

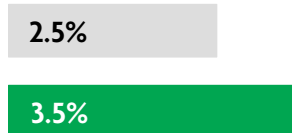
PAKISTAN

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

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



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}

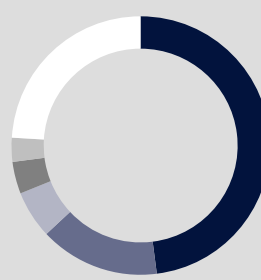
in visitor spend (**3.1%** of total exports)
(USD852.2MN)

INBOUND ARRIVALS



- 1. UNITED KINGDOM **30%**
- 2. UNITED STATES **16%**
- 3. INDIA **8%**
- 4. CHINA **8%**
- 5. CANADA **5%**
- **REST OF WORLD 33%**

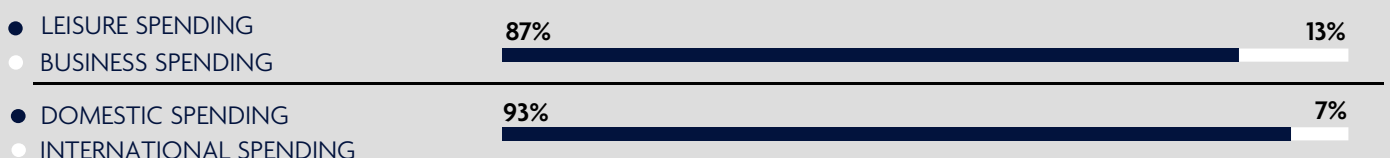
OUTBOUND DEPARTURES



- 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)



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