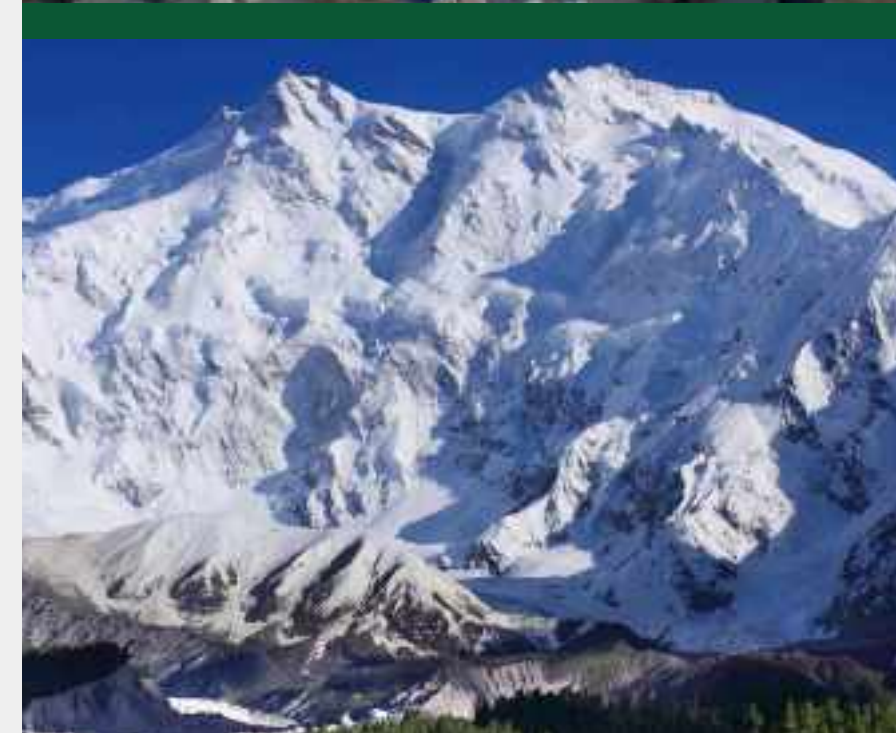


PAKISTAN TOURISM INSIGHTS



GREEN
TOURISM

EDITION 2025





PAKISTAN

Pakistan is emerging as one of the world's most promising tourism destinations, offering a rich blend of breathtaking landscapes, diverse cultures, and ancient heritage. From the world's highest peaks in the north to serene coastlines in the south, along with vibrant cities, religious landmarks, and adventure opportunities, Pakistan presents unmatched experiences for travelers seeking nature, history, and hospitality.



GREEN TOURISM

Green Tourism, an initiative of the Special Investment Facilitation Council (SIFC), Government of Pakistan, and Green Pakistan initiative (GPI), is envisioned as a dedicated platform to unlock the true potential of tourism in the country. It focuses on building state-of-the-art infrastructure, supporting religious and cultural tourism, facilitating policy reforms & preservation of historical and archaeological sites, and opening new avenues such as adventure, eco, sports, and medical tourism. Acting as a bridge between stakeholders and promoting Pakistan's image internationally, it seeks to attract foreign direct investment and establish Pakistan as a premier global destination.



GLOBAL TOURISM ECONOMY

Global Data				
	\$ Total GDP contribution:		👤 Total Travel & Tourism jobs:	
2019	10.4% (of Total Economy) USD 10.33TN	Change in 2020: -48.4%	334 MN =10.5% (Share of Global Jobs)	Change in 2020: -69.5 MN -20.8%
2023	9.1% USD 9.90TN	Annual Change: +23.2% (-4.1% vs 2019) Economy Change YoY= 2.7%	330 MN =10.0%	Annual Change: +9.1% (-1.4% vs 2019)
2024 (F)	10.0% USD 11.10TN	Annual Change: +12.1% (7.5% vs 2019) Economy Change YoY= 2.2%	348 MN =10.4%	Annual Change: +5.5% (4.1% vs 2019)
2034 (F)	11.4% USD 16.00TN	CAGR ² (2024 - 2034): 3.7% Economy CAGR (2024 - 2034): 2.4%	449 MN =12.2%	New Jobs (2034 vs 2024): 101.2 MN

- Global tourism contributed USD \$9.90 trillion in 2023 (9.1% of GDP) with annual increase of 23.2%
- Supported 330 million jobs worldwide (1 in 10 workers)



Note: The 2024 and 2034 figures are forecast estimates (F).

Source: WTTC - 2024 Pakistan Travel & Tourism

By 2034, projected to reach \$16 trillion (11.4% of GDP) and 449 million jobs.



Pakistan Tourism Statistics



PAKISTAN TOURISM ECONOMY

Pakistan Key Data				
2019	5.6% (of Total Economy) PKR 4.76TN (USD 16.8BN)	Change in 2020: -34.4%	3.95 MN =6.2% (Share of Total Jobs)	Change in 2020: -11.6%
2023	5.8% PKR 5.59TN (USD 19.8BN)	Annual Change: +8.7% (17.5% vs 2019) Economy Change: +12%	4.73 MN =6.7%	Annual Change: +5.4% (19.7% vs 2019)
2024 (E)	6.1% PKR 5.91TN (USD 20.9BN)	Annual Change: +5.7% (24.3% vs 2019)	4.79 MN =6.7%	Annual Change: +1.3% (21.2% vs 2019)
2034 (F)	8.0% PKR 10.26TN (USD 36.3BN)	CAGR (2024 - 2034): +5.7% Economy CAGR (2024 - 2034): +2.9%	6.49 MN =7.0%	New Jobs (2034 vs 2024): 1.70 MN

