NO. M(P&P)/Misc-Pak/2022   April 9, 2025

To Whom It May Concern,

Subject: **Support for the Research Expedition – "Overland Journey from Pakistan: Unlocking the Potential for Overland Tourism, Cross-Cultural Exchange, and Regional Connectivity"**

An overland journey involves traveling over long distances by land, often across multiple countries, which presents an opportunity for cultural exchange and regional connectivity. In this context, Ms. Samia Siddique is undertaking a pioneering seven-month journey from Pakistan to the USA in a Pakistan-registered vehicle, a feat that will set a national record. Her research, titled "Overland Journey from Pakistan: Unlocking the Potential for Overland Tourism, Cross-Cultural Exchange, and Regional Connectivity," seeks to analyze the untapped potential of overland tourism and explore how Pakistan can become a significant player in this growing global network.

2.   The Pakistan Tourism Development Corporation (PTDC) extends its full support to alumna, Samia Siddique, for her groundbreaking research expedition from Pakistan to the USA, titled "Overland Journey from Pakistan." This initiative aims to explore the potential of overland tourism, cross-cultural exchange, and regional connectivity, and positions Pakistan as a key player in global overland tourism.

3.   PTDC recognizes the importance of this journey in showcasing Pakistan as a viable, safe, and adventure-rich destination, strengthening regional connectivity, and fostering positive international relations. The research will also provide valuable insights for future tourism policy and infrastructure development.

4.   PTDC wholeheartedly endorses this endeavor and wishes Ms. Samia Siddique the best of luck for success in this historic journey and the positive impact it will have on Pakistan's tourism sector.

(Aftab Ur Rehman Rana)
Managing Director