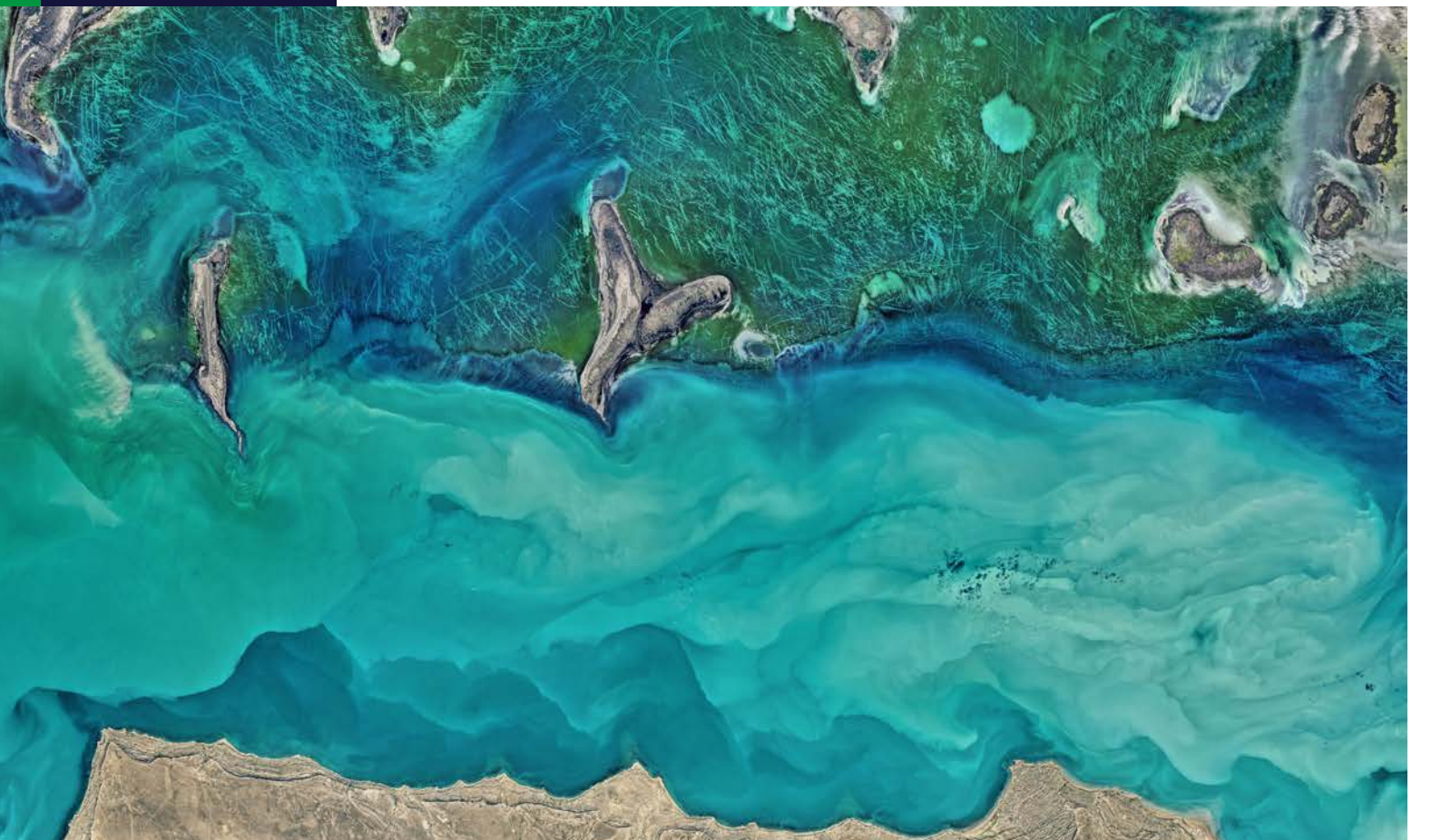





WORLD
TRAVEL &
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TRAVEL & TOURISM
ECONOMIC IMPACT 2017
PAKISTAN





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COVER: Ice Scours The North Caspian Sea - NASA
INSIDE COVER: Prince Regent National Park, Australia - NASA



FOREWORD

The United Nations has designated 2017 the *International Year of Sustainable Tourism for Development*. As one of the world's largest economic sectors, Travel & Tourism creates jobs, drives exports, and generates prosperity across the world. The International Year provides an enormous opportunity to further showcase the tremendous economic, social, cultural, environmental, and heritage value that the sector can bring.

The right policy and investment decisions are only made with empirical evidence. For over 25 years, the World Travel & Tourism Council (WTTC) has been providing this evidence, quantifying the economic and employment impact of Travel & Tourism. This year, the 2017 Annual Economic Reports cover 185 countries and 26 regions of the world, providing the necessary data on 2016 performance as well as unique 10-year forecasts on the sector's potential.

Despite the ever-increasing and unpredictable shocks from terrorist attacks and political instability, to health pandemics and natural disasters, Travel & Tourism continued to show its resilience in 2016, contributing direct GDP growth of 3.1% and supporting 6 million net additional jobs in the sector. In total, Travel & Tourism generated US\$7.6 trillion (10.2% of global GDP) and 292 million jobs in 2016, equivalent to 1 in 10 jobs in the global economy. The sector accounted for 6.6% of total global exports and almost 30% of total global service exports.

For the sixth successive year, growth in Travel & Tourism outpaced that of the global economy (2.5%). Additionally in 2016, direct Travel & Tourism GDP growth not only outperformed the economy-wide growth recorded in 116 of the 185 countries covered by the annual economic impact research (including in major Travel & Tourism economies such as Australia, Canada, China, India, Mexico and South Africa), but it also was stronger than the growth recorded in the financial and business services, manufacturing, public services, retail and distribution, and transport sectors.

The outlook for the Travel & Tourism sector in 2017 remains robust and will continue to be at the forefront of wealth and employment creation in the global economy, despite the emergence of a number of challenging headwinds. Direct Travel & Tourism GDP growth is expected to accelerate to 3.8%, up from 3.1% in 2016. As nations seem to be looking increasingly inward, putting in place barriers to trade and movement of people, the role of Travel & Tourism becomes even more significant, as an engine of economic development and as a vehicle for sharing cultures, creating peace, and building mutual understanding.

Over the longer term, growth of the Travel & Tourism sector will continue to be strong so long as the investment and development takes place in an open and sustainable manner. Enacting pro-growth travel policies that share benefits more equitably can foster a talent and business environment necessary to enable Travel & Tourism to realise its potential. In doing so, not only can we expect the sector to support over 380 million jobs by 2027, but it will continue to grow its economic contribution, providing the rationale for the further protection of nature, habitats, and biodiversity.

WTTC is proud to continue to provide the evidence base required in order to help both public and private bodies make the right decisions for the future growth of a sustainable Travel & Tourism sector.

David Scowsill
President & CEO



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THE ECONOMIC IMPACT OF TRAVEL & TOURISM MARCH 2017

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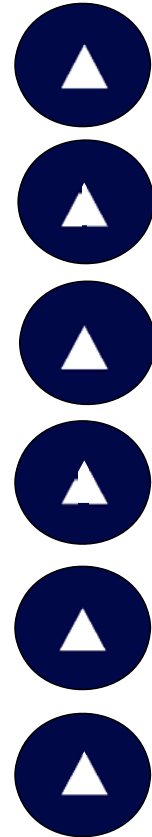
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PAKISTAN

2017 ANNUAL RESEARCH: KEY FACTS ¹

2017 FORECAST



GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was PKR793.0bn (USD7.6bn), 2.7% of total GDP in 2016 and is forecast to rise by 5.1% in 2017, and to rise by 5.6% pa, from 2017-2027, to PKR1,432.1bn (USD13.6bn), 2.7% of total GDP in 2027.

GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was PKR2,033.5bn (USD19.4bn), 6.9% of GDP in 2016, and is forecast to rise by 6.0% in 2017, and to rise by 5.8% pa to PKR3,793.0bn (USD36.1bn), 7.2% of GDP in 2027.

EMPLOYMENT: DIRECT CONTRIBUTION

In 2016 Travel & Tourism directly supported 1,337,500 jobs (2.3% of total employment). This is expected to rise by 2.3% in 2017 and rise by 2.5% pa to 1,757,000 jobs (2.3% of total employment) in 2027.

EMPLOYMENT: TOTAL CONTRIBUTION

In 2016, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 6.0% of total employment (3,550,500 jobs). This is expected to rise by 3.0% in 2017 to 3,657,000 jobs and rise by 2.7% pa to 4,783,000 jobs in 2027 (6.3% of total).

VISITOR EXPORTS

Visitor exports generated PKR93.8bn (USD893.8mn), 3.6% of total exports in 2016. This is forecast to grow by 3.1% in 2017, and grow by 7.7% pa, from 2017-2027, to PKR204.0bn (USD1,942.8mn) in 2027, 2.8% of total.

