

Pakistan Tourism

A message by

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We are indeed blessed to have a land, as beautiful as Pakistan, that we call our home. Pakistan, translates as 'land of the pure'. Pure landscapes, pure beauty, pure natural endowments and pure people.

From bustling markets, delectable flavors, highest mountains, breathtaking landscapes and unexplored natural beauty to some of the finest tea, our howeland has it all.

With more peaks taller than 23,000 feet than china and nepal combined, Pakistan has the potential to be an epicenter for hikers and adventure travelers. Amidst other tourism attractions, Pakistan is home to the world's highest polo field, and the pristine, clear waters of Attabad Lake and jheel saif-ul- Mulook l.

The rich cultural and historic heritage of Pakistan complement its natural beauty. The spiritual Sufi mysticism of Multan/Sindh and the 17th century mosques of Lahore provide a rich cultural backdrop yo the modern developments. Our country is host to the ruins of one of the world's oldest major cities (Mohenjodaro) and still standing Mughal monuments such as the Wazir Khan mosque and religious sites such as the Gurdawra Darbar Sahib.

With vibrant markets featuring luxe carpets, earthen pots, glazed tiles, colourful garments/chappals and ethnic jewelry, Pakistan has clear attractions for locals and foreigners alike. In the recent past there has been laudable improvement in the tourism industry. Enhanced security conditions, relaxed visa policies and growing hospital industry are the key reasons for the increasing tourism and international interest in pakistan. It is also very encouraging to note that there has been a healthy boost in local tourism, with more and more Pakistanis taking pride in their own country and visiting its tourist attractions.

To avid travelers who have not yet visited Pakistan I would say: take the plunge and given Pakistan a chance to win over your hearts. To the tourist visiting Pakistan and Pakistanis visiting other parts of the country: I hope that you have a great time and that your visit is filled with wonder, joy, adventure and smiles.