

**5<sup>th</sup> EDITION**

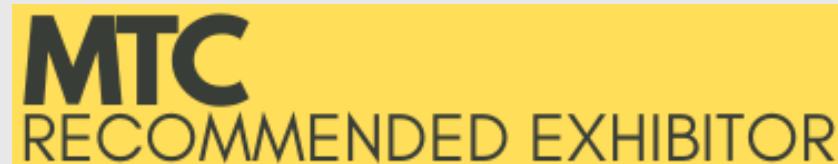


**Shaping The Future Of Travel**  
*Innovation, Sustainability  
& Global Connectivity*

**2<sup>nd</sup> EDITION**



**JOIN AS MTC RECOMMENDED EXHIBITOR**



GOVERNMENT SUPPORT



# PAKISTAN TRAVEL MART 2026

## A celebration of destinations, ideas, and global connectivity.

After a five-year gap since 2019, PTM 2025 returned bigger and bolder, redefining Pakistan's travel trade landscape. From boosting inbound tourism to creating outbound travel opportunities, it delivered unmatched business, networking, and partnership potential.

The highlighted three days PTM Expo took place from 31 Jan – 2 Feb 2025 in Karachi Expo Centre under the theme of Bridging Cultures & Empowering Local Communities through Travel followed by a two days roadshow in Marriott Islamabad from 4 – 5 Feb, 2025

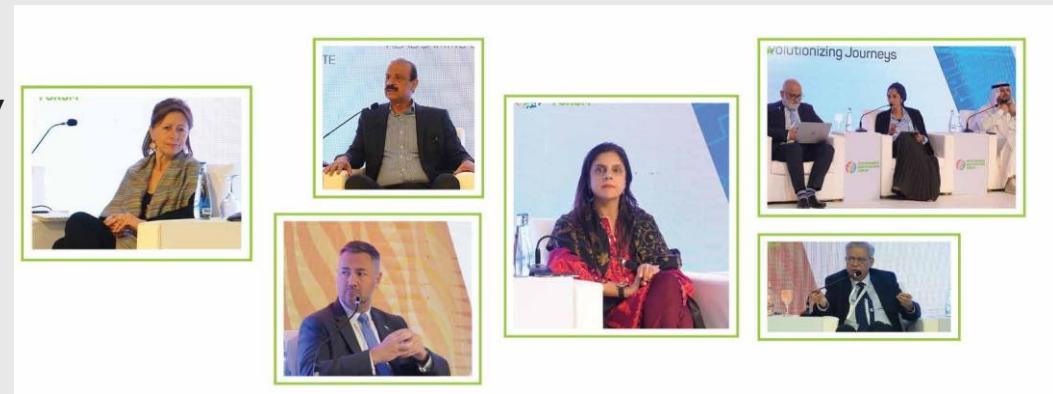
### Discover. Connect. Inspire.

Our flagship initiative Pakistan Travel Mart Expo brings hundreds of tourism exhibitors from Pakistan & across the world providing inbound & outbound tourism promotion opportunities under one roof.



## Shaping Tomorrow's Tourism

A global platform where thought leaders, policymakers, and innovators come together to chart a sustainable and responsible future for travel. This is the essence of the Sustainable Destinations Forum, returning for its second edition with international experts sharing insights and strategies.



## Voices that Inspire

Live conversations with industry pioneers, visionaries, and experts delivering real-time insights and ideas that move the travel world forward. Experience this through the PTM Podcast, bringing global voices directly to the exhibition floor.



## Unlocking New Markets

The PTM Roadshow extends PTM's reach to regional markets and trade partners, offering exhibitors direct engagement with emerging audiences and creating tangible business opportunities and partnerships beyond the main exhibition.



# Succeed at PTM as MTC RECOMMENDED EXHIBITOR

## MTC Recommended Exhibitor package of services

### Before PTM

- Online Webinar – How to prepare: Right products, right stories, right connections
- Free Individual online consulting – One hour with MTC Executive Director Prof. Dr. Arlt
- Practical help – Finding local staff, name cards etc.
- Identification of best fitting local distribution partners for offered products

### During PTM

- Welcome dinner and tips for success at the fair evening before opening
- Logo “Recommended by MTC” for stand and name card
- Support of meetings with relevant business partners for offered products

### After PTM

- Support of organization of Lahore roadshow
- Online debrief session for MTC Recommended exhibitors with MTC Executive Director Prof. Dr. Arlt
- Establishment of network for further cooperation and joint activities
- Support of FAM trips, delegation visits, marketing in Pakistan with preferential conditions
- Preference for future fairs and conference participation

No additional cost  
but a lot of  
additional benefits

## Meaningful Tourism Centre

- Founded 2021 by Prof. Dr. Wolfgang Georg Arlt FRGS FRAS, Meaningful Tourism Centre (MTC) is a non-profit organization based in London, with its headquarters in Kathmandu.
- The founder and director, Prof. Dr. Wolfgang Georg Arlt, has nearly five decades of international tourism experience, Prof. Arlt has worked extensively as a consultant, trainer, publisher, event organizer, and university professor.
- MTC works globally with a network of partners and certified trainers around the world.
- The Meaningful Tourism Centre focuses on two core areas:
  - Meaningful Tourism as a practical tool for holistic and sustainable tourism development.
  - China's outbound tourism, researched and developed through COTRI China Outbound Tourism Research Institute, which has over 20 years of experience in this field.
- MTC provides research, training, and consulting services related to both focus areas.
- These services are delivered to companies, organizations, and institutions worldwide.

