



WORLD  
TRAVEL &  
TOURISM  
COUNCIL



TRAVEL & TOURISM  
**ECONOMIC  
IMPACT 2023**

**PAKISTAN**

# ECONOMIC IMPACT 2023

## THE ECONOMIC IMPACT OF GLOBAL TRAVEL & TOURISM

2019

2022

2023 Forecast

Travel & Tourism GDP (percentage share of global GDP)

**10.4%**

**7.6%**

**9.2%**

Change in Travel & Tourism GDP (Year on year)

**+22%**

+\$1.4 trillion GDP gain

**+23.3%**

+\$1.8 trillion GDP gain

Jobs supported by Travel & Tourism

**334m**

1 in 10 of global employment

**295m**

1 in 11 of global employment

**320m**

1 in 10 of global employment

2014-2019 Jobs

**1/5**

of all global net new jobs  
were created by Travel & Tourism

Change in Travel & Tourism Jobs (Year on year)

**+22m**

New jobs

**+24m**

New jobs



# FORWARD

**Global tourism is booming.** For years, this growth was something the Travel & Tourism sector could take for granted; it was a fact of life. Prior to the pandemic, before the words 'lockdown' and 'social distancing' became part of our vocabulary, Travel & Tourism accounted for 1 in 5 new jobs created and 10.4% of global GDP. It was an economic lifeline for cities, islands, and villages alike, supporting 334 million jobs globally. In 2019, international visitor spending amounted to US\$1.86 trillion, and the sector produced 6.8% of the world's exports.

Since the arrival of COVID-19, however, world travel has been on a journey back to health. Last year, despite China remaining closed, **Travel & Tourism's contribution to global GDP grew by 22%**, meaning the sector is now worth **\$7.7 trillion**. This is still 23% behind the 2019 peak, but a remarkable recovery, given the challenges of inflation, staff shortages, and ongoing COVID-19 restrictions. The recovery so far has been the strongest in Latin America, North America, and Europe - all now closely approaching 2019 levels.

2022 was also a good year for employment. The global Travel & Tourism sector created **21.6 million new jobs**, bringing the total to 295 million. This means that last year, our sector supported 1 in 11 of all roles, worldwide. And while the sector's recovery began with the return of domestic trips, 2022 gave international travellers cause for optimism too. Last year marked the first year of true recovery for international travel, with spending up 82%. Once they were abroad, **international tourists spent \$1.1 trillion** around the world – significant growth, albeit still 40% below 2019 levels.

At the World Travel & Tourism Council (WTTC), we keep a keen watch on these economic indicators – year in, year out. The contributions our sector makes to the global economy, jobs and visitor spending are immensely important to the health and wealth of people around the world, including some of the poorest economies on our planet. The economic health of the sector is also deeply bound up with social and environmental progress. Every penny we create is another that can be invested in sustainability, new technology and the preservation of the natural world on which tourism depends. Every new job is one that can provide income to women, young people, or struggling families where employment is scarce. This is why we monitor the health of our sector so seriously.

Looking ahead, despite the many challenges on the horizon, **we forecast another year of strong performance in 2023**. Travel & Tourism GDP is set to grow by 23.3%, reaching 9.2% of the global economy. The sector's value is forecast to grow to \$9.5 trillion, only 5% behind the 2019 peak. This will be partly fuelled by the reopening of China, while Latin and North America are expected to be the first regions to recover fully. By the end of the year, we forecast that the Travel & Tourism sector will have created 24 million new roles, bringing the sector's total to 320 million jobs. International spending is set to grow 23%, reaching \$1.36 trillion.

Despite all this, the year ahead will not be without its challenges. Inflation, economic uncertainty, labour shortages and the climate crisis are limiting factors. And as travel returns to its pre-COVID-19 peak, some businesses are struggling to keep pace with demand. Worldwide, we need strong efforts to increase capacity and connectivity, as well as action from both industry and governments to resolve staffing problems. And finally, 2023 must be a year in which governments and the private sector take sustainability seriously. Decarbonising and protecting biodiversity must be at the top of any boardroom agenda.

If we can get all this right, 2023 promises to be another year of growth and opportunity. We hope this report will be a resource for policymakers, industry professionals and anyone interested in the future of travel. This research provides the data. Now, all that remains is action.

**Julia Simpson**  
President & CEO  
World Travel & Tourism Council

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For more information, please visit:  
**[ResearchHub.WTTC.org/Contact](https://ResearchHub.WTTC.org/Contact)**



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MAY 2023

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# PAKISTAN

## 2023 Annual Research: Key Highlights<sup>1</sup>

### Global Data

	 <b>Total GDP contribution:</b>		 <b>Total Travel &amp; Tourism jobs:</b>	
<b>2019</b>	<b>10.4%</b> (of Total Economy) USD 10.0 TN	Change in 2020: <b>-49.4%</b>	<b>334 MN</b> =10.3% (Share of Global Jobs)	Change in 2020 <sup>2</sup> : <b>-70.7 MN</b> -21.2%
<b>2022</b>	<b>7.6%</b> USD 7.7 TN	Annual Change: <b>+22.0%</b> (-22.9% vs 2019) Economy Change YoY= 3.1%	<b>295 MN</b> =9.0%	Annual Change: <b>+7.9%</b> (-11.4% vs 2019)
<b>2023</b> (F)	<b>9.2%</b> USD 9.5 TN	Annual Change: <b>+23.3%</b> (-5.0% vs 2019) Economy Change YoY= 1.3%	<b>320 MN</b> =9.6%	Annual Change: <b>+8.2%</b> (-4.2% vs 2019)
<b>2033</b> (F)	<b>11.6%</b> USD 15.5 TN	CAGR <sup>3</sup> (2023 - 2033): <b>5.1%</b> Economy CAGR (2023 - 2033): <b>2.6%</b>	<b>430 MN</b> =11.8%	New Jobs (2033 vs 2023): <b>110.1 MN</b>

### Pakistan Key Data

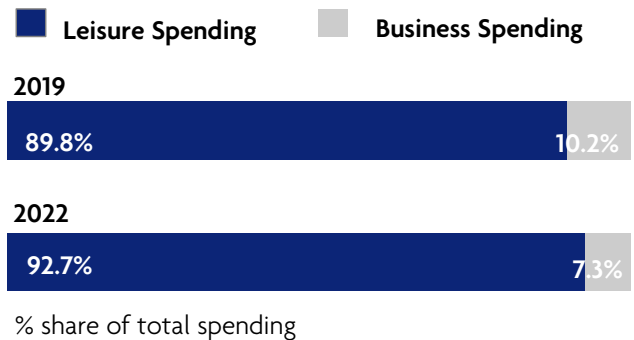
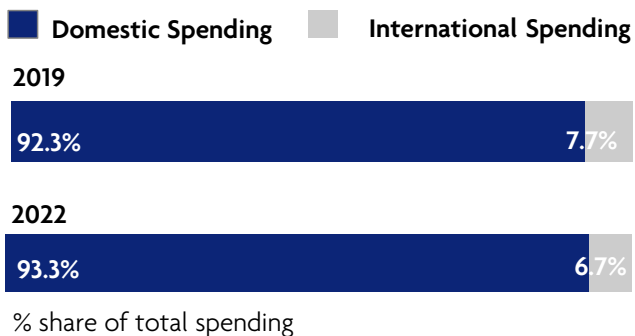
<b>2019</b>	<b>5.8%</b> (of Total Economy) PKR 3,456.7BN (USD 17.5BN)	Change in 2020: <b>-34.0%</b>	<b>3.90MN</b> =6.1% (Share of Total Jobs)	Change in 2020: <b>-14.5%</b>
<b>2022</b>	<b>5.9%</b> PKR 3,965.2BN (USD 20.0BN)	Annual Change: <b>+45.2%</b> (14.7% vs 2019) Economy Change: +6.2%	<b>4.10MN</b> =6.1%	Annual Change: <b>+16.0%</b> (5.2% vs 2019)
<b>2023</b> (F)	<b>6.0%</b> PKR 4,175.7BN (USD 21.1BN)	Annual Change: <b>+5.3%</b> (20.8% vs 2019)	<b>4.19MN</b> =6.0%	Annual Change: <b>+2.3%</b> (7.6% vs 2019)
<b>2033</b> (F)	<b>6.5%</b> PKR 7,988.2BN (USD 40.4BN)	CAGR (2023 - 2033): <b>+6.7%</b> Economy CAGR (2023 - 2033): <b>+6.0%</b>	<b>5.86MN</b> =6.7%	New Jobs (2033 vs 2023): <b>1.7MN</b>

