

PAKISTAN'S PREMIER MAGAZINE FOR TOURISM, HOSPITALITY, RESTAURANTS, AIRLINES, TRAVEL & FOOD INDUSTRY

HOSPITALITY PLUS

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PAKISTAN INTERNATIONAL CULINARY CHAMPIONSHIP

SEASON 6

2024



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COTHM Pakistan & Dubai at 36th Annual AEHT Competitions Conference, Lithuania



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COTHM Pakistan & Dubai wins Bronze Medal at 30th Annual EURHODIP Conference, Cyprus



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UNJUSTIFIED CLOSURES: THE UNFAIR IMPACT ON RESTAURANTS AMIDST SMOG REGULATIONS



In the midst of Punjab's struggle with increasing smog levels, the government has taken drastic measures, closing down restaurants across the province. However, this move seems unjustified, especially considering that restaurants are not significant contributors to the smog predicament.

The decision to shut down dining establishments primarily on Sundays, with partial openings on Friday and Saturday, reflects a misguided attempt to mitigate smog by targeting businesses that aren't the primary culprits. The repercussions of these closures and time constraints are wreaking havoc on the restaurant industry, pushing many establishments to the verge of closure.

It's imperative to acknowledge that restaurants bear minimal responsibility for the ongoing smog crisis. Punishing these businesses with forced closures is an unfair and disproportionate measure that fails to address the root causes of the environmental issue. Instead, it places an unjust burden on restaurant owners and employees, who now face significant financial losses and the looming threat of shutting down their livelihoods.

While environmental concerns demand urgent attention and action, it is vital to adopt measures that effectively tackle the primary sources of pollution without unfairly penalizing unrelated industries. Collaborative efforts between the government and various sectors should focus on identifying and addressing the core contributors to smog, implementing targeted solutions to curb pollution effectively.

The current situation demands a balanced approach, considering both environmental concerns and the economic well-being of businesses. It is essential to reevaluate these stringent measures and strive for more equitable solutions that address environmental challenges without unfairly burdening sectors unrelated to the problem. This approach will foster a more sustainable and just path forward for both environmental conservation and economic stability.



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14 WEDNESDAY
15 THURSDAY

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ROYAL PALM GOLF & COUNTRY CLUB, LAHORE



Let's celebrate the art of cooking and showcase the world the vibrant culinary heritage of Pakistan.

The gastronomic world of Pakistan is about to witness a great culinary show like no other as the Chefs Association of Pakistan (CAP) and the College of Tourism & Hotel Management (COTHM) with the endorsement of Worldchefs, Paris gear up for the much-awaited sixth season of the Pakistan International Culinary Championship (PICC) on February 13, 14, 15, 2024. This prestigious event has grown to become the largest culinary battle in the country, attracting not only talented chefs from Pakistan but also culinary maestros from around the

globe. As we prepare to celebrate the artistry of culinary geniuses, we extend an earnest invitation to corporate companies, restaurants, and allied businesses to join hands with us in making the PICC 2024 a resounding success.

The Pakistan International Culinary Championship (PICC) embodies the spirit of culinary excellence,

innovation, and collaboration. It serves as a platform where the finest culinary minds converge, showcasing their creativity and skill to a captivated audience. The event fosters camaraderie, knowledge exchange, and a celebration of cultural diversity through food. Participants from diverse backgrounds bring a medley of flavors, techniques, and traditions, making the PICC a true gastronomic melting pot.

The success of PICC has been made possible by the unwavering support of the corporate sector. Corporate



Chefs' Association of Pakistan
شیفز ایسوسی ایشن آف پاکستان

EVENT ORGANIZERS





PICC has grown to become the largest culinary battle in the country, attracting not only talented chefs from Pakistan but also culinary maestros from around the globe.



sponsorship plays a crucial role in ensuring the seamless organization of this grand event, providing a platform for chefs to exhibit their talents, and promoting Pakistan's culinary prowess on the global stage.

By partnering with CAP and COTHM for PICC 2024, the sponsoring companies may gain access to numerous opportunities for brand exposure, networking, and community engagement. This event attracts prominent media coverage, including TV channels, newspapers, and digital platforms, ensuring extensive visibility for sponsors. Additionally, PICC 2024 will present the sponsors with the chance to interact with a diverse audience, including food enthusiasts, professionals, and potential customers.

To cater to the diverse needs and interests of the potential sponsors, CAP and COTHM have meticulously curated customized sponsorship packages. These packages offer a range of benefits, including brand visibility at the event venue, logo placement in promotional materials, acknowledgment in press releases, and exclusive opportunities to collaborate with celebrity chefs and judges. Furthermore, sponsors will have the chance to display their products on stage, as at PICC 2024, the collaborators will be invited on



To cater to the diverse needs and interests of potential sponsors, CAP and COTHM have meticulously curated customized sponsorship packages offering a range of benefits, including brand visibility at the event venue, logo placement in promotional materials, acknowledgment in press releases, and exclusive opportunities to collaborate with celebrity chefs and judges.



stage to talk about the positives of their products.

We invite the corporate sector, food companies, restaurants, and allied businesses to come forward and join hands with CAP and COTHM for the PICC 2024. Your support will not only enrich the culinary landscape of Pakistan but also contribute to the growth of the country's hospitality and tourism industries. Together, let's celebrate the art of cooking and showcase the world the vibrant culinary heritage of Pakistan.

As we embark on the journey towards PICC 2024, we extend a warm invitation to corporate companies and allied businesses to be a part of this remarkable event. Your sponsorship will not only contribute to the success of the championship but also provide a platform to showcase your brand to a diverse audience. Together, let's elevate Pakistan's culinary scene to new heights and create lasting memories of culinary brilliance.



GLIMPSES FROM PAKISTAN INTERNATIONAL



AL CULINARY CHAMPIONSHIP (PICC) 2023



SEASON
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MAXIMIZING PROFITS IN THE HOSPITALITY INDUSTRY

THE ART & SCIENCE OF

ADR

By: Maaz Faridi

OPTIMIZATION



Introduction

In today's hospitality landscape, where consumer choices are vast and preferences ever-changing, mastering the intricacies of Average Daily Rate (ADR) optimization is not merely a strategic choice but an imperative for hoteliers. ADR serves as the compass guiding hotels through the competitive maze, offering insights into pricing strategies that can either elevate an establishment to unparalleled success or leave it struggling to stay afloat.

As travellers become increasingly discerning, understanding the nuances of ADR is akin to decoding a secret language that unlocks the door to sustainable profitability and exceptional guest experiences.

Understanding ADR and Its Significance

Average Daily Rate (ADR) is a crucial metric that reflects a hotel's pricing strategy and market positioning. It is calculated by dividing the total room revenue by the number of rooms sold. ADR provides hoteliers with insights into their pricing effectiveness, allowing them to gauge how well they are capitalizing on market demand. Maintaining a balanced ADR is essential for achieving optimal revenue and profitability.

The significance of ADR extends far beyond mere numbers on a ledger. It is a reflection of a hotel's value proposition, encapsulating the amalgamation of quality, service, and perceived worth in the eyes of the guest. ADR isn't just about pricing rooms; it's about pricing experiences. Hotels with an adept grasp of ADR are better positioned to tailor their offerings, ensuring that every guest interaction, from check-in to departure, resonates with the promise of unparalleled value.

This nuanced approach not only boosts revenue but fosters a loyal clientele who return for the unique blend of quality and affordability, thereby cementing the hotel's position in a competitive market.

There are certain methods to optimize ADR in hotel industry most common methods are:

Yielding- The Core Strategy

At the heart of ADR optimization lies the strategy of "yielding." This intricate approach involves dynamic adjustments of room prices based on real-time demand and occupancy trends. During peak periods, prices are elevated to capture potential guests, while reduced prices during quieter seasons entice budget-conscious travellers.

This delicate pricing dance is orchestrated through advanced Revenue Management Systems (RMS), enabling hotels to make precise pricing decisions that drive revenue growth.

Upselling for Enhanced Experiences

Upselling emerges as a potent tool, enhancing both guest experience and revenue streams. Encouraging guests to upgrade to higher room categories or enticing them with additional services elevates their stay. Exclusive package deals and limited-time offers, such as enticing room upgrades or spa treatments, enrich the guest experience and contribute significantly to the hotel's ADR, creating a mutually beneficial scenario.





