

UNLOCKING POTENTIAL FOR TOURISM, CROSS-CULTURAL EXCHANGE, AND REGIONAL CONNECTIVITY



OVERLAND JOURNEY FROM PAKISTAN

MOBILITY BEYOND BORDERS

February 2026



ROAD TO LONDON: MOBILITY BEYOND BORDERS

ROAD TO LONDON

Our Sincere Acknowledgements

The **RoadVentures team** would like to express sincere gratitude to **Mindmasked Publishers, KloudStack, Musafir eSIM, and the College of Tourism & Hotel Management (COTHM)** for their partnership and support throughout this journey.

Their encouragement made it possible to document, reflect, and share this experience as more than a road trip—transforming it into a meaningful body of knowledge around mobility, tourism, and cross-border understanding. This support strengthened our belief that collaborative efforts can help shape a more connected narrative for Pakistan and inspire future research, learning, and opportunity through overland travel.

With **PTDC's** endorsement and the encouragement received during our engagement at the Pakistan Embassy in Ankara, the **Road to London journey** gained institutional and diplomatic validation, strengthening its purpose as a research-led mobility initiative from Pakistan.



Special Thanks

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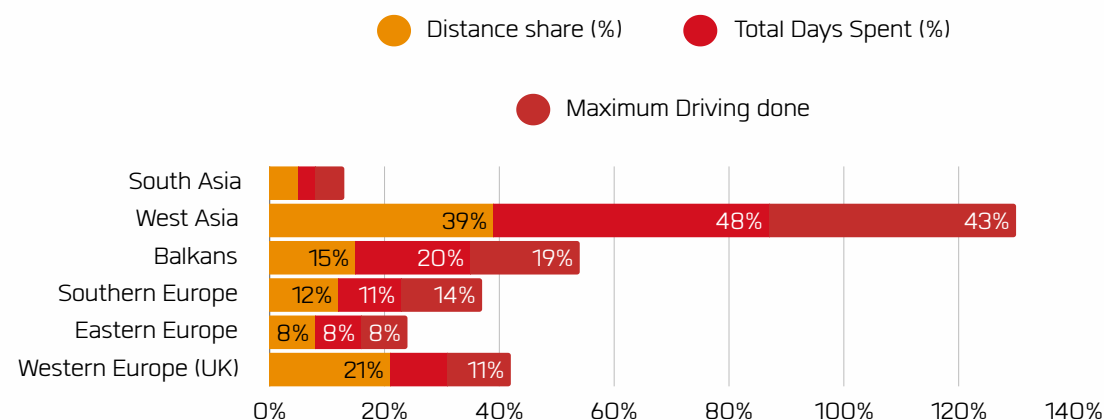


PAKISTAN TOURISM DEVELOPMENT CORPORATION

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EXECUTIVE SUMMARY



Cross-Border Mobility: Evidence from the Road

Overland Journey from Pakistan: Road to London 2025 documents a real overland journey from Karachi, Pakistan to London, United Kingdom, undertaken using a single passenger vehicle under everyday driving conditions. This research does not attempt to push the vehicle to extremes, nor does it optimize conditions for performance. Instead, it observes what happens when a vehicle is used continuously, responsibly, and practically – as most people would use it if they were to travel long distances.

INTRODUCTION

A REAL-WORLD OVERLAND MOBILITY & TOURISM STUDY



20,000 KM



23 Countries



60 days

This report studies a journey from Pakistan to Europe, bringing together four inseparable elements of real-world mobility:

VEHICLE PERFORMANCE & DURABILITY

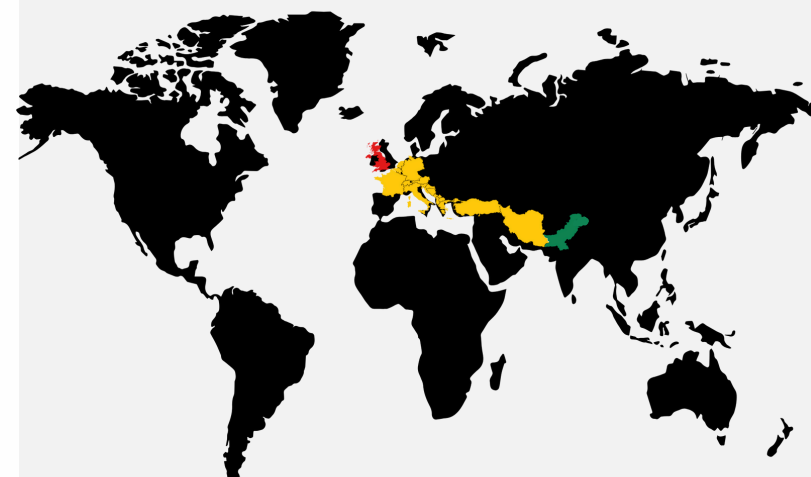
HUMAN-CENTRIC & FAMILY USE

INFRASTRUCTURE & POLICY INTERACTION

COST & PRACTICAL FEASIBILITY

The purpose of this report is to demonstrate how structured observation of an everyday road journey can generate meaningful insights for tourism development, vehicle evaluation, and cross-border mobility planning.

