PAKISTAN
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution
330MN Jobs globally (1 in 10 jobs)

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

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)

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%

SECTOR CHARACTERISTICS (2019)
- LEISURE SPENDING 87%
- BUSINESS SPENDING 13%
- DOMESTIC SPENDING 93%
- INTERNATIONAL SPENDING 7%

1All values are in constant 2019 prices & exchange rates
As reported in March 2020