INVESTMENT

Travel & Tourism investment in 2016 was PKR375.2bn, 9.3% of total investment (USD3.6bn). It should rise by 8.1% in 2017, and rise by 8.0% pa over the next ten years to PKR872.0bn (USD8.3bn) in 2027, 11.4% of total.

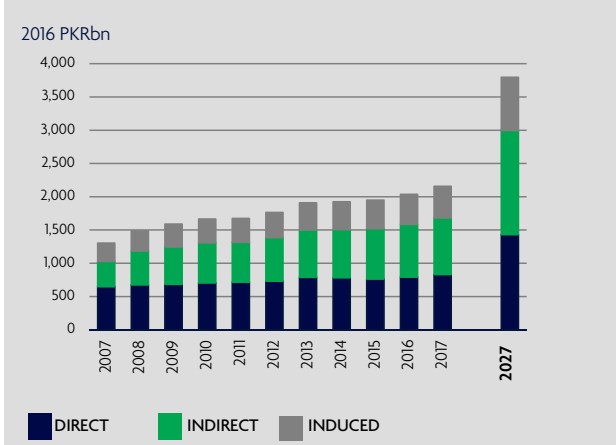
¹All values are in constant 2016 prices & exchange rates

WORLD RANKING (OUT OF 185 COUNTRIES):

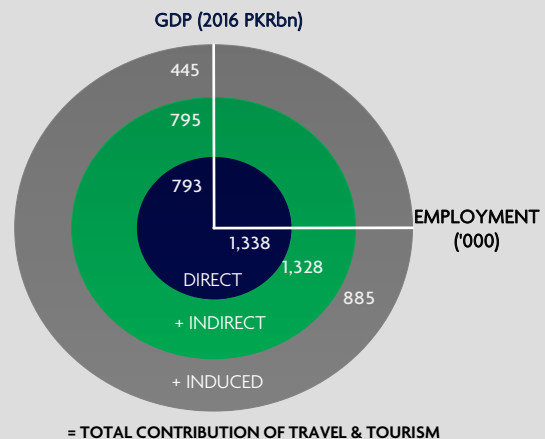
Relative importance of Travel & Tourism's total contribution to GDP

47 ABSOLUTE Size in 2016	136 RELATIVE SIZE Contribution to GDP in 2016	45 GROWTH 2017 forecast	33 LONG-TERM GROWTH Forecast 2017-2027
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TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP

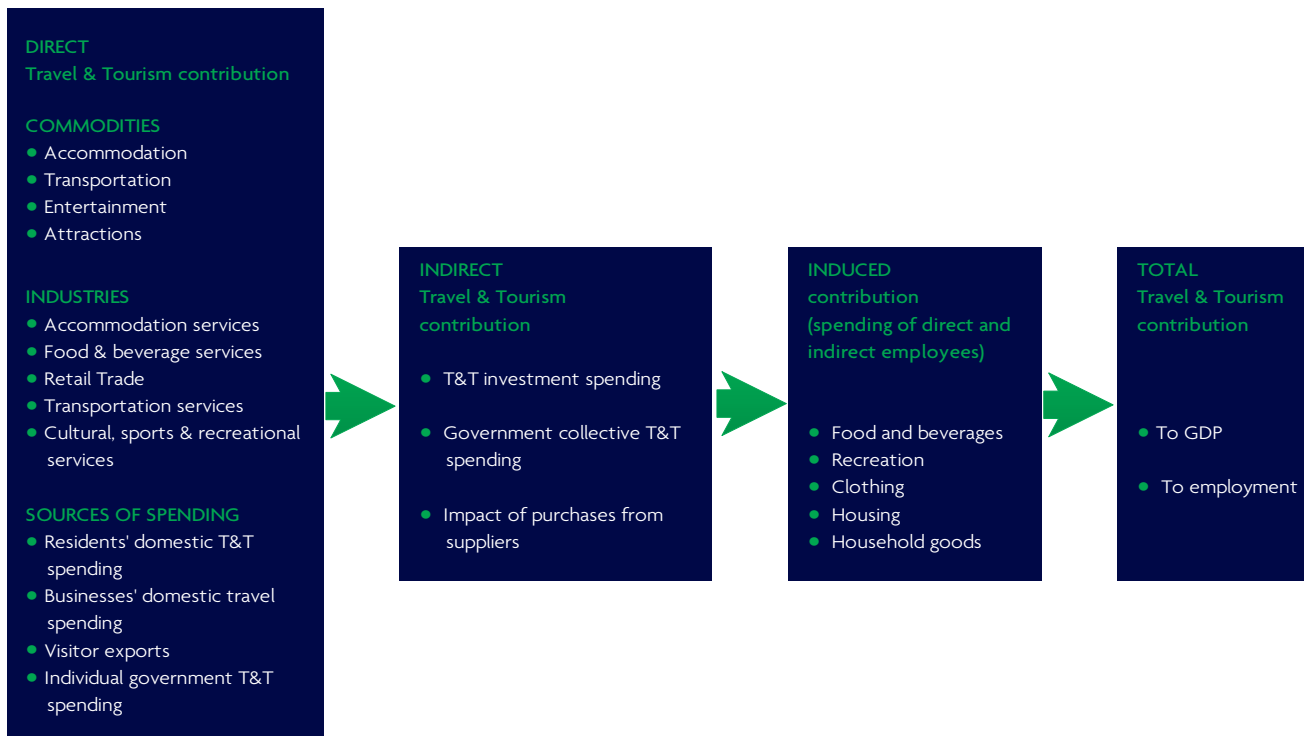


BREAKDOWN OF TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP AND EMPLOYMENT 2016



DEFINING THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM

Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. The UN Statistics Division-approved Tourism Satellite Accounting methodology (TSA:RMF 2008) quantifies only the direct contribution of Travel & Tourism. But WTTC recognises that Travel & Tourism's total contribution is much greater, and aims to capture its indirect and induced impacts through its annual research.



DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP reflects the 'internal' spending on Travel & Tourism (total spending within a particular country on Travel & Tourism by residents and non-residents for business and leisure purposes) as well as government 'individual' spending - spending by government on Travel & Tourism services directly linked to visitors, such as cultural (eg museums) or recreational (eg national parks).

The direct contribution of Travel & Tourism to GDP is calculated to be consistent with the output, as expressed in National Accounting, of tourism-characteristic sectors such as hotels, airlines, airports, travel agents and leisure and recreation services that deal directly with tourists. The direct contribution of Travel & Tourism to GDP is calculated from total internal spending by 'netting out' the purchases made by the different tourism sectors. This measure is consistent with the definition of Tourism GDP, specified in the 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008).

The total contribution of Travel & Tourism includes its 'wider impacts' (ie the indirect and induced impacts) on the economy. The 'indirect' contribution includes the GDP and jobs supported by:

- Travel & Tourism investment spending – an important aspect of both current and future activity that includes investment activity such as the purchase of new aircraft and construction of new hotels;
- Government 'collective' spending, which helps Travel & Tourism activity in many different ways as it is made on behalf of the 'community at large' – eg tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services, etc;
- Domestic purchases of goods and services by the sectors dealing directly with tourists – including, for example, purchases of food and cleaning services by hotels, of fuel and catering services by airlines, and IT services by travel agents.

The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism industry.

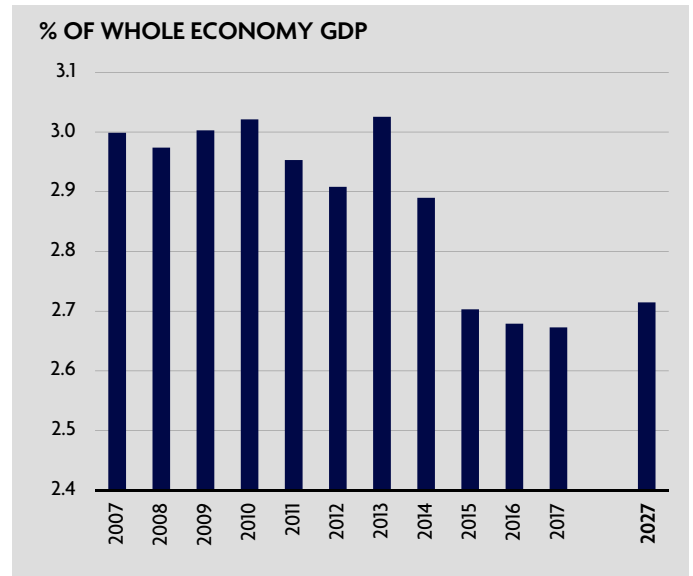
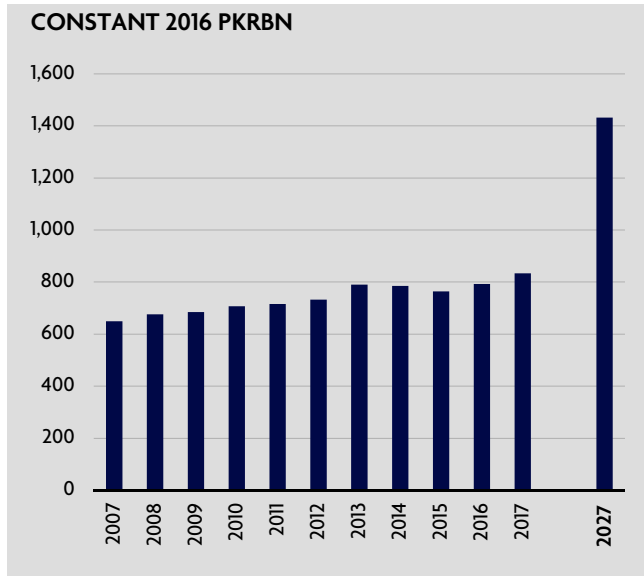
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

TRAVEL & TOURISM'S CONTRIBUTION TO GDP¹

The direct contribution of Travel & Tourism to GDP in 2016 was PKR793.0bn (2.7% of GDP). This is forecast to rise by 5.1% to PKR833.8bn in 2017. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

The direct contribution of Travel & Tourism to GDP is expected to grow by 5.6% pa to PKR1,432.1bn (2.7% of GDP) by 2027.