# PAKISTAN

## 2023 Annual Research: Key Highlights<sup>1</sup>

### Pakistan Visitor Spending

2019	2022	2023 (F)	2033 (F)
<b>International Visitor Spending:</b>			
<b>PKR201.8BN</b> (USD 1.0BN) 3.6% of total exports	<b>PKR208.9BN</b> (USD 1.1BN) Annual Change: <b>29.9%</b> (3.5% vs 2019)	Annual Change: <b>3.1%</b> (6.7% vs 2019)	<b>PKR337.4BN</b> (USD 1.7BN) 6.5% of total exports CAGR (2023 - 2033): <b>4.6%</b>
<b>Domestic Visitor Spending:</b>			
<b>PKR2,419.4BN</b> (USD 12.2BN)	<b>PKR2,900.9BN</b> (USD 14.7BN) Annual Change: <b>55.7%</b> (19.9% vs 2019)	Annual Change: <b>4.6%</b> (25.4% vs 2019)	<b>PKR5,671.7BN</b> (USD 28.7BN) CAGR (2023 - 2033): <b>6.5%</b>



### Inbound Arrivals<sup>4</sup>:

2019	2022
1. United Kingdom <b>33%</b>	1. United Kingdom <b>29%</b>
2. United States <b>15%</b>	2. United States <b>16%</b>
3. India <b>9%</b>	3. India <b>14%</b>
4. China <b>7%</b>	4. China <b>4%</b>
5. Canada <b>5%</b>	5. Canada <b>4%</b>
<b>Rest of world 31%</b>	<b>Rest of world 34%</b>

### Outbound Departures<sup>4</sup>:

2019	2022
1. Saudi Arabia <b>41%</b>	1. Saudi Arabia <b>45%</b>
2. United Arab Emirates <b>14%</b>	2. United Arab Emirates <b>16%</b>
3. Iran <b>7%</b>	3. Iran <b>7%</b>
4. Bahrain <b>4%</b>	4. Türkiye <b>6%</b>
5. China <b>3%</b>	5. United Kingdom <b>3%</b>
<b>Rest of world 32%</b>	<b>Rest of world 24%</b>

**Note:** All figures shown for 2023 and 2033 are forecast projections (F). Data for additional Travel & Tourism indicators are available in the full report. For more details, visit <https://researchhub.wttc.org>.

1. All values are in constant 2022 prices & exchange rates. As reported in March 2023.

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical job losses exclude those supported jobs (where known)

3. CAGR= Compound Annual Growth Rate

4. Source: Oxford Economics, national sources and UNWTO

# 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.

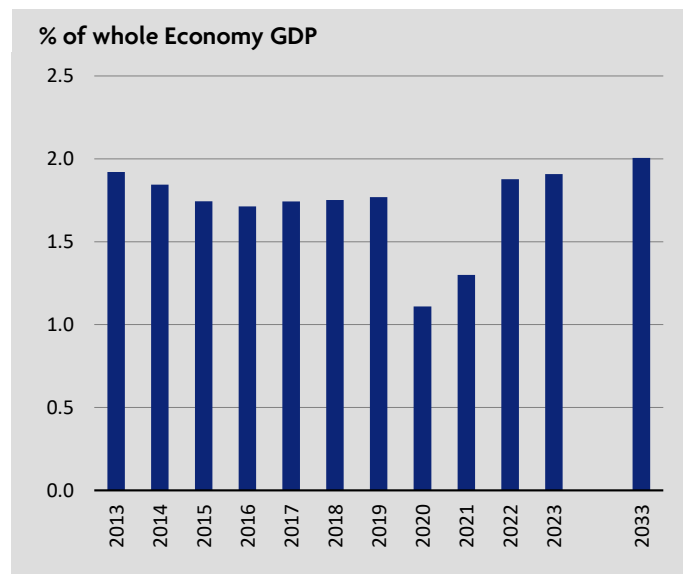
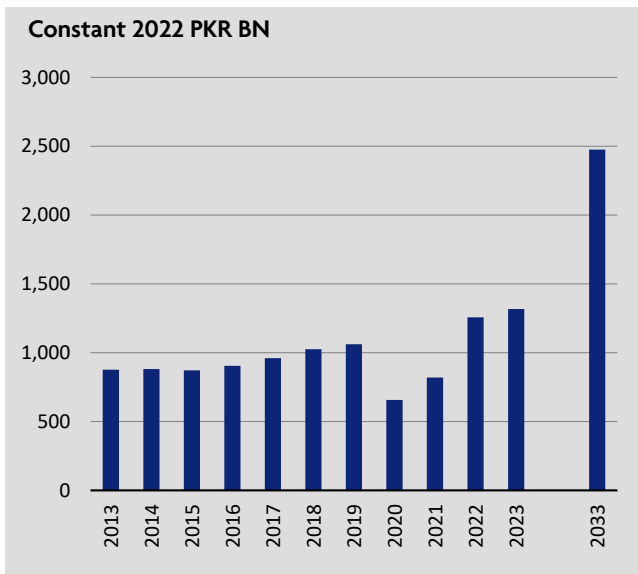
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

# TRAVEL & TOURISM'S CONTRIBUTION TO GDP<sup>1</sup>

The direct contribution of Travel & Tourism to GDP in 2022 was PKR1,256.5bn (1.9% of GDP). 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 6.5% pa to PKR2,475.9bn (2.0% of GDP) from 2023 to 2033.

