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: 0%
- Automotive: 5%
- Agriculture: 10%
- Travel & Tourism: 15%
- Retail: 10%
- Financial Services: 15%

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)
- 2.5% VS +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)

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%

Note: Data are average shares over the 2016-2018 period.
Source: Oxford Economics, national sources and UNWTO
1All values are in constant 2019 prices & exchange rates
As reported in March 2020