➤ Contact: [info@meaningfultourismcentre.org](mailto:info@meaningfultourismcentre.org)



# FACTS & FIGURES PTM EXPO 2025



Countries  
**18**



Total Exhibiting  
Companies  
**350**



Exhibitor  
Personnel  
**2600**



Travel trade  
buyer  
**7000**



Media  
**30**



Registered  
Visitors  
**25000**

# Facts & Figures PTM Roadshow 2025



Trade  
Visitors  
**400**



Exhibiting  
Companies  
**55**



Media  
**05**



# PTM EXPO 2025

## In Karachi Fourth

## Annual Edition



# PTM Podcast

## Live From Expo Floor





# PTM GALA DINNER KARACHI



Marriott, Karachi



1000 Guests



1<sup>st</sup> February 2025





# PTM ROADSHOW 2025 in ISLAMABAD



# PTM GALA DINNER ISLAMABAD



Marriott, Islamabad



500 Guests



3<sup>rd</sup> February 2025





# SUSTAINABLE DESTINATIONS FORUM

## Facts & Figures Sustainable Destinations Forum



Speakers &  
Moderators  
**48**



Countries  
**12**



Sessions  
**09**



Hours of  
Content  
**10 hours**



Registered  
Delegates  
**200**



# WHAT'S NEW AT PAKISTAN TRAVEL MART 2026

Pakistan Travel Mart (PTM) returns for its fifth edition from **3–5 April 2026** at Karachi Expo Centre under the theme **“Shaping the Future of Travel: Innovation, Sustainability & Global Connectivity.”**

The 2026 edition introduces dynamic new features and curated districts designed to inspire innovation, foster collaboration, and showcase the evolving global travel landscape:

HALL - 6



### Global Aviation District

A dedicated platform spotlighting airline, airports, aviation services, and allied businesses – driving the conversations on connectivity, route development, and the future of air travel.

HALL - 4&5



### Global Destinations District

A showcase of the world's leading tourism boards, global destinations, and travel brands – forging partnerships that put Pakistan at the heart of international tourism flows.

HALL -



### Technology & Travel District

More than just booths – this is an innovation playground featuring:

- Tech Pitch Desk – live pitches from startups to global investors.
- Investor Networking Pods – connecting capital with cutting-edge ideas.
- AI, fintech, smart mobility & big data – the future of travel tech.

HALL -



### Hospitality District

From international hotel groups to boutique operators and hospitality tech disruptors, this district provides a premium showcase for investment, growth, and new concepts.

HALL - 1



### Salam Pakistan

The national identity of Pakistan brought to life – uniting provincial tourism boards, tour operators, and trade authorities under a single banner to showcase the country's rich, diverse travel offerings.



## PTM LIVE PODCAST



The region's first-ever live podcast stage inside a travel show, bringing global voices and fresh perspectives directly to PTM audiences – and streaming worldwide.

## OUR CONCURRENT EVENTS

### SUSTAINABLE DESTINATION FORUM



Now in its second edition, SDF gathers global experts, policymakers, and innovators to chart a future of responsible, inclusive, and sustainable tourism.

### PTM LAHORE ROADSHOW



Taking PTM beyond Karachi, the **two-day Lahore Roadshow from 7-8 April 2026** deepens market access, expands exhibitor exposure, and engages regional communities and trade partners.



# Why PTM 2026 Matters?

## FOR EXHIBITORS

- Direct Access to Decision-Makers:** Connect with global airlines, tour operators, hospitality chains, investors, and policymakers in one place.
- Showcase Innovation:** Launch products, services, and technology solutions in curated districts like Travel & Tech and Hospitality.
- Investment & Partnership Opportunities:** Tech Pitch Desk and Investor Pods facilitate networking with global investors and potential partners.
- Brand Visibility:** Position your brand in front of national and international audiences, including trade, media, and tourism authorities.
- Thought Leadership:** Participate in panels, forums, and live PTM Podcast sessions to share expertise and insights.

## FOR VISITORS

- Discover Global Trends:** Explore the latest innovations, destinations, and hospitality concepts shaping the future of travel.
- Sustainable Tourism Insights:** Learn from international experts at the Sustainable Destinations Forum.
- Interactive Experiences:** Engage with live tech demos, innovation zones, and immersive destination showcases.
- Networking & Collaboration:** Meet industry leaders, government officials, and key stakeholders from across the world.
- Extended Engagement:** Attend PTM's Lahore Roadshow and follow live podcast sessions for year-round insights



**SHOWCASE  
YOUR BRAND  
AT PTM 2026**

## Investment Guide

At Pakistan Travel Mart, we believe in offering value-driven participation opportunities rather than standard price-per-square-metre models. Our packages are thoughtfully designed to reflect location, size, visibility, and brand exposure, ensuring every exhibitor gains maximum impact from their presence.