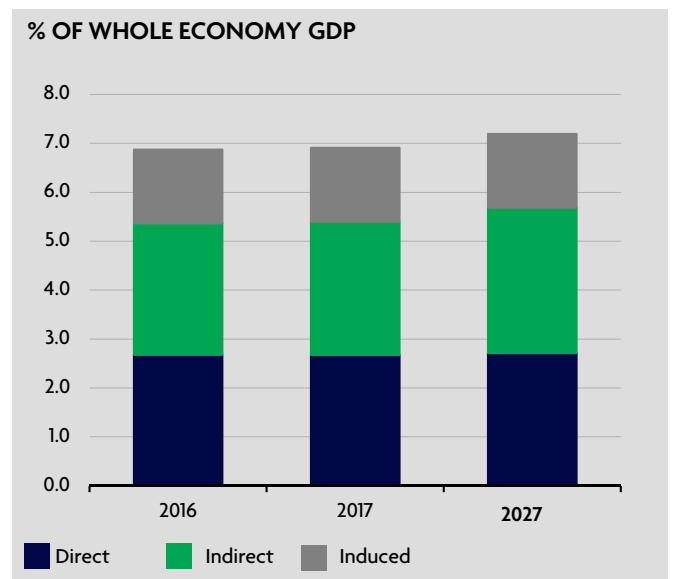
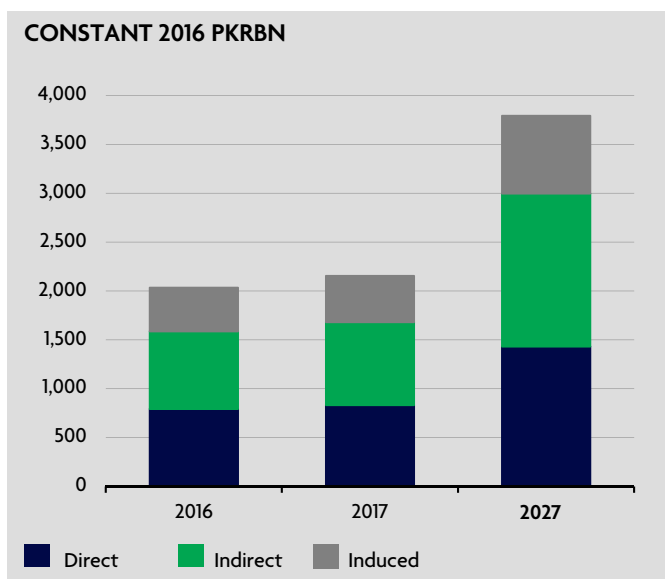
PAKISTAN: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was PKR2,033.5bn in 2016 (6.9% of GDP) and is expected to grow by 6.0% to PKR2,154.6bn (6.9% of GDP) in 2017.

It is forecast to rise by 5.8% pa to PKR3,793.0bn by 2027 (7.2% of GDP).

PAKISTAN: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP



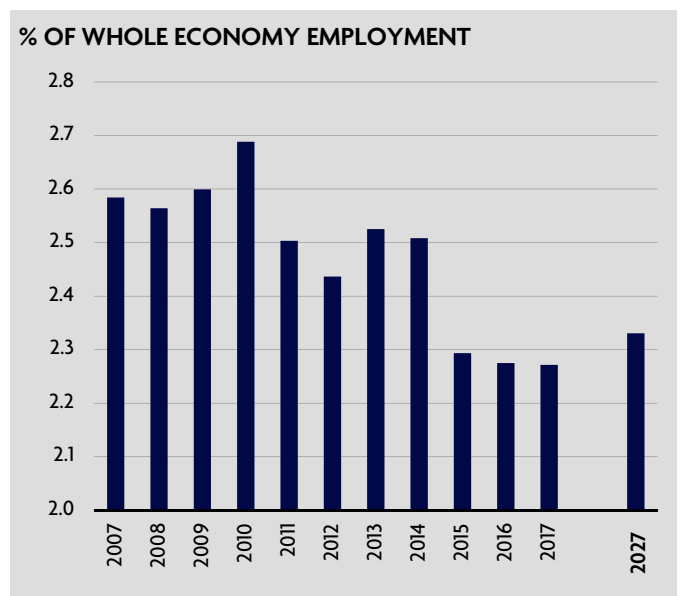
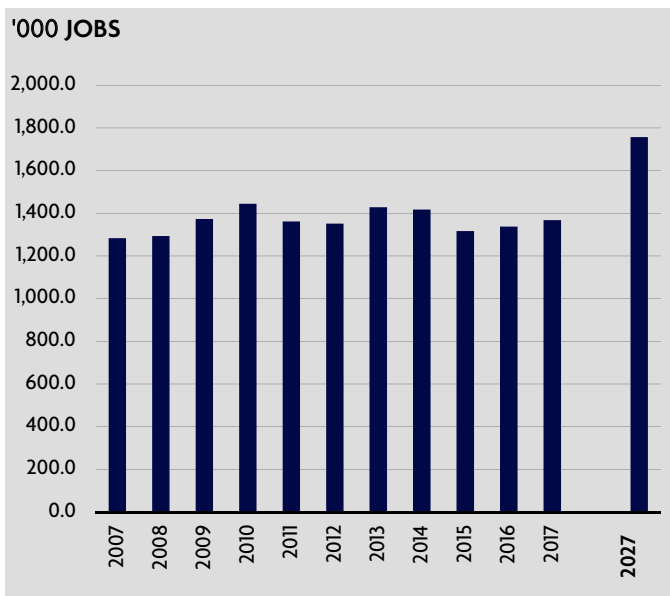
¹ All values are in constant 2016 prices & exchange rates

TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 1,337,500 jobs directly in 2016 (2.3% of total employment) and this is forecast to grow by 2.3% in 2017 to 1,368,000 (2.3% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

By 2027, Travel & Tourism will account for 1,757,000 jobs directly, an increase of 2.5% pa over the next ten years.

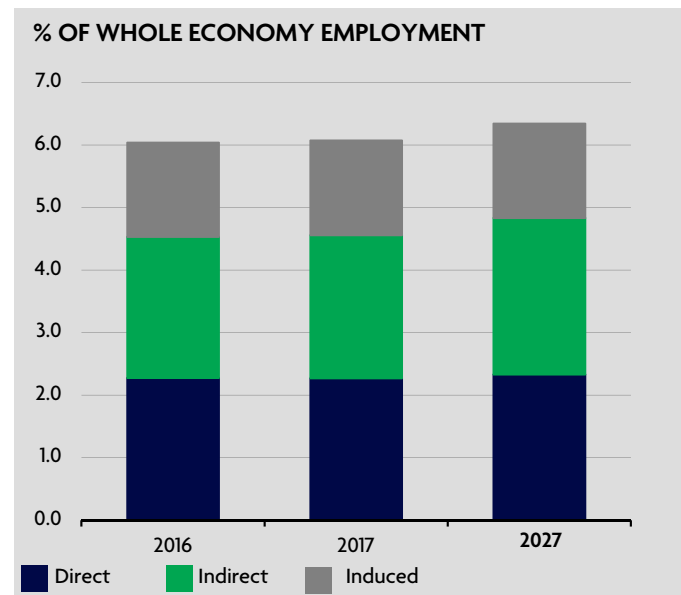
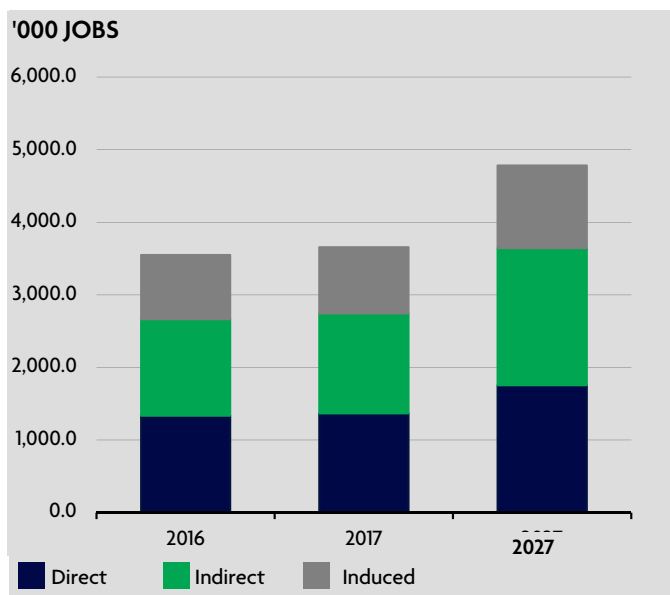
PAKISTAN: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 3,550,500 jobs in 2016 (6.0% of total employment). This is forecast to rise by 3.0% in 2017 to 3,657,000 jobs (6.1% of total employment).

