



- Corporate Trainer - Life Coach
- Hospitality Sector Expert
- Former Minister of State
- Former Special Assistant to the Prime Minister
- Former Chairman Pakistan Tourism Development Corporation



Where are our stories??

The only difference between reality and fiction is that fiction needs to be credible” - Mark Twain

If you have been fortunate enough to take a cruise down the Nile at night, there is little you can see. However, the stories told by the curators and guides help make images in your mind that no visuals could ever match. It is the power of the spoken word, the narration of history and the description of a time thousands of years ago. The stories of what once was.

We, in the sub-continent, boast of a civilization 7000 years old and yet our dependence seems to be on physical assets, either historical or the ones gifted by nature.

Pakistan’s storytelling potential extends beyond history—its hospitality is legendary. Visitors who experience the warmth of Pakistani chai in a roadside dhaba (tea stall) or listen to folk musicians in Sindh leave not just with photographs but with stories to share. Digital storytelling, through vloggers and travel bloggers, has played a crucial role in reshaping Pakistan’s image, showcasing its mountainous landscapes, bustling bazaars, and welcoming people to the world. By embracing storytelling, Pakistan can continue to attract global tourists and highlight its diverse heritage and natural wonders.

Pakistan is a country rich in history, culture, and breathtaking landscapes, yet its true beauty is often best told through stories of ancient civilizations, legendary warriors, and vibrant traditions. The adventurous Silk Route journeys through Gilgit-Baltistan captivate travelers. The legends of our lakes Ansoo, Saif ul Muluk and Blind Lake, and the mystical Sufi shrines add layers of mystery and spirituality to the travel experience.

Our love stories, Heer Ranjha, Soni Mahiwal, Sassi Punoo are known to most because authors have penned stories and filmmakers have put them on screens. What about the thousands of tales which are not systematically archived? Where are they and why are they not told?

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With countless travel destinations available, what makes one place stand out from another? The answer lies in storytelling. Every location has a unique story that gives it character and identity. Destinations that embrace **storytelling** can create a **distinct brand** that attracts visitors.

Tourism is more than just visiting new places; it is about experiencing cultures, understanding histories, and creating memories. While scenic landscapes and architectural marvels attract travelers, it is **storytelling**, the icing on the cake, that makes a destination truly unforgettable. A well-crafted story transforms a location from a mere geographical point into an engaging and emotionally connected experience. Whether through historical narratives, cultural legends, or personal anecdotes, or simply fiction, storytelling plays a crucial role in promoting tourism and inspiring travelers.

People are naturally drawn to stories because they evoke emotions and create connections.

So!

Let the stories begin !