Strategic Revenue Management and Guest Satisfaction

In-depth analysis of extensive datasets enables hotels to identify profitable customer segments, align pricing, and optimize revenue and ADR. Guest satisfaction, a cornerstone of revenue optimization, fosters loyalty and encourages repeat business. Exceptional service and memorable experiences transform satisfied guests into advocates, organically attracting new guests willing to pay premium rates based on recommendations from their peers.

Conclusion

Optimizing ADR in the hotel industry is a multifaceted endeavour, intricately woven from strategic pricing, guest engagement, marketing finesse, and a commitment to exceptional service. By mastering these techniques, hotels not only enhance revenue streams but also establish a sustainable business model grounded in guest satisfaction and loyalty. In an increasingly competitive market, these strategies are vital, ensuring enduring success and profitability for hotels.

In conclusion, the strategic optimization of ADR isn't a one-time effort but a continuous journey, mirroring the evolving desires of the modern travellers. It's a testament to a hotel's adaptability, its ability to anticipate market shifts, and its commitment to delivering exceptional guest satisfaction. Moreover, ADR optimization is not a solitary endeavour; it reverberates across every department of a hotel, fostering a culture of efficiency, creativity, and guest-centricity.

As we gaze into the future of hospitality, the mastery of ADR optimization stands as the cornerstone of a hotel's enduring success. In a world where guest expectations are as diverse as the cultures they come from, the ability to balance affordability with luxury, and volume with exclusivity, is an art form that only a few have truly mastered. Hotels that embrace the dynamic nature of ADR, weaving it seamlessly into their ethos, are not just revenue-centric entities; they are storytellers, crafting narratives of memorable stays and unmatched experiences.

In this relentless pursuit of ADR excellence, hotels transcend the realm of mere accommodation providers; they become architects of moments, curators of memories, and custodians of unparalleled hospitality. In each strategically priced room and every delighted guest, they find the testament to their dedication. Therefore, as the hospitality industry continues to evolve, ADR optimization remains the lodestar guiding hotels towards not just financial prosperity, but a legacy of unparalleled guest satisfaction and enduring eminence.



Strategic Packaging for Added Value

The evolving trend of strategic packaging involves bundling various services to create enticing value-added packages. Comprehensive offerings, including accommodation, meals, or recreational activities, entice guests to invest more during their stay. By spotlighting these bundled deals, hotels emphasize the advantages of comprehensive packages, enhancing the ADR while offering guests a seamless, convenient experience.

Strategic Marketing and Reputation Management

Strategic marketing tailored to the target audience's preferences is paramount. Online marketing, social media engagement, and collaborations with influential travel personalities create a buzz, attracting discerning guests seeking premium experiences. Moreover, reputation management is indispensable in the digital age, as positive online reviews and ratings establish trust. Managing the hotel's online presence and promptly addressing guest concerns enhance the hotel's reputation, enabling premium rates and fostering guest loyalty.

COTHM PAKISTAN SHINES ON GLOBAL STAGE

AT 36TH ANNUAL

AEHT COMPETITIONS CONFERENCE

IN LITHUANIA



The College of Tourism & Hotel Management (COTHM) Pakistan proudly represented the nation at the esteemed 36th Annual Association Européenne des Ecoles d'Hôtellerie et de Tourisme (AEHT) Competitions Conference held in Vilnius, Lithuania, from November 6th-11th, showcasing the exceptional talent and skill of Pakistani hospitality students on a global platform.

Five remarkable participants—Amna Munir, Zainab Shafiq, Muhammad Abdullah, Tanveer Riaz, and Usaid Ahmed—exemplified excellence in their respective categories of hospitality management, strategic thinking, and front

office management. Their exceptional performance led their teams to outstanding displays, marking a momentous occasion for Pakistan in an international arena.

Acknowledged amidst a distinguished audience of over 1000 attendees, these participants received well-deserved recognition and were awarded certificates, symbolizing their prowess and dedication in their fields. The event not only highlighted the students' competence but also facilitated valuable cross-cultural connections, fostering bridges between nations—a significant potential benefit for Pakistan in the times ahead.





A unique distinction was conferred upon Pakistan as the sole non-European participant among the 600-plus students hailing from Europe. This achievement speaks volumes about the caliber and determination of the Pakistani delegation from COTHM.

COTHM acknowledges and extends heartfelt gratitude to the consulate of Lithuania and the foreign office of Pakistan for their invaluable support in facilitating and managing the Pakistani student delegation. Their assistance was instrumental in ensuring the smooth participation of the students in this prestigious event.

Guiding and inspiring the delegation

throughout the competitions was the esteemed presence of Ahmad Shafiq, the Founder/President & CEO of COTHM Pakistan & Dubai. His unwavering support and encouragement buoyed the spirits of the students, contributing significantly to their success.

Reflecting on this momentous achievement, COTHM Pakistan takes immense pride in the accomplishments of its students. Their active participation not only enriched the conference with diverse perspectives but also served as a beacon of inspiration for future generations of hospitality professionals in Pakistan.





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COTHM RECEIVES PRESTIGIOUS AWARDS AT THE 17TH CONSUMER CHOICE AWARDS CEREMONY



The College of Tourism and Hotel Management (COTHM) has once again solidified its position as a leader in the field of hospitality education by receiving top honors at the 17th Consumer Choice Awards ceremony held at the Governor's House in Karachi.

During the prestigious event, COTHM was recognized as the "Best Hotel Institute" and the "Best Culinary Institute" in Pakistan, a testament to the institution's commitment to excellence and innovation in hospitality education. The awards were presented to Usaid Ahmed, the Director of Operations at COTHM

Karachi, by the esteemed Sindh Governor Kamran Khan Tessori.

This remarkable achievement reflects the unwavering dedication and continuous efforts of the entire COTHM team. In his acceptance speech, Usaid Ahmed acknowledged the exceptional contributions of COTHM Founder/President & CEO Ahmad Shafiq, and COTHM Karachi Executive Director, Mr. Sabir Ahmed. He commended their visionary leadership and tireless commitment, which has propelled COTHM to its current position as the premier institution for hospitality education in Pakistan.

COTHM has been setting the bar high in the field of hospitality and culinary education, with a focus on excellence, innovation, and producing highly skilled professionals for the global hospitality industry. The institution is renowned for its state-of-the-art facilities, experienced faculty, and a comprehensive curriculum that equips students with the knowledge and skills needed to excel in this dynamic industry.

As the "Best Hotel Institute" and the "Best



Culinary Institute" in Pakistan, COTHM continues to be a beacon of quality education and a source of pride for the country. These awards are a testament to the institution's commitment to maintaining the highest standards and serving as a model for others in the field.

COTHM remains dedicated to its mission of providing world-class education and fostering the next generation of hospitality professionals. The institution is honored to receive these awards and remains resolute in its commitment to delivering excellence in hospitality and culinary education.



PAKISTAN EXHIBITS TOURISM POTENTIAL AT WTM, LONDON



The Pakistan Pavilion at the World Tourism Market (WTM) was officially inaugurated by Minister of State for Tourism Wasi Shah.

The World Tourism Market, one of the premier global festivals of tourism, was held in London, marking a momentous occasion for Pakistan's vibrant tourism sector.

The Pakistan Pavilion at the World Tourism Market (WTM) was officially inaugurated by Wasi Shah, a renowned poet and Minister of State for Tourism, who also serves as the Special Assistant to the Prime Minister of Pakistan on Youth Affairs.

Dr. Muhammad Faisal, the High Commissioner of Pakistan in London for Britain, was present alongside him during this significant event.

Under the dynamic leadership of Wasi Shah, a multitude of Pakistani entities, including the Pakistan Tourism Development Corporation (PTDC), the Provincial Department of Tourism, Azad Jammu and Kashmir, and Gilgit Baltistan, came together to participate in the world's most extensive travel show.

Wasi Shah commended the meticulous preparations made for the Travel Mart and emphasised that international showcases like WTM are instrumental in spotlighting Pakistan's diverse tourist destinations, which will ultimately attract more tourists to the country in the near future.





WTM London stands as one of the world's largest travel exhibitions, introducing visitors to over 5,000 top destinations and renowned travel brands from around the globe.



The minister lauded Pakistan's abundant natural beauty and cultural diversity, establishing it as an optimal destination for tourism.

He reiterated the government's unwavering commitment to promoting tourism activities in Pakistan as a means to bolster the nation's economy.



The Pakistan Pavilion at the World Travel Market, presenting the richness of the country's tourism, captivated a significant number of tourists, representatives from international travel companies, and social media influencers.



The state minister for tourism actively engaged with participants, gathering suggestions, and assured them of the Government of Pakistan's wholehearted cooperation in advancing the tourism industry.