By 2027, Travel & Tourism is forecast to support 4,783,000 jobs (6.3% of total employment), an increase of 2.7% pa over the period.

PAKISTAN: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



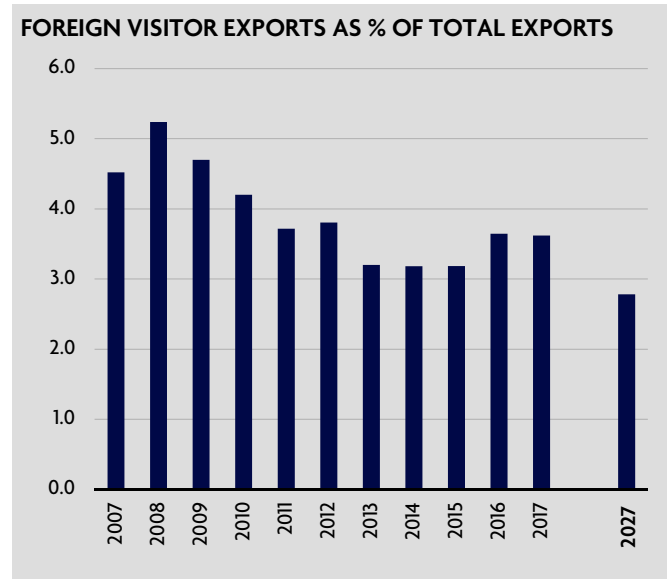
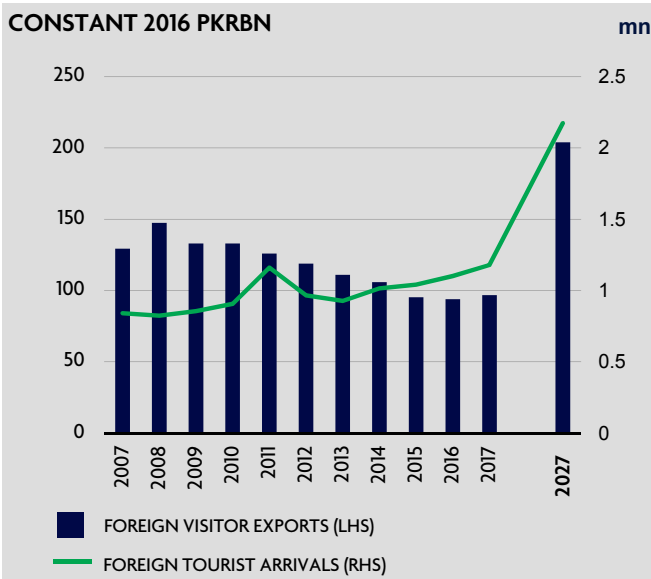
VISITOR EXPORTS AND INVESTMENT¹

VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2016, Pakistan generated PKR93.8bn in visitor exports. In 2017, this is expected to grow by 3.1%, and the country is expected to attract 1,179,000 international tourist arrivals.

By 2027, international tourist arrivals are forecast to total 2,173,000, generating expenditure of PKR204.0bn, an increase of 7.7% pa.

PAKISTAN:VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS

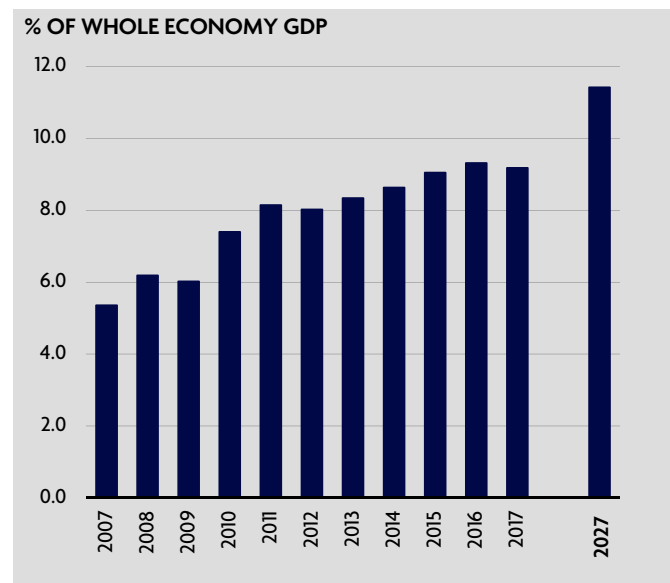
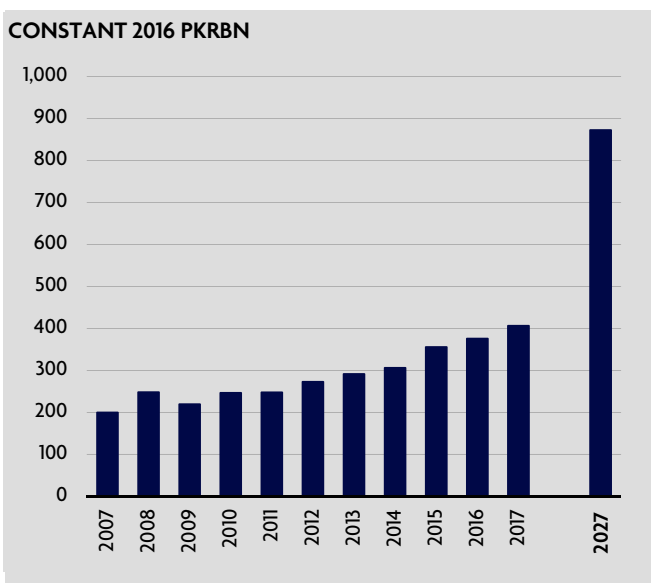


INVESTMENT

Travel & Tourism is expected to have attracted capital investment of PKR375.2bn in 2016. This is expected to rise by 8.1% in 2017, and rise by 8.0% pa over the next ten years to PKR872.0bn in 2027.

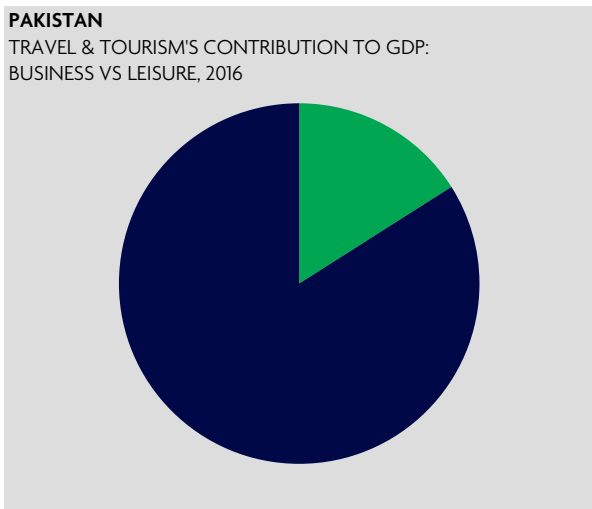
Travel & Tourism's share of total national investment will rise from 9.2% in 2017 to 11.4% in 2027.

PAKISTAN:CAPITAL INVESTMENT IN TRAVEL & TOURISM



¹ All values are in constant 2016 prices & exchange rates

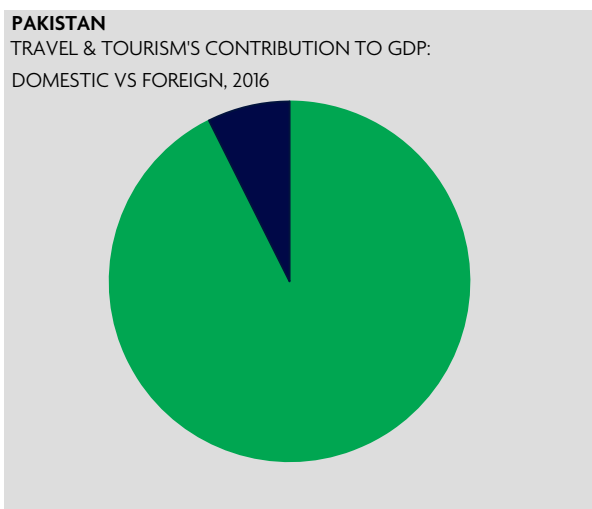
DIFFERENT COMPONENTS OF TRAVEL & TOURISM¹



Leisure travel spending (inbound and domestic) generated 84.0% of direct Travel & Tourism GDP in 2016 (PKR1,066.5bn) compared with 16.0% for business travel spending (PKR203.1bn).

