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:

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

0% 5% 10% 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)

+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%
6. REST OF WORLD 33%

OUTBOUND DEPARTURES

1. SAUDI ARABIA 48%
2. UNITED ARAB EMIRATES 15%
3. IRAN 6%
4. BAHRAIN 4%
5. CHINA 3%
6. REST OF WORLD 24%

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

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SECTOR CHARACTERISTICS (2019)

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

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