The Pakistan Pavilion at the World Travel Market, presenting the richness of the country's tourism, captivated a significant number of tourists, representatives from international travel companies, and social media influencers.

Wasi Shah's dedication to promoting Pakistan's beauty

was met with admiration from Pakistani tour operators, a large contingent of fellow countrymen, the media, and international delegations. The Pakistan Pavilion at the World Travel Market also served as a magnet for those who have previously explored Pakistan's tourist attractions and expressed a keen interest in returning to discover more of the nation's enchanting destinations.

WTM London stands as one of the world's largest travel exhibitions, introducing visitors to over 5,000 top destinations and renowned travel brands from around the globe.

The World Travel Market remained open to the public from November 6 to November 8, 2023, offering a unique opportunity to showcase Pakistan's splendid tourism potential on the international stage.



COTHM SHINES AT 30TH ANNUAL EURHODIP CONFERENCE

Wins Bronze Medal and 'Top Social Media Contributor' Award

In a remarkable showcase of talent and dedication, College of Tourism & Hotel Management (COTHM) Pakistan & Dubai has left an indelible mark at the 30th Annual EURHODIP Conference held in Famagusta, North Cyprus, from November 1 to 5, 2023. This dual triumph not only brings honor to the institution but also underscores its commitment to excellence in the field of hospitality and tourism education.

The EURHODIP (European Association of Hotel and Tourism Schools) is a globally renowned international association dedicated to supporting education and training in the hospitality and tourism industry. With over 120 member schools from more than 30 countries worldwide, EURHODIP plays a pivotal role in advancing the standards and principles of education in this dynamic field.

COTHM Pakistan & Dubai clinched a prestigious bronze medal at the 30th Annual EURHODIP Conference, hosted by the Eastern Mediterranean University (EMU) Faculty of Tourism. This remarkable achievement was earned by one of COTHM's dedicated hospitality students, Masooma Fiza Mustafa. Masooma's success is a testament to

COTHM's dedication to providing high-quality education and fostering global connections in the field of hospitality and tourism.

The bronze medal stands as a tribute to the hard work and dedication of both the students and their mentors. Alongside Masooma, Sadia Suman Faisal, Hanzla Abdul Rehman, and Talha Zia represented the institution with zeal and enthusiasm, showcasing their talents on a global stage. Their performance highlighted COTHM's commitment to excellence and its active participation on the global stage, further solidifying its reputation in the industry.

Not only did COTHM excel in the realm of student achievements, but it also demonstrated its commitment to innovation in the field of hospitality and tourism education. The institution received the esteemed 'Top Social Media Contributor' award at the same 30th Annual EURHODIP Conference. This award was presented in recognition of COTHM's exceptional contributions to the conference's social media presence.

EURHODIP administration honored COTHM for its





dedication to the ideals of EURHODIP and its innovative approach to social media engagement during the conference. COTHM's active participation in digital discussions and its amplification of the event's impact on various social media platforms contributed to making the conference truly unforgettable.

This recognition not only showcases COTHM's commitment to fostering education and training in the hospitality and tourism industry but also underscores the institution's dedication to embracing the latest technologies and communication methods to support global collaboration.

COTHM extends its gratitude to EURHODIP for these esteemed awards and remains committed to advancing the standards and principles of education in the dynamic and ever-evolving field of hospitality and tourism. These accomplishments serve as a testament to COTHM's leadership and innovation in the industry, making Pakistan proud on the global stage.







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COTHM COMMEMORATES Iqbal Day PAYS TRIBUTE TO THE POET OF EAST



College of Tourism & Hotel Management (COTHM) reverently celebrated Iqbal Day on November 13, 2023, paying homage to the great philosopher-poet Allama Iqbal. The event was a vibrant display of cultural reverence and artistic expression, showcasing the students' talents and dedication to honoring Iqbal's legacy.

A multitude of students actively engaged in various competitions, including the Kalam-e-Iqbal recitations and Speech Competitions, where they eloquently conveyed the profound messages embedded in Iqbal's poetry. Additionally, the artistic flair of the students was



showcased through mesmerizing tablos and soul-stirring Sufi performances, encapsulating the essence of Iqbal's philosophy.

The event was made even more remarkable with the generous support of Nazria Pakistan Trust, which erected a captivating Tehreek-e-Pakistan mobile gallery at COTHM. The gallery, a testament to the rich history and struggle for Pakistan's independence, provided students with a deep insight into the nation's heritage.

Professor Zahid, representing Nazria Pakistan Trust, graced the occasion as the esteemed chief guest. His presence added significance to the event, highlighting the importance of preserving and promoting the ideals upheld by Allama Iqbal.

"The celebration of Iqbal Day at COTHM is a reflection of our

commitment to honoring the visionary poet who ignited the spirit of change and resilience in our nation," remarked COTHM COO Zaheer Ahmad.

The event not only served as a platform for students to showcase their



talents but also fostered a sense of patriotism and cultural appreciation among the attendees. The performances and presentations encapsulated Iqbal's teachings and resonated with the audience, evoking a sense of pride and reverence for the nation's history and cultural heritage.

Professor Zahid from Nazria Pakistan Trust expressed his appreciation for COTHM's initiative in commemorating Iqbal Day, stating, "It's heartening to witness the dedication of the students and the institution towards preserving the values and teachings of Allama Iqbal. Such initiatives are crucial in nurturing a sense of national identity and pride among the youth."

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Flying for the first time? You must be nervous and really excited about your journey. But there is hardly anything that you need to be worried about for your air travel. Here, we have jotted down a few tips for first-time flyers in airlines through which you can go through and have a safe and wonderful journey.

Booking Flight Tickets

So, the first tip for first-time flyers is about booking flight tickets. With a handful of options to book your flight tickets from, it is really important to get it done from genuine and best providers. While you book your flight ticket, you get an option to add a meal to your ticket. You can choose a veg/non-veg meal depending on what airline serves and can pay for them with your ticket if it's not complimentary on the flight.


Luggage Guidelines

When you are traveling via flights, luggage allowed on board is

very specific and pre-described by the airlines. So, when you book your ticket make sure to check the luggage allowance of your airlines. Every airline has different luggage guidelines which is a mandate for travelers to follow. There are two kinds of luggage, one is cabin baggage which you can carry inside with you, and the other is check-in baggage. Dimensions and weights of both types are different and prescribed on the air ticket. In case, your luggage weighs more than what is mentioned in the guidelines of airlines, you can pay for extra luggage at the airport and can fly with extra baggage.

Necessary Documents

Taking your right documents along with you to the airport is very important. It is one of the most important tips for first-time flyers as by following it you can save yourself from unwanted mess. Visa is one of the most important documents for international travel. It is a stamp declaring permission from the country you are going to. Many countries provide



Visa on-arrival otherwise you need to apply for a visa and get approval prior.

Arrive Before Time

It is always good to leave before the time of the airport on the travel date. There are chances that you might get stuck on the roads which are quite possible in a country like Pakistan which tackles heavy traffic loads daily. In case you haven't checked-in online, you can get it done at the airport if you reach early. As you can't predict if airports are going to be busy or not and check-in counters usually open 2-4 hours prior to departure, it will be good for you if you reach early and get it done without any hassle.

Check-In Online

As now you know, getting yourself checked in at the airport gets a little toiled on your end. So, it is suggested to get checked-in online. When you book your flights, you can check-in without a hitch from our website, mobile site, Android & iOS app. If you are having any trouble in online check-in, then prefer to call customer support and get it done through your travel agent.

After Reaching Airport

To know where to go in the airport for a first-time flyer is a little confusing. Here is a stepwise guide for you to follow at the airport.

- Keep your ticket handy. Most of the information is stated on the ticket, whether it is your terminal, seat, timings or airline. It helps you to navigate easily.
- Keep your ID proof with the tickets as you need it at the entry gates.
- Once you are inside, find your airline section and head towards it.
- Get your checked-in luggage scanned.
- If you haven't checked-in online, go to the check-in counter and collect your boarding pass.
- Get your luggage weighed and sent off to the airplane from the baggage counter.
- Now, you have to get through the metal detector, put all your belongings along with your hand baggage in the tray except your boarding pass for security purposes.

Once all the procedure is done, you can check out the retail stores at the airport while keeping your ears out for announcements related to your flight.

Inside Plane Guide

Once you have successfully boarded your flight, you need to find your place/seat on the flight. When you check-in, a seat is allotted to you and which is mentioned on your boarding pass like 11-D (numeric followed by an alphabet). Check it on your passes and navigate to your seat. If you find it difficult to find your seat number, flight-attendants are always there to help you out with it.

