

Role of tourism in Pakistan's Economy

Tourism plays the role of backbone in every economy, and the same is true for Pakistan.

The dynamic nature of tourism attracts investments in a multitude of economic sectors. Consequently, it helps in boosting the national GDP.

As per the International Travel, Tourism Index, 2022, published by the World Economic Forum (WEF), Pakistan's rank improved from 89th to 83rd with respect to international tourism while the sector contributes 7.2% of the country's GDP. Simply tourism has a considerable share in Pakistan's economy, making its importance more explicit.