The findings aim to support tourism corporations, academic institutions, manufacturers, and individual travelers by providing evidence-based clarity on feasibility, reliability, and real-world performance across regions.



What was done?

A single vehicle, single family, drives 20,000 km crossing 23 countries.

What was learned?

Vehicles, infrastructure, policy, and human factors behave very differently outside labs.

Why Pakistan should care?

Evidence-based insights for mobility policy, automotive design, and family transport.

THE JOURNEY AT A GLANCE

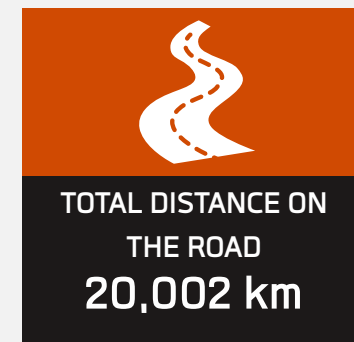
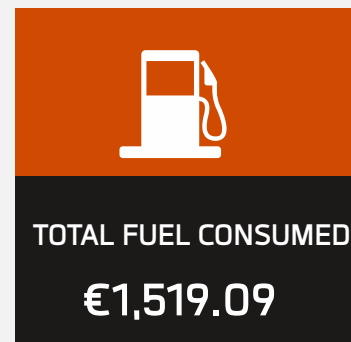
The journey covered a continuous overland route from Karachi to London, passing through South Asia, West Asia, the Balkans, Southern Europe, Eastern Europe, and Western Europe. Travel was conducted over multiple weeks with disciplined daily driving schedules, averaging 300–350 kilometers per day.

Driving was limited to daylight hours with regular rest intervals, allowing consistent observation of vehicle performance and human comfort.

This structured approach ensured that distance, time, and exposure remained measurable and comparable across regions, forming a reliable basis for longitudinal analysis.

REGIONAL SEGMENTATION

1. South Asia (Pakistan)
2. West Asia (Iran, Turkey)
3. Balkans
4. Southern Europe
5. Central Europe
6. Western Europe (UK)



RESEARCH METHODOLOGY

This study followed a longitudinal field research design using a single vehicle, consistent occupants, and a stable load configuration throughout the journey. Data was recorded daily, capturing distance, fuel usage, environmental conditions, driving hours, and notable events. Unlike controlled experiments, this methodology intentionally retained real-world variability, allowing interactions between infrastructure, climate, traffic behavior, and human response to emerge naturally. The consistency of vehicle, driving discipline, and data logging served as the primary control mechanism, enabling meaningful comparison across regions despite environmental differences.

OUR PARAMETERS:

VEHICLE PERFORMANCE & DURABILITY

HUMAN-CENTRIC & FAMILY USE

INFRASTRUCTURE & POLICY INTERACTION

COST & PRACTICAL FEASIBILITY

VEHICLE PERFORMANCE & DURABILITY



Durability, efficiency, and safety beyond test tracks

- Fuel efficiency drift
- Mechanical endurance
- Safety behavior

HUMAN- CENTRIC & FAMILY USE



What long-distance mobility feels like for real people

- Seating & fatigue
- Climate control
- Child comfort & safety

INFRASTRUCTURE & POLICY INTERACTION



Why mobility is as much governance as it is engineering

- Border friction
- Documentation
- Traffic law consistency

COST & PRACTICAL FEASIBILITY

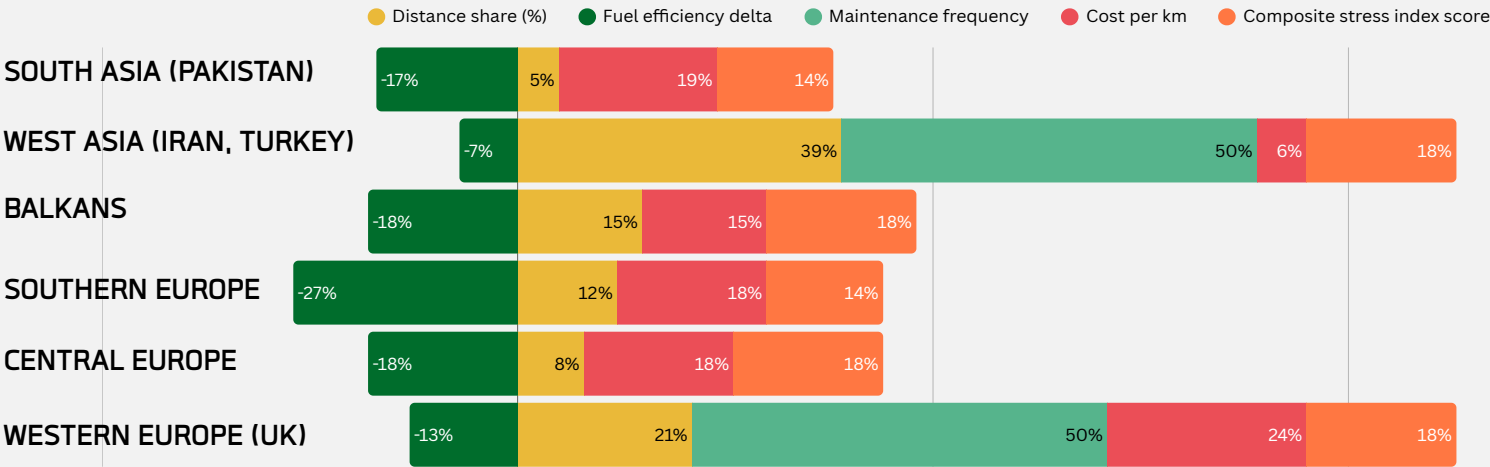


Can ordinary people do this? Yes – with planning.