You can keep your cabin-luggage in the over the head shelf for a free and relaxing journey. Put your cell phone on flight mode or switch it off. After that, all you need to do is hear carefully to the instructions given to you by the flight staff for your safer journey.

In-flight Services

Now, the in-flight services quite depend on the airline you choose. Every airline provides different kinds of on-board services to their customer and that too is mentioned to you while you book your flight ticket. Depending on your airline and the duration of the journey, some airlines provide complimentary meals to flyers and in case they don't, you always have an option to buy a meal in flight. For entertainment purposes, passengers have access to screening fixed right in front of their seats, magazines and even some flights have their own Wi-Fi connections on board for flyers.

Now, you know the exact procedure of air travel, your first-time flight will be surely a comfortable and perfect to remember.



By Fatima Khanani

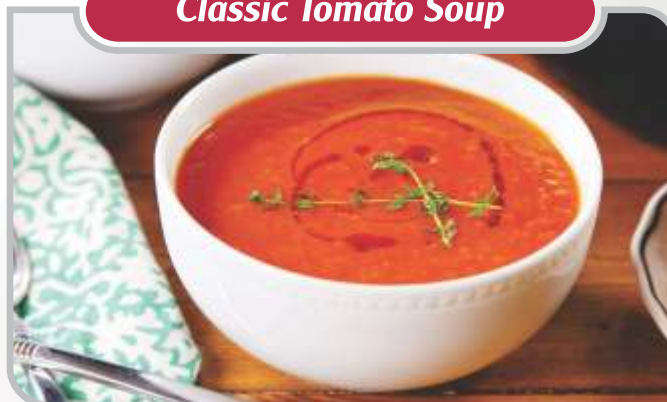
FIVE DELICIOUS SOUPS TO KEEP YOU WARM THIS WINTER

With winters around the corner of your home, it can get real depressing real quick considering the lack of sunlight, dry and chilly weather that makes one feel rather down and lethargic. However, with all these downsides to winter, there is one reason which makes it all bearable and that is - Soup Season!

Yes, Soup Season is officially here and we can't wait to share some of the most delicious soups that will surely keep you warm this winter.

Got to start with a classic! Nothing beats a good tomato soup

Classic Tomato Soup



in this chilly weather. With the least amount of ingredients and effort, we are sure you will be super cozy and snuggled up while having a delicious bowl of tomato soup. It is the perfect combination of tangy and spicy flavor which will leave you wanting more in this cold season.

You can serve it with some heavy cream, grilled cheese or croutons and we are sure you will love every bit of it!

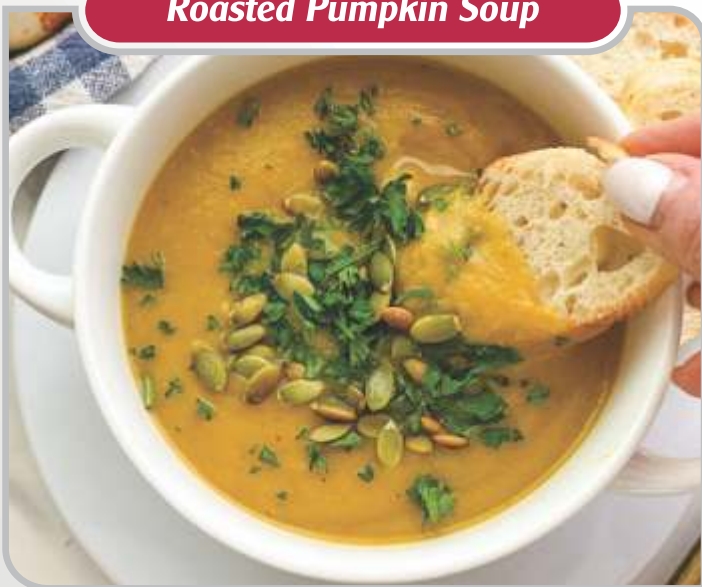
Corn Chicken Chowder Soup



This soup is also one that is enjoyed by almost everyone and is a great family-friendly comforting option. It is a must-have on chilly day when you just want to warm up and need good food to comfort your gloomy mood.

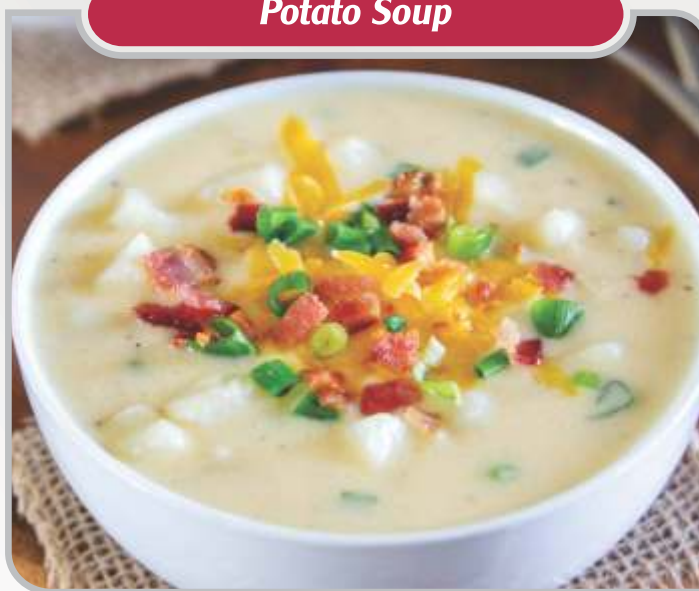
You can serve your chicken corn soup with a side dish to make it a heartier and fulfilling meal or you can just serve it by itself with some amazing seasonings.

Roasted Pumpkin Soup



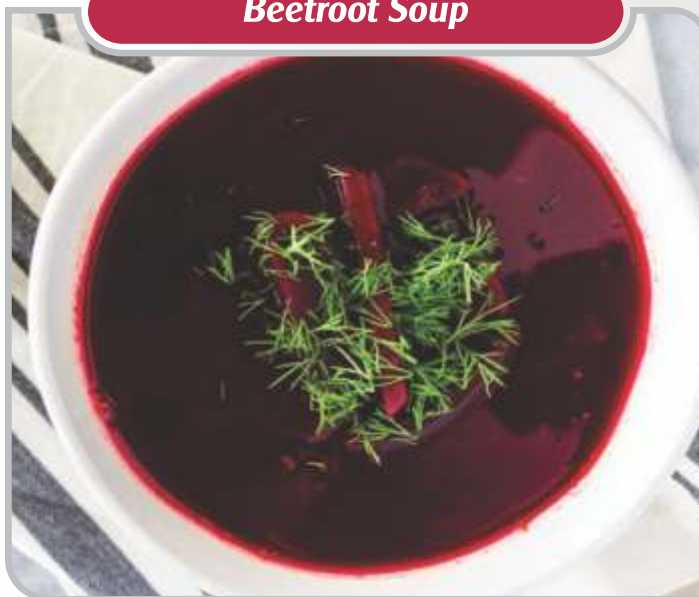
Fall and winter is seriously the best time to try everything pumpkin whether it's a pumpkin latte or pumpkin soup, roasted pumpkin soup might not be every person's cup of tea but there are few who are biggest fan of pumpkin and roasted pumpkin soup is the perfect option for them, also its one of the healthiest and nutritious option for all the soup lovers out there.

Potato Soup



This is a little unusual one, but we promise it tastes amazing nonetheless. While potato being everyone's favorite vegetable, potato soup might not be loved by everyone, however it still remains a very good option to keep you warm in this chilly weather. It is slightly thick and creamy in texture which also makes it a little different than your other soups.

Beetroot Soup



The last but not least is beet root soup. It is also one of the soups that can be enjoyed in cold or warm weather, but remains an essential for many people during winter. It is a very healthy option and is amazing for your body to feel rejuvenated and fresh in a weather in which you are most likely to fall sick.

These are all the soups you should give a try this winter. These soups will make your winter a little more bearable and will keep you snuggled up this season. They are tasty, healthy and nutritious for your body and will keep you warm throughout the cold season.

BEST FOOD IN THE WORLD? NATIONAL DISHES OF 10 DIFFERENT COUNTRIES

Taylor Markarian



A country's national dish is more than just a phenomenal meal—it's a people's history and a cornerstone of their culture. National dishes touch everything from economy to lifestyle, and each plate represents how the people define themselves and present their culture to the world. Take a look at how 15 countries define their cuisine.

