

PAKISTAN'S TOURISM SERVICES



**TRADE DEVELOPMENT AUTHORITY
OF PAKISTAN**





TDAP INTRODUCTION

Trade Development Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets. TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade.

TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade.

To achieve its objectives, TDAP organizes as well as participates in local and international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platform.

This publication is part of the efforts of TDAP to share details and showcase Pakistan's products and services in international markets.

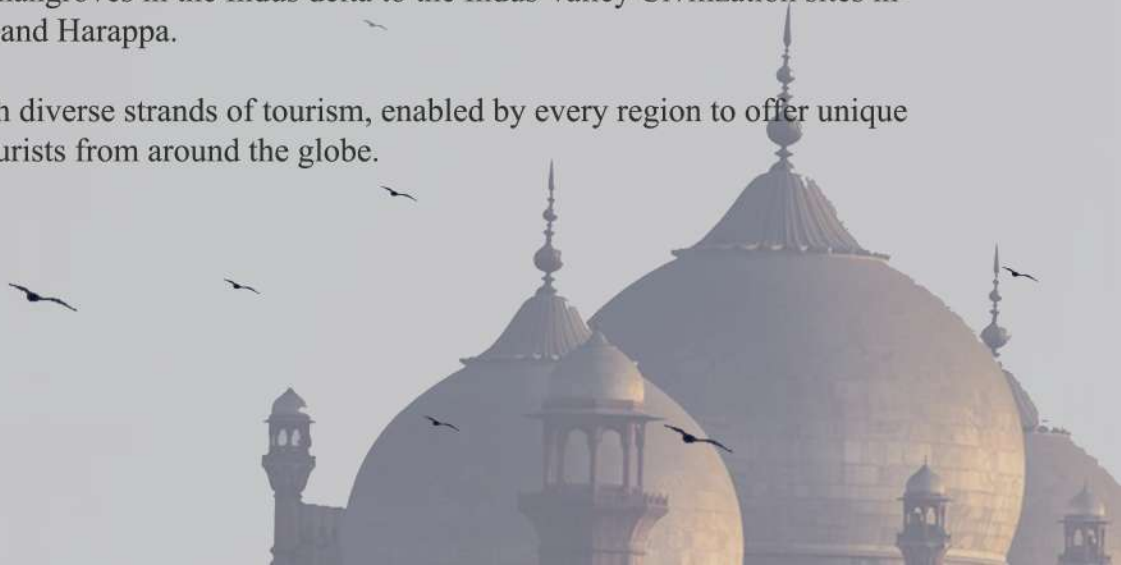
TOURISM IN PAKISTAN:

In Pakistan, tourism is a growing industry. In 2010, Lonely Planet termed Pakistan "tourism's 'next big thing' for more years than we care to remember". The country is geographically and ethnically diverse, and has a number of historical and cultural heritage sites. The upsurge in tourism in the past few years has been aided by the Government of Pakistan's recent decision to facilitate all tourists seeking to visit certain parts of the country.

Pakistan was ranked The Best Holiday Destination for 2020 and was also declared the third-highest potential adventure destination in the world for 2020. As security in the country improves, tourism increases; in two years, it has increased by more than 300%. The country received an influx of travel vloggers, who showed the beauty of the country, especially the northern areas Hunza and Skardu.

In 2018, the British Backpacker Society ranked Pakistan the world's top adventure travel destination, describing the country as "one of the friendliest countries on earth, with mountain scenery that is beyond anyone's wildest imagination" Forbes ranked Pakistan as one of the 'coolest places' to visit in 2019. The World Economic Forum's Travel & Tourism Competitiveness Report placed Pakistan in the top 25 per cent of global destinations for its World Heritage sites, which range from the mangroves in the Indus delta to the Indus Valley Civilization sites including Mohenjo-daro and Harappa.

Pakistan is blessed with diverse strands of tourism, enabled by every region to offer unique taste for all kinds of tourists from around the globe.