- Tourism contributed USD \$19.8B (5.8% of GDP) in 2023

- Sector supports 4.73 Mn jobs, with an annual increase of 6.7%

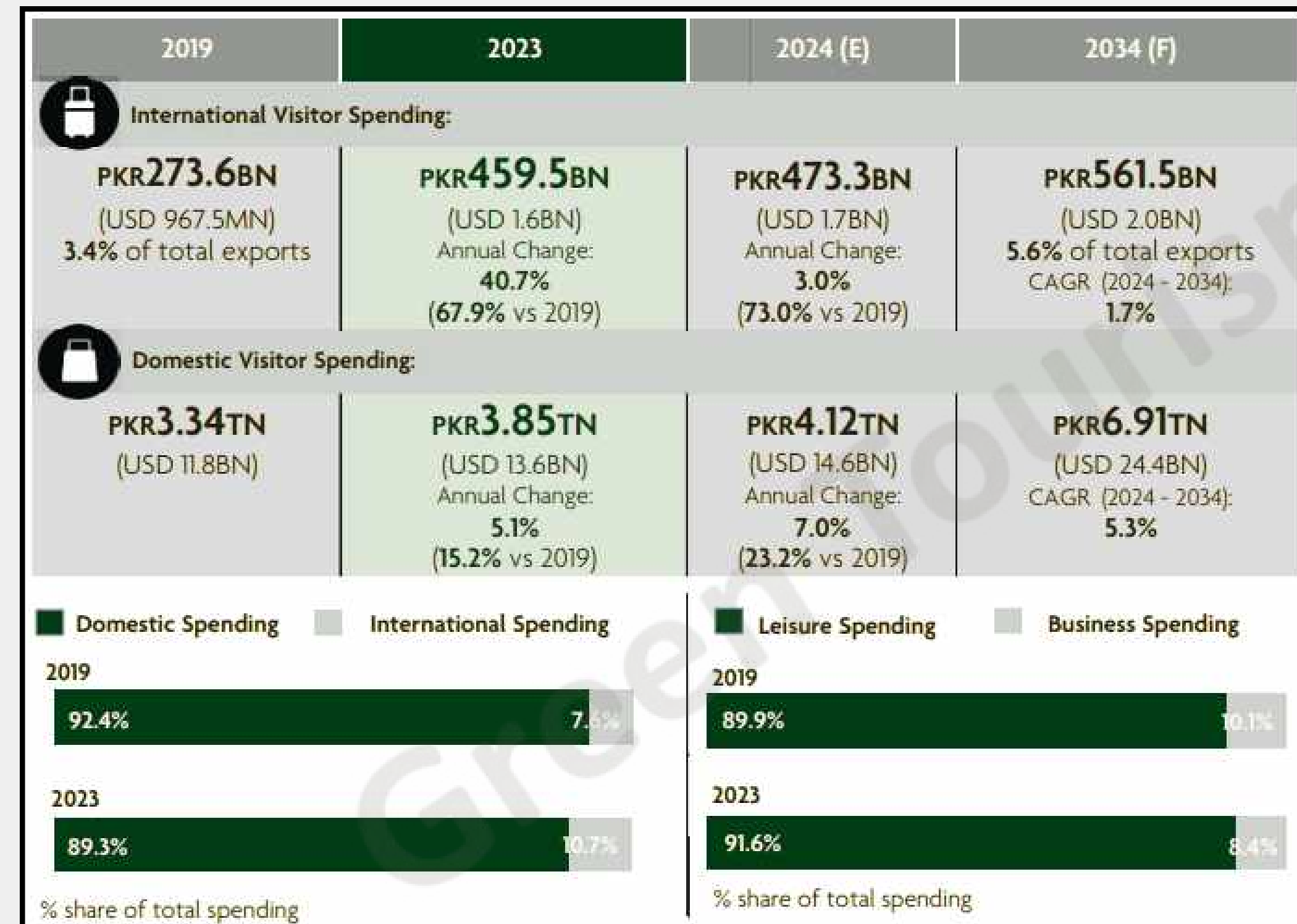


Note: The 2024 and 2034 figures are forecast estimates (F).

Source: WTTC - 2024 Pakistan Travel & Tourism

Pakistan's Tourism can drive \$36B growth, jobs & cultural exchange by 2034

PAKISTAN'S VISITOR SPENDING



- Domestic visitors dominate, spending USD 13.6B in 2023, projected to reach USD 24.4B by 2034
- International visitors spent USD 1.6B in 2023, expected to rise modestly to USD 2.0B by 2034

International & Domestic Tourists spending projected at \$26.4Bn by 2034

COUNTRY	Total Arrival
United Kingdom	503,383
Afghanistan	461,199
United States	260,406
India	149,796
Canada	116,527
Iran	106,371
China	64,460
Australia	59,154
Germany	41,352
Spain	29,431
Italy	29,012
Norway	19,485
France	17,269
Netherlands	15,096
Turkiye	14,527
Malaysia	13,993
Ireland	12,367
Bahrain	11,285
Belgium	10,949
Sweden	9,778

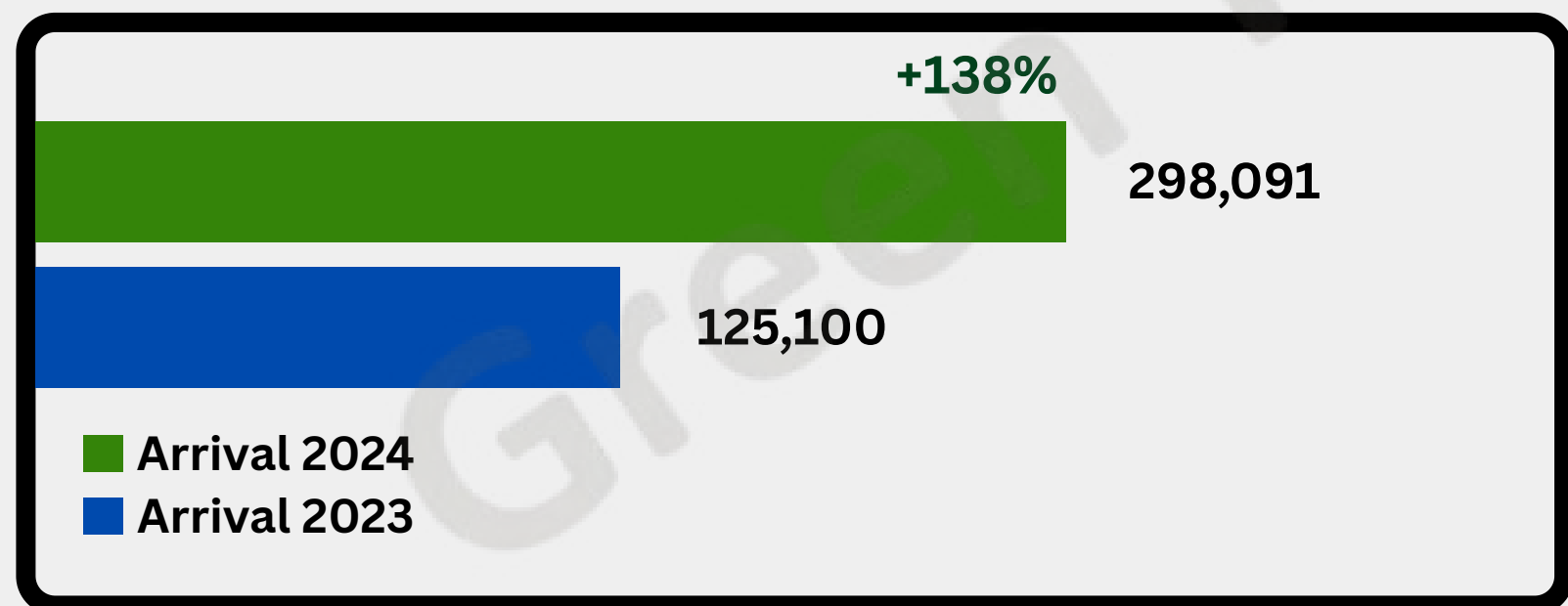


TOP 20 COUNTRIES ARRIVAL 2024

Total Arrival: 2,114,913

COUNTRY	Tourists 2024
Afghanistan	163,517
Iran	18,308
United Kingdom	17,433
United States	15,757
Malaysia	7,638
China	6,997
Australia	6,935
Canada	4,984
Thailand	3,680
Bangladesh	2,453

ARRIVAL (2023-2024)