Pakistani Nihari

Pakistan may not be as old a country as some of its neighbours, but when it comes to cuisine, it has plenty of history and, as a result, some of the richest flavours. Often considered to be the national dish of Pakistan, Nihari is one dish that has benefited from multiple influences and staked a claim as a staple. Nihari is a stew consisting of slow cooked beef or lamb garnished to taste and served with cooked brains or bone marrow. Nihari is considered to be the National Dish of Pakistan along with Biryani.



Mexican Mole

Mole, a sauce containing nuts, fruit, and chili, is the national dish of Mexico. However, no Mexican mole sauce recipe is exactly the same! The country has many regional variations of their national dish; colors of the sauce vary from dark brown to red to green. Mole Poblano, for example, is made with chocolate and chillies. It is heaped atop meat, tortillas, rice, and other typical Mexican foods.



English Tikka Masala

England has several national dishes—roast beef and Yorkshire pudding, fish and chips—but the one that is championed by many is the dish with the most complicated past: chicken tikka masala. England's colonization of India was a huge influence on British cuisine, to the point that England considers the Indian food staple part of its own cultural identity. The chicken tikka masala you'll eat in England, though, is not the same as the original Indian dish; rather, it is an Anglicized version of it.



Moroccan Couscous

Couscous isn't just the national dish of Morocco, but a weekly ritual. Every Friday after prayers, people all over Morocco come home to enjoy traditional couscous with their families. While each Moroccan couscous recipe varies slightly, they typically contain some or all of the following: beef, lamb, onions, raisins, carrots, pumpkin, zucchini, turnips, cabbage, and chickpeas. Another Moroccan food favorite is khobz, one of the must-eat Mediterranean street foods.



French Pot-au-Feu

Pot-au-feu literally translates to “pot on fire.” Its simple name points to the French stew's roots as a peasant dish made of what are, today, common ingredients. Beef, marrowbone, and root vegetables such as carrots, onions and turnips are easy for most people to acquire now, but hundreds of years ago, French commoners could only afford meat on rare occasions. Over the centuries, pot-au-feu worked its way through all levels of social class and became a beloved, rustic, hearty French stew of which the whole nation could be proud.



German Sauerbraten

Not far from France is Germany, a European country whose national dish is also one of beef. German Sauerbraten is roast beef that has been marinated for days until unbelievably tender. It is then covered in sweet and sour brown gravy, and can be served with spaetzle (German noodles) or Semmelknödel (German bread dumplings).



Jamaican Ackee and Saltfish

Outside of Africa and the Caribbean, many people have never even heard of the ackee fruit. Poisonous if eaten before ripe, ackee is the national fruit of Jamaica. It looks like a pink flower blossom studded with large, dark, grape-like seeds. When cooked, the flesh of the ackee is paired with cooked chunks of saltfish (or codfish), onions, and peppers for a dish that looks almost like scrambled eggs.



Pad Thai

The national dish of Thailand also came about as the result of a competition. Almost 100 years ago, the newly established ruler, Plaek Phibunsongkhram, set out to create a new national identity. The winner was Pad Thai, a delectable rice noodle dish made with tamarind, bean sprouts, peanuts, and other ingredients. The effort to make this meal a national ambassador for Thailand worked; even across oceans, Pad Thai is the most recognized Thai food. (It can also be made totally vegetarian!)



Chinese Peking Duck

Peking Duck, named after the Chinese capital city of Beijing, is the national dish of China. The tender duck meat is delicious, but the real prize is the crispy, glazed duck skin dipped in hoisin sauce. This Beijing roast duck recipe is a great source of national pride, having been beloved by Chinese royals and nobility since the Ming Dynasty (first appearing in the Yuan Dynasty). It is an honor—and practically a ceremony—for foreign dignitaries to enjoy Peking Duck when in China.



Lebanese Kibbeh

If you ask the Lebanese, they would tell you that the best food in the world is kibbeh, fried meatballs encrusted in bulgar wheat or rice. The center is filled with ground lamb, or ground lamb and beef. This hearty, crunchy comfort food can be eaten as an appetizer or served as a main dish with typical Lebanese side dishes, such as tabbouleh, salad, or hummus and pita bread.



HABIB

Masala
ماہنامہ
مصالحہ
منفرد ذائقوں کا احساس
نمبر 125 اگست 2023

چکن تندوری کباب



COTHM & DIET STUDIO CELEBRATE INTERNATIONAL SANDWICH DAY



On November 3, 2023, the College of Tourism & Hotel Management (COTHM) and Diet Studio hosted a jubilant celebration in honor of International Sandwich Day. The event, aimed at fostering culinary innovation and expertise among students, witnessed an incredible turnout of enthusiastic participants who showcased their talent in the art of sandwich making.

The event was a huge success, drawing in a large number of students eager to display their culinary prowess. The atmosphere was



electric with creativity as students crafted an array of delectable sandwiches, each a unique testament to their skill and imagination.

KnN's and Dawn Bread stood as proud activity partners, providing essential support and resources that contributed to the event's success. Their commitment to promoting culinary excellence was evident in the seamless execution of the activities throughout the day.





One of the highlights of the event was the involvement of Benediction Restaurant as an industry partner. Their presence added a professional touch to the occasion, offering students exciting deals and offers at their premises.

The sandwich making competition was not only a platform for students to exhibit their talents but also an opportunity to learn from industry experts. It showcased the incredible potential within the culinary arts and highlighted the dedication of COTHM International towards nurturing future culinary professionals.

UNDERGO A DELIGHTFUL FINE DINING EXPERIENCE AT 'THE UNDERCUT'

The Undercut' stands out as a gem in Lahore's culinary scene, offering a perfect blend of ambiance, exemplary service, and exceptional cuisine



in every aspect, from the elegant cutlery to the overall decor.

What truly set 'The Undercut' apart was the exceptional service. The staff's attentiveness and warmth added a personal touch to our dining experience. Notably, the chef himself took the time to engage with us, explaining the menu items and offering insightful recommendations. This personalized interaction added an extra layer of hospitality and made us feel truly welcomed.

Culinary Delights

The culinary journey at 'The Undercut' was an exploration of innovative and expertly crafted dishes. Our choice of starters included the 'French Roasted Baguette', a delightful medley of flavors that delighted our taste buds with the blend of Kipperd



The Undercut restaurant, located at 6 L, Gulberg 2, Lahore, is a collaborative venture of Chef Muhammad Razzaq, an experienced culinary mentor, and his devoted student, Dua Zubair. This establishment embodies a harmonious blend of professional expertise and passion for gastronomy, offering a culinary experience crafted with finesse and dedication.

For my wife's birthday dinner, I was looking for a place to enjoy the fine-dining experience and The Undercut emerged as a splendid choice to celebrate the day, and it certainly lived up to the recommendation. From the moment we stepped in, the restaurant captivated us with its ambiance, service, and delectable cuisine, making it a memorable family dining experience.

Ambiance and Service

The restaurant presented a charming and inviting ambiance. Its tastefully decorated interiors, soothing lighting, and comfortable seating created an intimate yet lively atmosphere. The attention to detail was evident



Salmon Flower, Garbanzo Beans, and Blueberry Coulis. The intricate combination of ingredients showcased the chef's creativity and expertise.

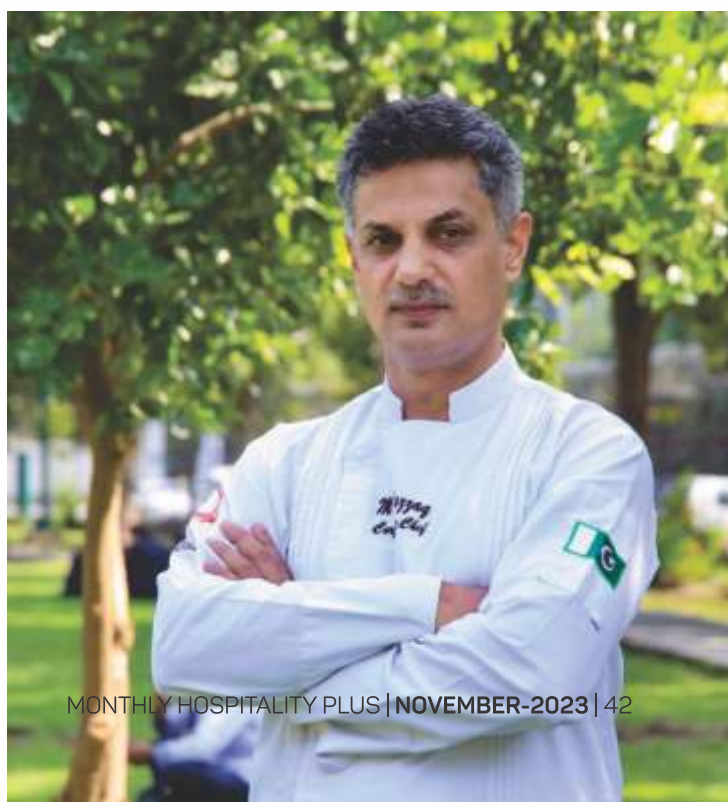
Moving on to the main course, the 'Marrow Beef Steak Platter' was a true revelation. The perfectly cooked Beef Steak paired with Bone Marrow, Parmesan Cheese, and Thyme created an explosion of flavors. The array of sauces and sides, from the Burn Butter Sauce to the Cheesy Mashed Potatoes, added layers of richness and depth to the dish.