- Cost per km
- Daily operating logic
- What made it sustainable

REGIONAL COMPARISON

Across all regions, vehicle performance was influenced more by road design, driving patterns, and duration of exposure than by geography alone.



SOUTH ASIA (PAKISTAN) – COST-INTENSIVE, EFFICIENCY CONSTRAINED

High operating cost per kilometer and moderate stress exposure, with noticeable fuel efficiency loss driven by high speed coastal highway.

WEST ASIA (IRAN & TURKEY) – DISTANCE HEAVY, MECHANICALLY STABLE

Largest distance share with strong maintenance stability and low cost per kilometer due to subsidize fuel, indicating infrastructure resilience despite long exposure.

BALKANS – BALANCED BUT ENERGY DEMANDING

Moderate distances and costs, but higher fuel efficiency deviation reflecting mountainous terrain and frequent elevation changes.

SOUTHERN EUROPE – CLIMATE-DRIVEN EFFICIENCY LOSS

Shorter distance share but the highest fuel efficiency drop, influenced by heat stress, congestion, and coastal driving conditions.

CENTRAL / EASTERN EUROPE – LOW DISTANCE, HIGH STRESS DENSITY

Limited distance coverage yet elevated stress and cost intensity due to dense traffic environments and regulatory friction.

WESTERN EUROPE (UK) – OPERATIONALLY DEMANDING, LOGISTICALLY MATURE

High maintenance interaction and cost per kilometer, offset by predictable infrastructure and strong vehicle stability.

VEHICLE PERFORMANCE IN THE REAL WORLD



VEHICLE PERFORMANCE IN THE REAL WORLD

Throughout the journey, the vehicle demonstrated consistent mechanical reliability under varied terrain, climate, and regulatory environments.

No breakdown events were observed, and maintenance was limited to scheduled services. Fuel efficiency fluctuated predictably in response to terrain and traffic conditions, without signs of degradation over time.

To summarize our vehicle performance was:

West Asia: Stable at long distances and elevation

Balkans: Adaptive braking on steep inclines

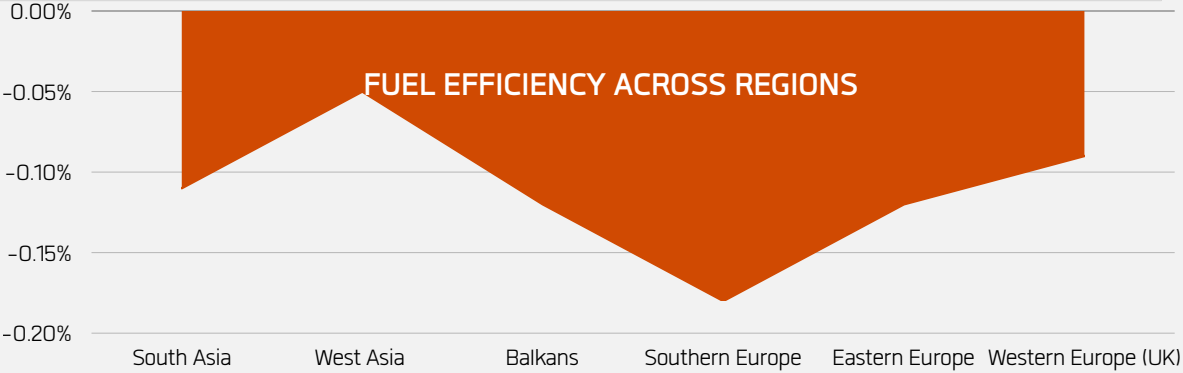
Southern Europe: Stability challenged by congestion, not terrain

Central Europe: Predictable braking under dense traffic

Western Europe: Benchmark-level high-speed stability

Fuel efficiency remained most stable in West Asia (Iran–Turkey), indicating optimal fuel performance under regional driving conditions.

METRIC	RATING	OBSERVATION
Stability Performance		
Straight-line stability	✔ Stable	Maintained consistent tracking across highways
High-speed control	✔ Stable	Fully controlled up to Autobahn speeds
Mountain stability	◐ Adaptive	Required cautious pacing at high inclines
Crosswind resistance	◐ Adaptive	Noticeable at altitude but manageable
Braking Performance		
Emergency braking	✔ Stable	Predictable response under load
Wet-surface braking	◐ Adaptive	Reduced visibility required lower speeds
Downhill braking	✔ Stable	Maintained confidence on long descents
Load-affected braking	◐ Adaptive	No instability observed despite cargo



CLIMATE & ENVIRONMENTAL IMPACT ON VEHICLE PERFORMANCE

 45°C HEAT →  WIND CHILL →  SNOW/ICE →  FOG →  HEAT

IRAN: EXTREME HEAT

HIGH PASSES: SNOW & ICE

TURKEY MOUNTAINS: RAPID TEMPERATURE DROP

ITALY COAST: HEAT + HUMIDITY

The journey exposed the vehicle to extreme and rapidly changing environmental conditions, ranging from high summer temperatures above 40°C to cold, wind-chill mountain passes with snow and ice.

