

# Travel and Tourism in Pakistan

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## Abstracts

Travel and Tourism in Pakistan

### Summary

Travel & Tourism in Pakistan industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The travel and tourism industry consists of revenues generated by passenger airlines, passenger rail, foodservice, hotels and motels, travel intermediaries and casinos and gaming.

The Pakistani travel & tourism industry had total revenues of \$21.9bn in 2019, representing a compound annual growth rate (CAGR) of 7% between 2015 and 2019.

The travel intermediaries segment was the industry's most lucrative in 2019, with total revenues of \$9.9bn, equivalent to 45.1% of the industry's overall value.

The number of international tourists visiting Pakistan has risen dramatically in recent years, despite security concerns in the country. The number of foreign tourists visiting Pakistan grew by 6.5% in 2019, this will have increased demand.

## Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the travel & tourism market in Pakistan

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the travel & tourism market in Pakistan

Leading company profiles reveal details of key travel & tourism market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Pakistan travel & tourism market with five year forecasts by both value and volume

## Reasons to Buy

What was the size of the Pakistan travel & tourism market by value in 2019?

What will be the size of the Pakistan travel & tourism market in 2024?

What factors are affecting the strength of competition in the Pakistan travel & tourism market?

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### COMPANIES MENTIONED

McDonald's Corp

Yum! Brands, Inc.

Airblue Ltd

Pakistan International Airlines Corp

Dunkin' Donuts Inc

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