For dessert, the 'San Sebastian Burnt Cheesecake' with Fresh Cherry Compote elevated the already exquisite cheesecake, delivering a delightful sweetness that lingered on our palates.

'The Undercut' stands out as a gem in Lahore's culinary scene, offering a perfect blend of ambiance, exemplary service, and exceptional cuisine. From the warm hospitality to the delectable dishes, every aspect of our visit was



nothing short of perfection. It's a place we'd eagerly revisit and recommend to anyone seeking an unforgettable dining experience.



Chef Muhammad Razzaq

THE ARTISAN OF MODERN PASTRY PRACTICES IN PAKISTAN



Chef Razzaq's journey is studded with accolades and awards, including certificates of appreciation for judging culinary competitions, awards for outstanding contributions to the pastry workshops, and recognition for his excellence in food safety practices.



Chef Muhammad Razzaq is an esteemed culinary expert with over three decades of extensive experience and a notable record of achievements in the gastronomic realm. Hailing from Lahore, Pakistan, his culinary journey began with humble yet formative experiences at esteemed establishments like Avari Hotel, Pearl Continental Hotel, and Café Zouk Restaurant. With a profound expertise in baking and patisserie, Chef Razzaq honed his skills across various renowned international and local kitchens.

His culinary prowess and dedication led him to take on pivotal roles as an Executive Pastry Chef at acclaimed venues such as Pret a Plate Artisan Bakery & Cafe, Trechic, Cakes & Bakes (Ajmair Foods Pvt), and Cosa Nostra Restaurant. During his tenure, he showcased remarkable finesse in planning and directing specialty pastry programs, researching current trends, and developing standardized recipes.

Chef Razzaq has been an integral part of several international culinary ventures, serving as a Pastry Chef in Saudi Arabia at Zaki Abul-khair Shopping Center and Bindawood & Danub Star Shopping Mall & Restaurant. His expertise in menu planning, budgeting, and catering services significantly contributed to the success of these establishments.

As a testament to his commitment to the culinary arts, Chef Razzaq holds a Graduate Diploma in International Baking and Pastry, multiple certifications in professional cooking courses, and has completed various language courses to enhance his communication skills. He is an Executive Member of esteemed Chefs' Association of Pakistan (CAP) that is further affiliated with World Association of Chefs' Societies (Worldchefs, Paris), showing his active involvement and influence in the culinary community.

Chef Razzaq's journey is studded with accolades and awards, including certificates of appreciation for judging culinary competitions, awards for outstanding contributions to the pastry workshops, and recognition for his excellence in food safety practices. His dedication to culinary education is evident through his role as a pastry trainer at COTHM, where he imparts knowledge to aspiring chefs.

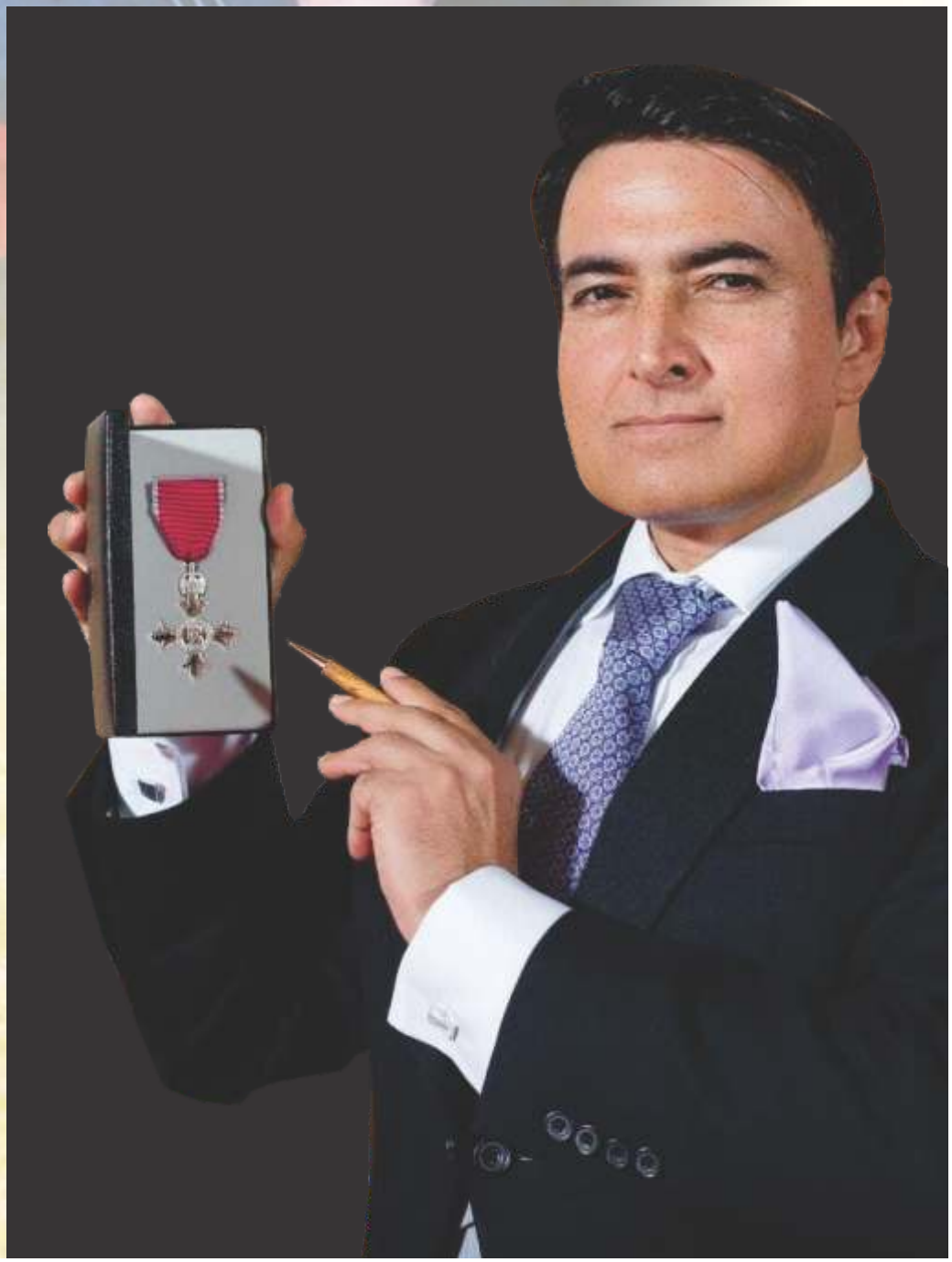
Adept at modern cuisine, food safety, and menu development, Chef Razzaq's multifaceted skills, unwavering dedication, and outstanding contributions continue to shape and elevate Pakistan's culinary landscape.



ARIF ANIS
AWARDED
MBE
BY PRINCE WILLIAM
DEDICATES
HONOURS TO
PAKISTAN



*Arif Anis is among one of
the first Pakistani origin
authors to have received
the coveted royal honours.*



A Pakistani-origin author and philanthropist, Arif Anis, has received his royal honours from the Britain's Prince of Wales, Prince William in a state ceremony held at the Windsor Castle in the United Kingdom. Arif Anis's name was announced in June this year when Buckingham Palace released King Charles' first Official Birthday Honours List, with a wide variety of celebrities and outstanding individuals who have been honoured by the British monarch for their meritorious services

Celebrated Pakistani author, leadership expert Arif Anis has received the medal of The Member of the Most Excellent Order of the British Empire (MBE) for humanitarian services. He is among one of the first Pakistani origin authors to have received the coveted royal honours.