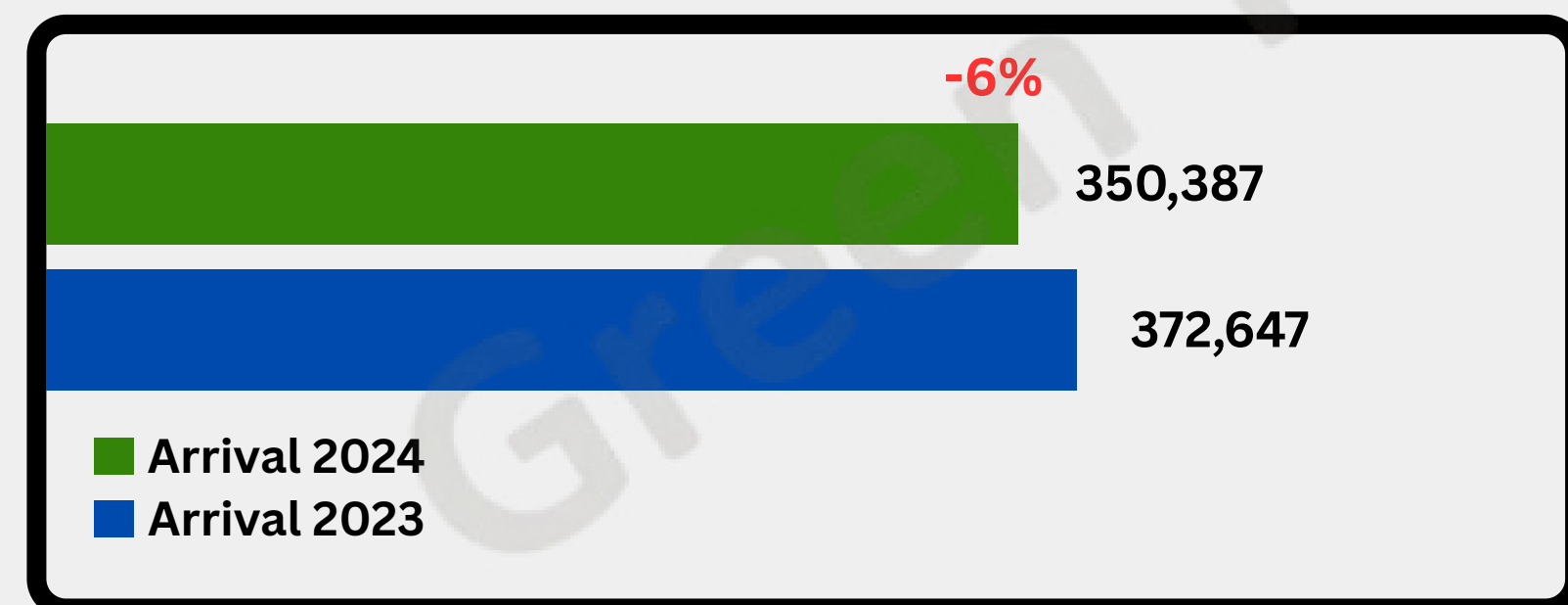


TOURISTS

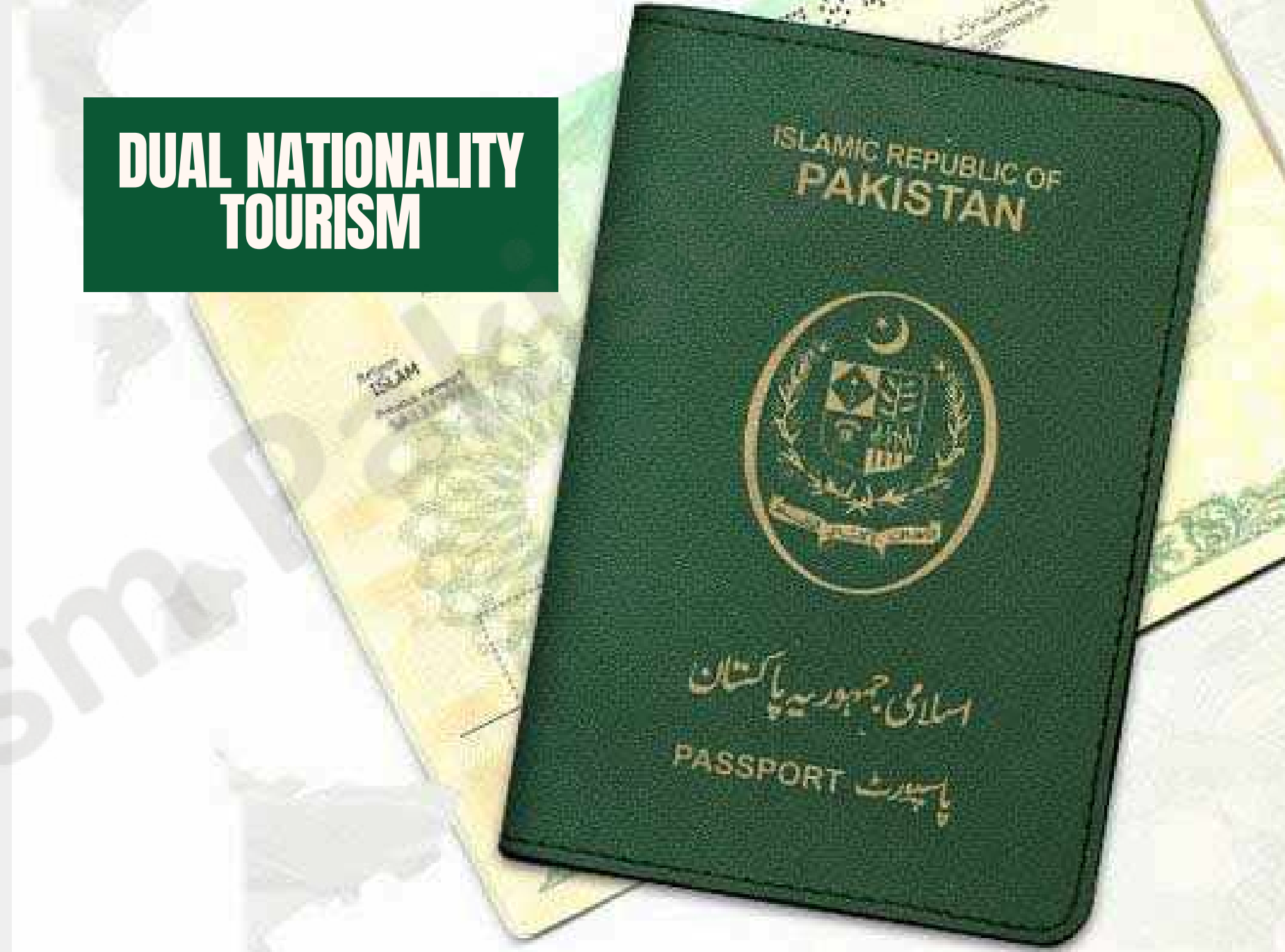
TOP 10 COUNTRIES ARRIVAL 2024

COUNTRY	Dual Nationality 2024
United Kingdom	182,417
United States	59,275
Canada	38,444
Australia	16,367
Italy	12,659
France	5,088
Spain	4,805
Bahrain	4,047
Ireland	3,947
Belgium	3,726

ARRIVAL (2023-2024)



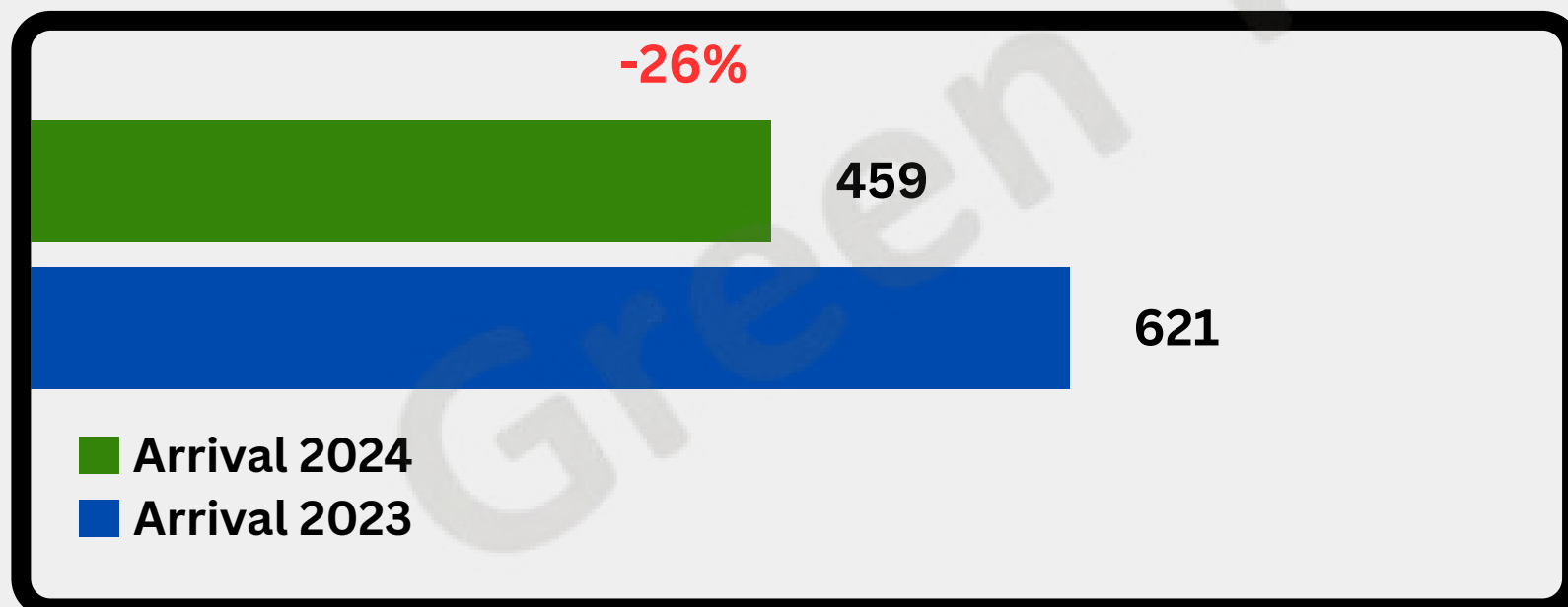
DUAL NATIONALITY TOURISM



TOP 10 COUNTRIES ARRIVAL 2024

COUNTRY	Mountaineering 2024
Nepal	84
France	43
United States	40
Italy	31
Russia	31
Spain	28
Poland	25
Japan	22
Germany	21
Czech Republic	14

ARRIVAL (2023-2024)



