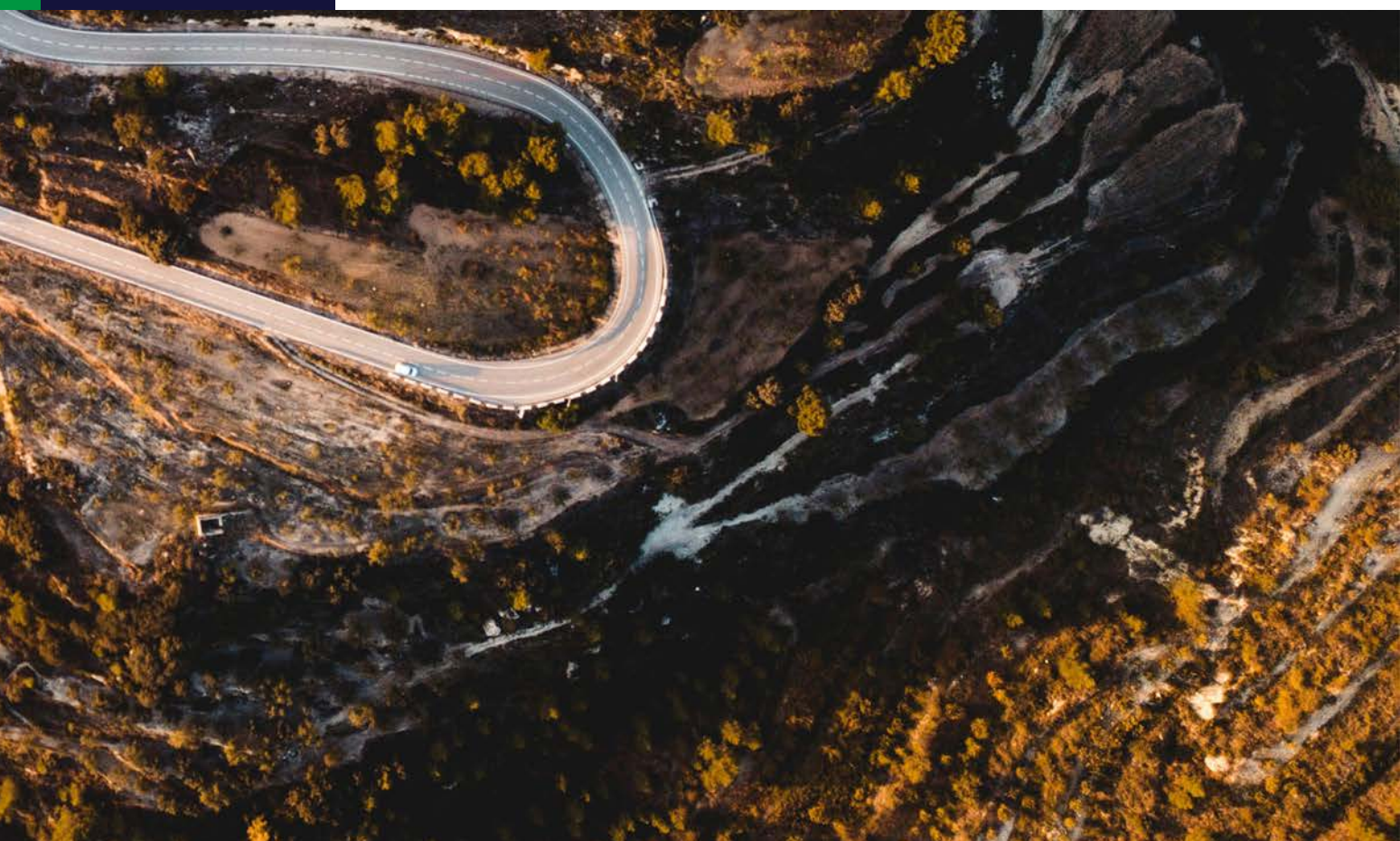




**WORLD  
TRAVEL &  
TOURISM  
COUNCIL**

**TRAVEL & TOURISM  
ECONOMIC IMPACT 2018  
PAKISTAN**



# ECONOMIC IMPACT 2018

*“Inclusive growth and ensuring a future with quality jobs are the concerns of governments everywhere. Travel & Tourism, which already supports one in every ten jobs on the planet, is a dynamic engine of employment opportunity.”*

Gloria Guevara Manzo, President & CEO  
World Travel & Tourism Council

---

For more information, please contact:

ROCHELLE TURNER | Research Director  
[rochelle.turner@wtcc.org](mailto:rochelle.turner@wtcc.org)



## THE ECONOMIC IMPACT OF GLOBAL TRAVEL & TOURISM

# 10.4%

Travel & Tourism GDP as a percentage of global GDP.

# 4.6%

Direct Travel & Tourism GDP growth in 2017.

# 1/10

jobs are supported by Travel & Tourism. This is 9.9% of global employment.

# 1/5

of all global net jobs created in last decade have been within the Travel & Tourism sector.

As one of the world's largest economic sectors, Travel & Tourism creates jobs, drives exports, and generates prosperity across the world. In our annual analysis of the global economic impact of Travel & Tourism, the sector is shown to account for 10.4% of global GDP and 313 million jobs, or 9.9% of total employment, in 2017.

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. Our 2018 Annual Economic Reports cover 185 countries and 25 regions of the world, providing the necessary data on 2017 performance as well as unique 10-year forecasts on the sector's potential.

2017 was one of the strongest years of GDP growth in a decade with robust consumer spending worldwide. This global growth transferred again into Travel & Tourism with the sector's direct growth of 4.6% outpacing the global economy for the seventh successive year. As in recent years, performance was particularly strong across Asia, but proving the sector's resilience, 2017 also saw countries such as Tunisia, Turkey and Egypt that had previously been devastated by the impacts of terrorist activity, recover strongly.

This power of resilience in Travel & Tourism will be much needed for the many established Travel & Tourism destinations that were severely impacted by natural disasters in 2017. While our data shows the extent of these impacts and rates of recovery over the decade ahead, beyond just numbers, WTTC and its Members are working hard to support local communities as they rebuild and recover.

Inclusive growth and ensuring a future with quality jobs are the concerns of governments everywhere. Travel & Tourism, which already supports one in every ten jobs on the planet, is a dynamic engine of employment opportunity. Over the past ten years, one in five of all jobs created across the world has been in the sector and, with the right regulatory conditions and government support, nearly 100 million new jobs could be created over the decade ahead.

Over the longer term, forecast growth of the Travel & Tourism sector will continue to be robust as millions more people are moved to travel to see the wonders of the world. Strong growth also requires strong management, and WTTC will also continue to take a leadership role with destinations to ensure that they are planning effectively and strategically for growth, accounting for the needs of all stakeholders and using the most advanced technologies in the process.

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, and for the millions of people who depend on it.



Gloria Guevara Manzo  
President & CEO



## CONTENTS

# THE ECONOMIC IMPACT OF TRAVEL & TOURISM

MARCH 2018

### FOREWORD

2018 ANNUAL RESEARCH: KEY FACTS _____	1
DEFINING THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM _____	2
TRAVEL & TOURISM'S CONTRIBUTION TO GDP _____	3
TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT _____	4
VISITOR EXPORTS AND INVESTMENT _____	5
DIFFERENT COMPONENTS OF TRAVEL & TOURISM _____	6
COUNTRY RANKINGS: ABSOLUTE CONTRIBUTION, 2017 _____	7
COUNTRY RANKINGS: RELATIVE CONTRIBUTION, 2017 _____	8
COUNTRY RANKINGS: REAL GROWTH, 2018 _____	9
COUNTRY RANKINGS: LONG TERM GROWTH, 2018 - 2028 _____	10
SUMMARY TABLES: ESTIMATES & FORECASTS _____	11
THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: REAL 2017 PRICES ____	12
THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES ____	13
THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: GROWTH _____	14
GLOSSARY _____	15
METHODOLOGICAL NOTE _____	16
REGIONS, SUB-REGIONS & COUNTRIES _____	17

---



# PAKISTAN

## 2018 ANNUAL RESEARCH: KEY FACTS<sup>1</sup>

### 2018 FORECAST

#### GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was PKR930.9bn (USD8,832.1mn), 2.9% of total GDP in 2017 and is forecast to rise by 5.9% in 2018, and to rise by 5.8% pa, from 2018-2028, to PKR1,727.7bn (USD16,391.9mn), 3.0% of total GDP in 2028.

#### GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was PKR2,349.0bn (USD22,286.3mn), 7.4% of GDP in 2017, and is forecast to rise by 5.8% in 2018, and to rise by 5.4% pa to PKR4,200.4bn (USD39,851.6mn), 7.4% of GDP in 2028.

#### EMPLOYMENT: DIRECT CONTRIBUTION

In 2017 Travel & Tourism directly supported 1,493,000 jobs (2.5% of total employment). This is expected to rise by 2.8% in 2018 and rise by 2.7% pa to 2,008,000 jobs (2.6% of total employment) in 2028.

#### EMPLOYMENT: TOTAL CONTRIBUTION

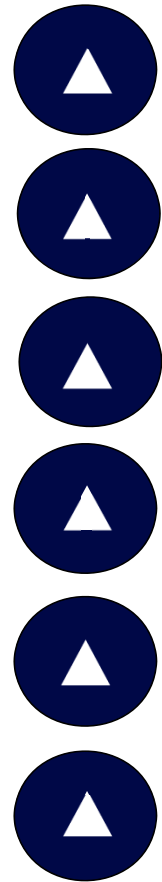
In 2017, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 6.5% of total employment (3,894,000 jobs). This is expected to rise by 2.6% in 2018 to 3,997,000 jobs and rise by 2.3% pa to 5,017,000 jobs in 2028 (6.5% of total).

#### VISITOR EXPORTS

Visitor exports generated PKR98.7bn (USD936.4mn), 3.7% of total exports in 2017. This is forecast to grow by 4.7% in 2018, and grow by 6.4% pa, from 2018-2028, to PKR192.5bn (USD1,826.4mn) in 2028, 2.5% of total.

#### INVESTMENT

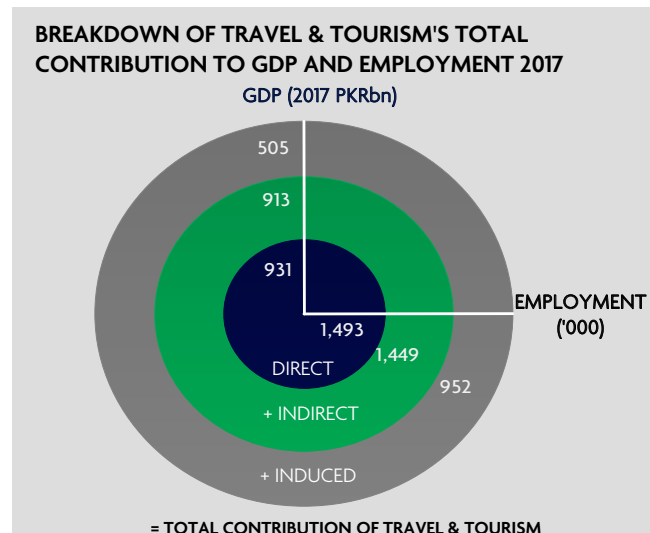
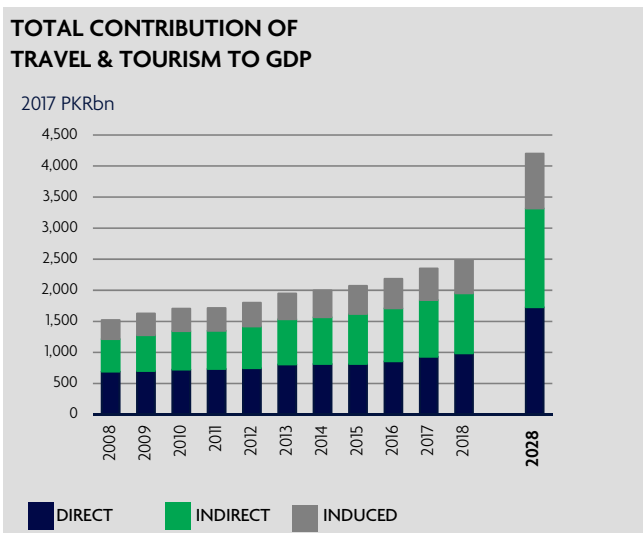
Travel & Tourism investment in 2017 was PKR410.4bn, 9.1% of total investment (USD3,893.4mn). It should rise by 5.2% in 2018, and rise by 4.1% pa over the next ten years to PKR647.4bn (USD6,142.0mn) in 2028, 7.6% of total.



<sup>1</sup>All values are in constant 2017 prices & exchange rates

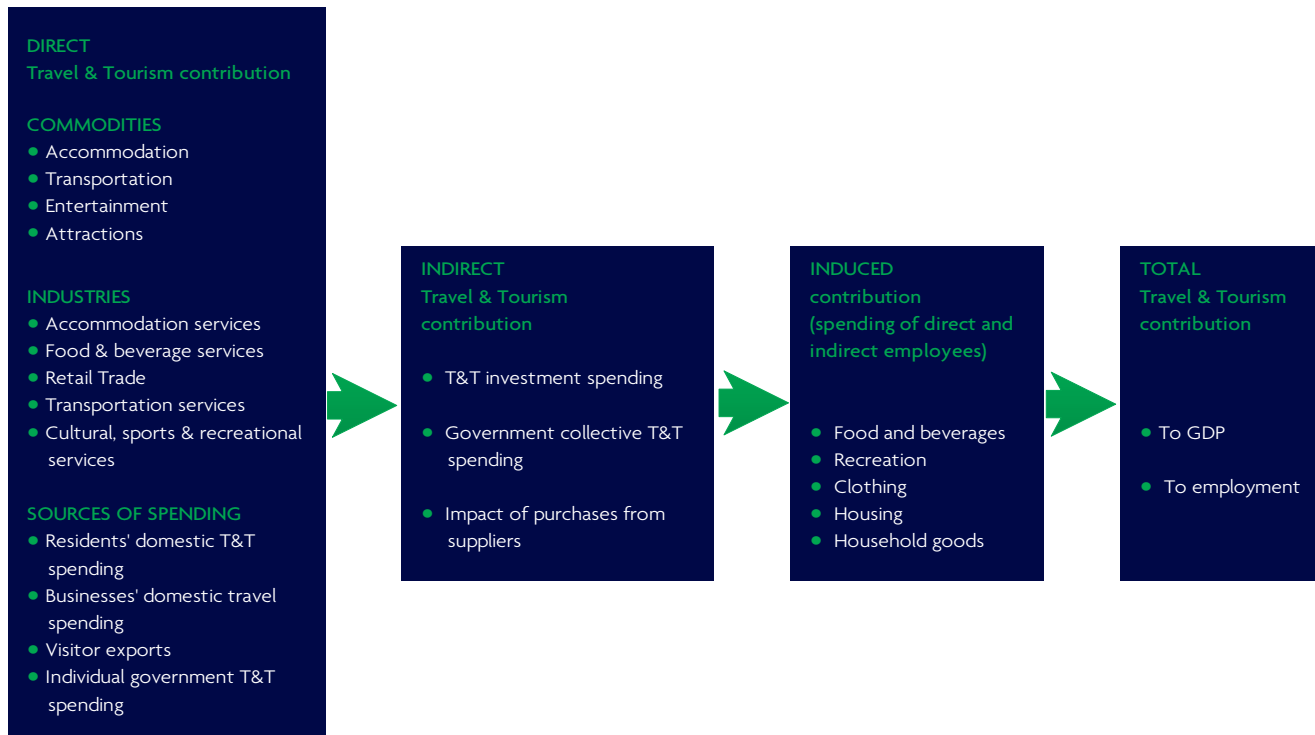
### WORLD RANKING (OUT OF 185 COUNTRIES):