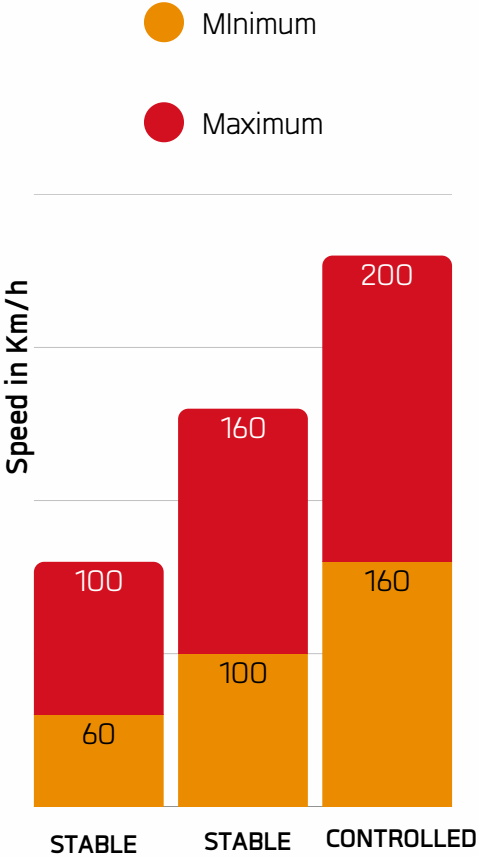
These transitions occurred over short distances and significant altitude changes, particularly between Iran and eastern Turkey. Despite heat stress, humidity, fog, and near-zero visibility in mountainous regions, the vehicle maintained stable operation.

Performance outcomes were influenced more by cautious driving behavior than by environmental limitations, demonstrating adaptability across diverse climates without mechanical distress.

THE VEHICLE ADAPTED
ACROSS EXTREME CLIMATE
TRANSITIONS WITHOUT
MECHANICAL DISTRESS.

CONDITION	VEHICLE RESPONSE
Extreme heat	✓ Thermal stability
High altitude	✓ Power continuity
Snow & ice	● Reduced speed
Fog & low visibility	● Cautious pacing
Humidity	✓ Climate control stable

SAFETY PERFORMANCE IN REAL-WORLD CONDITIONS



VEHICLE REMAINED FULLY CONTROLLED EVEN AT SUSTAINED HIGH SPEEDS.

Safety performance remained consistent across varied road types, traffic densities, and environmental challenges.

Stable handling and predictable braking were observed on highways, mountain passes, and high-speed corridors, including sustained driving at elevated speeds in controlled environments.

Reduced visibility, wet surfaces, and steep inclines required adaptive driving but did not compromise vehicle control or passenger safety. Overall, safety outcomes were governed by disciplined driving decisions rather than vehicle constraints, reinforcing the importance of human judgment in real-world mobility.

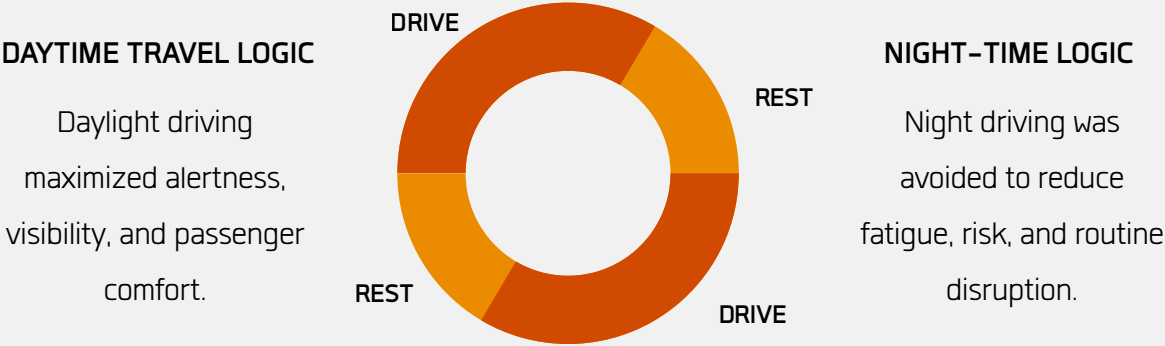
INDICATOR	SCORE
High-speed stability	✓
Mountain braking	✓
Wet roads	◐
Fog conditions	◐
Passenger motion	◐
Legend ✓ Stable ◐ Adaptive ✗ Challenged	

SAFETY PERFORMANCE WAS GOVERNED BY DRIVER JUDGMENT, NOT VEHICLE LIMITATION.

