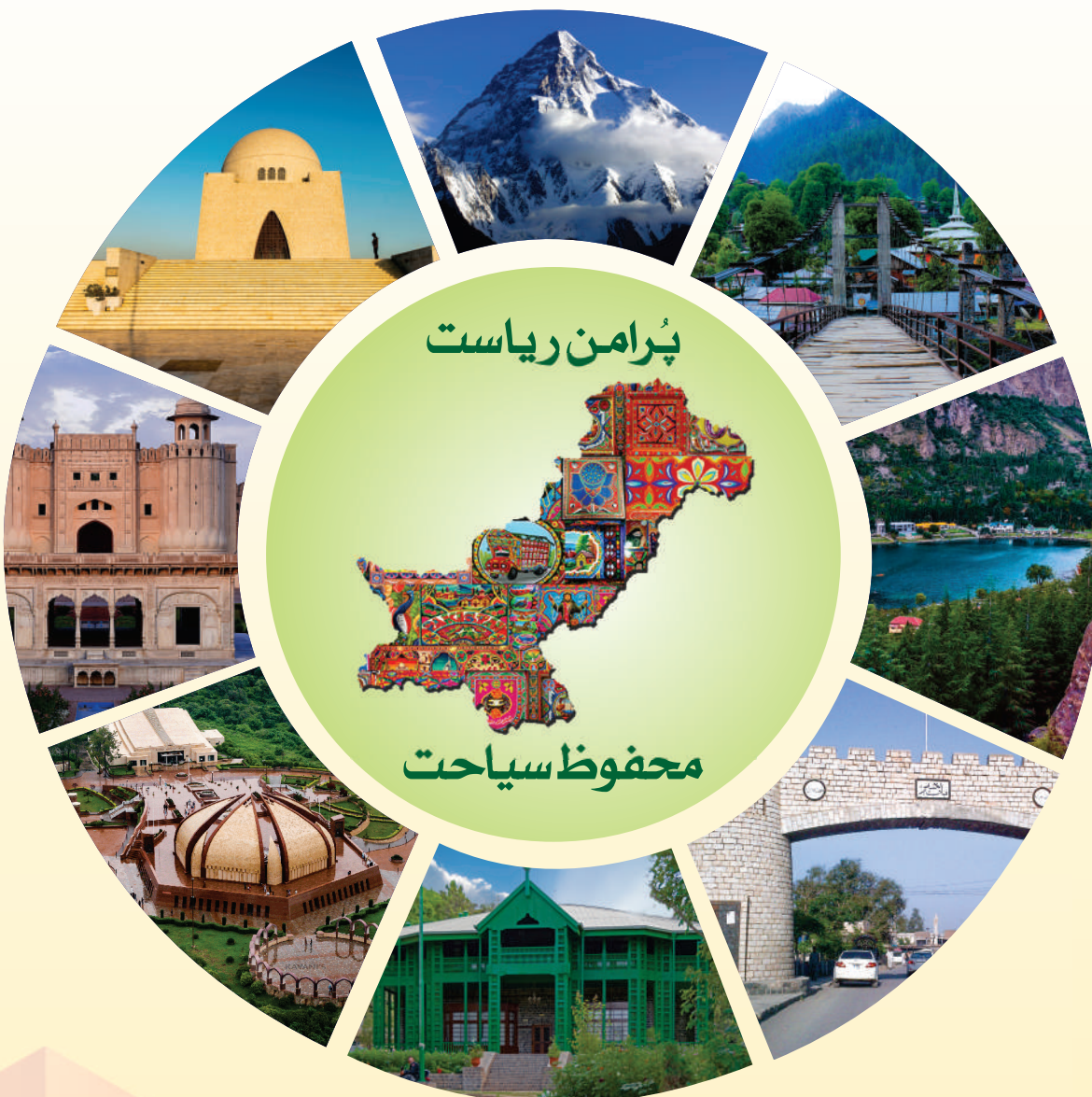


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The logo for EXPO 2024 is displayed at the bottom of the page. It features the word "EXPO" in large, stylized letters. The "E" is composed of three horizontal bars. The "X" is filled with a colorful, intricate geometric pattern. The "P" is a solid orange color. The "O" is a yellow circle with a colorful, intricate geometric pattern inside. To the right of "EXPO" is the year "2024" in a green, sans-serif font.

