GLOBAL DATA 2019

10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

PAKISTAN 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

5.9% OF TOTAL ECONOMY
Total T&T GDP = PKR2,285.8BN (USD16,756.5MN)

+4.7% 2019 Travel & Tourism GDP growth vs +3.3% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

3,881.9 JOBS (000’s)
(6.2% of total employment)

INTERNATIONAL VISITOR IMPACT

PKR116.2BN in visitor spend (3.1% of total exports)
(USD852.2MN)

PAKISTAN 2019 ANNUAL RESEARCH: KEY HIGHLIGHTS

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%. 1 in 4 net new jobs were created by Travel & Tourism over the last five years.

Global GDP impact by sector (2018 data). Share of total economy GDP

Mining
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

0% 5% 10% 15%

INBOUND ARRIVALS

1. UNITED KINGDOM 30%
2. UNITED STATES 16%
3. INDIA 8%
4. CHINA 8%
5. CANADA 5%
Rest of World 33%

OUTBOUND DEPARTURES

1. SAUDI ARABIA 48%
2. UNITED ARAB EMIRATES 15%
3. IRAN 6%
4. BAHRAIN 4%
5. CHINA 3%
Rest of World 24%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)

Leisure Spending 87%
Business Spending 13%
Domestic Spending 93%
International Spending 7%

All values are in constant 2019 prices & exchange rates
As reported in March 2020