



Digital Pakistan: Branding a Nation for the Global Stage

(*How Pakistan is harnessing digital innovation, AI-powered campaigns, and strategic storytelling to reshape its global identity and captivate international audiences)*

Presented By
Mr. Muhammad Sadid Baig, Ministry of Foreign Affairs Pakistan

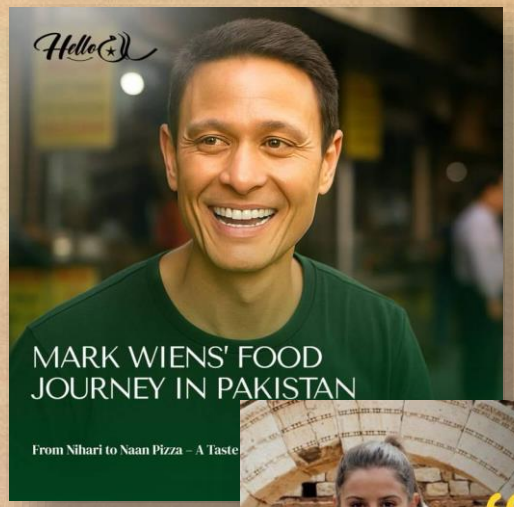
Welcome to Pakistan



Ghizer Valley

Shangrila Skardu









Pakistan declared as best performing tourism destination country in 2023

(World Tourism Barometer, 2023 published by UNWTO)

Chitta Katta lake AJK





Pasu Cones



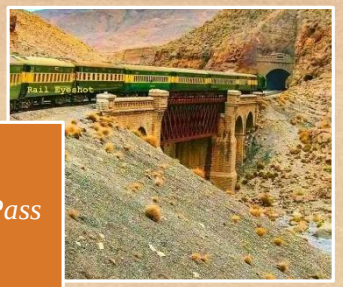


What is tourism potential of Pakistan?

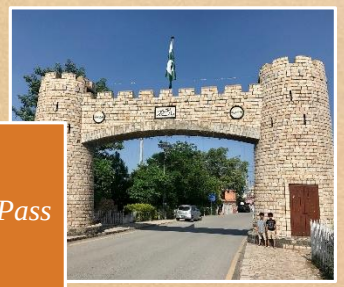
- Pakistan – Ancient Silk Route



KKH (Karakorum Highway)



Bolan Pass



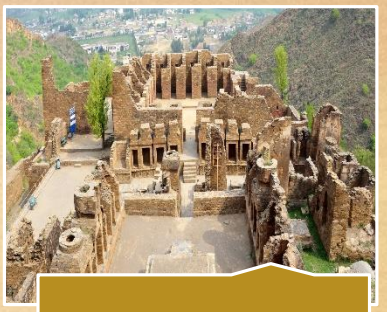
Khyber Pass



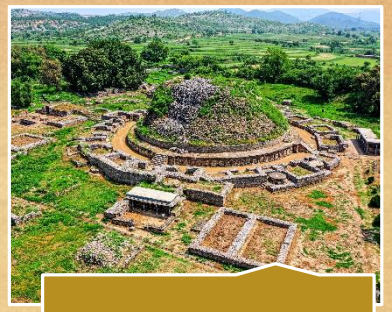
Religious heritage sites



Kartarpur Sahib



Takht-e-bahi



Dharmarajika Stupa

What is tourism potential of Pakistan?

Wild life Tourism



Desoai
Brown Bear



Markhor



Snow
Leopard

Rural Tourism









Gastronomy Tourism













What is tourism potential of Pakistan?











Adventure Tourism

- K-2 Expedition (8611 ms)
- Nanga Parbat (8035 m)

Other forms of Tourism also exist such as Coastal, Hunting, Medical Tourism (newly emerged)

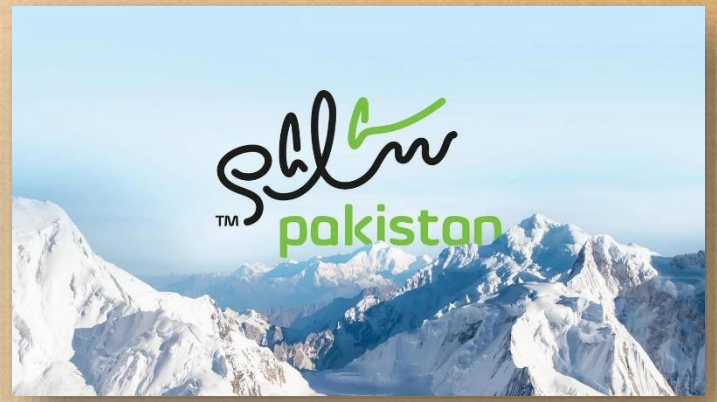
What is Pakistan's Branding Strategy?

