



PAKISTAN HOTELS ASSOCIATION

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

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A Consultation Session between Members of Pakistan Hotels Association and Team from the Urban Unit, consisting of Project Manager and Consultant of the New Economic City Punjab was held on Tuesday, August 03, 2016 at Pearl-Continental Hotel, Club Road, Karachi. Meeting was held for the Visioning of New Economic City in Punjab as the Government of Punjab has initiated studies for a new urban development along the Motorway (M2) corridor as a possible site covering 600 Sq. Km of land area offering diverse work-live-leisure opportunities.

PHA Members consisting of Representatives from Hashoo Group, Avari Hotels Group and Serena Hotels Group and meeting was hosted by General Manager, Pearl-Continental Hotel Karachi.

Ms. Samita Khawar, Director, Public Sector & Government Practice of M/s. Frost & Sullivan gave presentation on key objectives of the study and following discussion points with Key Stakeholders were focused and shared for discussions during the Session, i.e.

1. Generating sustainable investments and other economic outcomes derived from these investments.
2. Diversifying Punjab's industrial and urban development and business support infrastructure.
3. Responding to the Urbanization with smart proactive and visionary urban planning concepts and practices that promote economic growth, livability, sustainability and resilience.
4. Challenges of Hotel Industry currently facing, factors that can help ensure the success of existing / upcoming Hotels.
5. Suggestions to enhance and sustain Hotel business.

Members of PHA expressed that to promote tourism in the country, there is a need for reasonable rates in tax exemption, proper infrastructure, and financial modules are to be developed to bring investment and to offer incentives to overseas and local investors.

Meeting concluded with a vote of thanks and to convene meetings to proceed further in this regard.

Pakistan Hotels Association