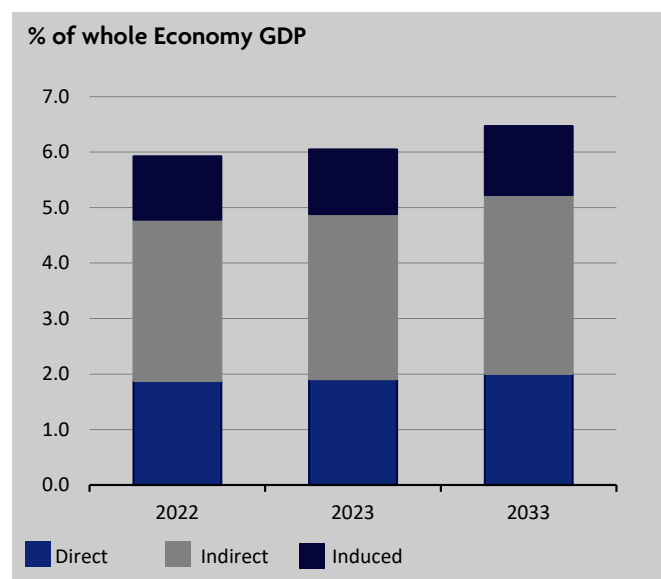
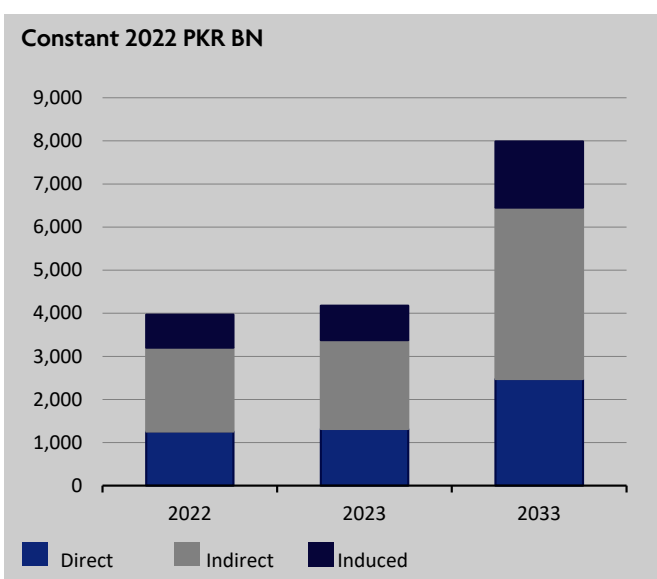
## Pakistan: Direct Contribution of Travel & Tourism to GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 3) was PKR3,965.2bn in 2022 (5.9% of GDP).

It is forecast to rise by 6.7% pa to PKR7,988.2bn from 2023 to 2033 (6.5% of GDP).

## Pakistan: Total Contribution of Travel & Tourism to GDP



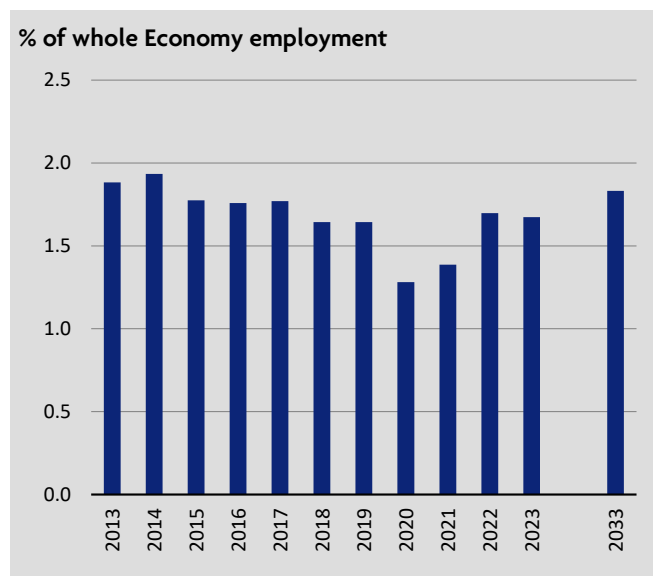
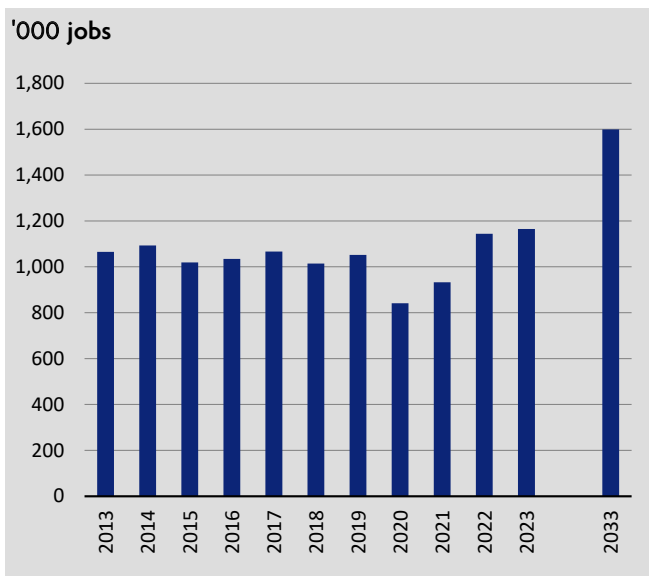
<sup>1</sup>All values are in constant 2022 prices & exchange rates

# TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 1,144,297 jobs directly in 2022 (1.7% 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 2033, Travel & Tourism will account for 1,599,115 jobs directly (1.8% of total employment), an increase of 3.2% pa from 2023.

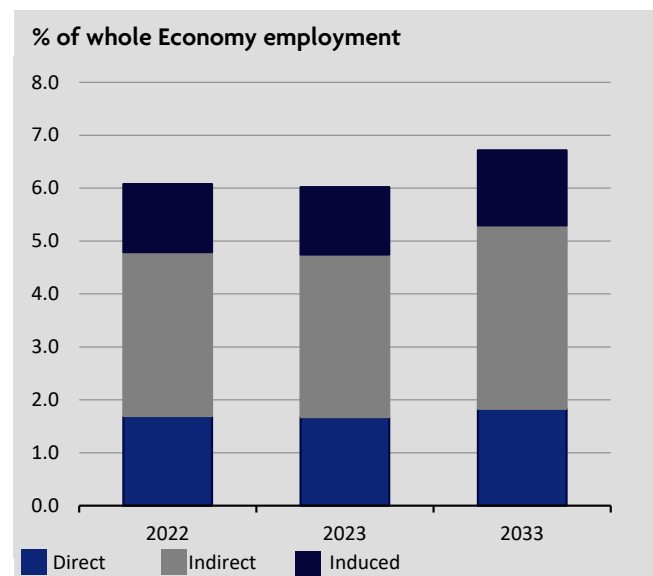
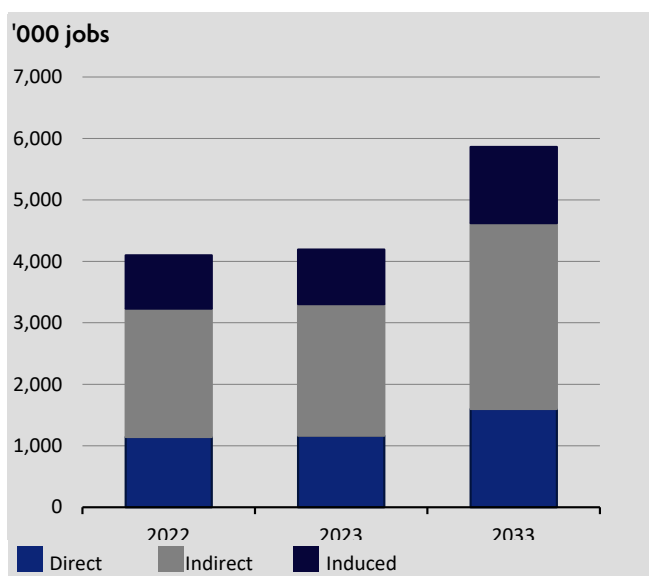
## Pakistan: Direct Contribution of Travel & Tourism to Employment



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 3) was 4,097,451 jobs in 2022 (6.1% of total employment).

By 2033, Travel & Tourism is forecast to support 5,860,447 jobs (6.7% of total employment), an increase of 3.4% pa since 2023.