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



# 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.

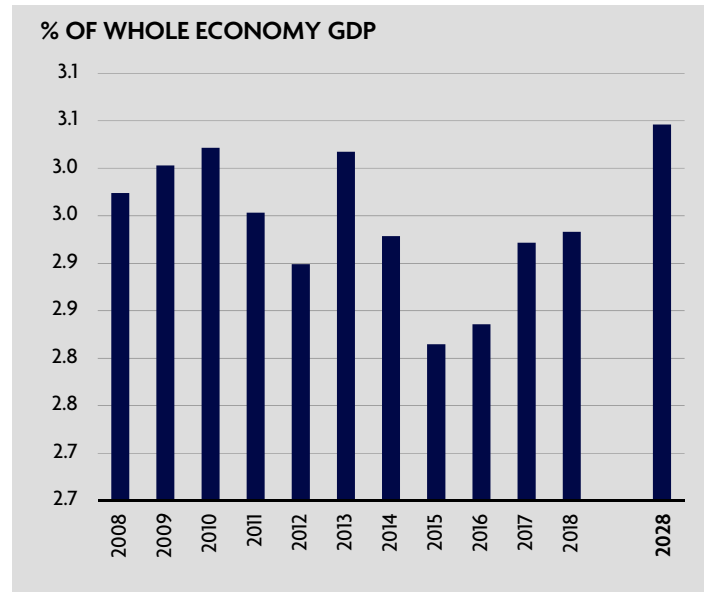
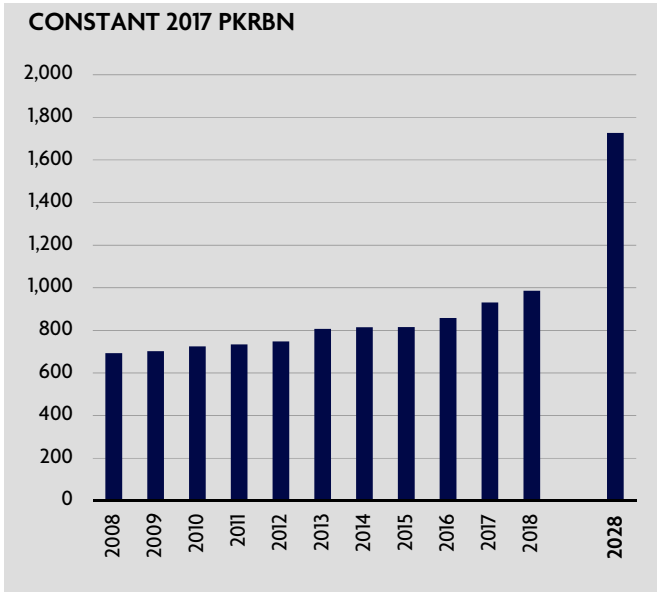
PLEASE NOTE THAT DUE TO CHANGES IN METHODOLOGY BETWEEN 2010 AND 2011, IT IS NOT POSSIBLE TO COMPARE FIGURES PUBLISHED BY WTTC FROM 2011 ONWARDS WITH THE SERIES PUBLISHED IN PREVIOUS YEARS.

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

The direct contribution of Travel & Tourism to GDP in 2017 was PKR930.9bn (2.9% of GDP). This is forecast to rise by 5.9% to PKR986.0bn in 2018. 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 5.8% pa to PKR1,727.7bn (3.0% of GDP) by 2028.

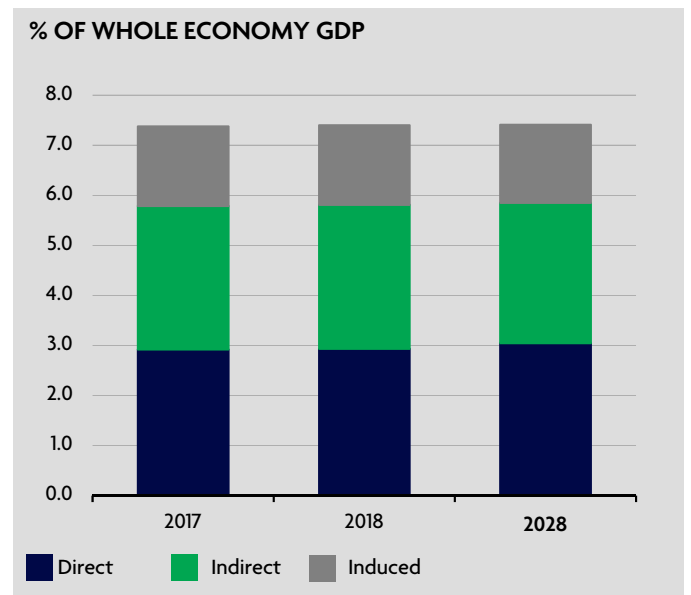
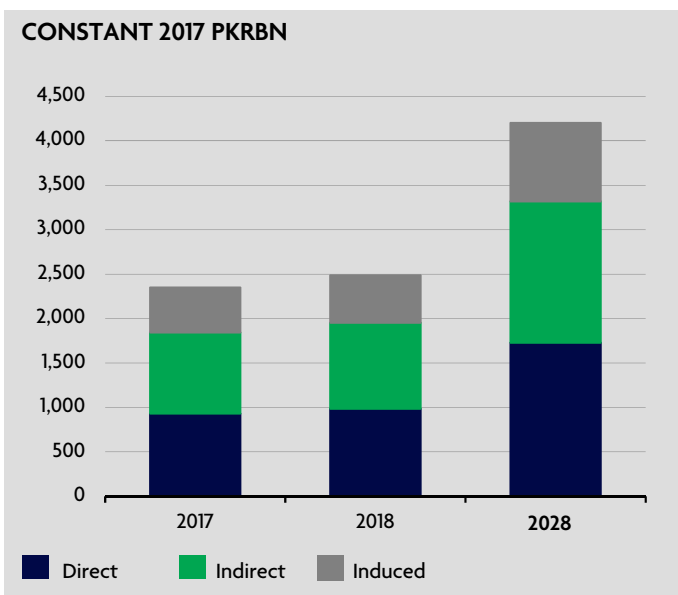
## PAKISTAN: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO GDP



The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was PKR2,349.0bn in 2017 (7.4% of GDP) and is expected to grow by 5.8% to PKR2,486.0bn (7.4% of GDP) in 2018.

It is forecast to rise by 5.4% pa to PKR4,200.4bn by 2028 (7.4% of GDP).