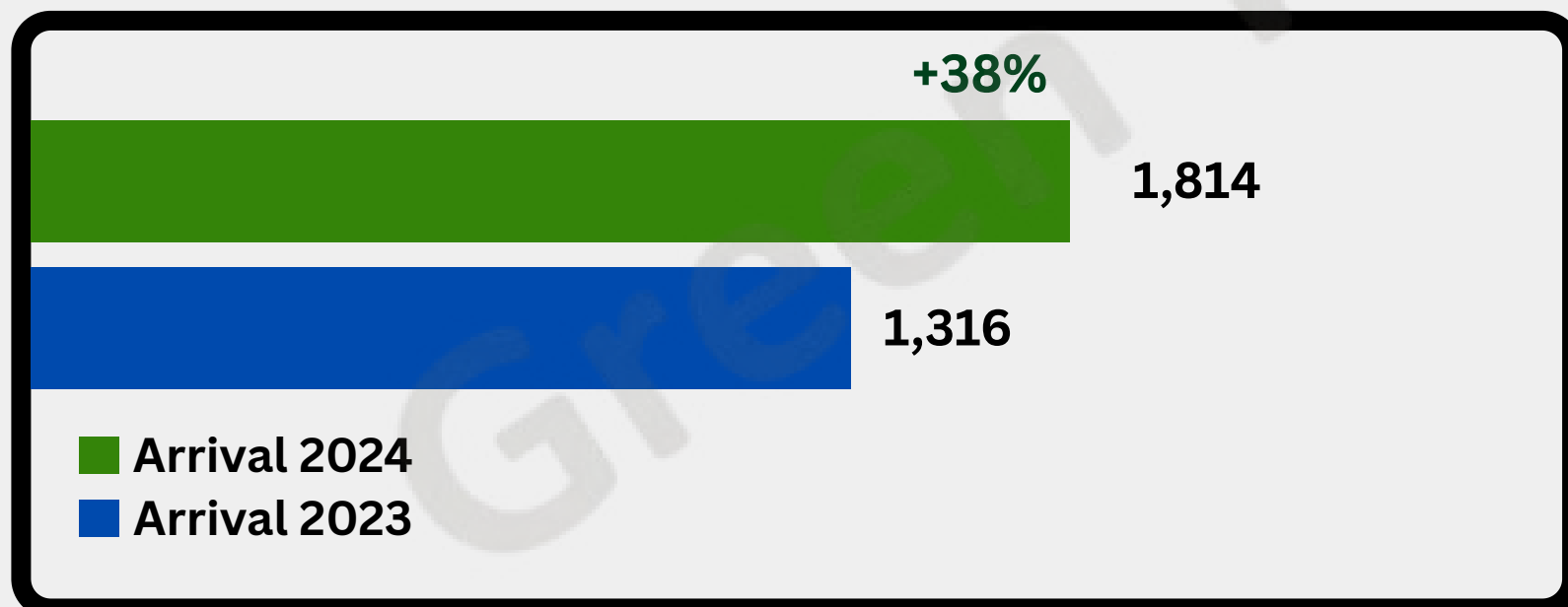
MOUNTAINEERING



TOP 10 COUNTRIES ARRIVAL 2024

COUNTRY	Trekking 2024
Spain	213
China	203
Germany	149
Italy	128
United States	113
Poland	111
United Kingdom	109
France	91
Czech Republic	61
Australia	40

ARRIVAL (2023-2024)

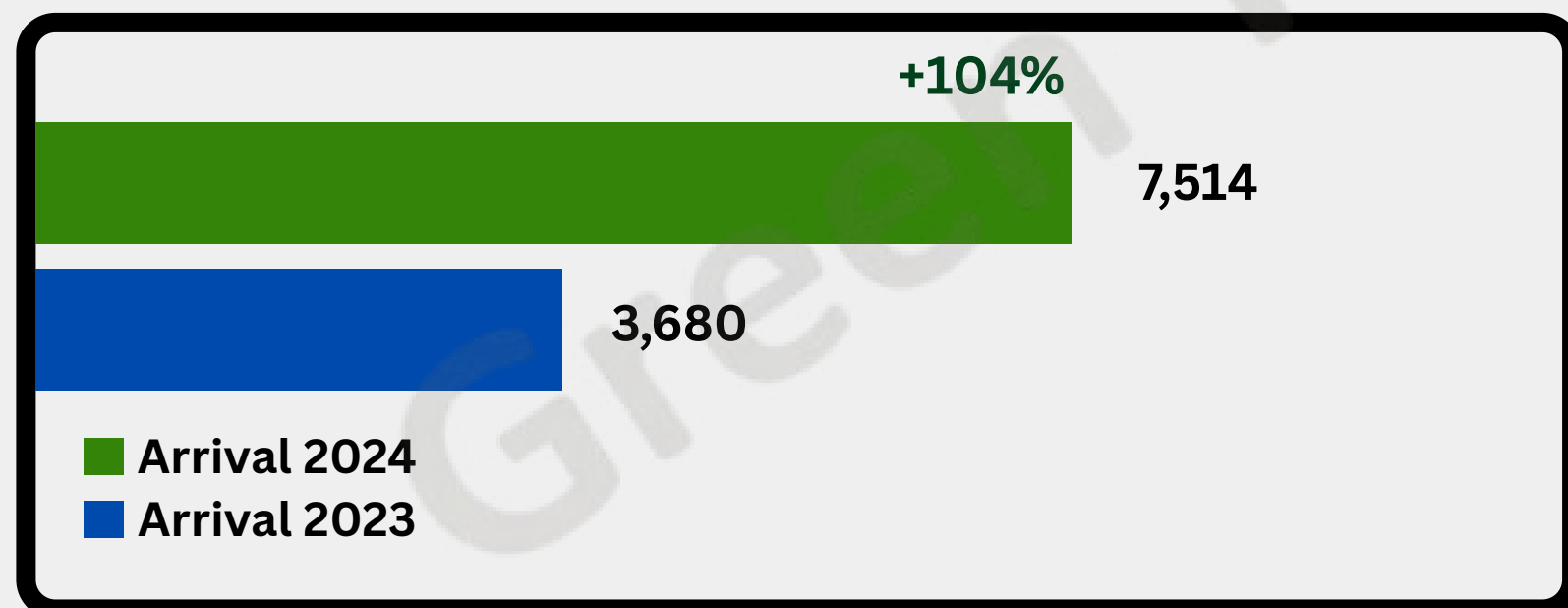


TREKKING

TOP 10 COUNTRIES ARRIVAL 2024

COUNTRY	Sikh Pilgrimage 2024
United Kingdom	2,915
United States	1,631
Canada	1,371
India	677
Malaysia	286
Australia	278
New Zealand	128
Italy	45
Singapore	38
Netherlands	29
Austria	16

ARRIVAL (2023-2024)