HUMAN & FAMILY EXPERIENCE



DAY-CYCLE DIAGRAM



INFRASTRUCTURE, BORDERS & POLICY INTERACTION



ROAD TO LONDON: MOBILITY BEYOND BORDERS

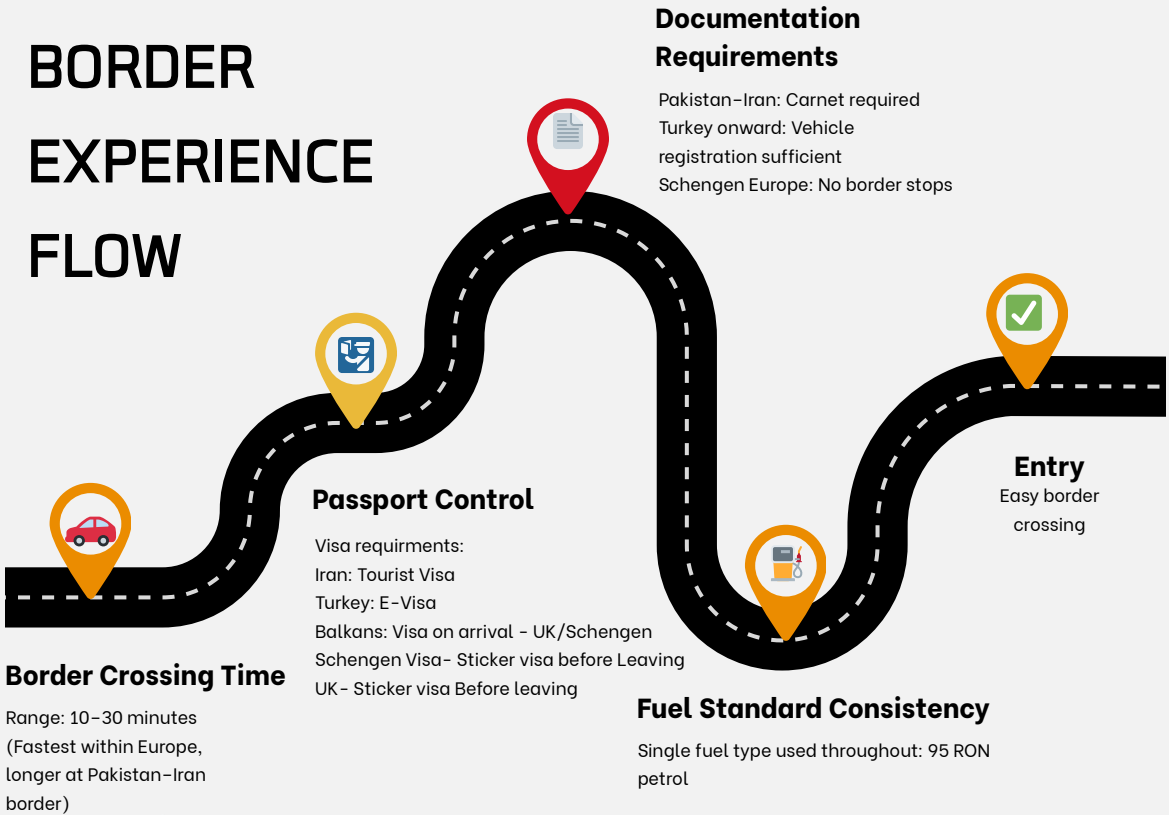
INFRASTRUCTURE, BORDERS & POLICY INTERACTION

Border crossing processes varied significantly by region, ranging from structured document checks to near-frictionless transit within integrated zones. Documentation requirements decreased progressively westward, reflecting higher levels of regulatory harmonization.

Fuel standards remained consistent, with high-octane fuel availability across regions. Traffic regulations showed strong similarity on highways, while urban areas emphasized pedestrian and cyclist priority. These observations demonstrate that mobility outcomes are strongly shaped by governance design and policy coordination rather than infrastructure quality alone.

REGION	BORDER FRICTION	DOCUMENTATION	RULE PREDICTABILITY
South Asia	Moderate	High	Moderate
West Asia	Low	Moderate	High
Balkans	Low	Low	High
Western Europe	None	Minimal	Very High

BORDER EXPERIENCE FLOW



Predictable infrastructure and policy alignment reduced psychological and operational load during cross-border travel.



IMPLICATIONS FOR TOURISM DEVELOPMENT



PAKISTAN TOURISM DEVELOPMENT CORPORATION

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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

Institutional Endorsement & Research Significance

This research was conducted with the endorsement of the **Pakistan Tourism Development Corporation (PTDC)**, enabling structured documentation and analysis of an overland journey originating from Pakistan.