## Pakistan: Total Contribution of Travel & Tourism to Employment

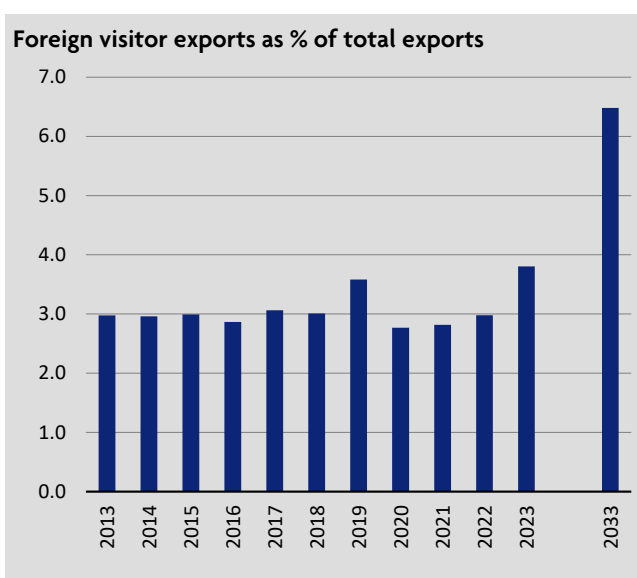
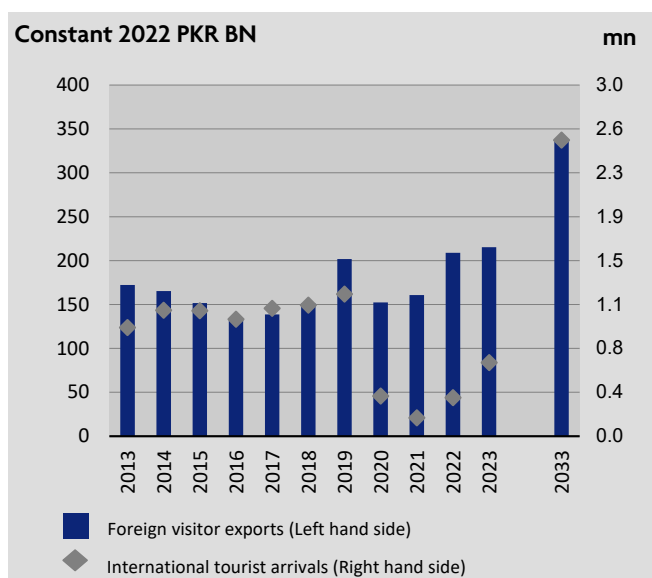


# VISITOR EXPORTS AND INVESTMENT<sup>1</sup>

## VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2022, Pakistan generated PKR208.9bn in visitor exports. By 2033, international tourist arrivals are forecast to total 2,529,000, generating expenditure of PKR337.4bn, an increase of 4.6% pa since 2023.

### Pakistan: Visitor Exports and International Tourist Arrivals

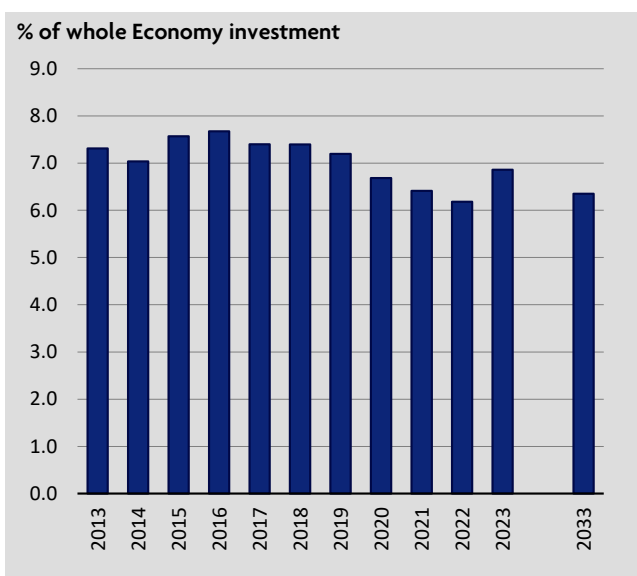
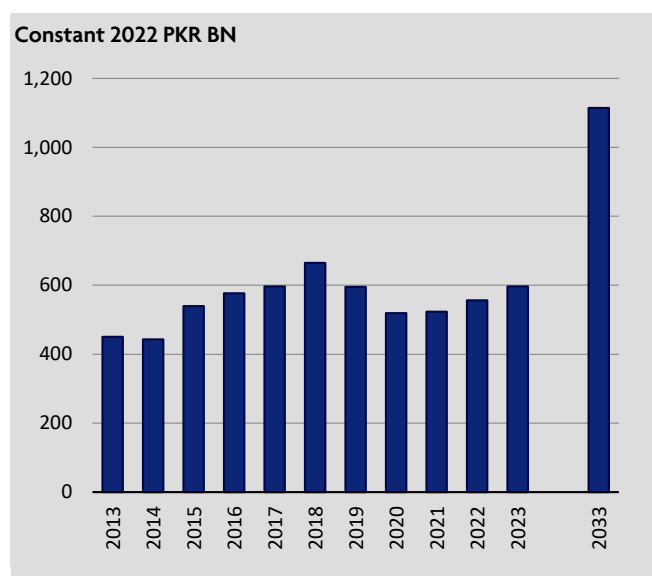


## INVESTMENT

Travel & Tourism is expected to have attracted capital investment of PKR555.8bn in 2022.

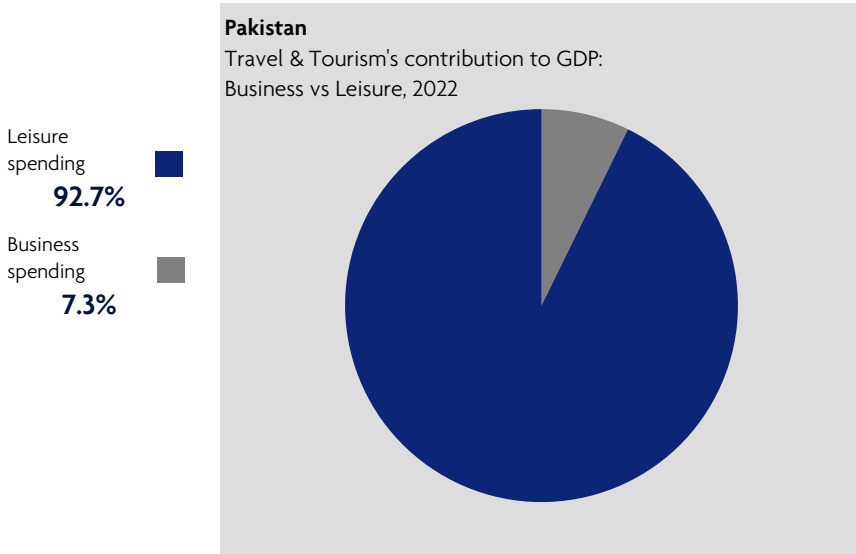
Travel & Tourism's share of total national investment is expected to be 6.3% in 2033.

### Pakistan: Capital Investment in Travel & Tourism



<sup>1</sup> All values are in constant 2022 prices & exchange rates

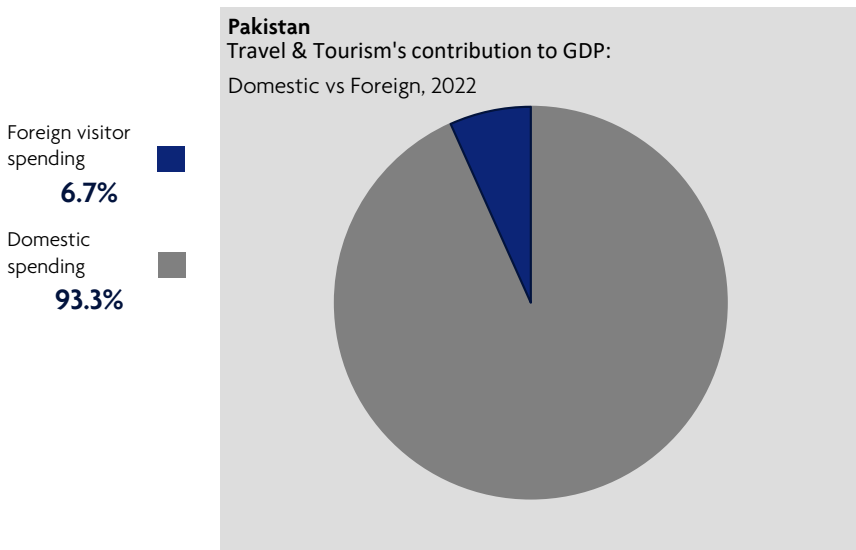
# DIFFERENT COMPONENTS OF TRAVEL & TOURISM<sup>1</sup>



Leisure travel spending (inbound and domestic) generated 92.7% of total internal spending in 2022 (PKR2,883.9bn) compared with 7.3% for business travel spending (PKR225.8bn).