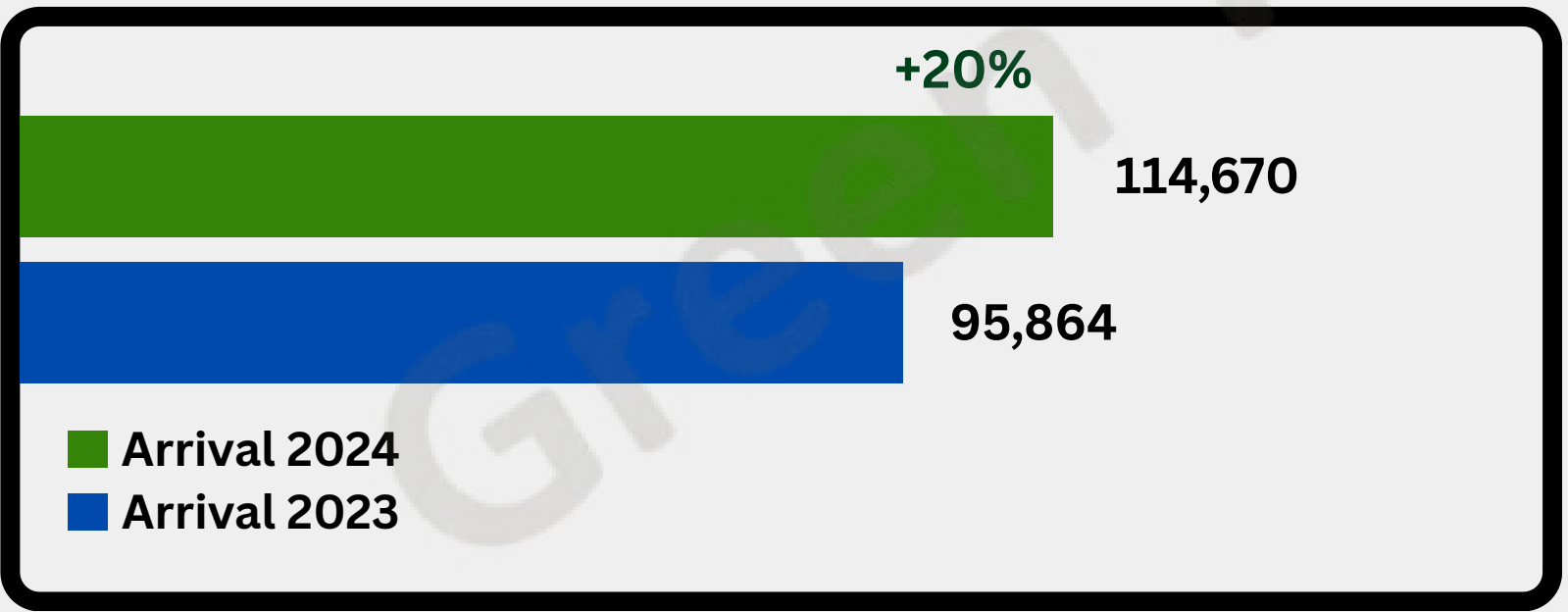


SIKH PILGRIMAGE

TOP 10 COUNTRIES ARRIVAL 2024

COUNTRY	Kartarpur 2024
India	108,679
Canada	1,773
United States	1,163
United Kingdom	839
Australia	805
Italy	349
Germany	211
New Zealand	172
Spain	93
Macao	87

ARRIVAL (2023-2024)

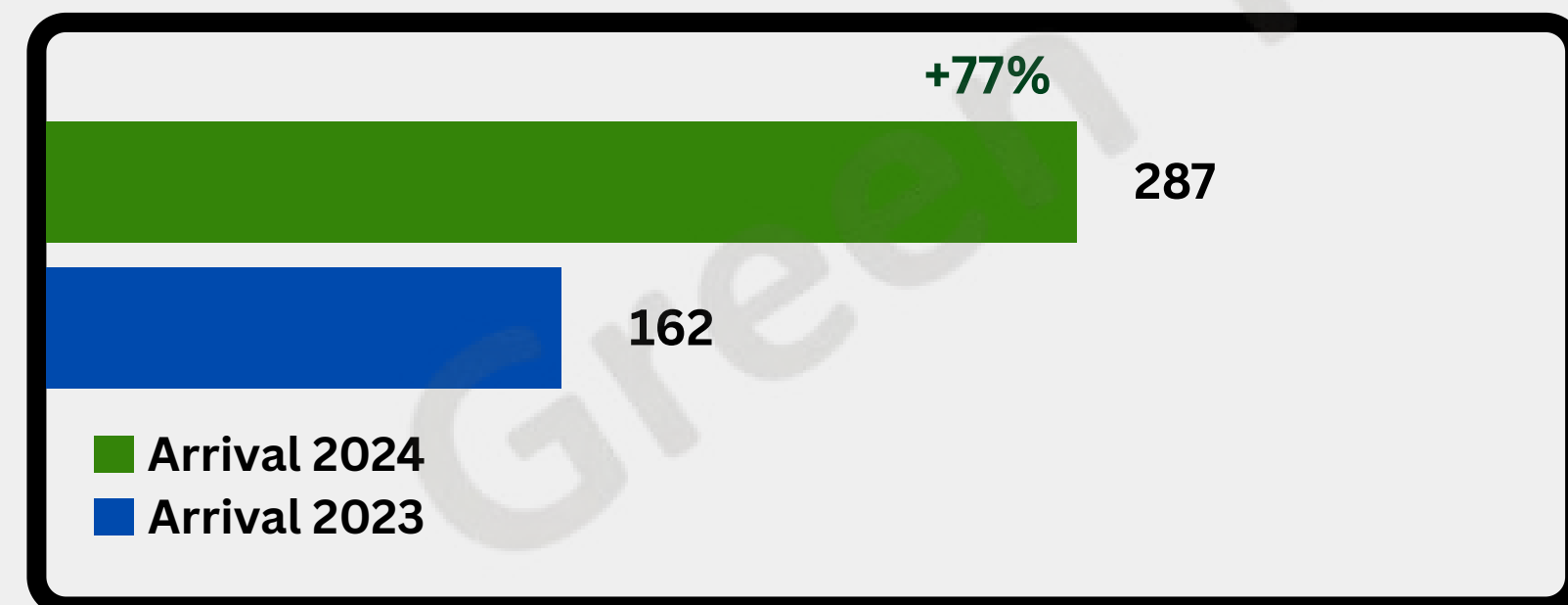


KARTARPUR

TOP 10 COUNTRIES ARRIVAL 2024

COUNTRY	Missionary 2024
United States	85
Korea	81
United Kingdom	22
Sri Lanka	16
Australia	10
Ireland	10
Italy	9
Malta	8
New Zealand	6
Uganda	4

ARRIVAL (2023-2024)



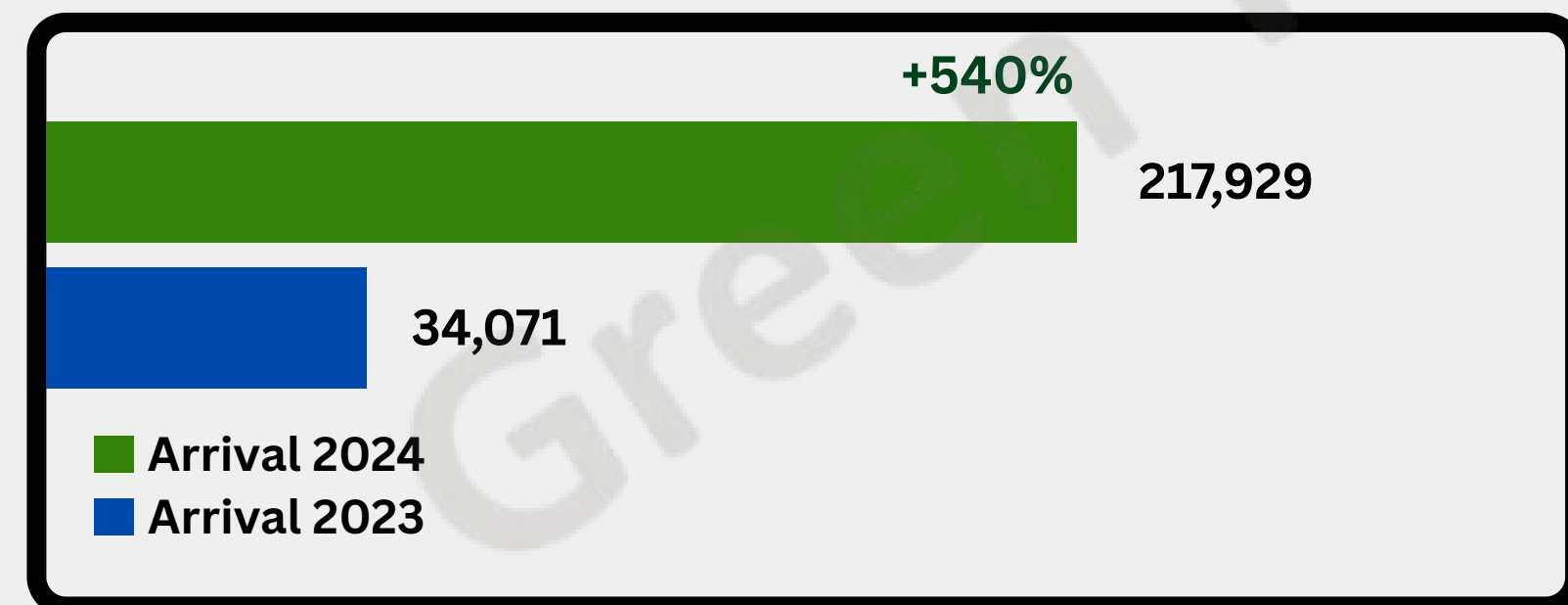
MISSIONARY TOURISM



TOP 10 COUNTRIES ARRIVAL 2024

COUNTRY	Medical 2024
Afghanistan	217,484
Bangladesh	118
Oman	104
Iran	53
Yemen	21
Kenya	15
Gambia	13
Philippines	10
Tajikistan	10
United Kingdom	10

ARRIVAL (2023-2024)