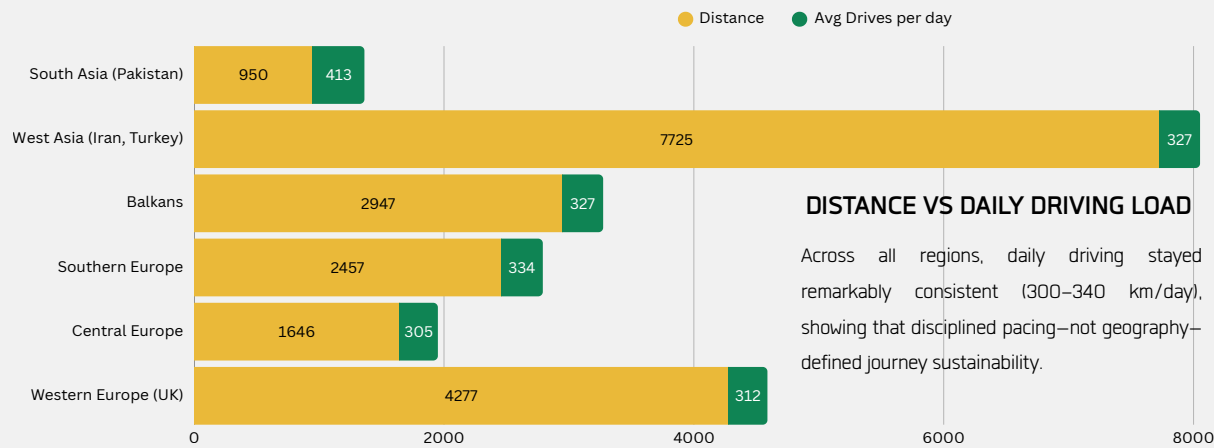
Through systematic daily logging and reflective data collection, the study contributes toward building a foundational database for overland travel from Pakistan—an area that remains largely undocumented in academic and policy literature.

By examining *Overland Journey from Pakistan: Road to London – mobility beyond borders*, the research highlights **how structured, civilian-led overland movement can support regional connectivity, tourism confidence, and corridor-level stability.**

This emerging field presents significant value for tourism institutions and academic programs, offering students practical insight into cross-border mobility, logistics, infrastructure, and human factors—domains with strong potential for employment generation, trade facilitation, and regional tourism development.

COST & PRACTICAL FEASIBILITY



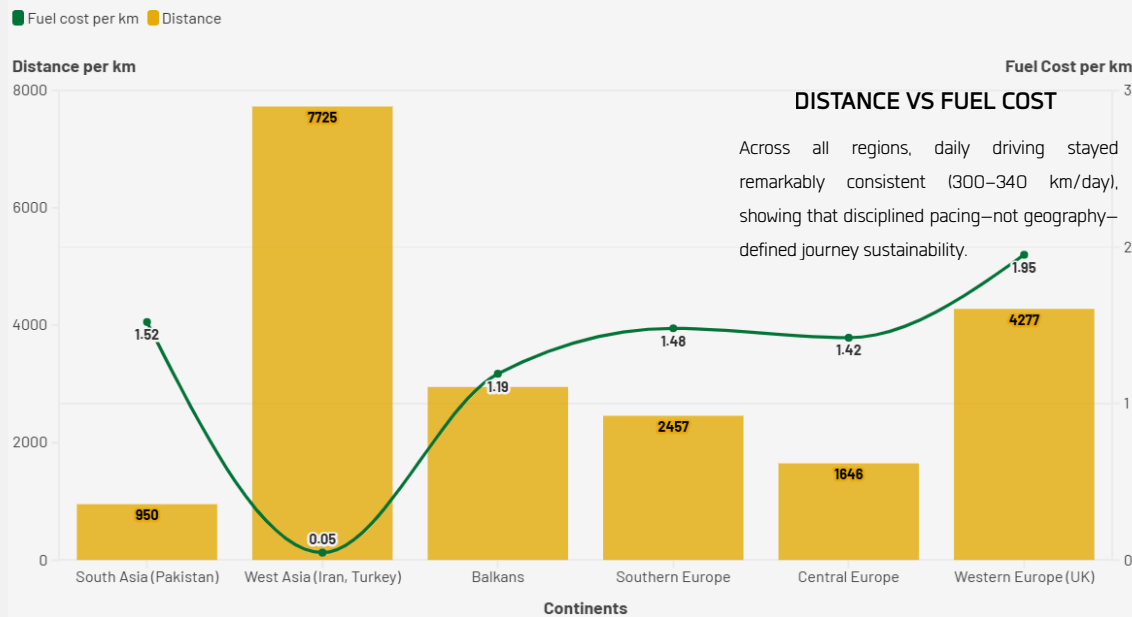


DISTANCE VS DAILY DRIVING LOAD

Across all regions, daily driving stayed remarkably consistent (300–340 km/day), showing that disciplined pacing—not geography—defined journey sustainability.

Daily distance stayed consistent across regions.

Mobility succeeds when systems work as predictably as vehicles do.



DISTANCE VS FUEL COST

Across all regions, daily driving stayed remarkably consistent (300–340 km/day), showing that disciplined pacing—not geography—defined journey sustainability.

Lowest cost per km: **West Asia**

Highest cost per km: **Western Europe**

COST & PRACTICAL FEASIBILITY

Daily operating costs were influenced primarily by fuel pricing, toll policies, and service costs rather than mechanical inefficiency. With planned refueling, disciplined driving hours, and basic logistical preparation,

FUEL | FOOD | TOLLS

Long-distance overland travel remained economically manageable. Cost predictability improved in regions with stable infrastructure and regulatory clarity. The findings indicate that perceived financial barriers to overland travel are often higher than actual costs when journeys are planned methodically.