Leisure travel spending is expected to grow by 4.9% in 2017 to PKR1,118.5bn, and rise by 5.8% pa to PKR1,968.1bn in 2027.

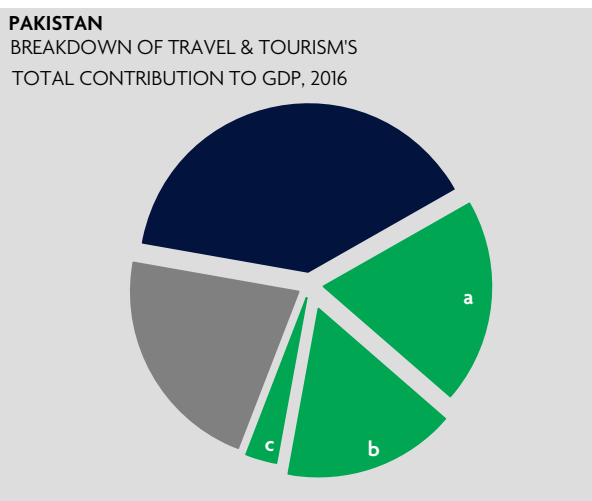
Business travel spending is expected to grow by 6.5% in 2017 to PKR216.2bn, and rise by 5.5% pa to PKR368.0bn in 2027.



Domestic travel spending generated 92.6% of direct Travel & Tourism GDP in 2016 compared with 7.4% for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to grow by 5.3% in 2017 to PKR1,238.0bn, and rise by 5.6% pa to PKR2,132.0bn in 2027.

Visitor exports are expected to grow by 3.1% in 2017 to PKR96.7bn, and rise by 7.7% pa to PKR204.0bn in 2027.



The Travel & Tourism industry contributes to GDP and employment in many ways as detailed on page 2.

The total contribution of Travel & Tourism to GDP is nearly three times greater than its direct contribution.

¹ All values are in constant 2016 prices & exchange rates

COUNTRY RANKINGS: ABSOLUTE CONTRIBUTION, 2016

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP		2016 (US\$bn)
2	China	275.2
9	India	71.7
13	Thailand	36.7
	World Average	19.1
22	Indonesia	17.0
	South Asia Average	15.2
29	Malaysia	14.0
45	Pakistan	7.6
54	Bangladesh	5.3
61	Sri Lanka	4.4
76	Myanmar	2.1
117	Nepal	0.8

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT		2016 '000 jobs
1	India	25394.7
2	China	23680.6
	South Asia Average	4776.2
7	Thailand	2313.7
10	Indonesia	1944.2
12	Pakistan	1337.7
16	Bangladesh	1056.8
	World Average	843.9
21	Myanmar	804.2
25	Malaysia	639.7
37	Nepal	426.9
39	Sri Lanka	405.9

TRAVEL & TOURISM INVESTMENT		2016 (US\$bn)
2	China	137.6
5	India	34.0
14	Indonesia	13.6
20	Thailand	7.0
	South Asia Average	6.6
27	Malaysia	5.0
	World Average	4.4
36	Pakistan	3.6
67	Bangladesh	0.9
68	Sri Lanka	0.9
134	Nepal	0.2
140	Myanmar	0.1

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2016 (US\$bn)
2	China	1000.7
7	India	208.9
15	Thailand	82.5
22	Indonesia	57.9
	World Average	57.3
	South Asia Average	42.1
27	Malaysia	40.4
47	Pakistan	19.4
61	Bangladesh	10.6
62	Sri Lanka	9.7
87	Myanmar	4.6
123	Nepal	1.6

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT		2016 '000 jobs
1	China	69527.7
2	India	40343.0
	South Asia Average	7999.7
7	Indonesia	6708.6
9	Thailand	5739.0
13	Pakistan	3550.4
20	Bangladesh	2186.9
	World Average	2152.9
24	Malaysia	1700.7
25	Myanmar	1662.2
39	Nepal	945.0
42	Sri Lanka	894.5

VISITOR EXPORTS		2016 (US\$bn)
2	China	119.7
4	Thailand	53.7
14	India	22.8
22	Malaysia	17.5
28	Indonesia	13.0
	World Average	7.6
	South Asia Average	5.3
54	Sri Lanka	4.5
76	Myanmar	2.3
111	Pakistan	0.9
130	Nepal	0.4
155	Bangladesh	0.1

The tables on pages 7-10 provide brief extracts from the full WTTC Country League Table Rankings, highlighting comparisons with competing destinations as well as with the world and regional average. Averages in above tables are simple cross-country averages. The competing destinations selected are those that offer a similar tourism product and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbours.

COUNTRY RANKINGS: RELATIVE CONTRIBUTION, 2016

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP		2016 % share
25	Thailand	9.2
55	Sri Lanka	5.1
60	Malaysia	4.7
92	Nepal	3.6
105	India	3.3
	South Asia	3.2
	World	3.1
114	Myanmar	3.0
127	Pakistan	2.7
137	China	2.5
150	Bangladesh	2.2
161	Indonesia	1.8

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT		2016 % share
46	Thailand	6.1
51	India	5.8
	South Asia	5.0
64	Sri Lanka	4.8
71	Malaysia	4.5
	World	3.6
110	China	3.1
115	Nepal	2.9
121	Myanmar	2.7
138	Pakistan	2.3
163	Bangladesh	1.8
168	Indonesia	1.6

TRAVEL & TOURISM CONTRIBUTION TO TOTAL CAPITAL INVESTMENT		2016 % share
54	Pakistan	9.3
74	Thailand	7.1
79	Malaysia	6.5
85	India	5.7
	South Asia	5.4
106	Indonesia	4.4
	World	4.4
114	Sri Lanka	4.0
144	Nepal	3.0
146	China	2.9
179	Bangladesh	1.2
185	Myanmar	0.6

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2016 % share
35	Thailand	20.6
59	Malaysia	13.7
71	Sri Lanka	11.4
	World	10.2
97	India	9.6
106	China	9.0
	South Asia	8.9
124	Nepal	7.5
136	Pakistan	6.9
141	Myanmar	6.6
144	Indonesia	6.2
173	Bangladesh	4.3

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT		2016 % share
50	Thailand	15.1
68	Malaysia	12.0
78	Sri Lanka	10.7
	World	9.6
94	India	9.3
100	China	9.0
	South Asia	8.3
133	Nepal	6.4
140	Pakistan	6.0
149	Myanmar	5.7
150	Indonesia	5.6
174	Bangladesh	3.8

VISITOR EXPORTS CONTRIBUTION TO EXPORTS		2016 % share
44	Myanmar	26.4
45	Sri Lanka	26.1
57	Thailand	19.2
62	Nepal	17.7
96	Malaysia	8.8
104	Indonesia	7.6
	World	6.6
	South Asia	6.1
125	India	5.4
128	China	5.3
149	Pakistan	3.6
181	Bangladesh	0.4

COUNTRY RANKINGS: REAL GROWTH, 2017

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP		2017 % growth
6	Thailand	9.3
25	China	7.5
42	India	6.9
46	Nepal	6.8
South Asia		6.6
53	Bangladesh	6.2
82	Pakistan	5.1
83	Sri Lanka	5.1
100	Indonesia	4.3
104	Malaysia	4.2
World		3.8
128	Myanmar	3.5

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT		2017 % growth
22	Thailand	6.3
24	Nepal	6.0
78	Sri Lanka	3.6
118	Pakistan	2.3
South Asia		2.2
123	India	2.1
World		2.1
132	Malaysia	1.9
134	Bangladesh	1.8
138	Indonesia	1.7
151	China	1.0
157	Myanmar	0.5

TRAVEL & TOURISM INVESTMENT		2017 % growth
1	Bangladesh	13.9
4	Thailand	10.3
11	Myanmar	8.8
16	Malaysia	8.2
18	Pakistan	8.1
27	China	7.4
29	Sri Lanka	7.3
South Asia		5.0
88	India	4.5
World		4.1
112	Indonesia	2.9
161	Nepal	0.3

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2017 % growth
5	Thailand	9.4
21	Bangladesh	7.2
23	China	7.1
30	India	6.7
South Asia		6.6
43	Nepal	6.2
45	Pakistan	6.0
54	Sri Lanka	5.5
99	Indonesia	4.3
103	Malaysia	4.2
115	Myanmar	3.8
World		3.6

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT		2017 % growth
6	Thailand	6.9
23	Nepal	5.4
86	Pakistan	3.0
98	Sri Lanka	2.8
99	Bangladesh	2.7
South Asia		2.0
World		1.9
122	India	1.8
124	Malaysia	1.8
129	China	1.7
131	Indonesia	1.7
169	Myanmar	-0.93

VISITOR EXPORTS		2017 % growth
12	Bangladesh	11.2
21	Thailand	10.3
41	Nepal	9.0
South Asia		5.6
101	India	5.4
109	Sri Lanka	5.2
111	Malaysia	5.2
World		4.5
141	Myanmar	3.5
151	Indonesia	3.1
152	Pakistan	3.1
154	China	3.0