Leisure travel spending is expected to rise by 6.2% pa to PKR5,438.4bn from 2023 to 2033.

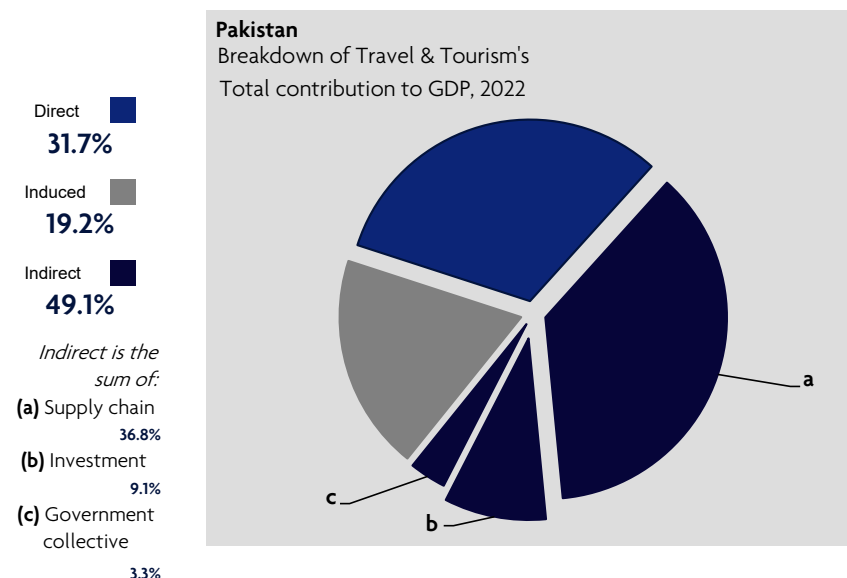
Business travel spending is expected to rise by 8.1% pa to PKR570.7bn from 2023 to 2033.



Domestic travel spending generated 93.3% (PKR2,900.9bn) of total internal spending in 2022 compared with 6.7% (PKR208.9bn) for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to rise by 6.5% pa to PKR5,671.7bn from 2023 to 2033.

Visitor exports are expected to rise by 4.6% pa to PKR337.4bn from 2023 to 2033.



The Travel & Tourism industry contributes to GDP and employment in many ways as detailed on page 3.

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

<sup>1</sup> All values are in constant 2022 prices & exchange rates

# COUNTRY RANKINGS: ABSOLUTE CONTRIBUTION, 2022

Travel & Tourism's Direct Contribution to GDP		2022 (US\$bn)
2	China	139.5
10	India	68.5
19	Thailand	23.7
30	Indonesia	15.0
<b>South Asia Average</b>		13.7
<b>World Average</b>		<b>12.9</b>
35	Malaysia	10.5
48	Pakistan	6.3
59	Bangladesh	4.2
102	Sri Lanka	1.2
112	Nepal	0.8
136	Myanmar	0.4

Travel & Tourism's Total Contribution to GDP		2022 (US\$bn)
2	China	582.8
9	India	199.6
21	Indonesia	52.0
24	Thailand	49.6
<b>South Asia Average</b>		40.2
<b>World Average</b>		<b>36.9</b>
42	Pakistan	20.0
44	Malaysia	18.8
60	Bangladesh	11.5
89	Sri Lanka	4.0
109	Nepal	2.4
125	Myanmar	1.4

Travel & Tourism's Direct Contribution to Employment		2022 '000 jobs
1	China	23,166.4
2	India	16,897.8
4	Thailand	4,626.5
6	Indonesia	4,332.5
16	Malaysia	1,234.3
<b>World Average</b>		<b>1,156.0</b>
17	Pakistan	1,144.3
25	Bangladesh	664.0
<b>South Asia Average</b>		534.4
42	Nepal	311.1
45	Myanmar	301.6
71	Sri Lanka	155.7

Travel & Tourism's Total Contribution to Employment		2022 '000 jobs
1	China	62,896.3
2	India	37,213.4
4	Indonesia	11,437.3
7	Thailand	6,993.5
12	Pakistan	4,097.5
20	Malaysia	2,136.3
22	Bangladesh	2,058.0
<b>World Average</b>		<b>1,422.7</b>
<b>South Asia Average</b>		1,257.0
37	Nepal	1,080.4
39	Myanmar	951.8
54	Sri Lanka	642.0

Travel & Tourism Investment		2022 (US\$bn)
2	China	146.0
4	India	37.4
10	Indonesia	17.4
<b>South Asia Average</b>		7.1
<b>World Average</b>		<b>4.6</b>
30	Malaysia	4.2
42	Pakistan	2.8
55	Thailand	1.7
62	Bangladesh	1.3
81	Sri Lanka	0.5
116	Nepal	0.2
145	Myanmar	0.09

Visitor Exports		2022 (US\$bn)
9	China	30.0
14	India	20.7
21	Thailand	15.0
37	Indonesia	7.0
<b>World Average</b>		<b>6.0</b>
<b>South Asia Average</b>		4.6
62	Malaysia	3.2
97	Sri Lanka	1.1
102	Pakistan	1.1
127	Nepal	0.5
133	Bangladesh	0.3
138	Myanmar	0.3

The tables on pages 8-11 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 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, 2022

Travel & Tourism's Direct Contribution to GDP		2022 % share
50	Thailand	4.8
85	Malaysia	2.6
	World	2.3
116	Nepal	2.1
120	India	2.0
	<b>South Asia</b>	1.9
127	Pakistan	1.9
148	Sri Lanka	1.5
159	Indonesia	1.1
169	Bangladesh	0.9
178	China	0.8
184	Myanmar	0.6

Travel & Tourism's Direct Contribution to Employment		2022 % share
20	Thailand	11.8
31	Malaysia	7.8
88	India	3.5
	World	3.3
100	Indonesia	3.2
102	China	3.1
	<b>South Asia</b>	3.0
141	Sri Lanka	1.9
142	Nepal	1.9
151	Pakistan	1.7
157	Myanmar	1.5
171	Bangladesh	1.0

Travel & Tourism Contribution to Total Capital Investment		2022 % share
57	Pakistan	6.2
63	Malaysia	5.6
74	Indonesia	4.5
92	India	3.8
	<b>South Asia</b>	3.5
	World	3.2
133	Sri Lanka	2.4
154	China	1.9
159	Nepal	1.7
164	Thailand	1.5
176	Bangladesh	0.9
182	Myanmar	0.5

Travel & Tourism's Total Contribution to GDP		2022 % share
54	Thailand	10.1
	World	7.6
106	Nepal	6.1
107	India	5.9
108	Pakistan	5.9
	<b>South Asia</b>	5.7
122	Sri Lanka	5.2
136	Malaysia	4.6
155	Indonesia	3.9
164	China	3.3
175	Bangladesh	2.6
181	Myanmar	2.1