## PAKISTAN: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP



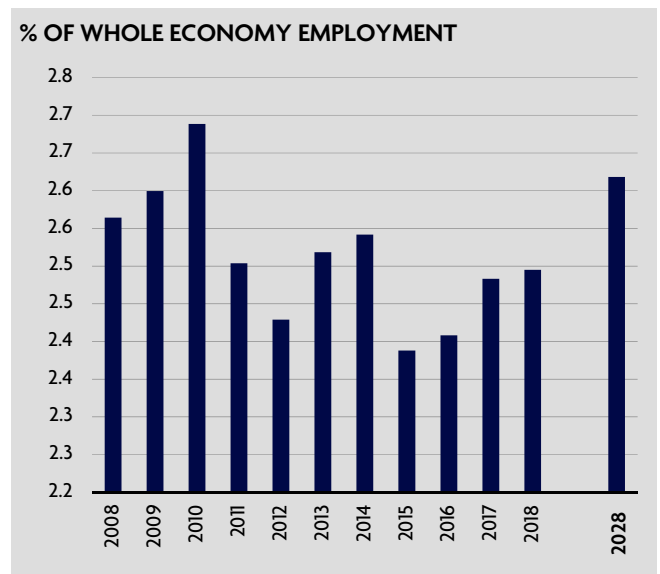
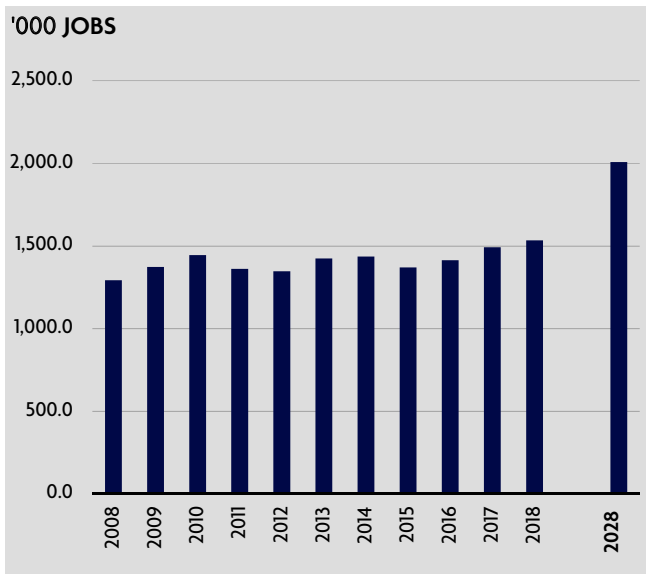
<sup>1</sup> All values are in constant 2017 prices & exchange rates

# TRAVEL & TOURISM'S CONTRIBUTION TO EMPLOYMENT

Travel & Tourism generated 1,493,000 jobs directly in 2017 (2.5% of total employment) and this is forecast to grow by 2.8% in 2018 to 1,534,000 (2.5% 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 2028, Travel & Tourism will account for 2,008,000 jobs directly, an increase of 2.7% pa over the next ten years.

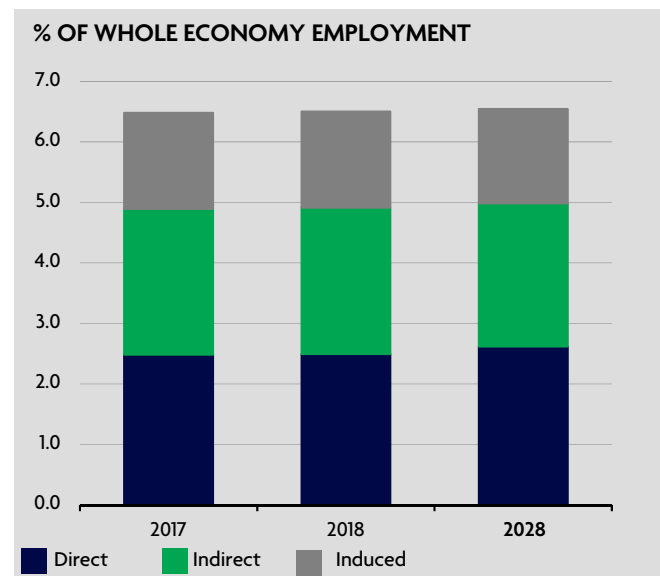
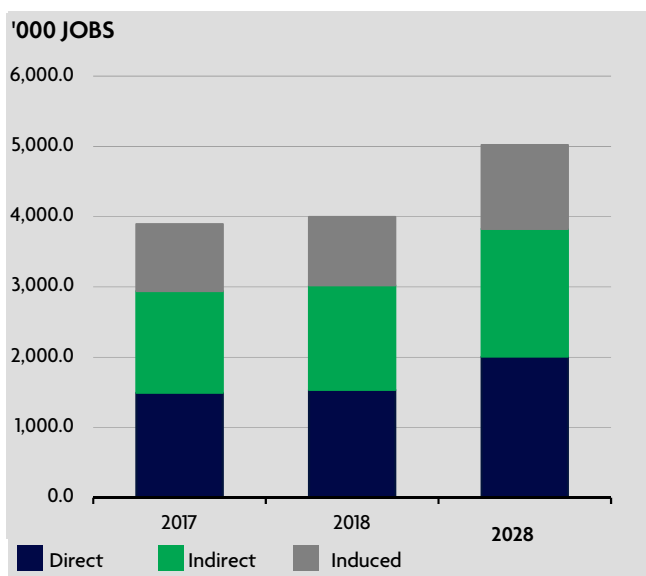
## PAKISTAN: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 3,894,000 jobs in 2017 (6.5% of total employment). This is forecast to rise by 2.6% in 2018 to 3,997,000 jobs (6.5% of total employment).

By 2028, Travel & Tourism is forecast to support 5,017,000 jobs (6.5% of total employment), an increase of 2.3% pa over the period.

## PAKISTAN: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT





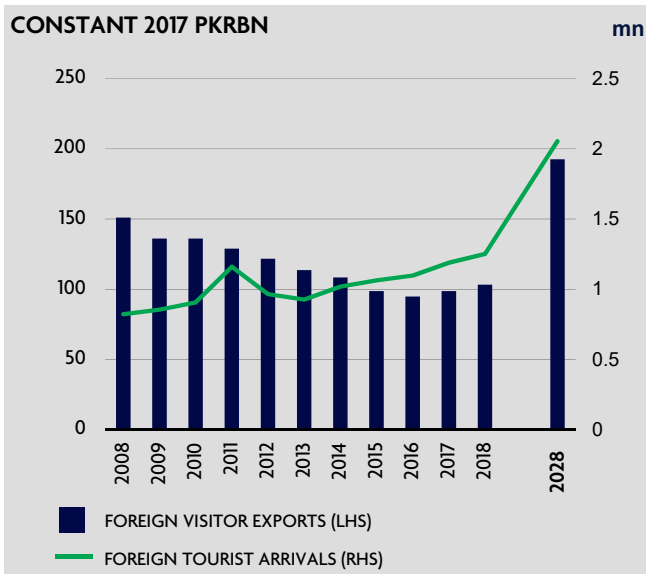
# VISITOR EXPORTS AND INVESTMENT<sup>1</sup>

## VISITOR EXPORTS

Visitor exports are a key component of the direct contribution of Travel & Tourism. In 2017, Pakistan generated PKR98.7bn in visitor exports. In 2018, this is expected to grow by 4.7%, and the country is expected to attract 1,252,000 international tourist arrivals.

By 2028, international tourist arrivals are forecast to total 2,054,000, generating expenditure of PKR192.5bn, an increase of 6.4% pa.

