mr. Sardar Hassan Azhar Hayat.
10. **February 10, 2025:** FPCCI Invitation for Chairman PHA to attend Media Launch Ceremony of Launchpad Pakistan at FPCCI Head Office Karachi.
11. **February 11, 2025:** On request of M/s. Semiotics Consultants (Pvt.) Limited Islamabad working for UNIDO, a meeting was arranged at PHA Office for a specific agenda on Hotel Industry's Role on Tourism Development, hindrances faced by the industry, potential of Keenjhar Lake and interest of hotel industry and opportunities for expansion and improvement. Representatives of Semiotics Consultants had detailed discussion with Secretary General PHA and on Keenjhar Lake property, they were informed that this is under Sindh Tourism Development Corporation, who take care for its expansion or development etc. and were advised to meet M.D. STDC for this purpose.
12. **March 12, 2025:** 10th Meeting of Board of Directors of Sindh Tourism Development Corporation held at Committee Room of Minster Culture Tourism, 5th Floor, New Sindh Secretariat Karachi, attended by PHA Executive Committee Member, Mr. Yasir Ahmed.
13. **April 9-11, 2025:** A series of events namely Uzbekistan – Pakistan Tourism Forum: “Uzbekistan – the Pearl of the Silk Road “ were held in Lahore, Karachi and Islamabad inviting Association to participate. Events were attended by Irshad Anjum Butt, PHA Vice Chairman North in Lahore, Mr. Shakir Bhura, PHA Chairman in Karachi and Mr. Mansoor Ali Shah, PHA Senior Vice Chairman, Mr. Rahim Khaimani ECM and Mr. Sarfraz Ahmed ECM in Islamabad.
14. **April 10, 2025:** On request from CEO, Halal Development Council, Association Chairman Mr. Shakir Bhura held meeting with him at Pearl-Continental Hotel Karachi for discussions on Global Halal market, power of Halal Branding and to create awareness about Halal compliance, certification and vast opportunities of export potential of hospitality sector to drive business growth and success.
15. **April 11-13, 2025:** Gujranwala Chamber of Commerce & Industry arranged Gujranwala Expo 2025: the SMEs Trade Fair” at Tulip Islamabad and invited PHA Chairman and Senior Vice Chairman as Guest of Honor. Mr. Shakir Bhura and Barrister Mansoor Ali Shah duly attended the successful event of Gujranwala Chamber of Commerce & Industry.



- 16. May 23, 2025:** The Ministry of Human Rights and UNDP Pakistan jointly organized a consultative session for awareness raising and sensitization on implementation of NAP-BHR at Karachi Marriott Hotel, attended by PHA EC Member, Mr. Raza Abbas.
- 17. June 02, 2025:** A series of meetings was initiated early 2024 by the Trade Development Authority of Pakistan for Sectoral Council for Tourism & Hospitality Services involving all stakeholders of Tourism and Hospitality Industry. First meeting was held on May 05, 2024, then May 05, 2025 and June 02, 2025 attended by PHA Member Mr. Dinshaw B. Avari in 2024 and PHA Senior Vice Chairma, Barrister Mansoor Ali Shah on June 02, 2025 for discussions and possible actions for setting priorities, streamlining tourist movement, improving connectivity for seamless travel and simplifying visa and NOC procedures for foreign tourists. June 02, 2025 meeting was held for selection of Chairman, Sectoral Council for Tourism & Hospitality Services.
- 18. June 16, 2025:** Secretary General attended DGTO invitation for an Awareness-cum-Consultative Session for stakeholders consultation on the need to make amendments in the Trade Organizations Rules 2013. PHA also submitted its comments / proposal vide its letter dated June 11, 2025 suggesting need of co-option for EC Members and other relevant amendments.
- 19. June 18, 2025:** National Regulatory Reforms Conference from Board of Investment was arranged under the theme “Enabling Business, Empowering Pakistan” attended by the Chairman PHA.
- 20. June 19, 2025:** Secretary General also attended DGTO Concluding Session on consultation meetings regarding Trade Organizations Rules 2013 on Zoom.
- 21. June 27, 2025:** Association’s Executive Committee Meeting was held at Hotel Mehran Karachi attended by ECMs in presence and on Zoom link also, whereby important agenda items including recent gas price hike by SSGCL and SNGL, budget proposal and Budget 2025-26, new membership and other related matters were discussed in detail.

PAKISTAN HOTELS ASSOCIATION