COUNTRY RANKINGS: LONG TERM GROWTH, 2017 - 2027

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP		2017 - 2027 % growth pa
3	China	7.5
5	Myanmar	7.4
8	India	6.8
10	Thailand	6.7
	South Asia	6.6
12	Sri Lanka	6.6
25	Bangladesh	6.1
41	Indonesia	5.6
43	Pakistan	5.6
58	Malaysia	5.2
95	Nepal	4.3
	World	4.0

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2017 - 2027 % growth pa
2	Myanmar	7.5
3	China	7.2
6	Bangladesh	7.1
8	India	6.7
	South Asia	6.6
10	Thailand	6.5
20	Indonesia	6.2
22	Sri Lanka	6.1
33	Pakistan	5.8
53	Malaysia	5.4
93	Nepal	4.3
	World	3.9

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT		2017 - 2027 % growth pa
7	Thailand	5.0
10	Myanmar	4.8
23	Malaysia	3.9
27	Sri Lanka	3.7
70	Nepal	2.9
85	Pakistan	2.5
92	Indonesia	2.4
	World	2.2
	South Asia	2.1
105	India	2.1
125	China	1.7
175	Bangladesh	0.6

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT		2017 - 2027 % growth pa
6	Thailand	4.6
13	Malaysia	4.0
20	Myanmar	3.8
34	China	3.5
67	Indonesia	2.9
68	Nepal	2.9
73	Pakistan	2.7
74	Sri Lanka	2.7
	World	2.5
	South Asia	2.0
109	India	2.0
115	Bangladesh	1.8

TRAVEL & TOURISM CONTRIBUTION TO TOTAL CAPITAL INVESTMENT		2017 - 2027 % growth pa
2	Myanmar	9.6
3	Bangladesh	9.3
8	Pakistan	8.0
10	China	6.9
16	Indonesia	6.6
	South Asia	5.9
41	India	5.7
45	Nepal	5.5
47	Thailand	5.5
48	Malaysia	5.5
	World	4.5
149	Sri Lanka	2.6

VISITOR EXPORTS CONTRIBUTION TO TOTAL EXPORTS		2017 - 2027 % growth pa
4	Myanmar	8.3
7	Pakistan	7.7
9	Bangladesh	7.6
14	Thailand	7.3
15	Sri Lanka	7.3
26	Nepal	6.8
32	Indonesia	6.5
	South Asia	6.1
44	India	6.1
61	Malaysia	5.4
	World	4.3
184	China	0.2

SUMMARY TABLES: ESTIMATES & FORECASTS

PAKISTAN	2016 USDbn ¹	2016 % of total	2017 Growth ²	USDbn ¹	2027 % of total	Growth ³
Direct contribution to GDP	7.6	2.7	5.1	13.6	2.7	5.6
Total contribution to GDP	19.4	6.9	6.0	36.1	7.2	5.8
Direct contribution to employment ⁴	1,338	2.3	2.3	1,757	2.3	2.5
Total contribution to employment ⁴	3,550	6.0	3.0	4,783	6.3	2.7
Visitor exports	0.9	3.2	3.1	1.9	2.5	7.7
Domestic spending	11.2	4.0	5.3	20.3	4.0	5.6
Leisure spending	10.2	2.2	4.9	18.7	2.3	5.8
Business spending	1.9	0.4	6.5	3.5	0.4	5.5
Capital investment	3.6	9.3	8.1	8.3	11.4	8.0

¹2016 constant prices & exchange rates; ²2017 real growth adjusted for inflation (%); ³2017-2027 annualised real growth adjusted for inflation (%); ⁴'000 jobs

SOUTH ASIA	2016 USDbn ¹	2016 % of total	2017 Growth ²	USDbn ¹	2027 % of total	Growth ³
Direct contribution to GDP	91.1	3.2	6.6	184.3	3.4	6.6
Total contribution to GDP	252.9	8.9	6.6	508.9	9.5	6.6
Direct contribution to employment ⁴	28,658	5.0	2.2	36,063	5.2	2.1
Total contribution to employment ⁴	47,998	8.3	2.0	59,973	8.6	2.0
Visitor exports	31.6	6.1	5.6	60.5	7.5	6.1
Domestic spending	190.6	6.7	6.8	398.8	7.4	7.0
Leisure spending	207.0	3.0	6.7	429.1	3.2	6.9
Business spending	15.1	0.2	5.7	30.2	0.2	6.6
Capital investment	39.9	5.4	5.0	74.6	5.5	5.9

¹2016 constant prices & exchange rates; ²2017 real growth adjusted for inflation (%); ³2017-2027 annualised real growth adjusted for inflation (%); ⁴'000 jobs

WORLDWIDE	2016 USDbn ¹	2016 % of total	2017 Growth ²	USDbn ¹	2027 % of total	Growth ³
Direct contribution to GDP	2,306.0	3.1	3.8	3,537.1	3.5	4.0
Total contribution to GDP	7,613.3	10.2	3.6	11,512.9	11.4	3.9
Direct contribution to employment ⁴	108,741	3.6	2.1	138,086	4.0	2.2
Total contribution to employment ⁴	292,220	9.6	1.9	381,700	11.1	2.5
Visitor exports	1,401.5	6.6	4.5	2,221.0	7.2	4.3
Domestic spending	3,574.6	4.8	3.7	5,414.1	5.4	3.9
Leisure spending	3,822.5	2.3	3.9	5,917.7	2.7	4.1
Business spending	1,153.6	0.7	4.0	1,719.9	0.8	3.7
Capital investment	806.5	4.4	4.1	1,307.1	5.0	4.5

¹2016 constant prices & exchange rates; ²2017 real growth adjusted for inflation (%); ³2017-2027 annualised real growth adjusted for inflation (%); ⁴'000 jobs

% of total refers to each indicator's share of the relevant whole economy indicator such as GDP and employment. Visitor exports is shown relative to total exports of goods and services. Domestic spending is expressed relative to whole economy GDP. For leisure and business spending, their direct contribution to Travel & Tourism GDP is calculated as a share of whole economy GDP (the sum of these shares equals the direct contribution). Investment is relative to whole economy investment.

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2016 PRICES

PAKISTAN (PKRbn, real 2016 prices)	2011	2012	2013	2014	2015	2016	2017E	2027F
1. Visitor exports	125.9	118.8	111.0	105.9	95.3	93.8	96.7	204.0
2. Domestic expenditure (includes government individual spending)	1030.2	1063.7	1158.6	1153.1	1127.7	1175.7	1238.0	2132.0
3. Internal tourism consumption (= 1 + 2)	1156.1	1182.5	1269.5	1259.0	1222.9	1269.5	1334.7	2336.0
4. Purchases by tourism providers, including imported goods (supply chain)	-439.9	-450.1	-479.5	-473.8	-458.8	-476.5	-500.9	-903.9
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	716.2	732.4	790.1	785.2	764.1	793.0	833.8	1,432.1
Other final impacts (indirect & induced)	370.5	378.9	408.7	406.2	395.3	410.2	431.4	740.9
6 Domestic supply chain								
7. Capital investment	247.3	272.2	290.8	305.6	354.9	375.2	405.6	872.0
8. Government collective spending	41.1	46.2	50.5	51.7	55.0	62.6	66.1	116.9
9. Imported goods from indirect spending	-58.9	-40.8	-38.2	-40.1	-47.7	-52.9	-54.4	-163.9
10. Induced	355.2	373.3	405.2	413.0	425.8	445.5	472.1	795.0
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	1,671.6	1,762.3	1,907.1	1,921.6	1,947.4	2,033.5	2,154.6	3,793.0
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	1,362.0	1,352.2	1,428.8	1,417.7	1,316.9	1,337.7	1,368.2	1,757.5
13. Total contribution of Travel & Tourism to employment	3,290.6	3,376.7	3,582.9	3,571.0	3,474.8	3,550.4	3,657.1	4,782.9
Other indicators								
14. Expenditure on outbound travel	201.8	209.7	186.7	231.0	239.5	256.4	275.5	464.4

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

PAKISTAN (PKRbn, nominal prices)	2011	2012	2013	2014	2015	2016	2017E	2027F
1. Visitor exports	94.9	94.6	95.1	98.1	92.7	93.8	102.6	321.1
2. Domestic expenditure (includes government individual spending)	776.3	846.7	993.2	1068.2	1096.8	1175.7	1313.5	3355.4
3. Internal tourism consumption (= 1 + 2)	871.2	941.3	1088.4	1166.2	1189.5	1269.5	1416.1	3676.5
4. Purchases by tourism providers, including imported goods (supply chain)	-331.5	-358.3	-411.0	-438.9	-446.3	-476.5	-531.4	-1,422.6
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	539.7	583.0	677.3	727.4	743.2	793.0	884.7	2,253.9
Other final impacts (indirect & induced)	279.2	301.6	350.4	376.3	384.5	410.2	457.7	1,166.0
6. Domestic supply chain								
7. Capital investment	186.4	216.7	249.3	283.1	345.2	375.2	430.3	1,372.4
8. Government collective spending	31.0	36.8	43.3	47.9	53.5	62.6	70.1	184.0
9. Imported goods from indirect spending	-44.3	-32.5	-32.8	-37.1	-46.4	-52.9	-57.7	-258.0
10. Induced	267.7	297.2	347.4	382.6	414.2	445.5	500.9	1,251.2
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	1,259.6	1,402.8	1,635.0	1,780.1	1,894.1	2,033.5	2,285.9	5,969.5
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	1,362.0	1,352.2	1,428.8	1,417.7	1,316.9	1,337.7	1,368.2	1,757.5
13. Total contribution of Travel & Tourism to employment	3,290.6	3,376.7	3,582.9	3,571.0	3,474.8	3,550.4	3,657.1	4,782.9
Other indicators								
14. Expenditure on outbound travel	152.1	166.9	160.1	214.0	232.9	256.4	292.3	730.8

*Concepts shown in this table align with the standard table totals as described in the *2008 Tourism Satellite Account: Recommended Methodological Framework* (TSA: RMF 2008) developed by the United Nations Statistical Division (UNSD), the Statistical Office of the European Communities (EUROSTAT), the Organisation for Economic Co-operation and Development (OECD) and the World Tourism Organization (UNWTO).