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PAKISTAN'S FIRST BIGGEST TOURISM EVENT

National Tourism CULTURE & HERITAGE EXPO 2024

THEME: Tourism & Peace

DATE: 29th, 30th Nov & 1st Dec 2024

VENUE: PAK-CHINA Friendship Center, Islamabad.

EVENT OVERVIEW:

National Tourism, Culture & Heritage Expo, themed "Tourism and Peace" is a prestigious event that aims to promote the vital role of tourism in fostering peace, cultural understanding, and economic development in Pakistan. Organized by National Tourism Pakistan, the event will feature the launch of two significant tourism anthems, the debut of Pakistan's most comprehensive tourism portal, and a platform for industry stakeholders to engage, network, and showcase their products and services.



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EVENT OBJECTIVES

Promote Tourism as a Catalyst for Peace

- Highlight how tourism fosters cultural understanding, peace, and economic development in Pakistan.

Launch & Promote the "Salam Pakistan" and "AJK Mera Junoon" Tourism Songs

- Showcase these anthems that celebrate Pakistan's rich cultural heritage.

Unveil NationalTourism.pk

- Introduce Pakistan's largest tourism portal, a comprehensive resource for all tourism-related activities.

Engage with Stakeholders & Influencers

- Facilitate discussions on the future of tourism in Pakistan, focusing on peace and growth.

Showcase Tourism Products & Services

- Provide a platform for businesses to exhibit their products through stalls and exhibitions.

Maximize Media Exposure

- Ensure widespread media coverage through targeted promotional activities.

Promote Health Tourism

- Highlight Pakistan's potential in health tourism by showcasing medical facilities, wellness retreats, and opportunities for international patients.

Education and Training in Tourism & Hospitality

- Focus on the development of education and training in the tourism and hospitality sectors, with discussions on partnerships with educational institutions and the introduction of specialized programs.



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EVENT AGENDA DAY 1

(29th November 2024)

ACTIVITIES

BIKE RALLY

JEEP RALLY

PARAGLIDING



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EVENT AGENDA DAY 2

(30 November 2024)

09:00 AM - 10:00 AM

REGISTRATION

- Guests arrive, register, and receive event materials.
- Welcome and networking opportunity.

10:00 AM - 10:30 AM

WELCOME ADDRESS:

- Delivered by the host of the event.

OPENING SPEECH:

- By the Executive Director, National Tourism Pakistan.

INTRODUCTION TO THE THEME:

- Overview of the theme "Tourism and Peace" and its significance.



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EVENT AGENDA DAY 2

(30 November 2024)

10:30 AM - 11:30 AM

KEYNOTE SPEECHES

- GOVERNMENT OFFICIAL 1:** [Designated Person], on Enhancing Tourism through Professional Production Services.
- GOVERNMENT OFFICIAL 2:** [Designated Person] on Harnessing the Power of Tourism for National Growth and Cultural Unity.
- INFLUENCER SPEECH 1:** [Selected Influencer], on the Role of Tourism in Promoting Cultural Understanding.
- INFLUENCER SPEECH 1:** [Selected Stakeholder], on the Economic Impact of Tourism in Pakistan.
- INFLUENCER SPEECH 2:** [Selected Influencer], on the Role of Tourism in Promoting Cultural Understanding.
- STAKEHOLDER SPEECH 3:** [Selected Stakeholder], on the Economic Impact of Tourism in Pakistan.



EVENT AGENDA DAY 2

(30 November 2024)

11:30 AM - 12:00 PM

LAUNCH OF "SALAM PAKISTAN" TOURISM SONG

- INTRODUCTION:** Overview of the "Salam Pakistan" tourism song by National Tourism Pakistan
- SONG PRESENTATION:** Overview of the "Salam Pakistan" tourism song by National Tourism Pakistan
- REMARKS:** Comments from National Tourism Pakistan representatives

12:00 AM - 01:00 PM

LAUNCH OF NATIONAL TOURISM.PK

- INTRODUCTION:** Detailed introduction to NationalTourism.pk by the Executive Director, NTP.
- WEBSITE DEMONSTRATION:** Live demonstration of the portal's features, including itinerary planning, booking systems, tourism heroes, attractions database, travel updates, departmental access, licensed tour operators directory, tour operators CRM, and marketplace for local crafts, products, and souvenirs.