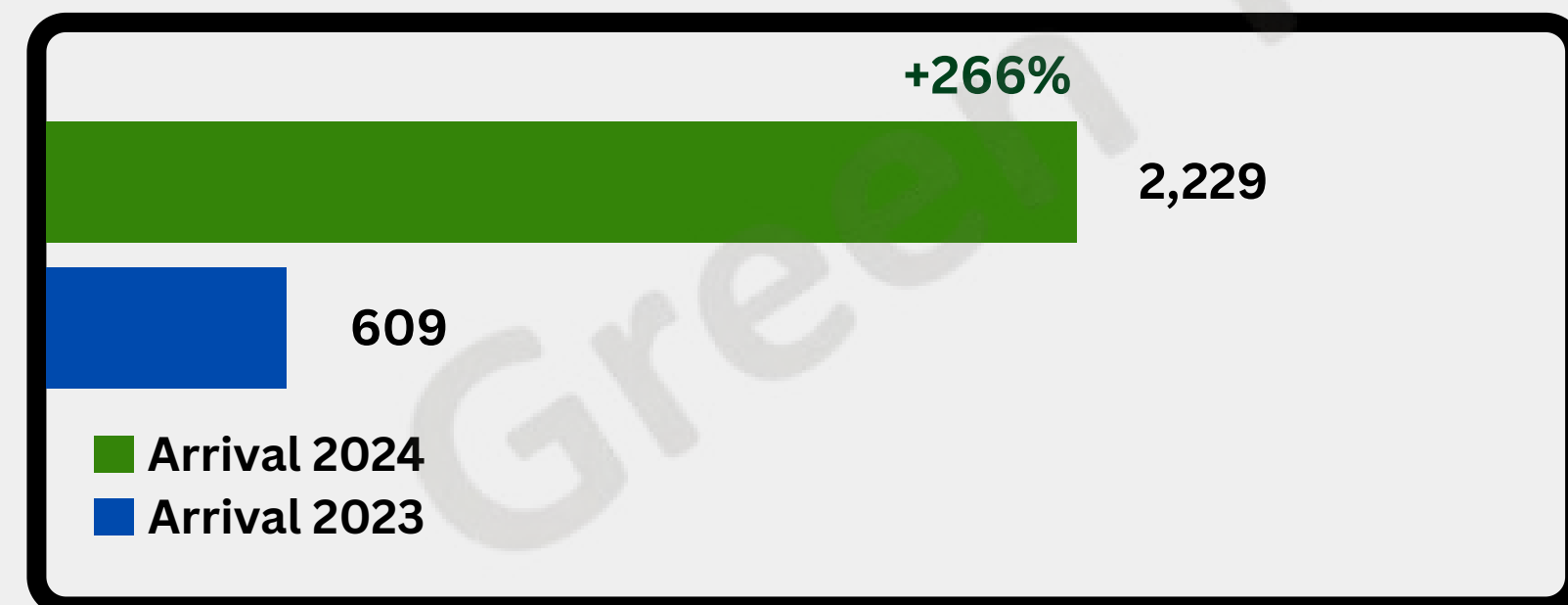


MEDICAL

TOP 10 COUNTRIES ARRIVAL 2024

COUNTRY	Conferences 2024
United Kingdom	536
United States	205
Malaysia	116
Afghanistan	87
Indonesia	78
Egypt	73
Sri Lanka	64
Kenya	58
France	50
South Africa	48

ARRIVAL (2023-2024)

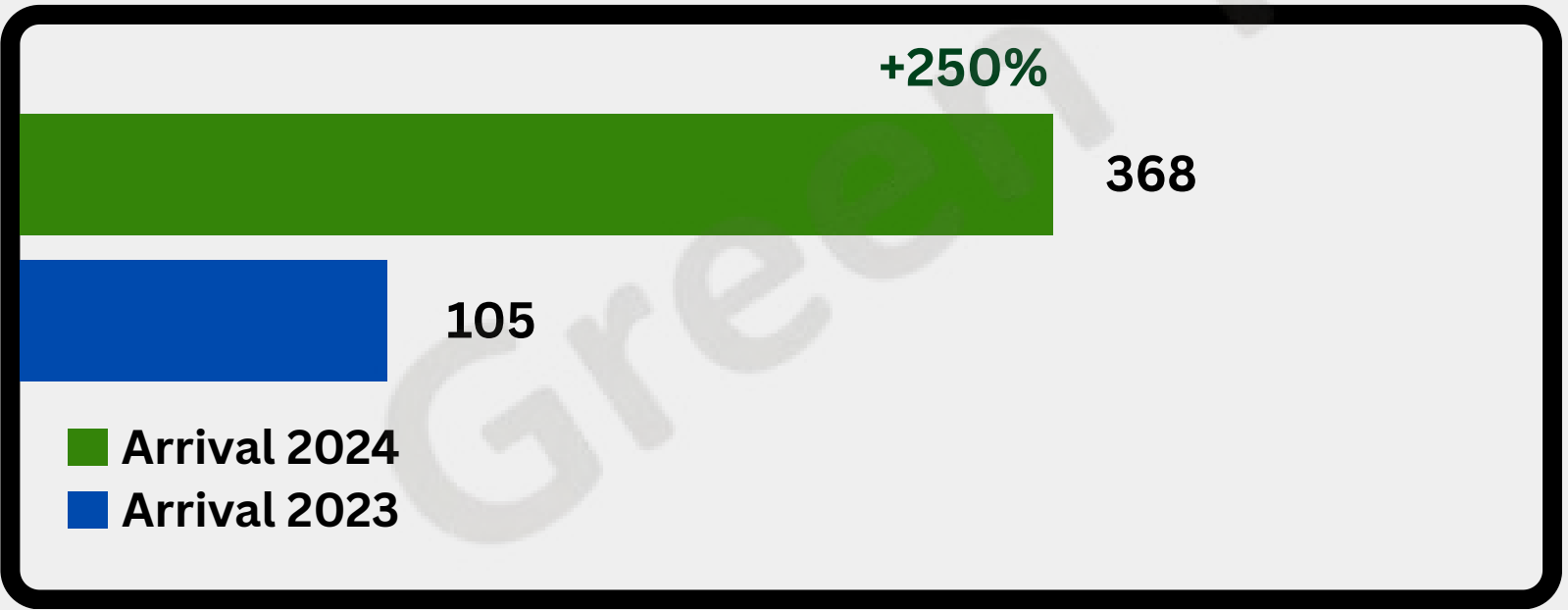


CONFERENCES

TOP 10 COUNTRIES ARRIVAL 2024

COUNTRY	Seminars 2024
Sri Lanka	38
United States	37
France	36
Italy	28
United Kingdom	24
Turkiye	22
Ethiopia	19
Malaysia	12
China	11
Nepal	10

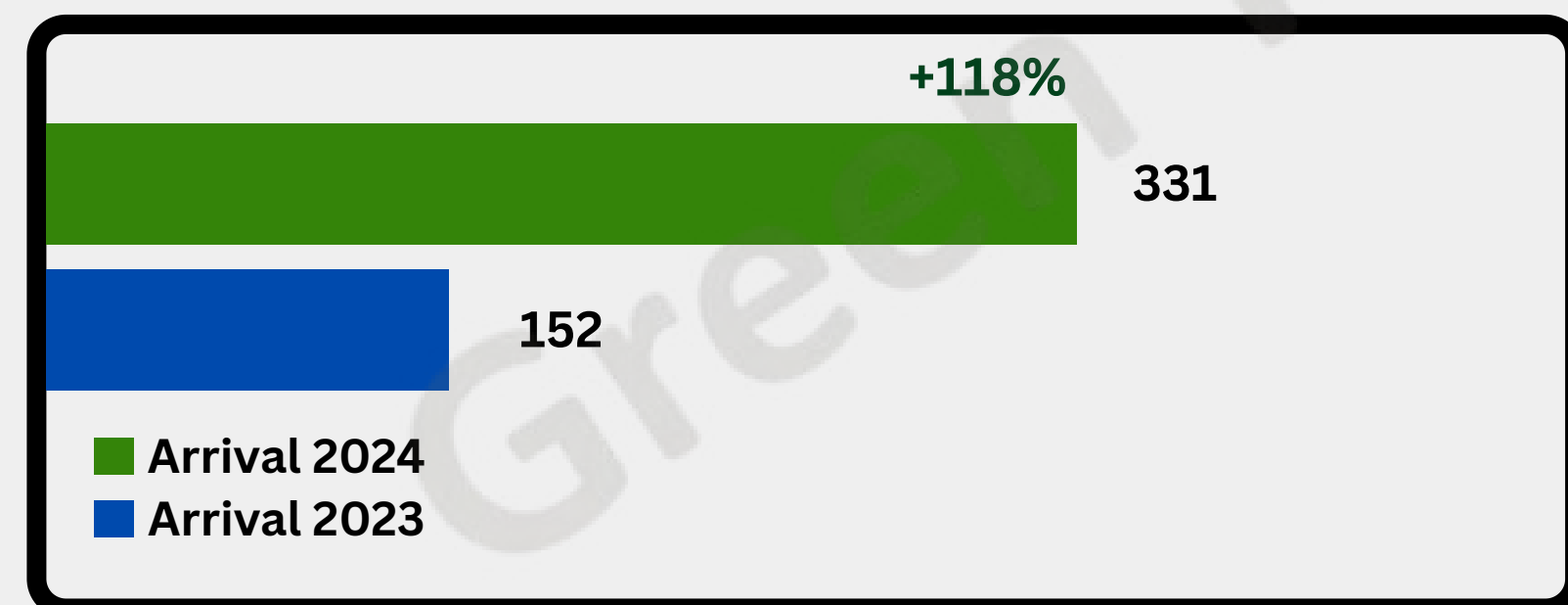
ARRIVAL (2023-2024)