**Below is a clear guide to our curated stand categories and fixed prices;**

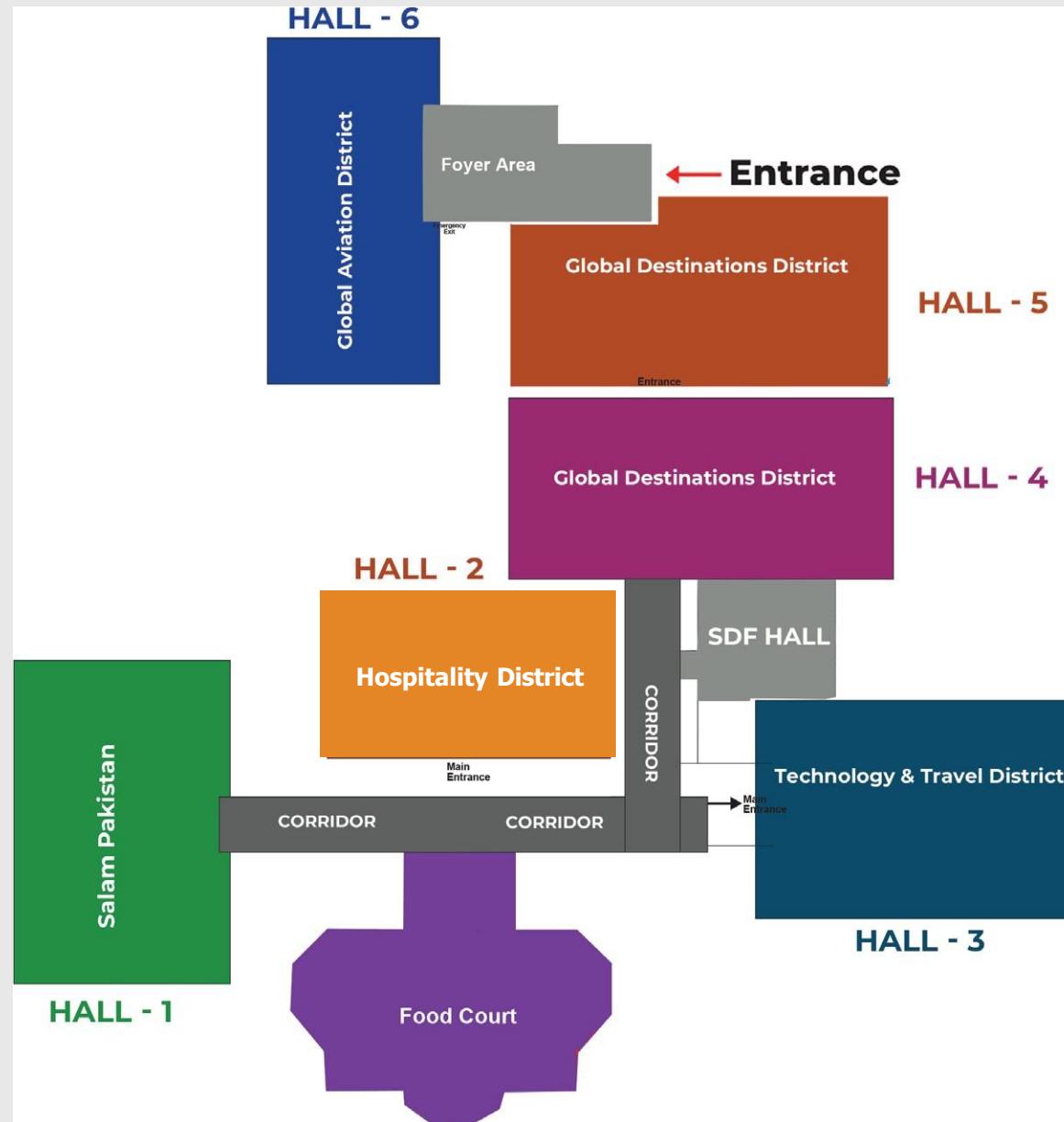
### Stand Sponsorship Categories

<b>Platinum Sponsor</b>	(100m <sup>2</sup>   10m x 10m)	<b>USD 40,000 +applicable GST</b>
<b>Diamond Sponsor</b>	(72m <sup>2</sup>   6m x 12m)	<b>USD 28,000 +applicable GST</b>
<b>Gold Sponsor</b>	(54m <sup>2</sup>   6m x 9m)	<b>USD 15,000 +applicable GST</b>
<b>Silver Sponsor</b>	(36m <sup>2</sup>   6m x 6m)	<b>USD 10,000 +applicable GST</b>
<b>Bronze Sponsor</b>	(18m <sup>2</sup>   3m x 6m)	<b>USD 5,000 +applicable GST</b>

Additional benefits without additional cost as MTC Recommended Exhibitor.

Contact [info@meaningfultourismcentre.org](mailto:info@meaningfultourismcentre.org) to register.