Travel & Tourism's Total Contribution to Employment		2022 % share
36	Thailand	17.9
50	Malaysia	13.5
	World	9.0
96	Indonesia	8.4
97	China	8.4
104	Sri Lanka	7.9
106	India	7.7
	<b>South Asia</b>	7.1
125	Nepal	6.5
132	Pakistan	6.1
156	Myanmar	4.6
171	Bangladesh	3.0

Visitor Exports Contribution to Exports		2022 % share
52	Nepal	16.7
82	Sri Lanka	6.6
105	Thailand	4.6
	World	3.6
	<b>South Asia</b>	3.2
128	Pakistan	3.0
131	India	2.8
139	Indonesia	2.1
140	Myanmar	2.1
163	Malaysia	1.1
168	China	0.8
170	Bangladesh	0.6

# COUNTRY RANKINGS: REAL GROWTH, 2022

Travel & Tourism's Direct Contribution to GDP		2022 % growth
1	Malaysia	366.7
22	Indonesia	94.0
25	India	89.3
26	Sri Lanka	87.7
27	Thailand	85.0
29	Myanmar	82.9
	<b>South Asia</b>	80.8
67	Pakistan	53.3
68	Bangladesh	53.1
75	Nepal	48.3
	World	30.1
183	China	-31.5

Travel & Tourism's Direct Contribution to Employment		2022 % growth
9	India	39.3
	<b>South Asia</b>	36.7
41	Malaysia	22.8
42	Pakistan	22.7
44	Bangladesh	22.6
88	Nepal	15.4
89	Thailand	15.1
	World	12.8
121	Sri Lanka	11.2
167	Myanmar	5.4
176	Indonesia	4.7
182	China	-9.8

Travel & Tourism Investment		2022 % growth
2	Myanmar	78.8
26	Sri Lanka	35.7
55	Thailand	24.7
84	Malaysia	17.3
89	Indonesia	16.3
103	China	13.0
	World	11.1
152	Pakistan	6.3
160	Bangladesh	3.7
168	Nepal	2.5
	<b>South Asia</b>	1.6
174	India	0.7

Travel & Tourism's Total Contribution to GDP		2022 % growth
1	Malaysia	352.2
17	India	89.2
21	Sri Lanka	81.0
22	Thailand	80.8
	<b>South Asia</b>	79.9
32	Myanmar	70.7
44	Indonesia	59.0
53	Bangladesh	53.1
67	Pakistan	45.2
68	Nepal	45.1
	World	22.0
183	China	-29.5

Travel & Tourism's Total Contribution to Employment		2022 % growth
6	India	39.3
	<b>South Asia</b>	34.9
23	Bangladesh	22.7
38	Malaysia	18.7
41	Nepal	18.1
51	Pakistan	16.0
56	Sri Lanka	15.3
	World	7.9
140	Thailand	7.5
174	Indonesia	2.2
179	Myanmar	-0.4
182	China	-12.7

Visitor Exports		2022 % growth
2	Malaysia	3351.9
6	Indonesia	1125.3
18	Sri Lanka	305.8
27	Thailand	215.3
37	Nepal	169.7
55	India	125.1
	<b>South Asia</b>	92.9
	World	81.9
112	Bangladesh	57.8
140	Myanmar	34.9
151	Pakistan	29.9
178	China	-8.5

# COUNTRY RANKINGS: LONG TERM GROWTH, 2023 - 2033

Travel & Tourism's Direct Contribution to GDP		2023 - 2033 % growth
2	Myanmar	16.2
8	Sri Lanka	11.2
12	China	10.2
14	Thailand	9.4
20	India	8.4
	<b>South Asia</b>	8.1
27	Indonesia	8.0
30	Malaysia	7.6
44	Pakistan	6.5
63	Bangladesh	5.6
	World	4.9
113	Nepal	4.3

Travel & Tourism's Total Contribution to GDP		2023 - 2033 % growth
2	Myanmar	15.1
9	Sri Lanka	10.6
10	China	10.4
14	Thailand	9.1
21	India	8.4
	<b>South Asia</b>	8.1
23	Malaysia	7.9
30	Indonesia	7.5
39	Pakistan	6.7
62	Bangladesh	5.7
	World	5.1
115	Nepal	4.3

Travel & Tourism's Direct Contribution to Employment		2023 - 2033 % growth
2	Sri Lanka	8.3
9	India	5.4
	<b>South Asia</b>	5.2
30	Myanmar	4.4
38	Malaysia	4.1
	World	3.4
71	Thailand	3.3
72	Indonesia	3.3
75	China	3.3
78	Pakistan	3.2
129	Nepal	2.2
166	Bangladesh	1.5

Travel & Tourism's Total Contribution to Employment		2023 - 2033 % growth
3	Sri Lanka	7.2
14	Myanmar	5.0
32	Malaysia	4.3
40	India	4.1
	<b>South Asia</b>	4.0
51	Thailand	3.8
60	Indonesia	3.7
65	China	3.6
73	Pakistan	3.4
	World	3.0
144	Nepal	1.9
165	Bangladesh	1.5

Travel & Tourism Investment		2023 - 2033 % growth
6	Myanmar	14.1
15	India	10.4
	<b>South Asia</b>	10.0
21	China	9.7
32	Malaysia	8.5
39	Bangladesh	8.1
73	Pakistan	6.4
78	Thailand	6.3
83	Sri Lanka	6.1
	World	6.1
125	Indonesia	5.1
179	Nepal	2.6

Visitor Exports		2023 - 2033 % growth
5	Myanmar	20.0
7	China	15.9
11	Sri Lanka	14.0
14	Thailand	13.5
20	Indonesia	11.8
29	Malaysia	10.3
	<b>South Asia</b>	7.6
65	India	7.3
	World	6.5
87	Nepal	6.1
111	Bangladesh	5.4
132	Pakistan	4.6

# SUMMARY TABLES: ESTIMATES & FORECASTS

Pakistan	2022	2022	2023	2033		
	USDbn <sup>1</sup>	% of total	Growth <sup>2</sup>	USDbn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	6.3	1.9	4.9	12.5	2.0	6.5
Total contribution to GDP	20.0	5.9	5.3	40.4	6.5	6.7
Direct contribution to employment <sup>4</sup>	1,144.3	1.7	1.8	1,599.1	1.8	3.2
Total contribution to employment <sup>4</sup>	4,097.5	6.1	2.3	5,860.4	6.7	3.4
Visitor exports	1.1	3.0	3.1	1.7	6.5	4.6
Domestic spending	14.7	4.3	4.6	28.7	4.6	6.5
Leisure spending	14.6	1.7	3.6	27.5	1.8	6.2
Business spending	1.1	0.1	15.8	2.9	0.2	8.1
Capital investment	2.8	6.2	7.3	5.6	6.3	6.4

<sup>1</sup>2022 constant prices & exchange rates; <sup>2</sup>2023 real growth adjusted for inflation (%); <sup>3</sup>2023-2033 annualised real growth adjusted for inflation (%); <sup>4</sup>'000 jobs

South Asia	2022	2022	2023	2033		
	USDbn <sup>1</sup>	% of total	Growth <sup>2</sup>	USDbn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	82.5	1.9	5.3	189.5	2.3	8.1
Total contribution to GDP	241.0	5.7	5.5	553.9	6.8	8.1
Direct contribution to employment <sup>4</sup>	19,237.8	3.0	4.3	33,238.5	4.4	5.2
Total contribution to employment <sup>4</sup>	45,252.7	7.1	4.2	69,592.6	9.1	4.0
Visitor exports	27.5	3.2	23.1	70.2	5.8	7.6
Domestic spending	185.1	4.3	2.7	416.7	5.1	8.2
Leisure spending	201.0	1.8	4.8	459.3	2.2	8.1
Business spending	11.6	0.1	14.7	27.6	0.1	7.6
Capital investment	42.8	3.5	10.5	122.4	5.5	10.0