## PAKISTAN:VISITOR EXPORTS AND INTERNATIONAL TOURIST ARRIVALS

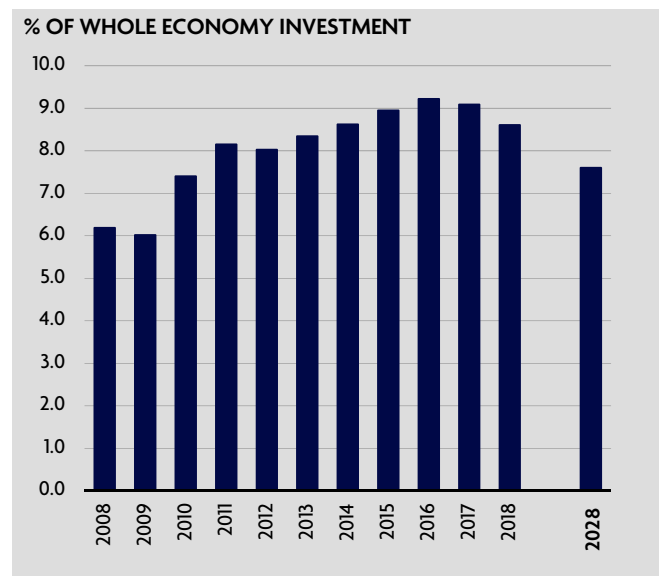
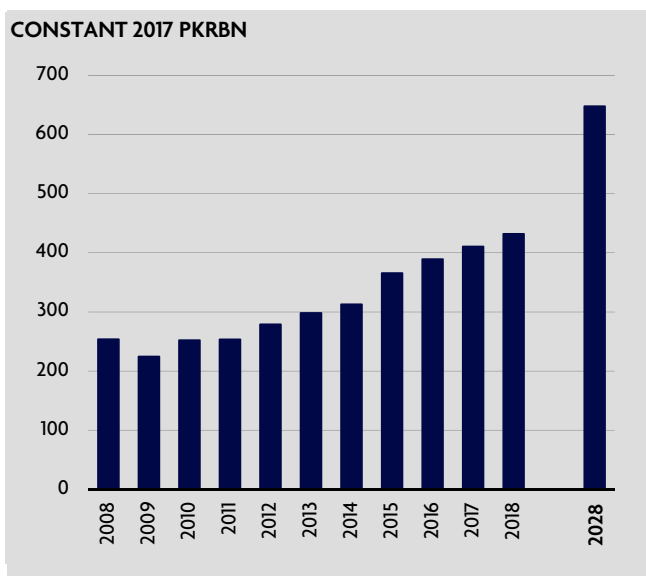


## INVESTMENT

Travel & Tourism is expected to have attracted capital investment of PKR410.4bn in 2017. This is expected to rise by 5.2% in 2018, and rise by 4.1% pa over the next ten years to PKR647.4bn in 2028.

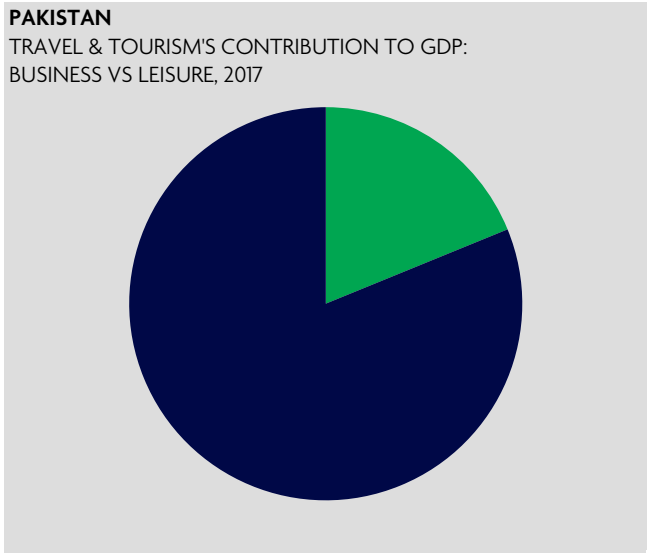
Travel & Tourism's share of total national investment will fall from 8.6% in 2018 to 7.6% in 2028.

## PAKISTAN:CAPITAL INVESTMENT IN TRAVEL & TOURISM



<sup>1</sup> All values are in constant 2017 prices & exchange rates

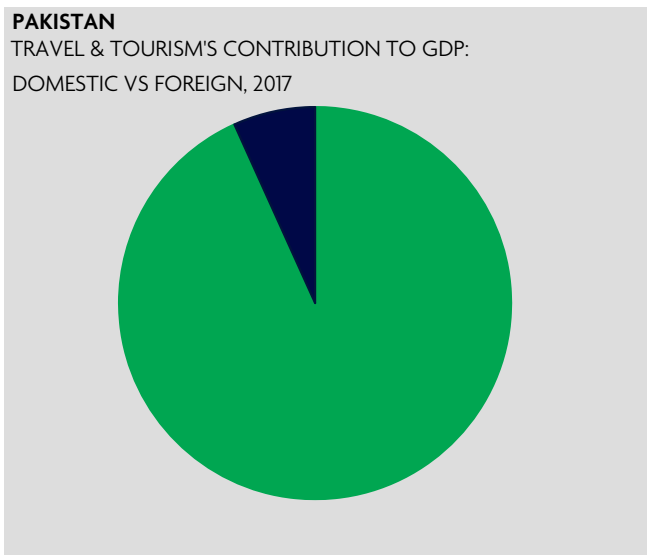
# DIFFERENT COMPONENTS OF TRAVEL & TOURISM<sup>1</sup>



Leisure travel spending (inbound and domestic) generated 81.2% of direct Travel & Tourism GDP in 2017 (PKR1,186.7bn) compared with 18.8% for business travel spending (PKR275.0bn).

Leisure travel spending is expected to grow by 5.5% in 2018 to PKR1,252.4bn, and rise by 6.1% pa to PKR2,254.3bn in 2028.

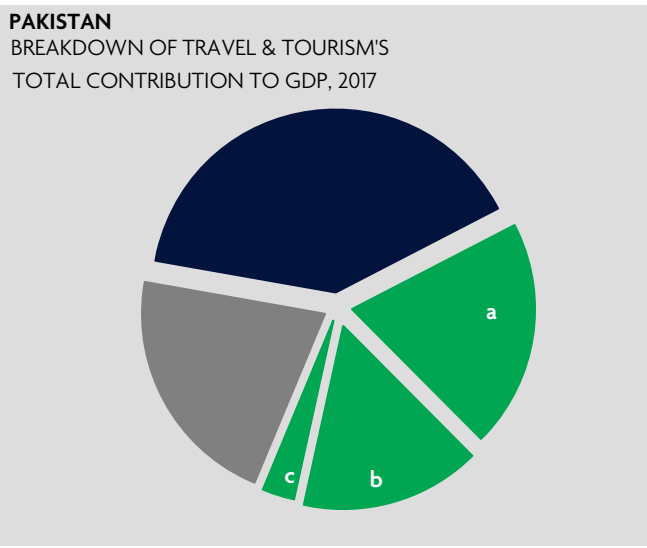
Business travel spending is expected to grow by 7.9% in 2018 to PKR296.8bn, and rise by 5.4% pa to PKR502.5bn in 2028.



Domestic travel spending generated 93.2% of direct Travel & Tourism GDP in 2017 compared with 6.8% for visitor exports (ie foreign visitor spending or international tourism receipts).

Domestic travel spending is expected to grow by 6.1% in 2018 to PKR1,445.9bn, and rise by 5.9% pa to PKR2,564.3bn in 2028.

Visitor exports are expected to grow by 4.7% in 2018 to PKR103.3bn, and rise by 6.4% pa to PKR192.5bn in 2028.