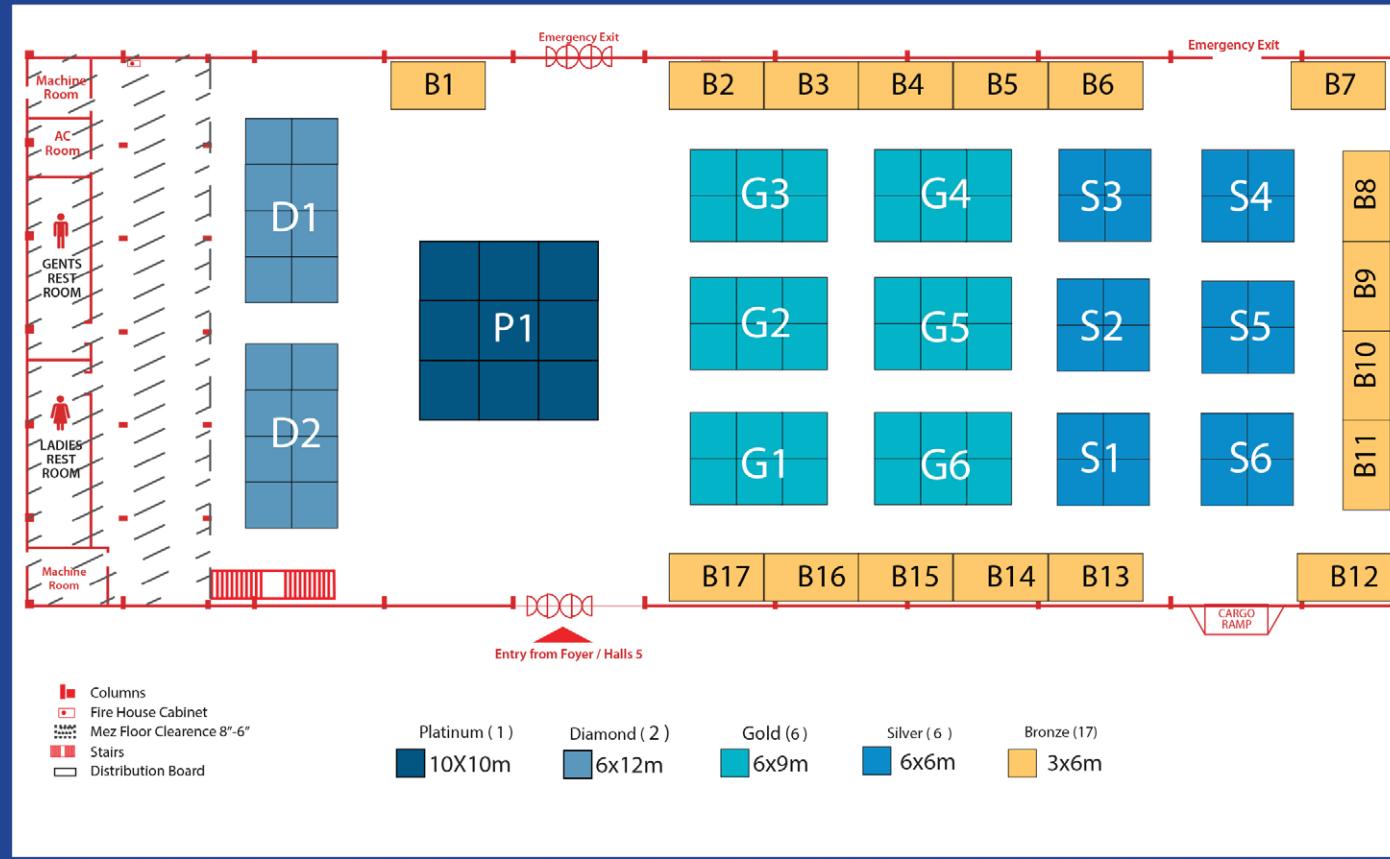


## HALL- 6

### Global Aviation District

# PTM 2026

3rd Apr to 5th Apr

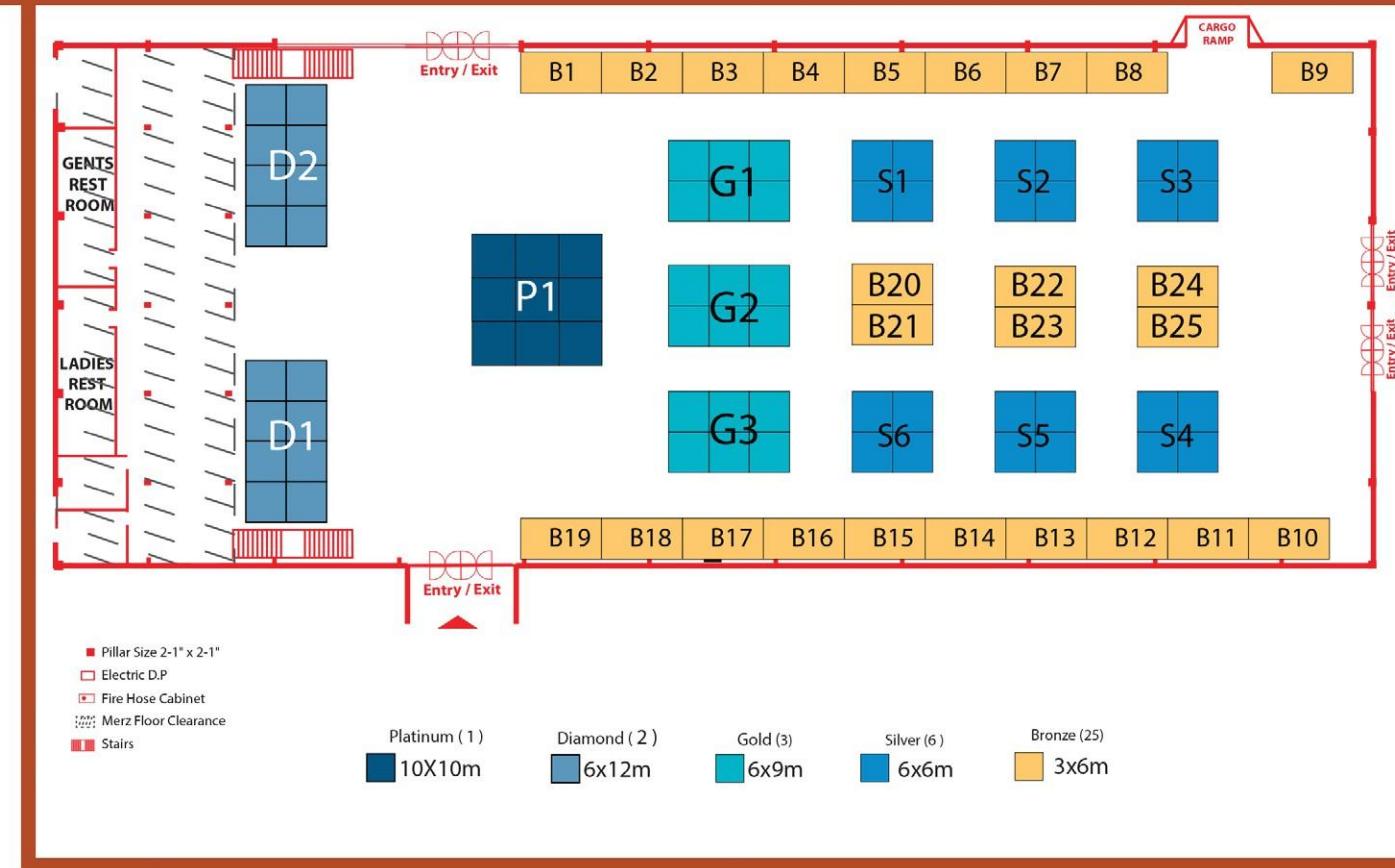


## HALL- 5

### Global Destinations District

# PTM 2026

3rd Apr to 5th Apr

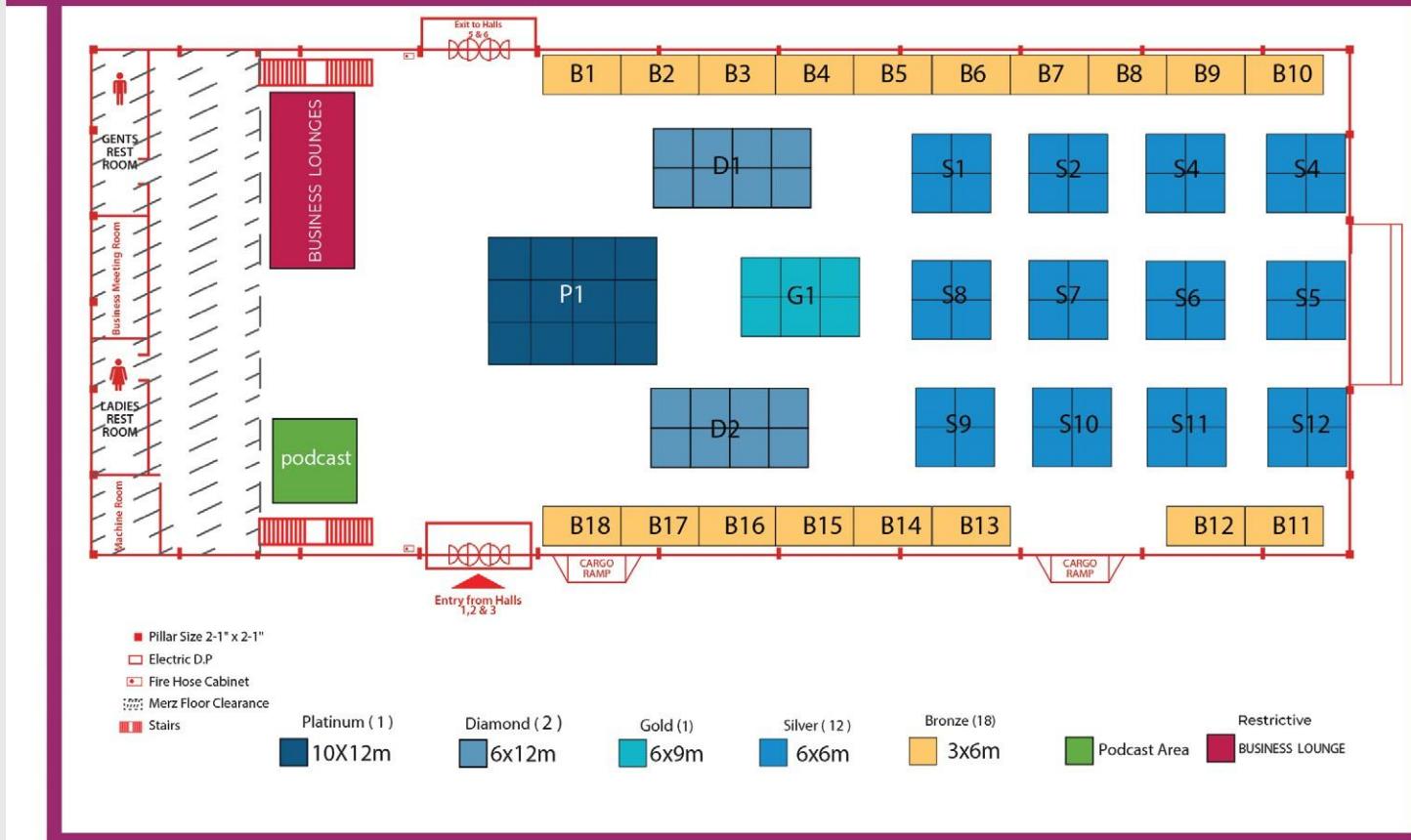


## HALL- 4

## Global Destinations District

PTM 2026

3rd Apr to 5th Apr

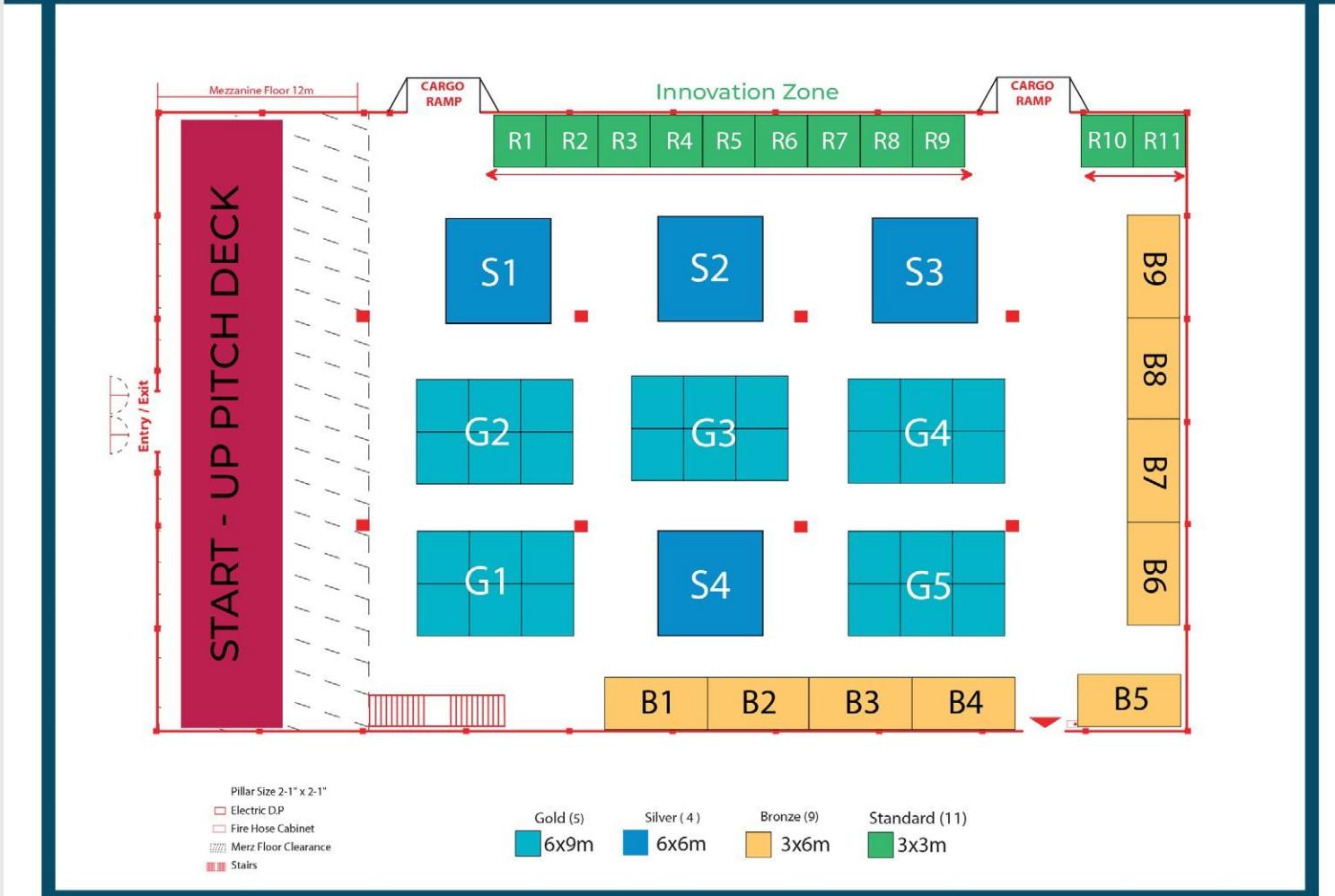


# HALL-3

## Technology & Travel District

# PTM 2026

3rd Apr to 5th Apr



## HALL - 2

### Hospitality District

# PTM 2026

3rd Apr to 5th Apr

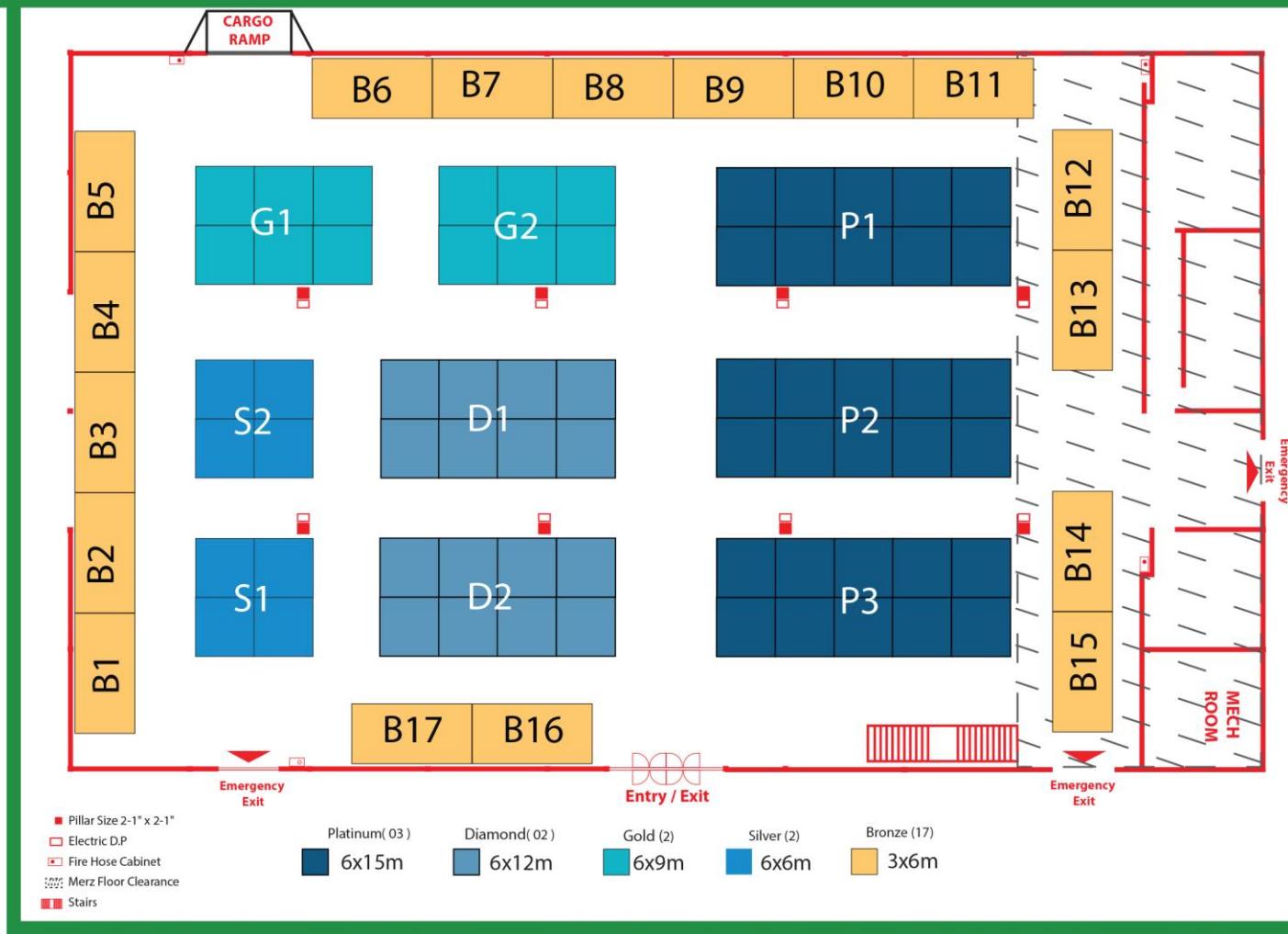


## HALL- 1

Salam Pakistan