Brand "Salam Pakistan" and a comprehensive 10 year National Tourism Strategy (2020-2030)

What is National Tourism Strategy (2020-2030)?

- Public-private partnerships
- Simplified Visa regime
- Branded Campaigns
- Human Resource development
- Environmental sustainability
- National tourism coordination board







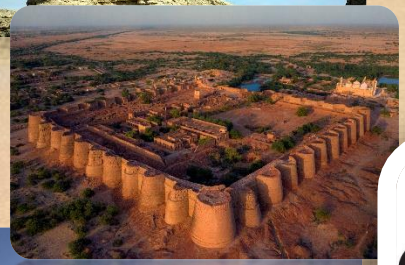
What is Salam Pakistan?

The word **Salam** represents peace, respect and welcome which sets the core message of the Pakistani nation to international travelers. This strategy in nutshell is designed to project Pakistan globally as a safe, secure, hospitable and culturally rich travel destination

Launched in **August 2023**, Salam Pakistan represents the country's most ambitious tourism rebranding effort to date — a bold declaration to the world that Pakistan is open, welcoming, and extraordinary.

The campaign's core mission is to showcase Pakistan's legendary hospitality, breathtaking landscapes, and rich cultural diversity through a unified digital voice.















Salam Pakistan – Digital Eco System

Beyond social media posts, Salam Pakistan has built a comprehensive digital ecosystem designed to immerse global audiences in the Pakistani experience — before they even book a flight.

Interactive E-Portal

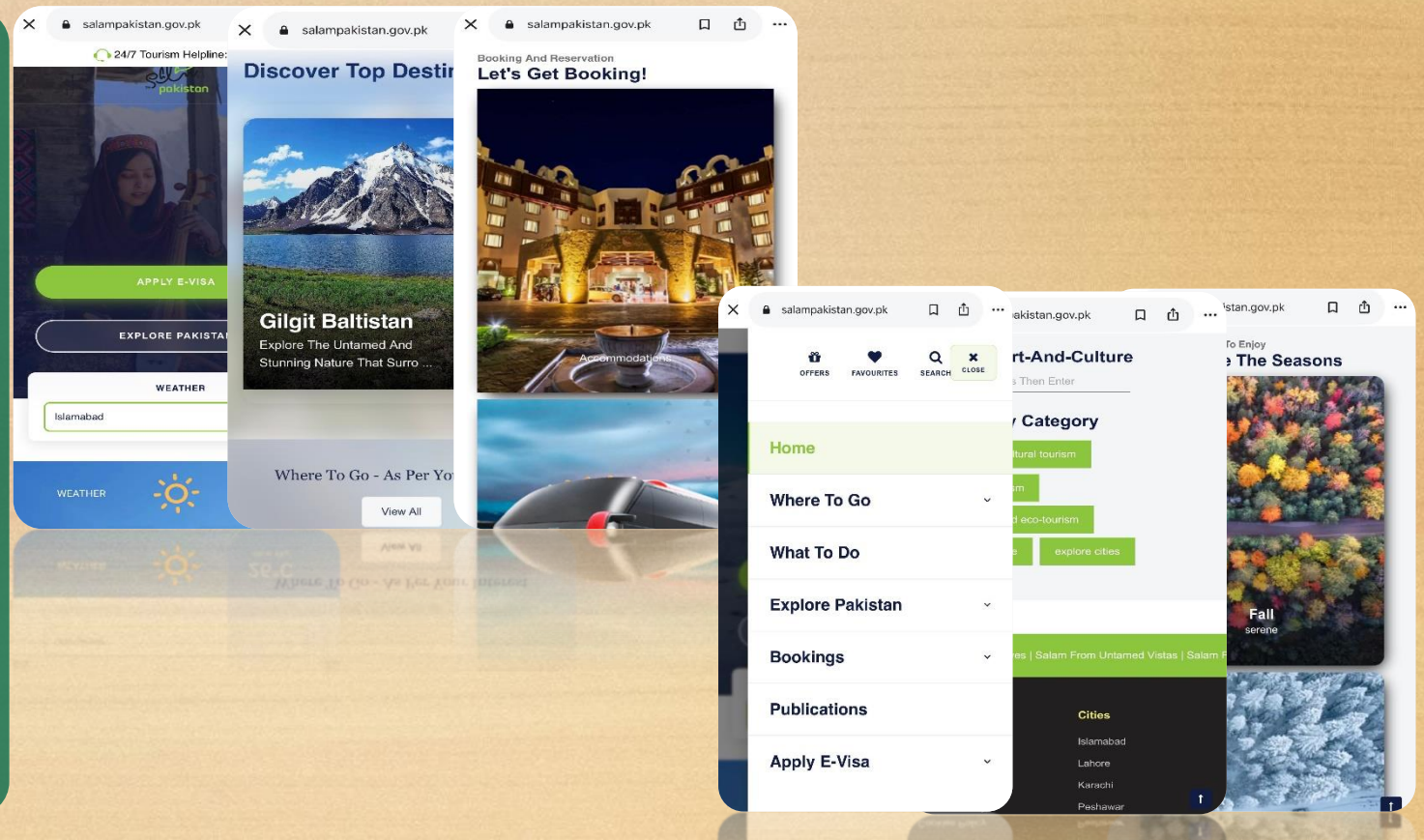
A dedicated digital platform featuring virtual galleries, immersive documentaries, and curated travel guides that bring Pakistan's destinations to life for international audiences.

