PAKISTAN
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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

Alternative data: GK

10.3% Total GDP contribution

330 MN 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

PKR116.2 BN
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%
RESTR 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)

87% LEISURE SPENDING
13% BUSINESS SPENDING
93% DOMESTIC SPENDING
7% INTERNATIONAL SPENDING

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

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