PTM 2026

3rd Apr to 5th Apr



# WHAT'S INCLUDED IN YOUR STAND SPONSORSHIP?

# PLATINUM SPONSOR

As a Platinum Sponsor at Pakistan Travel Mart 2026, your brand will gain maximum visibility and impact across **PTM Expo, PTM Roadshow, Sustainable Destinations Forum, and PTM digital platforms.**

## Pre-Show

- 4x email campaigns targeting trade and corporate audiences.
- Social media promotion: Your brand will be announced in a dedicated post to our followers before the event on all our social media channels
- Featured in PTM Exhibitor Directory, reaching all attendees and online visitors.

## During Show

- PTM Podcast – Live from the Expo Floor: Your top representative will feature in the PTM Podcast, engaging in a conversational dialogue. Launched in PTM 2025, the podcast reached a global audience of over 480,000 viewers globally, positioning your brand as a thought leader in the travel industry.
- Digital screens across reception, corridors, main areas, and floors – your brand video having a duration of 2 minutes, repeated 3 times every hour, ensuring maximum visibility throughout the Expo.
- Branding in PTM Media Wall and Food Court area & outer area.
- In-hall drop-down banners – 1 per hall (6 in total).
- Out-of-Home (OOH) Branding: Will extend your brand visibility beyond the event halls with prominent branding at high-traffic city locations, ensuring exposure to attendees, local audiences, and industry stakeholders throughout the duration of PTM 2026.



## Sustainable Destinations Forum - Second Edition

Your sustainable initiatives on digital screens in the Forum hall will be showcased, reaching a specialized sustainability-focused audience.

## PTM Roadshow 2026 Lahore

- Inclusion in PTM Roadshow.
- Enclave at central location for maximum footfall & visibility.