Historical data for concepts has been benchmarked to match reported TSA data where available.

THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: GROWTH

PAKISTAN	2011	2012	2013	2014	2015	2016	2017E	2027F ²
Growth ¹ (%)								
1. Visitor exports	-5.3	-5.6	-6.6	-4.6	-10.0	-1.5	3.1	7.7
2. Domestic expenditure (includes government individual spending)	2.7	3.2	8.9	-0.5	-2.2	4.3	5.3	5.6
3. Internal tourism consumption (= 1 + 2)	1.8	2.3	7.4	-0.8	-2.9	3.8	5.1	5.8
4. Purchases by tourism providers, including imported goods (supply chain)	2.6	2.3	6.5	-1.2	-3.2	3.9	5.1	6.1
5. Direct contribution of Travel & Tourism to GDP (= 3 + 4)	1.3	2.3	7.9	-0.6	-2.7	3.8	5.1	5.6
Other final impacts (indirect & induced)	1.3	2.3	7.9	-0.6	-2.7	3.8	5.1	5.6
6. Domestic supply chain								
7. Capital investment	0.6	10.1	6.8	5.1	16.1	5.7	8.1	8.0
8. Government collective spending	-1.7	12.4	9.3	2.3	6.4	13.8	5.6	5.9
9. Imported goods from indirect spending	18.1	-30.7	-6.3	4.9	19.0	10.8	2.8	11.7
10. Induced	1.0	5.1	8.5	1.9	3.1	4.6	6.0	5.3
11. Total contribution of Travel & Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)	0.5	5.4	8.2	0.8	1.3	4.4	6.0	5.8
Employment impacts ('000)								
12. Direct contribution of Travel & Tourism to employment	-5.8	-0.7	5.7	-0.8	-7.1	1.6	2.3	2.5
13. Total contribution of Travel & Tourism to employment	-5.4	2.6	6.1	-0.3	-2.7	2.2	3.0	2.7
Other indicators								
14. Expenditure on outbound travel	16.3	3.9	-10.9	23.7	3.6	7.1	7.5	5.4

¹2011-2016 real annual growth adjusted for inflation (%); ²2017-2027 annualised real growth adjusted for inflation (%)

GLOSSARY

KEY DEFINITIONS

TRAVEL & TOURISM

Relates to the activity of travellers on trips outside their usual environment with a duration of less than one year. Economic activity related to all aspects of such trips is measured within the research.

DIRECT CONTRIBUTION TO GDP

GDP generated by industries that deal directly with tourists, including hotels, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists. It is equivalent to total internal Travel & Tourism spending (see below) within a country less the purchases made by those industries (including imports). In terms of the UN's Tourism Satellite Account methodology it is consistent with total GDP calculated in table 6 of the TSA: RMF 2008.

DIRECT CONTRIBUTION TO EMPLOYMENT

The number of direct jobs within Travel & Tourism. This is consistent with total employment calculated in table 7 of the TSA: RMF 2008.

TOTAL CONTRIBUTION TO GDP

GDP generated directly by the Travel & Tourism sector plus its indirect and induced impacts (see below).

TOTAL CONTRIBUTION TO EMPLOYMENT

The number of jobs generated directly in the Travel & Tourism sector plus the indirect and induced contributions (see below).

DIRECT SPENDING IMPACTS

VISITOR EXPORTS

Spending within the country by international tourists for both business and leisure trips, including spending on transport, but excluding international spending on education. This is consistent with total inbound tourism expenditure in table 1 of the TSA: RMF 2008.

DOMESTIC TRAVEL & TOURISM SPENDING

Spending within a country by that country's residents for both business and leisure trips. Multi-use consumer durables are not included since they are not purchased solely for tourism purposes. This is consistent with total domestic tourism expenditure in table 2 of the TSA: RMF 2008. Outbound spending by residents abroad is not included here, but is separately identified according to the TSA: RMF 2008 (see below).

GOVERNMENT INDIVIDUAL SPENDING

Spending by government on Travel & Tourism services directly linked to visitors, such as cultural services (eg museums) or recreational services (eg national parks).

INTERNAL TOURISM CONSUMPTION

Total revenue generated within a country by industries that deal directly with tourists including visitor exports, domestic spending

and government individual spending. This does not include spending abroad by residents. This is consistent with total internal tourism expenditure in table 4 of the TSA: RMF 2008.

BUSINESS TRAVEL & TOURISM SPENDING

Spending on business travel within a country by residents and international visitors.

LEISURE TRAVEL & TOURISM SPENDING

Spending on leisure travel within a country by residents and international visitors.

INDIRECT AND INDUCED IMPACTS

INDIRECT CONTRIBUTION

The contribution to GDP and jobs of the following three factors:

- **CAPITAL INVESTMENT:** Includes capital investment spending by all industries directly involved in Travel & Tourism. This also constitutes investment spending by other industries on specific tourism assets such as new visitor accommodation and passenger transport equipment, as well as restaurants and leisure facilities for specific tourism use. This is consistent with total tourism gross fixed capital formation in table 8 of the TSA: RMF 2008.
- **GOVERNMENT COLLECTIVE SPENDING:** Government spending in support of general tourism activity. This can include national as well as regional and local government spending. For example, it includes tourism promotion, visitor information services, administrative services and other public services. This is consistent with total collective tourism consumption in table 9 of TSA: RMF 2008.
- **SUPPLY-CHAIN EFFECTS:** Purchases of domestic goods and services directly by different industries within Travel & Tourism as inputs to their final tourism output.

INDUCED CONTRIBUTION

The broader contribution to GDP and employment of spending by those who are directly or indirectly employed by Travel & Tourism.

OTHER INDICATORS

OUTBOUND EXPENDITURE

Spending outside the country by residents on all trips abroad. This is fully aligned with total outbound tourism expenditure in table 3 of the TSA: RMF 2008.

FOREIGN VISITOR ARRIVALS

The number of arrivals of foreign visitors, including same-day and overnight visitors (tourists) to the country.

METHODOLOGICAL NOTE

WTTC has an on-going commitment to align its economic impact research with the UN Statistics Division-approved 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA:RMF 2008). This involves the benchmarking of country reports to official, published TSAs, including for countries which are reporting data for the first time, as well as existing countries reporting an additional year's data. New country TSAs incorporated this year include Albania, Indonesia, and Mauritius bringing our total of countries in our benchmarking dataset to 54. Furthermore, we have sourced updated TSAs for 28 countries.

In 2017, we have also been able to add a new country, Tajikistan, taking our coverage to 185 countries. WTTC also produces reports on 25 other regions, sub-regions and economic and geographic groups. This year, there are 10 reports for special economic and geographic groups with GCC and the Organisation of Islamic Cooperation being included for the first time.

ECONOMIC AND GEOGRAPHIC GROUPS

APEC (ASIA-PACIFIC ECONOMIC COOPERATION)

Australia, Brunei, Canada, Chile, China, Hong Kong, Indonesia, Japan, South Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, Philippines, Russian Federation, Singapore, Taiwan, Thailand, USA, Vietnam.

FORMER NETHERLANDS ANTILLES

Bonaire, Curacao, Sint Maarten, Saba and Sint Eustatius.

G20

Argentina, Australia, Brazil, Canada, China, European Union, France*, Germany*, India, Indonesia, Italy*, Japan, Mexico, Russian Federation, Saudi Arabia, South Africa, South Korea, Turkey, UK*, USA.

GCC (GULF COOPERATION COUNCIL)

Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE

OAS (ORGANIZATION OF AMERICAN STATES)

Argentina, Antigua and Barbuda, Bahamas, Barbados, Belize, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Dominica, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, St Kitts and Nevis, Nicaragua, Panama, Paraguay, Peru, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad and Tobago, USA, Uruguay.

