

PRESS RELEASE

TDAP IS ORGANIZING A WEBINAR ON **"NEW NORMAL FOR THE TOURISM SECTOR OF PAKISTAN: EXPLORING TOURIST** **MARKETS WITH MISSIONS ABROAD"**

Trade Development Authority of Pakistan is organizing a webinar on "New Normal for the Tourism Sector of Pakistan: Exploring Tourist Markets with Missions abroad" which is scheduled for December 04, 2020 (Friday) at 11:15 AM PST.

In this webinar leading tourism industry experts and Trade & Investment Officers from China, Malaysia and Thailand will present their discourse on overview of the tourism sector of Pakistan & viable foreign source markets. Furthermore, the demand preferences of the foreign tourists will be discussed to explore the strategies to bring foreign tourists to Pakistan, through effective Business to Business (B2B) engagements.

The purpose of this webinar is to enlighten the tourism sector stakeholders about tapping the potential of these tourist source markets of Far East and effective ways to establish linkages among local and foreign stakeholders.

Webinar is open and free for all to join, however tourism development companies, tour operating firms, travel agents, transporters, hotel industry, tour guides, and tourism enthusiasts are highly encouraged to be part of this fruitful discourse.