01:00 AM - 02:30 PM

HI-TEA BREAK ☕🍴

- Hi-Tea: Served with networking opportunities and visits to stalls.

02:30 AM - 03:30 PM

CULTURAL PERFORMANCE 2

- **PERFORMANCE:** A traditional mix dance showcasing the vibrant cultural traditions of Pakistan.



EVENT AGENDA DAY 2

(30 November 2024)

03:30 PM - 04:30 PM

MOU SIGNING CEREMONY

- The MoU Signing Ceremony aims to establish formal partnerships between National Tourism Pakistan and multiple organizations to promote tourism and the NationalTourism.Pk portal. This segment will highlight the collective commitment of various stakeholders to enhance the visibility and development of Pakistan's tourism sector.

04:30 PM - 05:00 PM

MEDIA INTERACTION

- PRESS CONFERENCE: With key speakers and organizers.
- MEDIA INTERVIEWS AND PHOTO SESSIONS: Managed in collaboration with Media Partners.

05:30 PM - 10:00 PM

EXHIBITION AND STALLS

- TOURISM PRODUCT STALLS: Showcasing tourism-related products and services.
- MEET THE EXPERTS: One-on-one sessions with tourism experts, travel bloggers, and industry leaders.
- NETWORKING AREA: Space for informal networking and discussions.
- REGISTRATION DESK: Onboarding of tour operators, transporters, and accommodations on National Tourism.pk.



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EVENT AGENDA DAY 3

(01 December 2024)

09:00 AM - 10:00 PM

REGISTRATION

- Guests arrive and register for the day's sessions.
- Networking Opportunity.

10:00 AM - 10:30 AM

OPENING REMARKS

- SUMMARY OF DAY 1: Recap of key takeaways and highlights.
- WELCOME ADDRESS: By a representative of NTP

10:30 AM - 11:30 AM

PANEL DISCUSSION: "TOURISM AS A PATHWAY TO PEACE"

- MODERATOR: [Selected Person]
- PANELISTS: Influencers, government officials, tourism industry leaders, and peace advocates.

TOPICS

- How tourism can contribute to peace and stability in conflict-prone regions.
- The role of community-based tourism in fostering local economic growth and harmony.
- Strategies for promoting Pakistan as a peaceful and safe tourism destination.

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(01 December 2024)

11:30 AM - 12:00 PM

LAUNCH OF THE "AJK MERA JUNOON" TOURISM SONG

INTRODUCTION: Overview of the tourism potential in Azad Jammu & Kashmir by an NTP representative.

SONG PRESENTATION: First public screening of the "AJK Mera Junoon" music video.

REMARKS:	Insights from NTP and representatives on the song's significance in promoting AJK as a prime tourism destination.
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12:00 AM – 01:00 PM

RECOGNITION OF NATIONAL TOURISM HEROES

► **PRESENTATION OF CERTIFICATES:**
Awarding of recognition certificates to National Tourism Heroes

► **AWARDS CEREMONY:**
Special awards for outstanding contributions to tourism in Pakistan

01:00 PM – 01:30 PM

FOCUS ON HEALTH TOURISM

- **Presentation on Pakistan's health tourism potential, including medical facilities and wellness retreats.**

01:30 PM – 02:00 PM

FOCUS ON EDUCATION AND TRAINING IN TOURISM & HOSPITALITY

► **Discussions on tourism and hospitality education, partnerships with institutions, and specialized programs.**



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EVENT AGENDA DAY 3

(01 December 2024)

02:00 AM - 03:30 PM

LUNCH BREAK 🍴

- LUNCH: Networking opportunity and visit to stalls.

03:30 PM - 04:30 PM

PAVILION AREAS FOR ALL PAKISTANI PROVINCES

- EXHIBITION:
Showcasing the unique tourism offerings of each province.
- CULTURAL DISPLAYS:
Traditional crafts, performances, and products from each province.

04:30 AM - 05:00 PM

FOOD STALL SHOWCASE

- SHOWCASING:
Traditional foods from various regions of Pakistan
- INTERACTIVE TASTING:
Attendees can sample local delicacies.

05:00 AM - 05:30 PM

MEDIA INTERACTIONS

- PRESS CONFERENCE:
Final press conference with key speakers and organizers
- MEDIA INTERVIEWS AND PHOTO SESSIONS:
Managed in collaboration with Media Partners.