Daily costs remained predictable when planned in advance.

SUSTAINABILITY CHECKLIST

What Made This Journey Sustainable

- ✓ Daylight-only driving
- ✓ Stops every 2 hours
- ✓ Fuel filled at day start
- ✓ Average 300–340 km/day
- ✓ One rest day between cities
- ✓ Simple packing discipline

Travel sustainability came from discipline and routine—not high budgets or specialized equipment.

LIMITATIONS & RESEARCH INTEGRITY

The study is based on a single vehicle and therefore does not claim statistical generalization. Environmental conditions were uncontrolled and varied by region. However, the longitudinal consistency of vehicle use, occupants, load, and driving discipline strengthens internal validity. This research is intended to complement, not replace, laboratory and simulation-based studies by revealing real-world interaction effects that controlled environments cannot fully capture.

REVIVAL OF REGIONAL CONNECTIVITY:

Across multiple encounters, it was noted that while diplomatic Pakistani plates are occasionally seen, civilian vehicles from Pakistan are extremely rare. These interactions highlight how civilian overland mobility serves as an unexpected yet powerful form of cultural presence and informal people-to-people exchange.

A Journalist student also covered our journey in Netherlands, covering an event happening in Amsterdam but not covered by mainstream newspapers.

FUTURE RESEARCH EXPANSION

This journey serves as a pilot framework for broader mobility research. Future expansion includes multi-vehicle replication, comparative studies between internal combustion and electric vehicles, analysis of driver-assistance system behavior across regions, and fleet-level scalability. A full six-continent, overland study is proposed to establish a comprehensive global mobility and tourism research model originating from Pakistan.



ARCHITECTURAL DEPARTMENT, TEHRAN INSTITUTE OF TECHNOLOGY

CULTURAL OBSERVATION:

NUMBER PLATE SPOTTING & HISTORICAL MOBILITY CORRIDORS

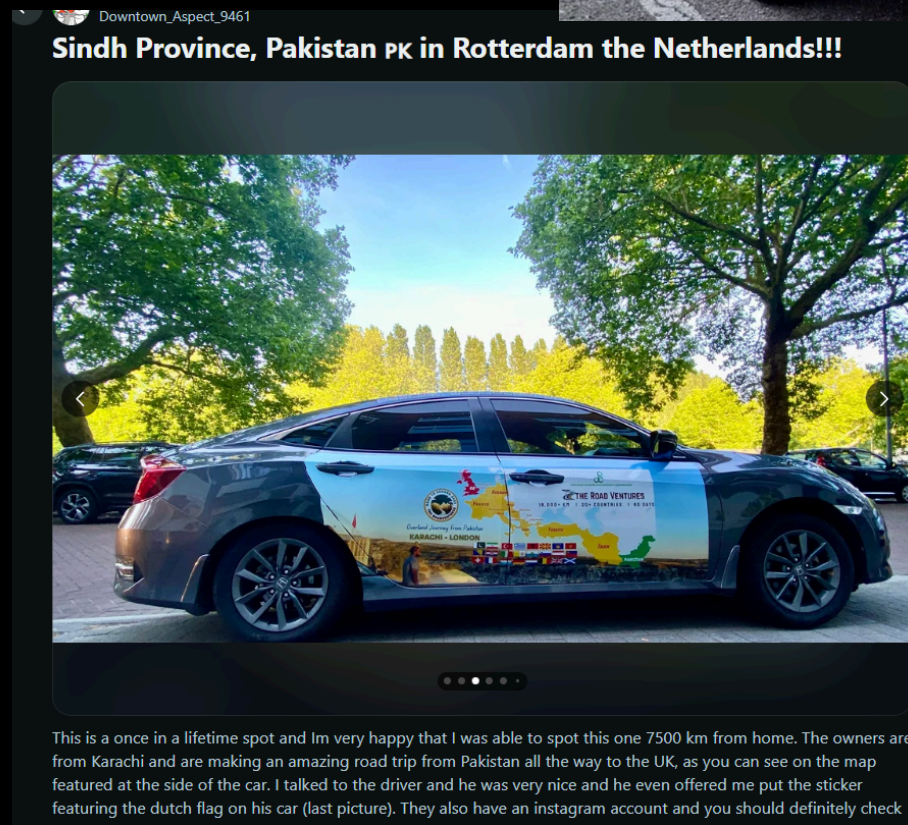
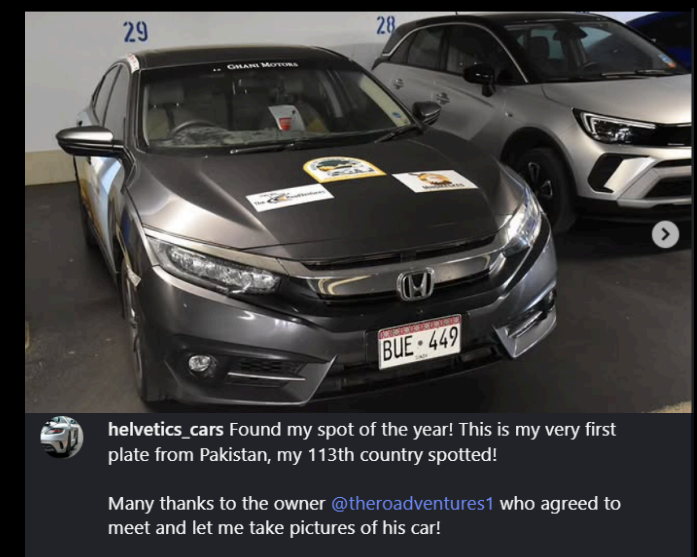
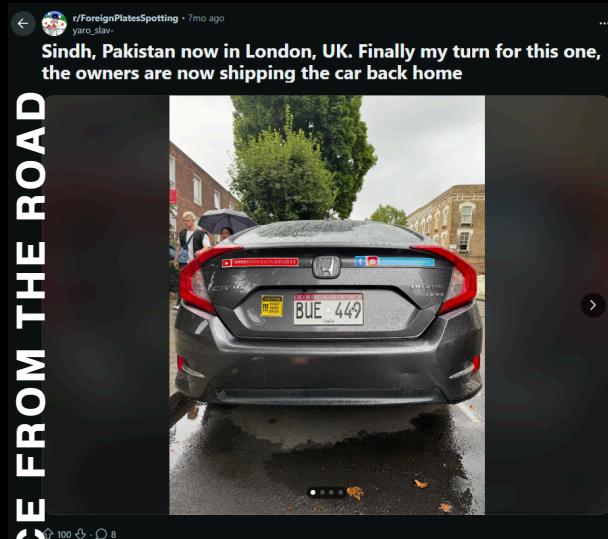
During the European segment of the journey, the vehicle attracted notable attention from members of the number plate spotting community—a long-established hobby across Europe.