Anis, during March 2020 when the world was gripped by the coronavirus pandemic, started One Million Meals to support those on the frontlines of the pandemic. The initiative was started by Anis and his two friends, Suleman Raza and Bilal Saqib.

Celebrities including David Beckham, Amir Khan, and music band The Proclaimers rallied behind the One Million Meals initiative. In April and July 2020, the initiative distributed thousands of meals to the vulnerable

author of 10 books on leadership, a leadership guru, and coach to Fortune 500's a sought-after keynote speaker and has been working with a few of the most influential leaders on crisis leadership.

At a meeting, Prince William was impressed by Anis's four services during these testing times. Anis's latest book 'Made In Crises' and how to get the best out of us during these chaotic times impressed his interest and I promised to write a book on crisis leadership," Anis said.

Anis refreshed his memories of Pakistan during his visit in 2019 along with Duchess of Cambridge. "I invited the Prince of Wales to Pakistan and he expressed his interest in a personal humanitarian project in the region. I commended Prince William's efforts towards homelessness initiative and we decided to work together and he accepted the offer saying his office would get in touch with me," Anis concluded.



Anis is a best-selling author of 10 books on leadership, purpose and excellence, a leadership guru, and coach to Fortune 500 big shots.



Anis has dedicated his medal and royal honours to his mother, his wife and the unflinching spirit of being a Pakistani against the all odds.

"I dedicate my honours to Pakistan and the spirit of being a Pakistani. We could be down but not out. We are in the 148 countries of the world and making our presence felt. The current crisis of confidence, leadership, economy and governance will not last but our spirits shall last. From cricket to leadership, we will be back. Pakistan Zindabad," Anis concluded.





MINISTER FOR HIGHER & SCHOOLS EDUCATION **MANSOOR QADIR** COMMENDS COTHM'S CONTRIBUTION TO **EDUCATION AND SKILLS DEVELOPMENT**

The minister took the opportunity to engage directly with the students, expressing admiration for their dedication and the institution's remarkable efforts in nurturing the future workforce of Pakistan.

College of Tourism & Hotel Management (COTHM) recently had the honor of hosting Provincial Minister for Higher and Schools Education, Mansoor Qadir, at its esteemed flagship campus. The visit, marked by insightful discussions and engaging interactions, showcased the minister's appreciation for COTHM's commitment to educational excellence and skill development.

Accompanied by a delegation from COTHM,

including COO Zaheer Ahmad, Registrar Muhammad Jamil, and Director of Media & Marketing Fraz Kasuri, Minister Mansoor Qadir embarked on a comprehensive tour of the college facilities, engaging with faculty members and students alike.

During his visit, Minister Mansoor Qadir took the opportunity to engage directly with the students, expressing admiration for their dedication and the institution's remarkable efforts in nurturing the future workforce of

Pakistan. He lauded COTHM's state-of-the-art facilities, acknowledging the institution's commitment to providing a conducive environment for learning and skill enhancement.

In his address to the students, Mr. Qadir praised COTHM for its pivotal role in training and empowering the youth of Pakistan. He emphasized that institutions like COTHM play a crucial part in preparing skilled professionals, contributing significantly to



the nation's growth and development.

"I am truly impressed by the dedication and state-of-the-art facilities at COTHM. The institution is not just shaping skilled individuals but contributing immensely to our nation by empowering the young population with valuable skills and knowledge," remarked Minister Mansoor Qadir.

Highlighting the importance of vocational education and skill development, the minister assured COTHM of the government's unwavering support in its endeavors. He reiterated the government's commitment to collaborating with institutions like COTHM to further enhance educational standards and promote skill-based education across the province.

Zaheer Ahmad, COO of COTHM, expressed gratitude for the minister's visit and his encouraging words, stating, "We are honored to have Minister Mansoor Qadir visit our institution and appreciate our efforts. This acknowledgment motivates us to continue our commitment to providing quality education and fostering skill development among our students."

The visit concluded on a positive note, reflecting a shared vision between the government and COTHM to create a conducive educational ecosystem that empowers the youth and contributes to the nation's progress.





RALLY AT SARFARANGA

**GILGIT BALTISTAN,
CONCLUDES WITH**

\$825,994

BUSINESS GENERATED



The fifth edition of the rally took place in Shigar district's Sarfaranga desert, the highest cold desert in the world, with the aim to promote adventure tourism in Gilgit-Baltistan and boost the local economy of the remote region.



The Sarfaranga Cold Desert Rally 2023, held in Pakistan's northern Gilgit-Baltistan (GB) region, has come to an end, with over \$825,994 in business generated for the local private sector during this year's festival, tourism officials said.

The fifth edition of the rally took place in Shigar district's Sarfaranga desert, the highest cold desert in the world, with the aim to promote adventure tourism in Gilgit-Baltistan and boost the local economy of the remote region.

Besides the rally, the festival also featured activities like free-style polo, boating, river rafting, sword dances, musical

“
More than 100 jeep racers and bikers participated in the rally, including two local women drivers, out of which 57 drivers qualified for the final round.
”



performances, and rock climbing.

More than 100 jeep racers and bikers participated in the rally, including two local women drivers, out of which 57 drivers qualified for the final round.

At the closing ceremony of the event, GB Secretary of Tourism Asif Ullah Khan said business worth \$825,994 (Rs230 million) was generated during this year's festival.

“Events like these will lead to the publicity of this area, and people will know that such events take place in the area,” GB Governor Syed Mehdi Shah said.

“In Pakistan, motorsports have been neglected and known as a rich boy's game. It's a multi-billion-dollar industry all over the world and I think in Pakistan it should be done more often,” said Adil Naseem, who runs a sports cars business and was declared “Man of the Desert” after coming first in Category A by completing an 80-km long track in 48 minutes.

“
Besides the rally, the festival also featured activities like free-style polo, boating, river rafting, sword dances, musical performances, and rock climbing.
”

Gul Naseem, a first-time participant in the rally, won the first position in the women's category. Her husband also participated in the event, she told Arab News and was the reason she was inspired to take part.

“He would bring us to this track once or twice a week. Seeing him, I developed the interest to participate in the rally with him this time,” Naseem, a mother of five who works as Assistant Director Skardu in the Women Development Office, added.

Syed Alyaan Ahmed, a navigator at the race with his partner Mikael Habib, who stood first in the B Category, said such events were “very important to put Pakistan on the map globally.”

Suneel Munj, the Chief Executive Officer of PakWheels, Pakistan's #1 automobile website, said the rally, the second largest in Pakistan after one held in the Cholistan desert in the country's south, had achieved two goals through its five annual editions:

“One is the well-being of the local community, bringing it into the global landscape of tourism,” Munj told Arab News.

“Second, I think the number of the participants of the rally [has increased].”

Courtesy: Arab News





INDUSTRY

US TECH ENTREPRENEURS URGED TO INVEST IN UPGRADING PAKISTAN'S TOURISM INDUSTRY

1



Pakistan's Ambassador to the United States, Masood Khan has urged Pakistani-American Tech entrepreneurs to invest in promoting Pakistan's tourism and digitalization of its industry. Addressing a session of the Annual Open

Silicon Valley Forum 2023 in San Francisco, he said with digitalization of necessary information, tourism sector of Pakistan will witness a transformative change. The Ambassador said our joint ventures will help tapping the existing potential of tourism. Masood Khan said that the country has a

strong domestic tourism industry and tens of millions of tourists visits various locations. He said we are trying to upgrade our infrastructure so that we could absorb more international tourists in the country.

PTDC PLANNING TO ESTABLISH TIC AT GWADAR AIRPORT FOR TOURISTS

2



The Pakistan Tourism Development Corporation will establish a modern Tourist Information Center at New Gwadar International Airport to facilitate the foreign and local tourists. Talking to APP, a PTDC official said the establishment of TIC would provide

comprehensive information to tourists thronging to Pakistan from various countries to enjoy the beauty of recreational sites of Balochistan province. He highlighted the growing significance of Gwadar as a tourist destination, attracting visitors from across the country and around

the world. He said Minister of State for Tourism Wasi Shah is committed to execute the project of TIC at Gwadar to utilize the vast prospects of tourism at Makran coast.



HIGHLIGHTS

LAHORE RESTAURANT ASSOCIATION HOLDS PRESS CONFERENCE, REJECTS SMART LOCKDOWN DIRECTIVES



3

The Lahore Restaurant Association (LRA) unanimously opposed the recent unilateral directive by the Punjab Government to shut down dine-in services at restaurants under the guise of smog mitigation. The office bearers and the executive members of LRA held an important press conference at

the Lahore Press Club and rejected the smart lockdown directives issued by the Government of Punjab. LRA President Nisar Chaudhary while talking to media said that LRA rejects the decision to close dine-in services without prior consultation with the restaurant industry.