TOP 10 COUNTRIES ARRIVAL 2024

COUNTRY	Culture 2024
United Kingdom	66
United States	56
Italy	22
France	20
Mongolia	14
Canada	13
Indonesia	13
China	10
Turkiye	10
Russian Federation	8

ARRIVAL (2023-2024)



CULTURE TOURISM



TOP 10 COUNTRIES ARRIVAL 2024

TOTAL INBOUND TRAVEL

Sr.no	COUNTRY	2020	2021	2022	2023	2024	Total
1	Afghanistan	748,014	962,088	617,210	598,828	461,199	3,387,339
2	Albania	25	0	62	92	66	245
3	Algeria	95	0	406	538	530	1569
4	Andorra	0	0	0	0	6	6
5	Angola	27	42	0	92	95	256
6	Anguilla	0	0	0	18	0	18
7	Antarctica	0	0	2	0	0	2
8	Antigua and Barbuda	0	36	104	72	101	313
9	Argentina	110	101	239	279	313	1042
10	Armenia	0	0	0	0	2	2
11	Aruba	0	0	79	51	29	159
12	Australia	9,946	11,794	47,983	51,770	59,154	180,647
13	Austria	1,238	2,010	3,176	3,042	3,269	12,735
14	Azerbaijan	208	355	476	694	1,038	2,771
15	Bahamas	4	4	3	6	0	17
16	Bahrain	5,303	9,101	10,680	10,888	11,285	47,257
17	Bangladesh	1,304	1,580	2,669	3,157	4,769	13,479
18	Barbados	0	0	0	17	18	35
19	Belarus	95	131	248	203	315	992

TOTAL INBOUND TRAVEL

Sr.no	COUNTRY	2020	2021	2022	2023	2024	TOTAL
20	Belgium	4,094	7,243	10,080	9,900	10,949	42,266
21	Belize	2	6	17	16	18	59
22	Benin	0	10	0	16	19	45
23	Bhutan	0	0	0	17	50	67
24	Bolivia	10	18	27	44	39	138
25	Bosnia and Herzegovina	0	50	96	97	127	370
26	Botswana	15	30	62	68	68	243
27	Brazil	320	376	699	890	1,002	3,287
28	British Indian Ocean Territory	0	0	3	5	14	22
29	Brunei Darussalam	0	0	61	69	90	220
30	Bulgaria	137	161	284	297	253	1,132
31	Burkina Faso	5	0	40	40	48	133
32	Burundi	0	17	31	27	29	104
33	C te d'Ivoire	0	0	66	84	81	231
34	Cambodia	0	0	62	195	104	361
35	Cameroon	19	0	0	102	109	230
36	Canada	48,221	65,255	107,280	108,310	116,527	445,593
37	Cape Verde	0	0	0	0	7	7
38	Central African Republic	0	0	8	10	8	26

TOTAL INBOUND TRAVEL

Sr.no	COUNTRY	2020	2021	2022	2023	2024	TOTAL
39	Chad	0	0	125	145	95	365
40	Chile	0	204	265	341	390	1,200
41	China	24,156	25,240	27,605	49,519	64,460	190,980
42	Cocos (Keeling) Islands	8	8	9	12	24	61
43	Colombia	0	83	138	214	416	851
44	Comoros	0	67	110	160	188	525
45	Congo, Republic of the	0	0	0	0	3	3
46	Congo	0	0	28	34	50	112
47	Costa Rica	5	0	30	30	58	123
48	Croatia	160	185	150	189	187	871
49	Cuba	0	16	0	14	27	57
50	Cyprus	87	101	139	190	244	761
51	Czech Republic	226	344	602	630	640	2,442
52	Denmark	3,597	6,147	9,375	9,007	9,283	37,409
53	Djibouti	0	61	401	332	363	1,157
54	Dominica	65	129	405	726	809	2,134
55	Dominican Republic	27	44	95	84	76	326
56	East Timor	4	0	0	0	0	4
57	Ecuador	109	122	203	224	240	898

TOTAL INBOUND TRAVEL

Sr.no	COUNTRY	2020	2021	2022	2023	2024	TOTAL
58	Egypt	1,021	1,272	2,124	2,263	2,733	9,413
59	El Salvador	0	0	0	31	52	83
60	Equatorial Guinea	1	0	0	0	1	2
61	Eritrea	0	0	10	12	19	41
62	Estonia	53	90	108	128	161	540
63	Ethiopia	0	152	353	1,289	1,793	3,587
64	Falkland Islands	0	0	1	1	0	2
65	Faroe Islands	0	3	6	1	2	12
66	Fiji	42	17	89	84	141	373
67	Finland	580	1,065	1,568	1,700	1,677	6,590
68	France	8,364	12,147	17,650	16,747	17,269	72,177
69	France Metropolitan	4	5	3	7	5	24
70	Gabon	15	21	43	42	41	162
71	Gambia	0	27	75	61	103	266
72	Georgia	93	134	233	220	234	914
73	Germany	14,885	22,928	36,715	37,796	41,352	153,676
74	Ghana	49	79	117	164	202	611
75	Gibraltar	6	7	4	10	10	37
76	Greece	341	393	667	766	892	3,059

TOTAL INBOUND TRAVEL

Sr.no	COUNTRY	2020	2021	2022	2023	2024	TOTAL
77	Grenada	10	13	37	39	36	135
78	Guadeloupe	2	0	0	0	3	5
79	Guatemala	14	0	29	29	23	95
80	Guinea	12	12	0	24	37	85
81	Guinea-Bissau	0	0	12	15	9	36
82	Guyana	0	16	18	39	29	102
83	Haiti	0	0	0	3	7	10
84	Honduras	12	17	33	29	51	142
85	Hong Kong	12	0	7	0	0	19
86	Hungary	260	341	549	515	624	2,289
87	Iceland	0	0	78	52	62	192
88	India	32,432	16,295	99,112	109,689	149,796	407,324
89	Indonesia	1,164	1,807	4,318	3,768	5,213	16,270
90	Iran	37,509	62,883	69,208	88,944	106,371	364,915
91	Iraq	0	503	720	881	1,474	3,578
92	Ireland	4,413	6,179	10,636	11,260	12,367	44,855
93	Italy	10,020	16,661	26,159	26,368	29,012	108,220
94	Jamaica	17	31	42	37	65	192
95	Japan	2,279	1,946	3,981	6,299	6,711	21,216

TOTAL INBOUND TRAVEL

Sr.no	COUNTRY	2020	2021	2022	2023	2024	TOTAL
96	Jordan	687	945	2,084	1,814	1,927	7,457
97	Kazakhstan	285	422	795	866	972	3,340
98	Kenya	664	960	1,843	1,797	3,499	8,763
99	Kiribati	0	0	0	0	3	3
100	Korea, Democratic	0	0	0	85	83	168
101	Korea, Republic of	1,862	1,829	3,566	4,996	5,716	17,969
102	Kuwait	177	301	578	666	657	2,379
103	Kyrgyzstan	317	1,206	1,504	1,694	2,576	7,297
104	Lao People's Democratic Republic	0	0	75	59	59	193
105	Latvia	137	156	243	275	211	1,022
106	Lebanon	303	277	573	580	695	2,428
107	Lesotho	28	35	113	104	76	356
108	Liberia	0	0	18	12	14	44
109	Libyan Arab Jamahiriya	81	0	0	254	287	622
110	Liechtenstein	0	0	7	10	7	24
111	Lithuania	167	162	333	318	339	1,319
112	Luxembourg	44	98	95	130	161	528
113	Macao	1,411	2,428	1,965	2,210	2,491	10,505
114	Macedonia	0	0	0	48	31	79

