# Pakistan: 2022 Annual Research: Key Highlights

## Global Data

<table>
<thead>
<tr>
<th></th>
<th>Total GDP contribution:</th>
<th>Total Travel &amp; Tourism jobs:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2019</strong></td>
<td>10.3% USD 9,630 BN</td>
<td>333 MN = 1 in 10 jobs</td>
</tr>
<tr>
<td><strong>Travel &amp; Tourism GDP change:</strong></td>
<td>-50.4% =USD -4,855 BN (Economy GDP = -3.3%)</td>
<td>271 MN = 1 in 12 jobs</td>
</tr>
<tr>
<td><strong>2020</strong></td>
<td>5.3% USD 4,775 BN</td>
<td>-62.0MN = -18.6%</td>
</tr>
<tr>
<td><strong>2021</strong></td>
<td>6.1% USD 5,812 BN</td>
<td>289 MN = 1 in 11 jobs</td>
</tr>
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## Pakistan Key Data

### Total contribution of Travel & Tourism to GDP:

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
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</thead>
<tbody>
<tr>
<td><strong>Total contribution of Travel &amp; Tourism to GDP:</strong></td>
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<td></td>
</tr>
<tr>
<td>$5.8% of Total Economy</td>
<td>PKR 3,051.4BN (USD 18,727.7MN)</td>
<td>3.9% of Total Economy</td>
<td>PKR 2,020.4BN (USD 12,400.0MN)</td>
</tr>
<tr>
<td>Change: -33.8% Economy change: -1.3%</td>
<td>=USD -4,855 BN (Economy GDP = -3.3%)</td>
<td>Change: +3.0% Economy change: +6.0%</td>
<td></td>
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</tbody>
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### Total contribution of Travel & Tourism to Employment:

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<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
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<tbody>
<tr>
<td><strong>Visitor Spend:</strong></td>
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<td>International:</td>
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<tr>
<td>PKR 178.5BN 3.6% of total exports (USD 1,095.2MN)</td>
<td>PKR 134.8BN 2.8% of total exports (USD 827.5MN)</td>
<td>PKR 138.8BN 2.9% of total exports (USD 852.1MN)</td>
<td></td>
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<tr>
<td>Change: -13.7%</td>
<td>Change: -24.4%</td>
<td>Change: +3.0%</td>
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<tr>
<td>Domestic:</td>
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<tr>
<td>PKR 2,134.5BN (USD 13,100.2MN)</td>
<td>PKR 1,292.5BN (USD 7,932.4MN)</td>
<td>PKR 1,396.2BN (USD 8,568.8MN)</td>
<td></td>
</tr>
<tr>
<td>Change: -39.4%</td>
<td>Change: +8.0%</td>
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## Notes:

1. Data provided by World Travel & Tourism Council
2. Change in Jobs is calculated as the difference between the total jobs in each year.
Pakistan Sector Characteristics

Domestic vs International Spending:

- **2019**
  - Domestic Spending: USD 13,100.2MN (92%)
  - International Spending: USD 1,095.2MN (8%)

- **2021**
  - Domestic Spending: USD 8,568.8MN (91%)
  - International Spending: USD 852.1MN (9%)

Leisure vs Business Spending:

- **2019**
  - Leisure Spending: USD 12,740.3MN (90%)
  - Business Spending: USD 1,455.1MN (10%)

- **2021**
  - Leisure Spending: USD 8,813.8MN (94%)
  - Business Spending: USD 607.0MN (6%)

Inbound Arrivals:

- **2019**
  - 1. United Kingdom 33%
  - 2. United States 15%
  - 3. India 9%
  - 4. China 7%
  - 5. Canada 5%
  - Rest of world 31%

- **2021**
  - 1. United States 18%
  - 2. United Kingdom 17%
  - 3. India 16%
  - 4. China 8%
  - 5. Grenada 4%
  - Rest of world 38%

Outbound Departures:

- **2019**
  - 1. United States 18%
  - 2. United Arab Emirates 15%
  - 3. India 7%
  - 4. China 8%
  - 5. Grenada 4%
  - Rest of world 31%

- **2021**
  - 1. Saudi Arabia 24%
  - 2. United Arab Emirates 24%
  - 3. Iran 22%
  - 4. Turkey 7%
  - 5. United States 4%
  - Rest of world 19%

Note: All percentage changes reflect year on year changes.

1. All values are in constant 2021 prices & exchange rates. As reported in March 2022
2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)
3. Source: Oxford Economics, national sources and UNWTO