## Gala Dinners – Exclusive Curated Networking

- Gala Dinner Karachi: 15 passes to a curated, exclusive gathering of 1,000 industry leaders.
- Gala Dinner Lahore: 15 passes to a curated, exclusive gathering of 500 industry leaders.
- Branding: Prominent Branding including media wall.



# DIAMOND SPONSORSHIP

As a Diamond Sponsor at Pakistan Travel Mart 2026, your brand will gain high visibility and impact across **PTM Expo, PTM Roadshow, Sustainable Destinations Forum, and PTM digital platforms.**

## Pre-Show

- 3x email campaigns targeting trade and corporate audiences.
- Social media promotion: Your brand will be announced in a dedicated post to our followers before the event on all our social media channels.
- Featured in PTM Exhibitor Directory, reaching all attendees and online visitors.

## During Show

- PTM Podcast – Live from the Expo Floor: Your top representative will feature in the PTM Podcast, engaging in a conversational dialogue. Launched in PTM 2025, the podcast reached a global audience of over 480,000 viewers globally, positioning your brand as a thought leader in the travel industry.
- Digital screens across reception, corridors, main areas, and floors – your brand video having a duration of 1.5 minutes, repeated twice every hour, ensuring strong visibility throughout the Expo.
- Branding in PTM Media Wall and Food Court area & outer area.
- In-hall drop-down banner – 1 in hall strategically located for maximum impact.
- Out-of-Home (OOH) Branding: Will extend your brand visibility beyond the event halls with prominent branding at high-traffic city locations, ensuring exposure to attendees, local audiences, and industry stakeholders throughout the duration of PTM 2026.



## Sustainable Destinations Forum – Second Edition

Your sustainable initiatives on digital screens in the Forum hall will be showcased, reaching a specialized sustainability-focused audience.

## PTM Roadshow 2026 Lahore

- Inclusion in PTM Roadshow.
- Enclave at central location for maximum footfall & visibility.

## Gala Dinners – Exclusive Curated Networking

- Gala Dinner Karachi: 10 passes to a curated, exclusive gathering of 1,000 industry leaders.
- Gala Dinner Lahore: 10 passes to a curated, exclusive gathering of 500 industry leaders.
- Branding: Prominent Branding including media wall.



# GOLD SPONSORSHIP

As a Gold Sponsor at Pakistan Travel Mart 2026, your brand will gain strong visibility and impact across **PTM Expo, PTM Roadshow, and PTM digital platforms.**

## Pre-Show

- 2x email campaigns targeting trade and corporate audiences.
- Social media promotion: Your brand will be announced in a dedicated post to our followers before the event on all our social media channels.

## During Show

- Digital screens across reception, corridors, main areas, and floors – your brand video having a duration of 1 minute, played twice every hour, ensuring consistent visibility throughout the Expo.
- Branding in PTM Media Wall

## PTM Roadshow 2026 Lahore

- Inclusion in PTM Roadshow.
- Table with four chairs for meetings & engagement.
- Branding in PTM Media Wall

## Gala Dinners – Exclusive Curated Networking

- Gala Dinner Karachi: 5 passes to a curated, exclusive gathering of 1,000 industry leaders.
- Gala Dinner Lahore: 5 passes to a curated, exclusive gathering of 500 industry leaders.
- Branding will be on the Media Wall only.



# SILVER SPONSORSHIP

As a Silver Sponsor at Pakistan Travel Mart 2026, your brand will gain visibility across **PTM Expo, PTM Roadshow, and PTM digital platforms.**

## Pre-Show

- 1x email campaign targeting trade and corporate audiences.
- Social media promotion: Your brand will be announced in a dedicated post to our followers before the event on all our social media channels.
- Inclusion in PTM Exhibitor Directory, reaching all attendees and online visitors.

## During Show

- Digital screens across reception, corridors, main areas, and floors – your brand video having a duration of 1 minute, played once, ensuring visibility throughout the Expo.
- Branding in PTM Media Wall.

## PTM Roadshow 2026 Lahore

- Inclusion in PTM Roadshow.
- Table with four chairs for meetings & engagement.
- Branding in PTM Media Wall

## Gala Dinners – Exclusive Curated Networking

- Gala Dinner Karachi: 2 passes to a curated, exclusive gathering of 1,000 industry leaders.
- Gala Dinner Lahore: 2 passes to a curated, exclusive gathering of 500 industry leaders.
- Branding will be on the Media Wall only.



# BRONZE SPONSORSHIP

As a Bronze Sponsor at Pakistan Travel Mart 2026, your brand will gain visibility across **PTM Expo** and **PTM digital platforms**.

## Pre-Show

- Social media promotion: Your brand will be announced in a dedicated post to our followers before the event on all our social media channels.
- Inclusion in PTM Exhibitor Directory, reaching all attendees and online visitors.

## During Show

- Digital screens across reception, corridors, main areas, and floors – your brand video having a duration of 1 minute, played once, ensuring visibility throughout the Expo.
- Branding in PTM Media Wall.

## Gala Dinners – Exclusive Curated Networking

- Gala Dinner Karachi: 2 passes to a curated, exclusive gathering of 1,000 industry leaders.
- Gala Dinner Lahore: 2 passes to a curated, exclusive gathering of 500 industry leaders.
- Branding will be on the Media Wall only

## PTM Roadshow 2026 Lahore

Participation in the Roadshow is available for USD 1,000.



# Contact :

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