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.**

<sup>1</sup> All values are in constant 2017 prices & exchange rates

# COUNTRY RANKINGS: ABSOLUTE CONTRIBUTION, 2017

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP		2017 (US\$bn)
2	China	402.3
8	India	91.3
12	Thailand	42.2
	<b>World Average</b>	<b>21.5</b>
22	Indonesia	19.4
	<b>South Asia Average</b>	<b>18.7</b>
27	Malaysia	15.2
43	Pakistan	8.8
55	Bangladesh	5.3
59	Sri Lanka	4.5
83	Myanmar	2.0
110	Nepal	1.0

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2017 (US\$bn)
2	China	1349.3
7	India	234.0
15	Thailand	95.0
	<b>World Average</b>	<b>62.9</b>
23	Indonesia	58.9
	<b>South Asia Average</b>	<b>46.9</b>
28	Malaysia	41.9
42	Pakistan	22.3
61	Bangladesh	10.6
62	Sri Lanka	9.9
87	Myanmar	4.9
120	Nepal	1.9

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT		2017 '000 jobs
1	China	28250.0
2	India	26148.1
	<b>South Asia Average</b>	<b>4959.3</b>
4	Indonesia	4585.1
10	Thailand	2336.6
12	Pakistan	1492.8
17	Bangladesh	1178.4
	<b>World Average</b>	<b>937.5</b>
25	Malaysia	669.8
29	Myanmar	569.8
34	Nepal	497.7
40	Sri Lanka	404.2

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT		2017 '000 jobs
1	China	79900.0
2	India	41622.5
4	Indonesia	12241.6
	<b>South Asia Average</b>	<b>8321.9</b>
9	Thailand	5834.0
13	Pakistan	3894.0
20	Bangladesh	2432.0
	<b>World Average</b>	<b>2341.0</b>
25	Malaysia	1704.5
34	Myanmar	1282.4
38	Nepal	1027.1
41	Sri Lanka	875.1

TRAVEL & TOURISM INVESTMENT		2017 (US\$bn)
2	China	154.7
3	India	41.6
16	Indonesia	12.0
	<b>South Asia Average</b>	<b>8.0</b>
20	Thailand	7.7
29	Malaysia	5.3
	<b>World Average</b>	<b>4.8</b>
37	Pakistan	3.9
66	Bangladesh	1.0
69	Sri Lanka	0.9
106	Myanmar	0.3
128	Nepal	0.2

VISITOR EXPORTS		2017 (US\$bn)
2	China	125.3
4	Thailand	59.6
14	India	27.3
23	Malaysia	18.5
27	Indonesia	14.4
	<b>World Average</b>	<b>8.1</b>
	<b>South Asia Average</b>	<b>6.1</b>
56	Sri Lanka	4.7
78	Myanmar	2.4
108	Pakistan	0.9
120	Nepal	0.7
150	Bangladesh	0.2

The tables on pages 7-10 provide brief extracts from the full WTC 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, 2017

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP		2017 % share
25	Thailand	9.4
58	Sri Lanka	5.3
64	Malaysia	4.8
77	Nepal	4.0
91	India	3.7
	<b>South Asia</b>	3.6
102	China	3.3
	World	3.2
116	Pakistan	2.9
127	Myanmar	2.7
150	Bangladesh	2.2
158	Indonesia	1.9

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT		2017 % share
50	Thailand	6.2
57	Sri Lanka	5.1
58	India	5.0
68	Malaysia	4.6
	<b>South Asia</b>	4.5
	World	3.8
87	Indonesia	3.7
91	China	3.6
109	Nepal	3.2
127	Myanmar	2.5
129	Pakistan	2.5
160	Bangladesh	1.8

TRAVEL & TOURISM CONTRIBUTION TO TOTAL CAPITAL INVESTMENT		2017 % share
53	Pakistan	9.1
73	Thailand	7.3
78	Malaysia	6.7
84	India	6.3
	<b>South Asia</b>	5.9
	World	4.5
116	Sri Lanka	4.1
127	Indonesia	3.7
144	China	3.0
166	Nepal	2.3
180	Bangladesh	1.4
184	Myanmar	1.2

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2017 % share
34	Thailand	21.2
63	Malaysia	13.4
69	Sri Lanka	11.6
75	China	11.0
	World	10.4
99	India	9.4
	<b>South Asia</b>	8.9
118	Nepal	7.8
125	Pakistan	7.4
140	Myanmar	6.6
152	Indonesia	5.8
171	Bangladesh	4.3

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT		2017 % share
48	Thailand	15.5
69	Malaysia	11.8
76	Sri Lanka	11.0
80	China	10.3
84	Indonesia	10.0
	World	9.9
110	India	8.0
	<b>South Asia</b>	7.5
126	Nepal	6.6
128	Pakistan	6.5
149	Myanmar	5.7
172	Bangladesh	3.8

VISITOR EXPORTS CONTRIBUTION TO EXPORTS		2017 % share
46	Nepal	28.0
51	Sri Lanka	25.3
53	Myanmar	24.7
62	Thailand	19.2
97	Malaysia	8.3
113	Indonesia	7.0
	World	6.5
	<b>South Asia</b>	6.3
122	India	5.8
131	China	5.2
150	Pakistan	3.7
179	Bangladesh	0.6

# COUNTRY RANKINGS: REAL GROWTH, 2018

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP		2018 % growth
9	Thailand	7.8
10	India	7.6
	<b>South Asia</b>	7.2
19	China	6.9
36	Bangladesh	6.1
38	Pakistan	5.9
53	Indonesia	5.2
54	Myanmar	5.2
58	Sri Lanka	5.1
63	Nepal	4.9
	World	4.0
88	Malaysia	3.9

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT		2018 % growth
21	Thailand	5.2
44	Nepal	3.9
49	Sri Lanka	3.7
64	Bangladesh	3.0
	<b>South Asia</b>	2.8
75	India	2.8
76	Pakistan	2.8
	World	2.4
96	Myanmar	2.2
108	Indonesia	1.8
123	China	1.5
132	Malaysia	1

TRAVEL & TOURISM INVESTMENT		2018 % growth
15	Bangladesh	8.0
20	Nepal	7.6
34	India	6.7
35	Indonesia	6.6
	<b>South Asia</b>	6.6
53	China	6.2
78	Thailand	5.2
80	Pakistan	5.2
	World	4.8
88	Myanmar	4.6
102	Sri Lanka	4.3
113	Malaysia	3.9

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2018 % growth
6	India	7.5
9	Thailand	7.4
	<b>South Asia</b>	7.2
21	China	6.6
23	Bangladesh	6.4
38	Pakistan	5.8
45	Indonesia	5.4
47	Myanmar	5.4
49	Nepal	5.2
56	Sri Lanka	5.1
79	Malaysia	4.3
	World	4.0

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT		2018 % growth
14	Thailand	5.5
29	Nepal	4.2
66	China	3.2
70	India	3.1
	World	3.0
	<b>South Asia</b>	3.0
79	Pakistan	2.6
82	Sri Lanka	2.6
88	Bangladesh	2.5
102	Indonesia	2.0
117	Malaysia	1.5
152	Myanmar	0

VISITOR EXPORTS		2018 % growth
10	Thailand	8.9
11	India	8.8
	<b>South Asia</b>	7.7
50	Bangladesh	6.3
62	Nepal	5.3
63	Myanmar	5.3
69	Sri Lanka	5.1
80	Pakistan	4.7
	World	3.9
103	Indonesia	3.8
124	Malaysia	3.1
170	China	0.5

# COUNTRY RANKINGS: LONG TERM GROWTH, 2018 - 2028

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP		2018 - 2028 % growth pa
3	India	7.1
4	Myanmar	7.0
	<b>South Asia</b>	6.9
5	China	6.7
9	Bangladesh	6.2
10	Indonesia	6.1
23	<b>Pakistan</b>	5.8
24	Thailand	5.7
25	Sri Lanka	5.7
75	Malaysia	4.4
110	Nepal	3.8
	World	3.8

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT		2018 - 2028 % growth pa
5	Myanmar	4.6
14	Thailand	4.0
39	Malaysia	3.1
44	Bangladesh	3.1
51	Indonesia	3.0
71	<b>Pakistan</b>	2.7
96	Sri Lanka	2.2
	<b>South Asia</b>	2.2
	World	2.2
99	India	2.1
101	Nepal	2.1
120	China	1.8

