PAKISTAN
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

2.5% Travel & Tourism grew significantly more at 3.5%

330 MN Jobs globally (1 in 10 jobs)

5.9% of total economy

1 in 4 net new jobs were created by Travel & Tourism over the last five years

+4.7% vs 3.3% real economy GDP growth

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

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)

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