LRA Chairman Kamran Sheikh said that LRA emphasizes the economic importance of restaurants, stating that they are not just eateries but economic engines that employ millions and contribute significantly to the local economy. LRA Executive Member Habib Khan said that this measure fails to address the root

COTHM STUDENT JUNAID SULTAN SECURES 1ST PLACE IN 'ZAIQAY KA MUQABLA' ON PTV HOME



4



College of Tourism & Hotel Management (COTHM) proudly congratulates its student, Muhammad Junaid Sultan, for his outstanding culinary skills and exceptional achievement. Junaid Sultan has clinched the prestigious 1st position in the 'Zaiqay Ka Muqabla' cooking competition, which was featured on PTV Home's morning show, 'Morning at Home

with Juggan Kazim.' The competition, 'Zaiqay Ka Muqabla,' witnessed culinary enthusiasts from across the country showcase their talent and creativity in the kitchen. Organized by the esteemed morning show and judged by the renowned Chef Munira Kiran, this event provided an excellent platform for individuals to demonstrate their culinary

expertise. Muhammad Junaid Sultan, a student at COTHM, displayed his culinary prowess by presenting a delectable and innovative dish that impressed both the judges and the audience.



INDUSTRY

CYCLE RIDE HELD TO RAISE AWARENESS ON SMOG



More than 200 cyclists took part in an anti-smog cycle ride event to create awareness among the public about smog prevention and cycling promotion. Lahore Divisional Commissioner Muhammad Ali Randhawa participated in the cycle rally and completed the track with other participants.

The rally commenced from Library Chowk Gulberg and ended at the same point after taking a round of Sadiq Trade Center. The activity is arranged on every Sunday and this is the fourth meet-up of the rally participants and cyclists. This time Lahore Waste Management Company (LWMC) is collaborating with Commissioner's office. Talking on the occasion, Commissioner

Muhammad Ali Randhawa highlighted the positive impact of cycling in humans' life, saying that cycling is a sports activity in which stamina could be improved, adding that the regular use of cycling will significantly reduce smog. Less use of vehicles that emit smoke will also reduce smog, he said.

PIA UMRAH FLIGHTS JUST GOT CHEAPER



Despite the ongoing financial crisis, Pakistan International Airlines (PIA) has announced a Rs.7000 reduction in Umrah ticket prices. According to a PIA spokesperson, two-way Umrah fare from Lahore, Islamabad, Sialkot, Peshawar, Multan, and Faisalabad to Jeddah has been reduced to Rs. 87,000, including tax. Furthermore, the Karachi and Quetta to

Jeddah two-way ticket now costs Rs. 79,000. The revised prices have come into effect immediately. "The PIA consistently stands at the forefront in facilitating Umrah pilgrims," the national flag carrier's spokesperson told a media outlet. According to sources, the state-owned airline has incurred losses exceeding Rs. 6 billion and also refunded around Rs. 50

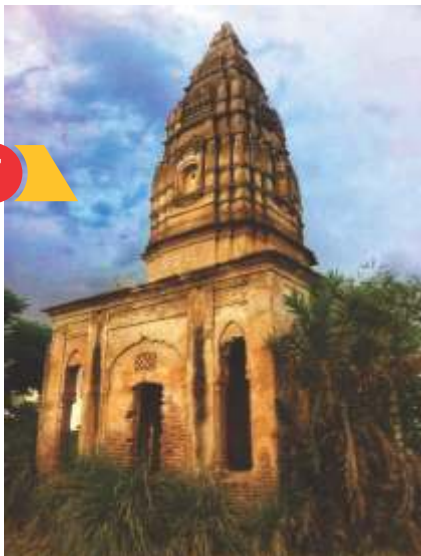
million to passengers.

However, PIA hopes to completely restore its flight operation by next week. Pakistan State Oil (PSO) has reportedly received Rs. 500 million from the airline and now PIA will be conducting its flight operation based on fuel availability.

HIGHLIGHTS

PICTURE GALLERY TO PROMOTE BHERA TOURISM

7



The district administration is planning to establish a picture gallery at the service area of the M2 Islamabad-Lahore Motorway to showcase the tourism potential of Sargodha's historic town of Bhera.

The gallery will feature pictures related to the era of Sher Shah Suri, with a particular focus on the city gates, serving as a visual narrative to promote tourism.

A survey team visited the service area in Bhera and discussed this initiative with

restaurant and shop owners. The goal is to enlighten highway travelers about the historical significance of the town through a photo album.

FLY JINNAH INCREASES FLIGHTS ON THREE KEY ROUTES

8



Pakistani low-cost domestic airline Fly Jinnah has announced an increase in its flight frequency on three main routes.

The airline will start operating daily flights between Karachi and Quetta, Quetta and Islamabad. Furthermore, Fly Jinnah will be operating three daily flights between Karachi and Lahore.

Just recently, the federal cabinet approved the airline's request to operate on international routes. The permission was granted upon the recommendation of the aviation ministry.

The increase in the number of domestic flights on these three routes might be due to the disruption in the Pakistan International Airlines (PIA) flight schedule. It should be

noted that private airlines also jacked up domestic airfares due to the national flag carrier's crisis.

However, earlier this week, PIA said that its flight operations are now back to normal after restoration of fuel supply from Pakistan State Oil (PSO).



INDUSTRY HIGHLIGHTS

SAUDI ARABIA ANNOUNCES START AND END DATES FOR 2024 HAJJ FLIGHT SCHEDULE



9

Saudi Arabia has unveiled its flight operations plan for the 2024 Hajj pilgrimage. The General Authority of Civil Aviation (GACA) in Saudi Arabia has published a comprehensive schedule for “pre-judge” flights, slated to initiate on May 9, 2024, and continue to land in Saudi Arabia until June 10, 2024.

Conversely, the return journey for pilgrims departing from Saudi Arabia is earmarked to commence on June 20, 2024, with the final flight for Hajj 2024 departing from Saudi Arabia on July 21, 2024.

In accordance with GACA’s notification, airlines from various countries, including Pakistan, have been granted the opportunity

to submit applications for pre- and post-Hajj flight operations until January 1, 2024.

The Federal Cabinet has also recently granted its approval to the Hajj Policy for 2024, bringing forth a series of notable modifications.

PAKISTAN SHOWCASES TOURISM POTENTIAL AT 'CHINA OUTBOUND TRAVEL & TOURISM MARKET EXHIBITION



10

Three-day China Outbound Travel & Tourism Mart exhibition held in Beijing in which Pakistan highlighted its rich tourism potential. Pakistan’s eight tour operator companies showcased the country’s rich tourism potential at the three-day China Outbound

Travel & Tourism Mart exhibition in Beijing. The Pakistan Pavilion at the COTTM exhibition was officially inaugurated by Pakistan’s Ambassador to China, Ambassador Khalil Hashmi. State Minister for Tourism and SAPM on Youth Affairs Wasi Shah in a statement said

that Pakistan’s participation in this leading tourism mart will help strengthen the tourism exchange between the two countries and help in developing B2B linkages between the tour operators of both sides.

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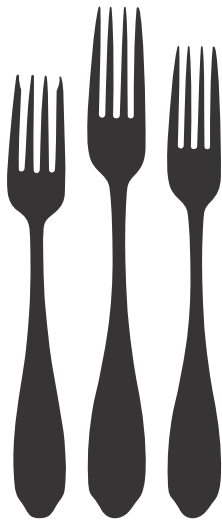
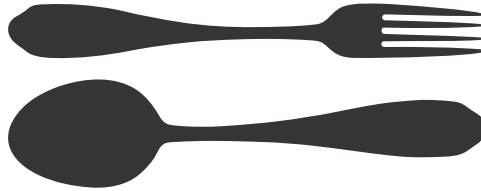
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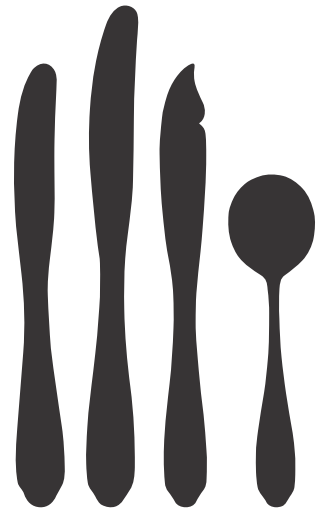
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
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