TRAVEL & TOURISM CONTRIBUTION TO TOTAL CAPITAL INVESTMENT		2018 - 2028 % growth pa
4	India	6.7
8	China	6.5
	<b>South Asia</b>	6.5
18	Indonesia	6.2
19	Bangladesh	6.1
30	Myanmar	5.7
36	Thailand	5.5
57	Malaysia	4.9
64	Nepal	4.7
	World	4.3
97	<b>Pakistan</b>	4.1
132	Sri Lanka	3.1

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2018 - 2028 % growth pa
3	Myanmar	7.0
4	India	6.9
5	Bangladesh	6.8
	<b>South Asia</b>	6.7
6	China	6.6
7	Indonesia	6.4
27	Thailand	5.6
33	Sri Lanka	5.5
35	<b>Pakistan</b>	5.4
69	Malaysia	4.6
102	Nepal	3.9
	World	3.8

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT		2018 - 2028 % growth pa
18	China	3.5
21	Myanmar	3.4
23	Thailand	3.4
32	Malaysia	3.1
35	Indonesia	3.1
62	Bangladesh	2.7
	World	2.5
84	<b>Pakistan</b>	2.3
92	Nepal	2.1
	<b>South Asia</b>	2.0
98	India	2.0
133	Sri Lanka	1.5

VISITOR EXPORTS CONTRIBUTION TO TOTAL EXPORTS		2018 - 2028 % growth pa
2	Myanmar	7.3
7	Sri Lanka	6.6
12	<b>Pakistan</b>	6.4
13	Indonesia	6.4
19	Bangladesh	6.2
20	Thailand	6.2
	<b>South Asia</b>	5.7
42	India	5.5
57	Nepal	5.2
	World	4.1
115	Malaysia	4.1
183	China	1.9

# SUMMARY TABLES: ESTIMATES & FORECASTS

PAKISTAN	2017 USDm <sup>1</sup>	2017 % of total	2018 Growth <sup>2</sup>	USDm <sup>1</sup>	2028 % of total	Growth <sup>3</sup>
Direct contribution to GDP	8,832.1	2.9	5.9	16,391.9	3.0	5.8
Total contribution to GDP	22,286.3	7.4	5.8	39,851.6	7.4	5.4
Direct contribution to employment <sup>4</sup>	1,493	2.5	2.8	2,008	2.6	2.7
Total contribution to employment <sup>4</sup>	3,894	6.5	2.6	5,017	6.5	2.3
Visitor exports	936.4	3.7	4.7	1,826.4	2.5	6.4
Domestic spending	12,932.3	4.3	6.1	24,329.1	4.5	5.9
Leisure spending	11,259.3	2.4	5.5	21,387.8	2.5	6.1
Business spending	2,609.4	0.5	7.9	4,767.7	0.6	5.4
Capital investment	3,893.4	9.1	5.2	6,142.0	7.6	4.1

<sup>1</sup>2017 constant prices & exchange rates; <sup>2</sup>2018 real growth adjusted for inflation (%); <sup>3</sup>2018-2028 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

SOUTH ASIA	2017 USDbn <sup>1</sup>	2017 % of total	2018 Growth <sup>2</sup>	USDbn <sup>1</sup>	2028 % of total	Growth <sup>3</sup>
Direct contribution to GDP	112.4	3.6	7.2	233.7	3.8	6.9
Total contribution to GDP	281.6	8.9	7.2	579.6	9.4	6.7
Direct contribution to employment <sup>4</sup>	29,756	4.5	2.8	38,059	4.7	2.2
Total contribution to employment <sup>4</sup>	49,931	7.5	3.0	63,006	7.8	2.0
Visitor exports	36.9	6.3	7.7	69.3	5.7	5.7
Domestic spending	211.0	6.7	7.1	451.8	7.4	7.2
Leisure spending	230.5	3.3	7.3	486.4	3.5	7.0
Business spending	17.3	0.3	6.5	34.7	0.3	6.5
Capital investment	47.8	5.9	6.6	95.3	5.7	6.5

<sup>1</sup>2017 constant prices & exchange rates; <sup>2</sup>2018 real growth adjusted for inflation (%); <sup>3</sup>2018-2028 annualised real growth adjusted for inflation (%); <sup>4</sup>000 jobs

WORLDWIDE	2017 USDbn <sup>1</sup>	2017 % of total	2018 Growth <sup>2</sup>	USDbn <sup>1</sup>	2028 % of total	Growth <sup>3</sup>
Direct contribution to GDP	2,570.1	3.2	4.0	3,890.0	3.6	3.8
Total contribution to GDP	8,272.3	10.4	4.0	12,450.1	11.7	3.8
Direct contribution to employment <sup>4</sup>	118,454	3.8	2.4	150,139	4.2	2.2
Total contribution to employment <sup>4</sup>	313,221	9.9	3.0	413,556	11.6	2.5
Visitor exports	1,494.2	6.5	3.9	2,311.4	6.9	4.1
Domestic spending	3,970.5	5.0	4.1	6,051.5	5.8	3.9
Leisure spending	4,233.3	2.5	4.1	6,605.3	2.8	4.1
Business spending	1,230.6	0.7	3.8	1,756.1	0.8	3.2
Capital investment	882.4	4.5	4.8	1,408.3	5.1	4.3

<sup>1</sup>2017 constant prices & exchange rates; <sup>2</sup>2018 real growth adjusted for inflation (%); <sup>3</sup>2018-2028 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 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 2017 PRICES

PAKISTAN (PKRbn, real 2017 prices)	2012	2013	2014	2015	2016	2017	2018E	2028F
1. Visitor exports	121.7	113.7	108.4	98.8	94.9	98.7	103.3	192.5
2. Domestic expenditure (includes government individual spending)	1089.5	1186.8	1181.2	1182.2	1252.4	1363.1	1445.9	2564.3
3. Internal tourism consumption (= 1 + 2)	1211.3	1300.4	1289.6	1281.0	1347.2	1461.8	1549.2	2756.8
4. Purchases by tourism providers, including imported goods (supply chain)	-463.4	-493.4	-474.5	-465.8	-489.0	-530.9	-563.2	-1,029.1
<b>5. Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	747.9	807.1	815.1	815.1	858.3	930.9	986.0	1,727.7
<b>Other final impacts (indirect &amp; induced)</b>	386.9	417.5	421.7	421.7	444.0	481.6	510.1	893.8
6 Domestic supply chain								
7. Capital investment	278.9	297.9	312.6	365.4	389.2	410.4	431.8	647.4
8. Government collective spending	47.3	51.7	52.9	56.4	61.0	67.9	74.3	131.1
9. Imported goods from indirect spending	-43.1	-40.1	-34.2	-39.1	-42.9	-46.6	-48.8	-81.9
10. Induced	381.1	413.9	429.3	452.1	475.4	504.8	532.6	882.3
<b>11. Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	1,798.9	1,948.0	1,997.3	2,071.7	2,185.0	2,349.0	2,486.0	4,200.4
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	1,347.9	1,424.9	1,436.7	1,371.2	1,414.6	1,492.8	1,534.2	2,008.4
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	3,365.1	3,572.8	3,623.4	3,607.7	3,726.3	3,894.0	3,997.0	5,017.5
<b>Other indicators</b>								
14. Expenditure on outbound travel	214.8	191.3	236.7	279.3	289.6	306.0	285.9	395.9



# THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM: NOMINAL PRICES

PAKISTAN (PKRbn, nominal prices)	2012	2013	2014	2015	2016	2017	2018E	2028F
1. Visitor exports	94.6	95.1	98.1	93.6	91.2	98.7	107.5	297.0
2. Domestic expenditure (includes government individual spending)	846.7	993.2	1068.2	1120.3	1204.3	1363.1	1504.3	3956.5
3. Internal tourism consumption (= 1 + 2)	941.3	1088.4	1166.2	1213.9	1295.5	1461.8	1611.8	4253.5
4. Purchases by tourism providers, including imported goods (supply chain)	-360.1	-412.9	-429.1	-441.4	-470.2	-530.9	-586.0	-1,587.8
<b>5. Direct contribution of Travel &amp; Tourism to GDP (= 3 + 4)</b>	581.2	675.5	737.1	772.4	825.3	930.9	1,025.8	2,665.7
<b>Other final impacts (indirect &amp; induced)</b>	300.7	349.4	381.3	399.6	427.0	481.6	530.7	1,379.1
6. Domestic supply chain								
7. Capital investment	216.7	249.3	282.7	346.3	374.2	410.4	449.2	998.8
8. Government collective spending	36.8	43.3	47.9	53.5	58.7	67.9	77.3	202.3
9. Imported goods from indirect spending	-33.5	-33.6	-31.0	-37.1	-41.2	-46.6	-50.8	-126.4
10. Induced	296.1	346.4	388.2	428.4	457.2	504.8	554.2	1,361.3
<b>11. Total contribution of Travel &amp; Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)</b>	1,397.9	1,630.4	1,806.2	1,963.1	2,101.1	2,349.0	2,586.4	6,480.8
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	1,347.9	1,424.9	1,436.7	1,371.2	1,414.6	1,492.8	1,534.2	2,008.4
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	3,365.1	3,572.8	3,623.4	3,607.7	3,726.3	3,894.0	3,997.0	5,017.5
<b>Other indicators</b>								
14. Expenditure on outbound travel	166.9	160.1	214.0	264.7	278.5	306.0	297.4	610.8

\*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 Growth <sup>1</sup> (%)	2012	2013	2014	2015	2016	2017	2018E	2028F <sup>2</sup>
1. Visitor exports	-5.6	-6.6	-4.6	-8.9	-4.0	4.0	4.7	6.4
2. Domestic expenditure (includes government individual spending)	3.2	8.9	-0.5	0.1	5.9	8.8	6.1	5.9
3. Internal tourism consumption (= 1 + 2)	2.3	7.4	-0.8	-0.7	5.2	8.5	6.0	5.9
4. Purchases by tourism providers, including imported goods (supply chain)	2.8	6.5	-3.8	-1.8	5.0	8.6	6.1	6.2
<b>5. Direct contribution of Travel &amp; Tourism to GDP (= 3 + 4)</b>	1.9	7.9	1.0	0.0	5.3	8.5	5.9	5.8
<b>Other final impacts (indirect &amp; induced)</b>	1.9	7.9	1.0	0.0	5.3	8.5	5.9	5.8
6. Domestic supply chain								
7. Capital investment	10.1	6.8	4.9	16.9	6.5	5.5	5.2	4.1
8. Government collective spending	12.4	9.3	2.3	6.6	8.1	11.3	9.5	5.8
9. Imported goods from indirect spending	-28.5	-6.9	-14.7	14.3	9.6	8.6	4.7	5.3
10. Induced	4.7	8.6	3.7	5.3	5.2	6.2	5.5	5.2
<b>11. Total contribution of Travel &amp; Tourism to GDP (= 5 + 6 + 7 + 8 + 9 + 10)</b>	5.1	8.3	2.5	3.7	5.5	7.5	5.8	5.4
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	-1.0	5.7	0.8	-4.6	3.2	5.5	2.8	2.7
<b>13. Total contribution of Travel &amp; Tourism to employment</b>	2.3	6.2	1.4	-0.4	3.3	4.5	2.6	2.3
<b>Other indicators</b>								
14. Expenditure on outbound travel	3.9	-10.9	23.7	18.0	3.7	5.7	-6.6	3.3

<sup>1</sup>2012-2017 real annual growth adjusted for inflation (%); <sup>2</sup>2018-2028 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 Bulgaria, Hungary, Portugal and Vietnam, bringing our total of countries in our benchmarking dataset to 58. Furthermore, we have sourced updated TSAs for 26 countries.

WTTC coverage includes data on 185 countries and reports on 25 other regions, sub-regions and economic and geographic groups. This year, there are 10 reports for special economic and geographic groups.

## 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





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

WTTC promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world's leading private sector Travel & Tourism businesses.

Together with Oxford Economics, WTTC produces annual research that shows Travel & Tourism to be one of the world's largest sectors, supporting over 307 million jobs and generating 10.4% of global GDP in 2017. Comprehensive reports quantify, compare and forecast the economic impact of Travel & Tourism on 185 economies around the world. In addition to the individual country reports, WTTC produces a world report highlighting global trends and 24 further reports that focus on regions, sub-regions and economic and geographic groups.

To download reports or data, please visit [www.wttc.org](http://www.wttc.org)



## Assisting WTTC to Provide Tools for Analysis, Benchmarking, Forecasting and Planning.

Oxford Economics is a leader in global forecasting and quantitative analysis. Our worldwide client base comprises more than 1,500 international corporations, financial institutions, government organisations, and universities. Headquartered in Oxford, with offices around the world, we employ 300 people, including 200 economists and analysts. Our best-of-class global economic and industry models and analytical tools give us an unmatched ability to forecast external market trends and assess their economic, social and business impact.

For more information, visit [www.oxfordeconomics.com](http://www.oxfordeconomics.com)

---

## 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 company's 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 15 countries and collects data for over 59,000 hotels across 180 countries.



ForwardKeys analyses more than 17m flight booking transactions a day, drawing data from all the major global air reservation systems and selected airlines and tour operators. This information is enhanced with further independent data sets, including flight search and official government statistics, plus data science to paint a picture of who is travelling where and when. ForwardKeys' analytics are used by traveller-focused businesses worldwide to monitor and anticipate traveller arrivals from a particular origin market at a specific time. This analysis enables parties to anticipate the impact of events, better manage their staffing levels, fine tune supply requirements, adjust and measure the effectiveness of their marketing efforts and anticipate future market trends.



© World Travel & Tourism Council: Travel & Tourism Economic Impact 2018 - March 2018. All rights reserved.

The copyright laws of the United Kingdom allow certain uses of this content without our (i.e. the copyright owner's) permission. You are permitted to use limited extracts of this content, provided such use is fair and when such use is for non-commercial research, private study, review or news reporting. The following acknowledgment must also be used, whenever our content is used relying on this "fair dealing" exception:  
"Source: World Travel and Tourism Council: Travel & Tourism Economic Impact 2018 - March 2018. All rights reserved."

If your use of the content would not fall under the "fair dealing" exception described above, you are permitted to use this content in whole or in part for non-commercial or commercial use provided you comply with the Attribution, Non-Commercial 4.0 International Creative Commons Licence. In particular, the content is not amended and the following acknowledgment is used, whenever our content is used:  
"Source: World Travel and Tourism Council: Economic Impact 2018 - March 2018. All rights reserved. Licensed under the Attribution, Non-Commercial 4.0 International Creative Commons Licence."



You may not apply legal terms or technological measures that legally restrict others from doing anything this license permits.

Inside cover: Lachlan Dempsey, Unsplash



  
WORLD  
TRAVEL &  
TOURISM  
COUNCIL

## THE AUTHORITY ON WORLD TRAVEL & TOURISM

WORLD TRAVEL & TOURISM COUNCIL (WTTC), The Harlequin Building, 65 Southwark Street, London SE1 0HR, United Kingdom  
Tel: +44 (0) 207 481 8007 | Email: [enquiries@wttc.org](mailto:enquiries@wttc.org) | [www.wttc.org](http://www.wttc.org)