OECD (ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT)

Australia, Austria, Belgium, Canada, Chile, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, South Korea, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, UK, USA.

(OIC) ORGANISATION FOR ISLAMIC COOPERATION**

Albania, Algeria, Azerbaijan, Bahrain, Bangladesh, Benin, Brunei Darussalam, Burkina Faso, Cameroon, Chad, Comoros, Egypt, Gabon, Gambia, Guinea, Guyana, Indonesia, Iran, Iraq, Ivory Coast, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Lebanon, Libya, Malaysia, Maldives, Mali, Morocco, Mozambique, Niger, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, Senegal, Sierra Leone, Sudan, Suriname, Syria, Tajikistan, Togo, Tunisia, Turkey, UAE, Uganda, Uzbekistan, Yemen.

OTHER OCEANIA

American Samoa, Cook Islands, French Polynesia, Guam, Marshall Islands, Micronesia (Federated States of), New Caledonia, Niue, Northern Mariana Islands, Palau, Samoa, Tuvalu.

PACIFIC ALLIANCE

Chile, Colombia, Mexico, Peru.

SADC (SOUTHERN AFRICAN DEVELOPMENT COMMUNITY)

Angola, Botswana, Democratic Republic of Congo (DRC), Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia, Zimbabwe.

* included in European Union

** no data for Afghanistan, Djibouti, Guinea-Bissau, Mauritania, Palestine, Somalia or Turkmenistan

ECONOMIC IMPACT REPORTS:

REGIONS, SUB REGIONS & COUNTRIES

WORLD										
REGION	SUB REGION	COUNTRY	REGION	SUB REGION	COUNTRY	REGION	SUB REGION	COUNTRY		
AFRICA	NORTH AFRICA	Algeria	AMERICAS	CARIBBEAN	Anguilla	ASIA-PACIFIC	NORTHEAST ASIA	China		
		Egypt			Antigua and Barbuda			Hong Kong		
		Libya			Aruba			Japan		
		Morocco			Bahamas			South Korea		
		Tunisia			Barbados			Macau		
	SUB-SAHARAN	Angola			Bermuda			Mongolia		
		Benin			British Virgin Islands			Taiwan		
		Botswana			Cayman Islands			Kazakhstan		
		Burkina Faso			Cuba			Kyrgyzstan		
		Burundi			Dominica			Tajikistan		
		Cameroon			Dominican Republic		Uzbekistan			
		Cape Verde			Former Netherland Antillies		OCEANIA	Australia		
		Central African Republic			Grenada			Fiji		
		Chad			Guadeloupe			Kiribati		
		Comoros			Haiti			New Zealand		
		Congo			Jamaica			Papua New Guinea		
		Cote d'Ivoire			Martinique			Solomon Islands		
		Democratic Republic of Congo			Puerto Rico			Tonga		
		Ethiopia			St Kitts and Nevis			Vanuatu		
		Gabon			St Lucia			Other Oceanic States		
		Gambia			St Vincent and the Grenadines			SOUTH ASIA	Bangladesh	
		Ghana			Trinidad and Tobago		India			
		Guinea			US Virgin Islands		Maldives			
		Kenya			LATIN AMERICA		Nepal			
		Lesotho					Argentina		Pakistan	
		Madagascar					Belize		Sri Lanka	
		Malawi					Bolivia		SOUTHEAST ASIA (ASEAN)	Brunei Darussalam
		Mali					Brazil			Cambodia
		Mauritius					Chile			Indonesia
		Mozambique					Colombia			Laos
		Namibia					Costa Rica	Malaysia		
		Niger					Ecuador	Myanmar		
		Nigeria					El Salvador	Philippines		
		Reunion		Guatemala	Singapore					
		Rwanda		Guyana	Thailand					
		Sao Tome and Principe		Honduras	Vietnam					
		Senegal		Nicaragua	EUROPE		EUROPEAN UNION	Austria		
		Seychelles		Panama				Belgium		
		Sierra Leone		Paraguay				Bulgaria		
		South Africa		Peru				Croatia		
		Sudan and South Sudan		Suriname				Cyprus		
		Swaziland		Uruguay			Czech Republic			
		Tanzania		Venezuela			Denmark			
		Togo		NORTH AMERICA			Canada	Estonia		
		Uganda					Mexico	Finland		
		Zambia					USA	France		
		Zimbabwe					Germany			
							Greece			
							MIDDLE EAST	Bahrain		
								Iran		
								Iraq		
								Israel		
			Jordan							
			OTHER EUROPE	Kuwait						
				Lebanon						
				Oman						
				Qatar						
				Saudi Arabia						
				Syria						
				United Arab Emirates						
				Yemen						



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Contributing data to the WTTC Economic Impact Model

STR is the source for premium hotel data benchmarking, analytics and marketplace insights. STR provides data that is reliable, confidential, accurate and actionable, and their comprehensive solutions empower clients to strategize and compete within their markets. The range of products includes data-driven solutions, thorough analytics and unrivalled marketplace insights, all built to fuel business growth and help clients make better operational and financial decisions. STR maintains a presence in 16 countries, and collects data for over 55,000 hotels across 180 countries.



HOW MONEY TRAVELS

THE DIRECT, INDIRECT AND INDUCED EFFECT OF TOURISM SPENDING



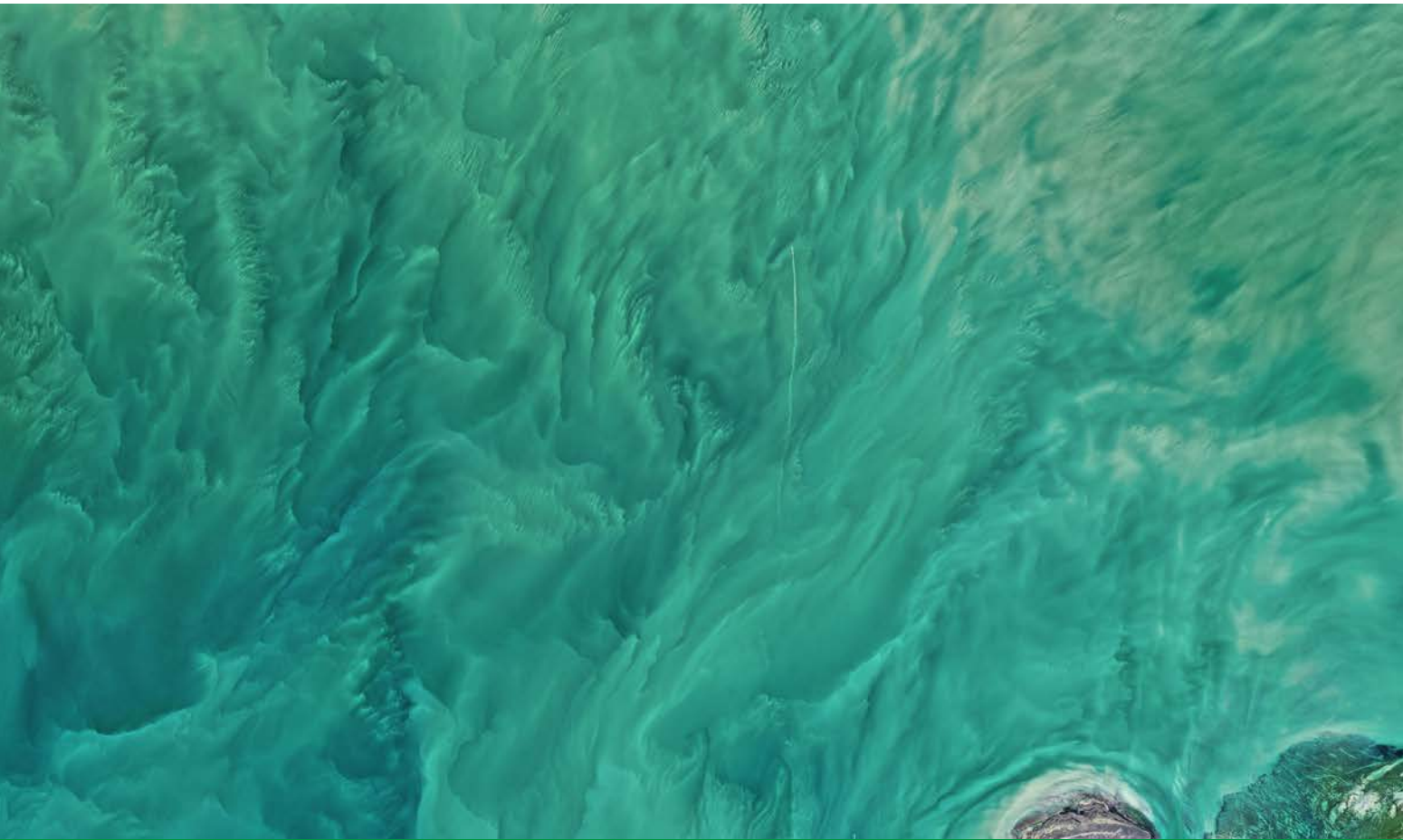
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