PAKISTAN OFFERS DIVERSE COLORS:

Adventure Tourism	<p>With a landscape blessed with the mightiest mountain ranges, snaking rivers of incredible speed and grand valleys, Pakistan is the ultimate destination for adventure travel. From glacier trekking and mountaineering to rock climbing and rafting, there are plenty of ways for thrill seekers to get their adrenaline fix.</p>
Religious (Faith) Tourism	<p>Pakistan is an especially important site for both Sikh and Buddhist tourists. Punjab was the center of the only Sikh empire in history. Nankana Sahib, the birthplace of Baba Guru Nanak, is one of the holiest sites for Sikhs. Similarly, Buddhist tourism has an estimated market of 500 million Buddhists across the world. Pakistan's Gandhara region comprising Mardan, Taxila and Swat holds a special place for them.</p>
Conventional (Cultural & Urban) Tourism	<p>Pakistan's rich culture is embedded with numerous festivals, sports, and profound customs. Some are: Karakoram Car Rally, Chowmas, Mela Phool Lok, Utchal Festival, Polo Shandur, Sibi Festival, Sindh Horse & Cattle Show, Jashan-e-Larkana, Bassant, Nauroze, Mela Chiraghan, Horse & Cattle Show (Festival of lamps), Jashan e Shikarpur, Joshi or Chilimjush, etc.</p>
Archaeological Tourism	<p>Pakistan possesses remains of several ancient civilizations. The most famous is Indus Valley Civilization which dates to 3,000 BC. However, due to investigations in Balochistan the remains of Mehrgarh have stretched the antiquity even further back in time to 5,000 BC. The most famous sites of Indus Valley Civilization are Moenjodaro (Sindh) and Harappa (Punjab). The other famous ancient sites are evidence of Buddhist civilization that flourished in this land. There are several of them and are found in the northern part of Pakistan. They are situated in Taxila (Punjab) and Takht-e-Bahi (NWFP). (HunzaExplorers.com)</p>

PAKISTAN'S TOURISM SECTOR ECONOMY:

Sr. #	Indicators:	Status
1.	International Tourist Arrivals	965,500
2.	International Tourism Inbound Receipts	US \$ 351.6 Million
3.	Average Receipts Per Arrival	US \$ 364.2
4.	Travel & Tourism Industry GDP	US \$ 8,000.2 Million
5.	T & T Industry Share of GDP	2.8%
6.	T & T Industry Employment	1,484,200 Jobs
7.	T & T Industry Share of Employment	2.4%

- 2025, it is forecasted that Pakistan will have 1,742,000 tourist arrivals.
- Leisure travel spending generated 84.9% of direct travel and tourism GDP in 2015.

UNESCO WORLD HERITAGE SITES:

Name	Region	Period	UNESCO Data
Archaeological Ruins at Moenjodaro	Sindh, Pakistan 27°19'45"N 68°8'20"E	26th century BC to 19th century BC	138; 1980; ii, iii
Taxila	near modern Taxila, in Punjab, Pakistan 33°46'45"N 72°53'15"E	5th century BC to 2nd century AD	139; 1980; iii, vi
Buddhist Ruins of Takht-i-Bahi and Neighbouring City Remains at Sahr-i-Bahlol	Khyber Pakhtunkhwa, Pakistan 34°19'15"N 71°56'45"E	1st century	140; 1980; iv
Fort and Shalamar Gardens in Lahore	Punjab, Pakistan 31°35'25"N 74°18'35"E	1556	171; 1981; i, ii, iii
Historical Monuments at Makli, Thatta	Sindh, Pakistan 24°46'0"N 67°54'0"E	14th century to 18th century	143; 1981; iii
Rohtas Fort	Punjab, Pakistan 32°57'45"N 73°35'20"E	1541	586; 1997; ii, iv

ASSOCIATED TRADE BODIES:

Pakistan Association of Tour Operators (PATO):

Contact: +92-51-873 1121
Email: pato.secretariat@gmail.com
URL: <https://www.pato.org.pk/>



Travel Agents Association of Pakistan (TAAP):

Contacts: +92-21-35656022,
+92-21-35682748
Email: info@taap.com.pk
URL: <https://www.taap.org.pk/>



Pakistan Hotels Association (PHA):

Contact: +92-21-3568 6407
Email: info@pha.org.pk,
pha.pakistan.hostels.association@gmail.com
URL: <http://www.pha.org.pk/>





Ali Yar Khan (CTG)
Assistant Director (Product Officer)
Contact: +92 51 9201217
Email: aliyar.khan@tdap.gov.pk

Trade Development Authority of Pakistan, Ministry of Commerce
FTC Building, Block-A, Shahrah-e-Faisal, Karachi - Pakistan
Tel: +92-21-99206487-90 UAN: +92-111-444-111
URL: www.tdap.gov.pk