Influencer-Led Storytelling

Strategic partnerships with global travel influencers create authentic, peer-to-peer narratives that resonate far more powerfully than traditional advertising.

Strategic Integrations

Partnerships with lifestyle media channels, radio networks, and international airlines extend the campaign's reach into high-value travel decision-making moments.



Other Campaigns

Think Tech, Think Pakistan

The Pakistan Software Export Board (PSEB) orchestrated one of the most striking national tech branding exercises at **London Tech Week 2025**, positioning Pakistan as a formidable global player in the digital economy.

The campaign unified **14 of Pakistan's leading technology companies** under a single, bold banner — projecting collective strength in AI, fintech, SaaS, and cybersecurity to an international audience of investors, partners, and media.

High-Impact Visibility: The London Cab Takeover

In one of the most creative out-of-home (OOH) campaigns executed by a South Asian nation, **50 iconic London black cabs** in 2025, were transformed into rolling digital billboards for Pakistan's technology sector at Oxford Street, Canary Wharf and Olympia London

#ThinkTechThinkPakistan Challenge

A global social media campaign that turned passive observers into active participants — driving viral reach and genuine international curiosity about Pakistan's tech ecosystem. The campaign invited users worldwide to create and share content, gamifying engagement with **trips to Lahore** and cash prizes as incentives for the most creative entries

How AI is being used in Pakistan's Tourism Sector?

- AI is being integrated into travel apps to offer personalized travel recommendations based on user preferences, helping tourists explore Pakistan's diverse destinations more efficiently.
- AI is used at popular tourist sites to monitor visitor traffic, improving crowd control and ensuring a safer, more enjoyable experience for tourists, particularly in regions like Skardu and Hunza.
- AI-driven advertising tools allow Pakistan's tourism sector to target specific global audiences, promoting attractions such as the Karakoram Highway, Buddhist heritage sites, and eco-tourism destinations in Gilgit-Baltistan.
- Pakistan has implemented AI in its e-visa system, making it easier and quicker for tourists to get approvals, contributing to the seamless entry of international visitors into the country.
- AI tools are used by the Pakistan Tourism Development Corporation (PTDC) to analyze tourism trends, tourist behavior, and feedback, helping to shape future tourism strategies and policies

The Path Forward: A Digitally Empowered Nation

Pakistan's digital branding journey is not a campaign — it is a national movement. The foundations laid by Salam Pakistan, Think Tech Think Pakistan, and AI-powered outreach represent the beginning of a sustained effort to claim Pakistan's rightful place on the world stage.

Thank You