<sup>1</sup>2022 constant prices & exchange rates; <sup>2</sup>2023 real growth adjusted for inflation (%); <sup>3</sup>2023-2033 annualised real growth adjusted for inflation (%); <sup>4</sup>'000 jobs

Worldwide	2022	2022	2023	2033		
	USDbn <sup>1</sup>	% of total	Growth <sup>2</sup>	USDbn <sup>1</sup>	% of total	Growth <sup>3</sup>
Direct contribution to GDP	2,379.0	2.3	18.4	4,530.0	3.4	4.9
Total contribution to GDP	7,682.5	7.6	23.3	15,510.9	11.6	5.1
Direct contribution to employment <sup>4</sup>	106,966.8	3.3	6.5	158,687.8	4.3	3.4
Total contribution to employment <sup>4</sup>	295,363.4	9.0	8.2	429,578.8	11.8	3.0
Visitor exports	1,107.2	3.6	23.0	2,566.7	7.0	6.5
Domestic spending	3,990.7	3.9	18.1	7,225.0	5.4	4.4
Leisure spending	4,151.3	1.9	17.9	7,944.5	2.7	5.0
Business spending	946.6	0.4	24.7	1,847.7	0.6	4.6
Capital investment	855.9	3.2	11.5	1,726.7	5.0	6.1

<sup>1</sup>2022 constant prices & exchange rates; <sup>2</sup>2023 real growth adjusted for inflation (%); <sup>3</sup>2023-2033 annualised real growth adjusted for inflation (%); <sup>4</sup>'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, as well as leisure and business spending, is expressed relative to whole economy GDP. Investment spending is expressed relative to whole economy investment.

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2022 PRICES

<b>Pakistan</b> (PKRbn, real 2022 prices)	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023E</b>	<b>2033F</b>
1. Visitor exports	138.8	151.0	201.8	152.4	160.8	208.9	215.3	337.4
2. Domestic expenditure (includes government individual spending)	2,236.9	2,383.6	2,419.4	1,464.7	1,863.4	2,900.9	3,033.5	5,671.7
3. Internal tourism consumption (= 1 + 2)	2,375.6	2,534.7	2,621.2	1,617.0	2,024.2	3,109.7	3,248.8	6,009.1
4. Purchases by tourism providers, including imported goods (supply chain)	-1,414.7	-1,509.7	-1,560.2	-959.9	-1,204.7	-1,853.2	-1,931.0	-3,533.2
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	960.9	1,025.0	1,061.0	657.1	819.5	1,256.5	1,317.8	2,475.9
Relative contribution (% whole economy)	1.7	1.8	1.8	1.1	1.3	1.9	1.9	2.0
<b>Other final impacts (indirect &amp; induced)</b>	1,245.8	1,328.9	1,375.6	851.9	1,062.5	1,629.1	1,708.5	3,210.1
6 Domestic supply chain								
7. Capital investment	596.3	664.7	595.0	518.6	522.9	555.8	596.2	1,114.0
8. Government collective spending	100.0	109.1	110.5	93.9	105.2	132.6	124.3	201.3
9. Imported goods from indirect spending	-326.5	-364.5	-349.4	-255.6	-291.6	-370.6	-373.3	-547.7
10. Induced	612.7	657.1	664.1	416.8	511.5	761.8	802.2	1,534.6
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	3,189.2	3,420.2	3,456.7	2,282.8	2,730.1	3,965.2	4,175.7	7,988.2
Relative contribution (% whole economy)	5.8	5.8	5.8	3.9	4.3	5.9	6.0	6.5
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	1,066.9	1,014.4	1,052.0	841.1	932.4	1,144.3	1,165.2	1,599.1
Relative contribution (% whole economy)	1.8	1.6	1.6	1.3	1.4	1.7	1.7	1.8
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	4,027.6	3,851.0	3,895.1	3,328.5	3,532.6	4,097.5	4,190.6	5,860.4
Relative contribution (% whole economy)	6.7	6.2	6.1	5.1	5.3	6.1	6.0	6.7
<b>Other indicators</b>								
14. Expenditure on outbound travel	526.7	521.4	598.1	226.9	233.9	449.3	472.8	1,043.5

E - Estimate, F - Forecast

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

<b>Pakistan</b> (PKRbn, nominal prices)	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023E</b>	<b>2033F</b>
1. Visitor exports	89.5	101.2	147.4	122.4	142.3	208.9	257.3	694.7
2. Domestic expenditure (includes government individual spending)	1,442.8	1,596.5	1,766.9	1,176.0	1,649.0	2,900.9	3,626.1	11,678
3. Internal tourism consumption (= 1 + 2)	1,532.3	1,697.7	1,914.3	1,298.4	1,791.4	3,109.7	3,883.5	12,372
4. Purchases by tourism providers, including imported goods (supply chain)	-912.5	-1,011.2	-1,139.4	-770.8	-1,066.1	-1,853.2	-2,308.3	-7,274.6
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	619.8	686.5	774.9	527.6	725.2	1,256.5	1,575.2	5,097.8
<b>Other final impacts (indirect &amp; induced)</b>	803.6	890.1	1,004.6	684.1	940.3	1,629.1	2,042.3	6,609.4
6. Domestic supply chain								
7. Capital investment	384.6	445.2	434.5	416.4	462.7	555.8	712.7	2,293.6
8. Government collective spending	64.5	73.0	80.7	75.4	93.1	132.6	148.6	414.6
9. Imported goods from indirect spending	-210.6	-244.1	-255.2	-205.2	-258.1	-370.6	-446.3	-1,127.8
10. Induced	395.2	440.1	485.0	334.6	452.7	761.8	958.9	3,159.7
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	2,057.1	2,290.8	2,524.5	1,832.9	2,416.0	3,965.2	4,991.5	16,447
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	1,066.9	1,014.4	1,052.0	841.1	932.4	1,144.3	1,165.2	1,599.1
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	4,027.6	3,851.0	3,895.1	3,328.5	3,532.6	4,097.5	4,190.6	5,860.4
<b>Other indicators</b>								
<b>14</b> Expenditure on outbound travel	339.8	349.2	436.8	182.2	207.0	449.3	565.2	2,148.5

**E - Estimate, F - Forecast**

\*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: REAL 2022 PRICES (in USD)

