Safarnama

COMPANY PROFILE 2026

A Pakistani online travel agency for Umrah, Hajj, group tickets, flights, hotels, visas and transport — priced in PKR and supported in Urdu, Arabic and English.

Who we are

Safarnama has organised Umrah groups from Pakistan since 2012 and now runs as an online travel agency: families can compare packages, lock prices, pay securely by card through Stripe and manage everything from one account, with a 24/7 team in Pakistan and in Makkah.

Our mission

Make every journey to the Haramain simple, honest and affordable — with clear prices, licensed partners and people who pick up the phone.

120,000+
pilgrims and travellers served

14 years
organising Umrah groups

4.8 / 5
average rating, 9,400 reviews

24/7
support in Pakistan and Makkah

What we offer

- Umrah group packages and Umrah Plus custom packages
- Saudia and PIA group seats from Lahore, Karachi, Islamabad, Peshawar and Multan
- Hajj arrangements through licensed cluster partners
- Hotels in Makkah and Madinah, Haramain Train, transfers and Ziyarat
- Worldwide visas, travel insurance, tours and Saudi Season events
- Safarnama for Business: corporate Umrah and staff travel

Licences and registrations

Ministry of Religious Affairs, Pakistan	Registered Umrah operator · licence [licence no.]
Department of Tourist Services (DTS)	Travel agency licence · [licence no.]
IATA	Accredited travel agent · code [IATA code]
Ministry of Hajj and Umrah, Saudi Arabia	Approved external agent via Nusuk · [agent no.]
SECP	Safarnama (Pvt) Ltd · company no. [registration no.]

Milestones

2012	Safarnama starts organising Umrah groups from Lahore
2015	Karachi and Islamabad offices open
2018	IATA accreditation and our first charter group seats
2020	Makkah ground-operations team set up
2023	Group-ticket portal launched for travel agents
2026	Safarnama.ai launches online booking in Urdu, Arabic and English

Offices

Lahore (head office)	Main Boulevard, Gulberg III, Lahore
Karachi	Shahrah-e-Faisal, Karachi
Islamabad	Jinnah Avenue, Blue Area, Islamabad
Makkah operations	Al Aziziyah, Makkah, Saudi Arabia

Contact

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