

International arrivals  
passengers, million (2012)

**0.97**  
(Rank: 88/202)



Int. Tourism Receipts  
current US\$, billion (2014)

**971**  
(Rank: 75/199)



Contribution to GDP  
current US\$, billion (2017)

**20**  
(Rank: 41/175)



Contribution to empl.  
thousands of jobs (2017)

**3,807**  
(Rank: 13/175)



T&T Competitiv.  
1-7 (best) (2015)

**124/140**  
Value: 2.9



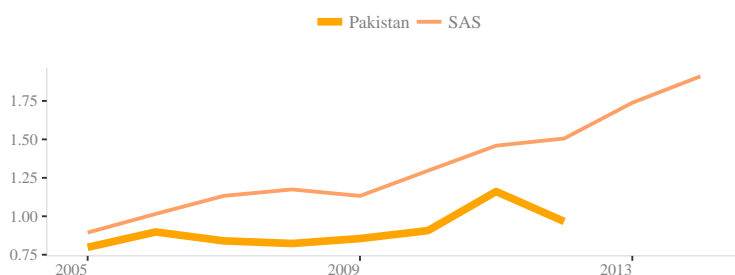
Capital investment  
current US\$, billion (2017)

**7.7**  
(Rank: 73/175)

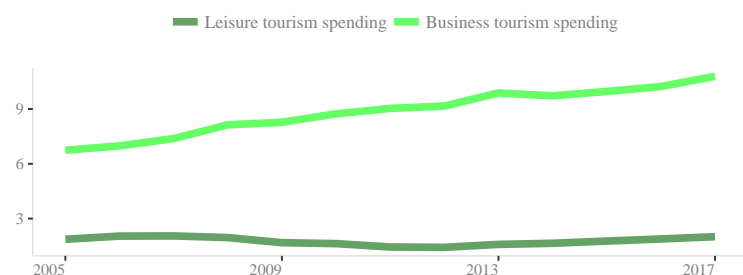


## TOURISM DEMAND

PASSENGER ARRIVALS, in millions



TOURISM EXPENDITURE BY PURPOSE, current \$US billion



## RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast.

1-7 (best) (2015)

**123/140** Value: 2.6

Cultural resour. & business travel

1-7 (best) (2015)

**58/139** Value: 1.8

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources

1-7 (best) (2015)

**116/140** Value: 2.2

Natural and cultural res. subindex

1-7 (best) (2015)

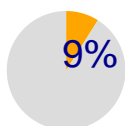
**97/140** Value: 2

SOURCE: WEF TTCR 2015

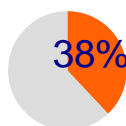
## TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports

Pakistan (2015)

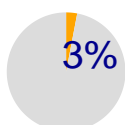


SAS (average, 2015)

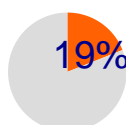


INTERNATIONAL TOURISM RECEIPTS, % of total exports

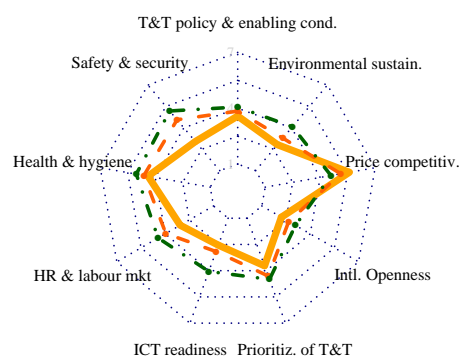
Pakistan (2014)



SAS (average, 2014)



SOURCE: WORLD BANK - WDI



● Pakistan ● SAS ● World

SOURCE: WEF TTCR 2015

# TOURISM ECONOMIC INDICATORS

## DIRECT v. TOTAL CONTRIBUTION

Total contribution to GDP, current US\$, billion- (2017)	20.0	2.1%
Total contribution to employment, thousands of jobs (2017)	3,807.3	5.8%
Direct contribution to GDP, current US\$, billion- (2017)	8.0	0.8%
Direct contribution to employment, thousands of jobs (2017)	1,476.6	2.3%

SOURCE: WTTC

## INTERNATIONAL TOURISM, in \$US (\*)

International tourism, receipts for travel items- (2014)	283
International tourism, receipts for passenger transport items (2014)	688
International tourism, expenditures for travel items- (2014)	1,217
International tourism, expenditures for passenger transport items (2014)	783

SOURCE: WORLD BANK - WDI

## CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption (2017)	10.5	(Rank: 49/175)
Domestic tourism spending (2017)	8.3	(Rank: 38/175)
Capital investment (2017)	1.2	(Rank: 73/175)

SOURCE: WTTC

## ACCESS AND TRANSPORT

Air transport infrast. 1-7 (best) (2015)	103/139	Value: 2.1
Ground & port infrast. 1-7 (best) (2015)	79/140	Value: 3.3

SOURCE: WEF TCCR 2015

# OTHER COMPETITIVENESS INDICATORS

Price competitiv. 1-7 (best) (2015)	8/140	Value: 5.6
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Business envmnt 1-7 (best) (2015)	87/139	Value: 4.2
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SOURCE: WEF TCCR 2015

Prioritiz. of T&T 1-7 (best) (2015)	116/139	Value: 3.7
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HR & labour mkt 1-7 (best) (2015)	137/140	Value: 3.1
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SOURCE: WEF TCCR 2015

(\*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.