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EVENT AGENDA DAY 3

(01 December 2024)

05:30 PM - 10:00 PM

EXHIBITION AND STALLS

- ▶ **TOURISM PRODUCT STALLS:**
Showcasing tourism-related products and services
- ▶ **MEET THE EXPERTS:**
One-on-one sessions with tourism experts, travel bloggers, and industry leaders.
- ▶ **NETWORKING AREA:**
Space for informal networking and discussions
- ▶ **REGISTRATION DESK:**
Onboarding of tour operators, transporters, and accommodations on National Tourism.pk.

" This two-day agenda incorporates all the planned activities, providing ample time for each segment and ensuring a well-rounded event "



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ACTIVITIES DURING TWO DAYS OF EXPO

Wall Climbing

Air Gun Shooting

Archery

Kids Play Area



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SPONSORSHIP OPPORTUNITIES

Sponsoring National Tourism, Culture & Heritage Expo 2024 offers unique opportunities to align your brand with a national initiative that celebrates Pakistan's rich tourism potential and promotes peace through cultural exchange. Your sponsorship will enhance your brand's visibility and reputation while supporting a cause that resonates with both local and international audiences.



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WHY PARTNER WITH US?

Sponsors can participate in the National Tourism, Culture & Heritage Expo 2024 to:

Enhance Brand Visibility:

- Showcase their brand to a large, diverse audience, boosting recognition and loyalty.

Reach a Targeted Audience:

- Connect directly with those interested in tourism, culture, and heritage for more effective marketing.

Network with Industry Leaders:

- Form partnerships and explore business opportunities with key stakeholders.

Boost Corporate Image:

- Align with a positive cause, enhancing their reputation by supporting Pakistan's tourism and cultural heritage.

Receive Exclusive Benefits:

- Gain prime exposure through booth locations, speaking opportunities, and featured logos.

Attract Media Attention:

- Benefit from significant local and international media coverage.

Contribute to National Tourism:

- Play a role in promoting tourism, driving economic growth, and fulfilling corporate social responsibility.

Influence Industry Trends:

- Shape discussions and policies by participating in key events during the expo. Participating in the expo offers sponsors valuable business benefits while supporting and celebrating Pakistan's tourism and cultural heritage.

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SPONSORSHIP DELIVERABLES

BRAND EXPOSURE

- ◆ Extensive media coverage, including national TV channels, radio stations, and digital platforms
- ◆ Pre-event marketing, including social media campaigns and email newsletters.

NETWORKING OPPORTUNITIES

- ◆ Access to industry leaders, influencers, government officials, and tourism professionals.
- ◆ Exclusive interactions with key stakeholders during the event.

BRAND ASSOCIATION

- ◆ Align your brand with a prestigious national event focused on tourism and peace.
- ◆ Positive brand perception through association with a cause that promotes cultural understanding and economic growth.

Your sponsorship of National Tourism, Culture & Heritage Expo 2024 will not only enhance your brand's visibility but also contribute to a significant national initiative that promotes peace, cultural exchange, and economic development through tourism. We look forward to partnering with you to make this event a grand success.



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OUR ESTEEMED MEDIA PARTNER

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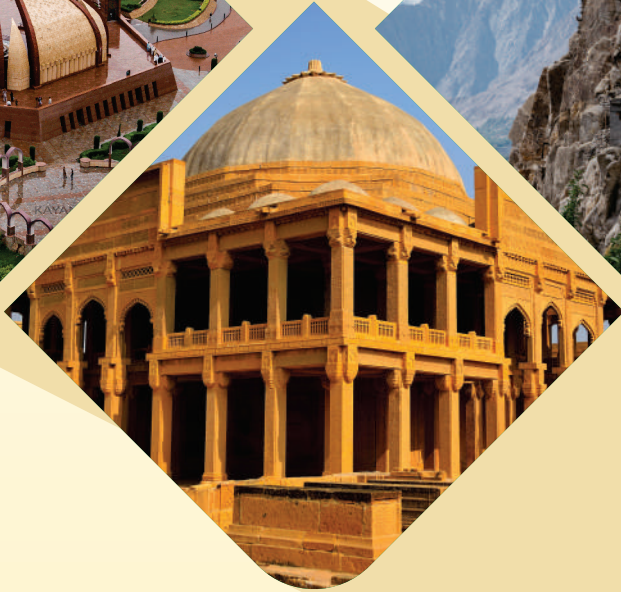
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