PAKISTAN
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3%
Total GDP contribution

330MN
Jobs globally (1 in 10 jobs)

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

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%

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