TOTAL INBOUND TRAVEL

Sr.no	COUNTRY	2020	2021	2022	2023	2024	TOTAL
115	Madagascar	30	29	106	119	382	666
116	Malawi	371	764	899	1,042	930	4,006
117	Malaysia	2,122	1,743	9,846	10,957	13,993	38,661
118	Maldives	0	127	210	277	339	953
119	Mali	16	29	149	124	122	440
120	Malta	58	65	136	134	243	636
121	Marshall Islands	0	0	0	0	2	2
122	Mauritania	0	13	0	21	23	57
123	Mauritius	376	243	855	1,024	1,152	3,650
124	Mexico	140	211	378	605	674	2,008
125	Moldova	0	0	0	57	32	89
126	Monaco	0	14	11	9	6	40
127	Mongolia	0	0	0	39	116	155
128	Montenegro	0	0	0	17	21	38
129	Montserrat	1	0	0	0	0	1
130	Morocco	425	571	996	995	1,260	4,247
131	Mozambique	669	1,002	1,739	2,037	2,301	7,748
132	Myanmar	124	0	272	422	547	1,365
133	Namibia	13	17	71	68	53	222

TOTAL INBOUND TRAVEL

Sr.no	COUNTRY	2020	2021	2022	2023	2024	TOTAL
134	Nauru	3	0	2	6	6	17
135	Nepal	586	607	1,176	1,429	1,645	5,443
136	Netherlands	6,412	9,290	14,510	14,257	15,096	59,565
137	New Caledonia	0	0	0	0	1	1
138	New Zealand	1037	899	3,909	4,202	4,767	14,814
139	Nicaragua	0	0	9	30	12	51
140	Niger	14	0	0	15	20	49
141	Nigeria	0	1,021	1,168	975	1,274	4,438
142	Norway	8,260	11,968	21,507	18,853	19,485	80,073
143	Oman	3,362	4,189	7,937	8,986	9,119	33,593
144	Palestine	129	150	524	541	470	1,814
145	Panama	29	29	53	73	92	276
146	Papua New Guinea	0	0	0	7	6	13
147	Paraguay	0	6	17	13	13	49
148	Peru	40	75	131	164	259	669
149	Philippines	3,065	2,726	4,995	5,657	6,835	23,278
150	Pitcairn	1	0	0	0	0	1
151	Poland	767	1,089	1,905	1,969	2,471	8,201
152	Portugal	1,856	2,336	4,003	4,151	4,759	17,105

TOTAL INBOUND TRAVEL

Sr.no	COUNTRY	2020	2021	2022	2023	2024	TOTAL
153	Qatar	465	685	1,058	1,195	1,484	4,887
154	Refugee (1951 Convention)	962	371	47	29	52	1,461
155	Refugee (Other)	117	35	0	24	0	176
156	Republic of Kosovo	0	0	27	22	23	72
157	Republic of Serbia	0	113	142	115	0	370
158	Republic of South Sudan	0	0	6	5	17	28
159	Reunion	0	25	12	160	64	261
160	Romania	546	710	1,020	1,060	963	4,299
161	Russian Federation	1,406	2,277	2,913	3,494	4,866	14,956
162	Rwanda	0	0	0	57	142	199
163	Saint Kitts and Nevis	14	54	109	149	148	474
164	Saint Lucia	5	0	11	18	44	78
165	Saint Vincent and the Grenadines	2	0	0	0	5	7
166	Samoa	0	0	0	1	5	6
167	San Marino	0	0	1	0	0	1
168	Sao Tome and Principe	0	0	0	0	1	1
169	Saudi Arabia	2,847	3,949	7,624	6,786	6,664	27,870
170	Senegal	16	31	74	94	109	324
171	Seychelles	0	3	19	20	15	57

TOTAL INBOUND TRAVEL

Sr.no	COUNTRY	2020	2021	2022	2023	2024	TOTAL
172	Sierra Leone	22	0	68	79	96	265
173	Singapore	698	674	2,267	2,900	3,758	10,297
174	Slovakia	148	148	348	414	403	1,461
175	Slovenia	0	57	93	129	151	430
176	Somalia	0	177	0	587	591	1,355
177	South Africa	3,796	3,767	9,871	8,971	8,872	35,277
178	Spain	8,999	13,566	22,510	24,917	29,431	99,423
179	Specialized Agency of UN	560	619	1,219	1,591	1,640	5,629
180	Sri Lanka	1,309	1,454	2,813	3,231	3,957	12,764
181	Stateless Person	55	32	40	30	47	204
182	Sudan	234	266	549	541	526	2,116
183	Suriname	0	0	8	0	9	17
184	Swaziland	34	67	106	69	112	388
185	Sweden	3,378	6,052	8,392	8,452	9,778	36,052
186	Switzerland	1,423	2,069	3,310	3,328	3,666	13,796
187	Syrian Arab Republic	198	320	449	519	688	2,174
188	Taiwan (Republic of China)	190	0	314	0	817	1,321
189	Tajikistan	0	0	0	374	537	911
190	Tanzania, United Republic Of	371	604	822	909	2,211	4,917

TOTAL INBOUND TRAVEL

Sr.no	COUNTRY	2020	2021	2022	2023	2024	TOTAL
191	Thailand	925	616	4,751	5,192	6,012	17,496
192	Timor-Leste	0	0	0	20	14	34
193	Togo	0	0	0	8	15	23
194	Tonga	0	0	0	4	3	7
195	Trinidad and Tobago	0	27	78	62	80	247
196	Tunisia	179	181	505	590	564	2,019
197	Turkiye	6,132	7,383	13,007	13,066	14,527	54,115
198	Turkmenistan	0	26	36	91	145	298
199	Turks and Caicos Islands	9	0	15	24	18	66
200	Tuvalu	0	0	0	0	7	7
201	Uganda	150	272	416	461	563	1,862
202	Ukraine	937	1,216	822	808	910	4,693
203	United Arab Emirates	2,116	1,795	2,638	3,037	3,344	12,930
204	United Kingdom	244,338	264,583	514,252	490,997	503,383	2,017,553
205	United Nations Organization	747	1,248	2,097	1,986	1,887	7,965
206	United States	105,480	173,528	240,804	244,710	260,406	1,024,928
207	United States Minor Outlying Islands	0	0	0	1	0	1
208	Unknown	15	20	10	0	0	45
209	Unspecified	55	27	29	0	0	111

TOTAL INBOUND TRAVEL

Sr.no	COUNTRY	2020	2021	2022	2023	2024	TOTAL
210	Uruguay	0	16	28	32	46	122
211	Utopia	12	11	23	28	28	102
212	Uzbekistan	251	427	774	597	768	2,817
213	Vanuatu	0	3	21	31	38	93
214	Vatican City State	0	212	143	96	67	518
215	Venezuela	0	0	63	0	67	130
216	Viet Nam	105	0	912	0	1,557	2,574
217	Wallis and Futuna	0	0	1	3	0	4
218	Western Sahara	0	1	0	0	1	2
219	Yemen	268	460	973	1,158	1,535	4,394
220	Zambia	120	120	350	288	301	1,179
221	Zimbabwe	212	213	430	509	544	1,908
	Grand Total	1,387,297	1,776,750	2,057,264	2,091,403	2,114,913	9,427,627

SOURCE: INTEGRATED BORDER MANAGEMENT SYSTEM (IBMS), FIA, MINISTRY OF INTERIOR

GREEN PAK HOTELS & RESORTS



GreenPak Riverfront Naran



GreenPak Lagoon Gadani



GreenPak Broadbeach Sonmiani



GreenPak Hotel Hunza



GreenPak Resort Naltar



K2 Hotel by GreenPak Skardu



GreenPak Resort Katas Raj

Contact For Booking: 0316-8911000

GREEN PAK HOTELS & RESORTS



GreenPak Hotel Ayubia



GreenPak Hotel Balakot



GreenPak Hotel Booni



GreenPak Hotel Kalam



GreenPak Resort Chattar Plain



GreenPak Nankana



GreenPak Hotel Fort Munro



GreenPak Resort Bansra Gali

Contact For Booking: 0316-8911000





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