<b>Pakistan</b> (USDbn, real 2022 prices)	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023E</b>	<b>2033F</b>
1. Visitor exports	0.70	0.76	1.0	0.77	0.81	1.1	1.1	1.7
2. Domestic expenditure (includes government individual spending)	11.3	12.0	12.2	7.4	9.4	14.7	15.3	28.7
3. Internal tourism consumption (= 1 + 2)	12.0	12.8	13.2	8.2	10.2	15.7	16.4	30.4
4. Purchases by tourism providers, including imported goods (supply chain)	-7.1	-7.6	-7.9	-4.9	-6.1	-9.4	-9.8	-17.9
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	4.9	5.2	5.4	3.3	4.1	6.3	6.7	12.5
Relative contribution (% whole economy)	1.7	1.8	1.8	1.1	1.3	1.9	1.9	2.0
<b>Other final impacts (indirect &amp; induced)</b>	6.3	6.7	7.0	4.3	5.4	8.2	8.6	16.2
6 Domestic supply chain								
7. Capital investment	3.0	3.4	3.0	2.6	2.6	2.8	3.0	5.6
8. Government collective spending	0.51	0.55	0.56	0.47	0.53	0.67	0.63	1.0
9. Imported goods from indirect spending	-1.6	-1.8	-1.8	-1.3	-1.5	-1.9	-1.9	-2.8
10. Induced	3.1	3.3	3.4	2.1	2.6	3.8	4.1	7.8
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	16.1	17.3	17.5	11.5	13.8	20.0	21.1	40.4
Relative contribution (% whole economy)	5.8	5.8	5.8	3.9	4.3	5.9	6.0	6.5
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	1,066.9	1,014.4	1,052.0	841.1	932.4	1,144.3	1,165.2	1,599.1
Relative contribution (% whole economy)	1.8	1.6	1.6	1.3	1.4	1.7	1.7	1.8
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	4,027.6	3,851.0	3,895.1	3,328.5	3,532.6	4,097.5	4,190.6	5,860.4
Relative contribution (% whole economy)	6.7	6.2	6.1	5.1	5.3	6.1	6.0	6.7
<b>Other indicators</b>								
14. Expenditure on outbound travel	2.7	2.6	3.0	1.1	1.2	2.3	2.4	5.3

E - Estimate, F - Forecast

# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES (in USD)

<b>Pakistan</b> (USDbn, nominal prices)	2017	2018	2019	2020	2021	2022	2023E	2033F
1. Visitor exports	0.85	0.83	0.98	0.76	0.87	1.1	1.4	3.8
2. Domestic expenditure (includes government individual spending)	13.7	13.1	11.8	7.3	10.1	14.7	19.1	64.6
3. Internal tourism consumption (= 1 + 2)	14.5	13.9	12.8	8.0	11.0	15.7	20.4	68.5
4. Purchases by tourism providers, including imported goods (supply chain)	-8.7	-8.3	-7.6	-4.8	-6.5	-9.4	-12.1	-40.3
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	5.9	5.6	5.2	3.3	4.5	6.3	8.3	28.2
<b>Other final impacts (indirect &amp; induced)</b>	7.6	7.3	6.7	4.2	5.8	8.2	10.7	36.6
6. Domestic supply chain								
7. Capital investment	3.6	3.7	2.9	2.6	2.8	2.8	3.7	12.7
8. Government collective spending	0.61	0.60	0.54	0.47	0.57	0.67	0.78	2.3
9. Imported goods from indirect spending	-2.0	-2.0	-1.7	-1.3	-1.6	-1.9	-2.3	-6.2
10. Induced	3.7	3.6	3.2	2.1	2.8	3.8	5.0	17.5
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	19.5	18.8	16.8	11.3	14.8	20.0	26.3	91.0
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	1,066.9	1,014.4	1,052.0	841.1	932.4	1,144.3	1,165.2	1,599.1
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	4,027.6	3,851.0	3,895.1	3,328.5	3,532.6	4,097.5	4,190.6	5,860.4
<b>Other indicators</b>								
14. Expenditure on outbound travel	3.2	2.9	2.9	1.1	1.3	2.3	3.0	11.9

**E - Estimate, F - Forecast**

\*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 Growth <sup>1</sup> (%)	2017	2018	2019	2020	2021	2022	2023E	2033F <sup>2</sup>
1. Visitor exports	5.0	8.9	33.6	-24.5	5.5	29.9	3.1	4.6
2. Domestic expenditure (includes government individual spending)	6.6	6.6	1.5	-39.5	27.2	55.7	4.6	6.5
3. Internal tourism consumption (= 1 + 2)	6.5	6.7	3.4	-38.3	25.2	53.6	4.5	6.3
4. Purchases by tourism providers, including imported goods (supply chain)	6.6	6.7	3.3	-38.5	25.5	53.8	4.2	6.2
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	6.3	6.7	3.5	-38.1	24.7	53.3	4.9	6.5
<b>Other final impacts (indirect &amp; induced)</b>	6.3	6.7	3.5	-38.1	24.7	53.3	4.9	6.5
6. Domestic supply chain								
7. Capital investment	3.5	11.5	-10.5	-12.8	0.8	6.3	7.3	6.4
8. Government collective spending	5.7	9.0	1.3	-15.0	12.0	26.1	-6.3	4.9
9. Imported goods from indirect spending	6.4	11.6	-4.1	-26.9	14.1	27.1	0.7	3.9
10. Induced	5.6	7.2	1.1	-37.2	22.7	48.9	5.3	6.7
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	5.6	7.2	1.1	-34.0	19.6	45.2	5.3	6.7
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	3.1	-4.9	3.7	-20.0	10.9	22.7	1.8	3.2
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	2.4	-4.4	1.1	-14.5	6.1	16.0	2.3	3.4
<b>Other indicators</b>								
14. Expenditure on outbound travel	9.0	-1.0	14.7	-62.1	3.1	92.0	5.2	8.2

E - Estimate, F - Forecast

<sup>1</sup>2017-2023 real annual growth adjusted for inflation (%)<sup>b</sup> <sup>2</sup>2023-2033 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.

### INTERNATIONAL TOURIST ARRIVALS

The number of arrivals of international overnight visitors (tourists) to the country.

# METHODOLOGICAL NOTE

WTTC has an ongoing 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 TSAs incorporated this year include Maldives and Zimbabwe, bringing our total of countries and economies in our benchmarking dataset to 66. Our TSA benchmarked countries now cover around 90% of global direct T&T GDP.

WTTC coverage includes data on 185 countries and economies, and reports on 26 regions, sub-regions and economic and geographic groups.

## ECONOMIC AND GEOGRAPHIC GROUPS

### **APEC (ASIA-PACIFIC ECONOMIC COOPERATION)**

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

### **G7**

Canada, France, Germany, Italy, Japan, UK, USA.

### **G20**

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

### **GCC (GULF COOPERATION COUNCIL)**

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

### **OAS (ORGANIZATION OF AMERICAN STATES)**

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

### **OECD (ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT)**

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

### **(OIC) ORGANISATION OF ISLAMIC COOPERATION\*\***

Albania, Algeria, Azerbaijan, Bahrain, Bangladesh, Benin, Brunei, Burkina Faso, Cameroon, Chad, Comoros, Côte d'Ivoire, Egypt, Gabon, Gambia, Guinea, Guyana, Indonesia, Iran, Iraq, 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, Türkiye, UAE, Uganda, Uzbekistan, Yemen.

### **OTHER OCEANIA**

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

### **PACIFIC ALLIANCE**

Chile, Colombia, Mexico, Peru.

### **SADC (SOUTHERN AFRICAN DEVELOPMENT COMMUNITY)**

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

\* included in European Union

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



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ForwardKeys was founded in 2010 on the premise that businesses dependent on international travellers – such as tourism organisations, hotels and retailers – would make better strategic decisions if they knew who was travelling where, when and for how long. The self-funded company, therefore, developed the most comprehensive database of air travel bookings in the industry, offering detailed information on traveller profiles.

Yet ForwardKeys is more than just a consultancy to the aviation industry. In recent years, it has evolved to become a travel intelligence specialist, able to provide insight into not only the flow of international travellers but also their behaviour and preferences at their destination.

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## The World Travel & Tourism Council is the global authority on the economic and social contribution of Travel & Tourism.

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Together with Oxford Economics, WTTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting 289 million jobs and generating 6.1% of global GDP in 2021. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 185 economies around the world. In addition to individual country fact sheets, and fuller country reports, WTTTC produces a world report highlighting global trends and 26 further reports that focus on regions, sub-regions and economic and geographic groups.

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