Several individuals approached the team, including an enthusiast helvetics cars with over 55 years of spotting experience, who recalled last seeing a civilian Sindh (Pakistan) number plate in the 1970s, when overland travel from South Asia to Europe was more common.

Another enthusiast **Alessandro Zanotta**, aged 21, shared that he had been spotting number plates with his father since childhood; the Sindh plate represented the 106th country in his personal record. He demonstrated detailed awareness of Pakistan, including recent changes in Sindh's number plate design.



A Sindh civilian number plate in Europe sparked recognition, memory, and dialogue—reviving a travel corridor last common in the 1970s.



PUBLIC ENGAGEMENT & MEDIA RESPONSE



I saw you in front of me today

And came across your page!

Really love your goals and good luck!



Hello

We saw you today on the Tehran-Karaj road in Iran.

We took a look at your Instagram page and realized that you are planning a trip.

We wish you a happy time in Iran.

May your trip be filled with health, happiness and charm for you, your brother and your lovely child.

Your friend:

Amir Hossein

Throughout the journey, the vehicle and travelers frequently attracted attention from people encountered along the road, many of whom expressed curiosity, encouragement, and surprise at a civilian overland journey originating from Pakistan.

As the journey progressed, short-form videos and updates shared online gained significant traction, with several clips going viral and generating widespread discussion. During the initial two weeks, the journey received particularly strong attention within Pakistan, reflecting a high level of public interest and emotional investment.

PRESS & RECOGNITION

London

The Geo News

Tuesday, July 1, 2025



Geo News Urdu

@geonews_urdu · Follow



پاکستان سے برطانیہ۔۔۔ پہنچنے والے فیملی کے ہمراہ 23
ممالک کا سفر کرنے والے احمد خان کی دلچسپ کہانی



12:12 PM · Jul 1, 2025



64



Reply



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ROAD TO LONDON 2025

Karachi to London

24 COUNTRIES



60 DAYS

01 FAMILY

National TV Social Media Traction

– Road to London 2025

This momentum culminated in a warm and affirming reception upon arrival in London, where completion of the route was widely recognized as a symbolic milestone. Media engagement played a key role in contextualizing the journey for a broader audience, with coverage and support from **Mr. Tahir, Imran Baig of BOL TV and and Murtaza Ali Shah of GEO News**, helping frame the initiative as a story of mobility, perseverance, and representation. Concurrently, the journey achieved notable visibility across short-form video platforms such as Instagram Reels and TikTok—formats that currently dominate global digital engagement—allowing the experience to reach audiences well beyond immediate followers and reinforcing its relevance within contemporary patterns of online media consumption.

THANK YOU!

GET IN TOUCH WITH US



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FROM THE ARCHIVES



The Road to London journey was further strengthened by a gracious invitation from the Embassy of Pakistan in Ankara, where members of the mission hosted and engaged with the team, reinforcing the importance of civilian-led research in mobility and tourism. The presence of the Assistant High Commissioner and his remarks to our audience provided an encouraging message that elevated the visibility of this initiative and acknowledged its contribution to showcasing Pakistan's active participation in international mobility dialogue. This recognition not only bolstered the team's confidence but also underscored the role of diplomatic support in promoting research that bridges people-to-people connection, tourism understanding, and Pakistan's narrative across borders.