



Sector Profile
Tourism and Culture



BOARD OF INVESTMENT & TRADE
GOVERNMENT OF BALOCHISTAN



Preface

The sector profiling exercise aims to capture the current state of the sector, map related regulations and identify areas of reform. It highlights basic value propositions for the selected sectors, as revealed by stakeholder interviews and the consultant's business knowledge.



Balochistan Board of Investment and Trade

The Balochistan Board of Investment and Trade (BBoIT) is Balochistan's premier investment promotion body, responsible for attracting, facilitating and promoting both local and foreign investment for speedy capitalization of projects in all sectors of economy in Balochistan. BBoIT is established with broad based responsibilities of promotion of investment in all sectors of economy; facilitation of local and foreign investors for speedy

materialization of their projects and to enhance the province regional competitiveness and contribute to economic and social development. BBoIT is seeking to develop a conducive environment for private sector. As an input to this process, a sector profiling exercise is required to capture the current state of the sector, map related regulations and identify areas of reform. For this purpose, BBoIT has engaged EY Ford Rhodes to develop sector profiles for designated sectors.



Governance and Policy Project (GPP) for Balochistan

The project is expected to help Balochistan increase its own source revenues, thereby reducing the province's dependence on federal transfers and expanding fiscal space for financing public services. The Project Development Objective (PDO) is to strengthen the capacity for Sales Tax on Services collection, and improve accountability in public financial management and public service delivery in the education and irrigation sectors in Balochistan.

*This sector profile has been prepared through technical assistance from **M/s EY Ford Rhodes**, which is a member firm of Ernst & Young Global Limited (EYGL), providing professional services to its clients, both globally and in Pakistan.*

Pakistan ranked as **#1 Holiday Destination** for 2020 by Condé Nast²

Tourism has been a growing industry in Pakistan especially in the last couple of years with the government’s dedicated efforts towards the development of the country’s tourism industry.



‘The Best Holiday Destination’
Pakistan ranked by Condé Nast- an award winning, U.S based travel magazine, in 2020



4.4% GDP contribution
In 2020, tourism and travel sector accounted for of the GDP



3 million+ Jobs
Sector offered direct and indirect employment to more than 3 million employees forming 4.8% of the total national employment

Visitor spend impact at National level



¹ USD **729 million** (International, 2020)



¹ USD **7,182 million** (Domestic, 2020)

Balochistan is endowed with unique natural and geographic sights including endangered forests and wildlife, coastal tourism, valleys & mountains as well as historical, religious and archeological sights. With CPEC projects developing at fast pace, Balochistan is also attracting business tourists. The sector also contributed to 2.9% of the total national exports in 2020 through visitor spend impact/receipts. As such, the market has been regaining pace post Covid-19.

The federal and provincial government has been focused towards development of the industry. Public-Private Partnership (PPP) has been quite a popular model for investment. Major government funded projects underway in Ziarat and along the coastal belt.

Despite all the facts mentioned above, there is an immense unexplored potential in Balochistan’s tourism and such offers investors from different segments of the tourism industry a golden opportunity to invest.

Pir Ghaib Waterfalls, Moola Chotok, Quaid-e-Azam Residency, Hannah Jheel, Waadi-e-Bolan, Hingol National Park, Kund Malir Beach, Astola Island, Jhal Magsi

Famous Tourist spots



Balochistan houses the world’s 2nd largest juniper forest⁵

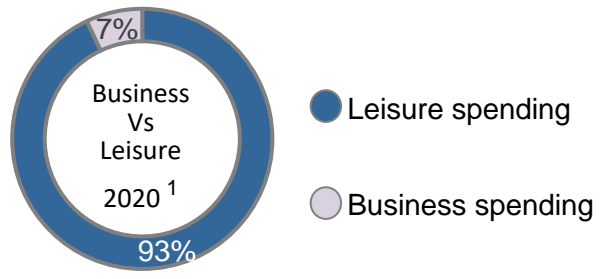
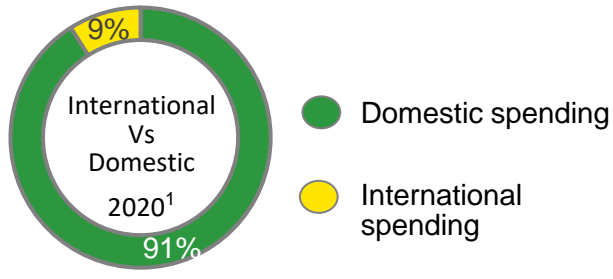
Tourism Receipts and Spending



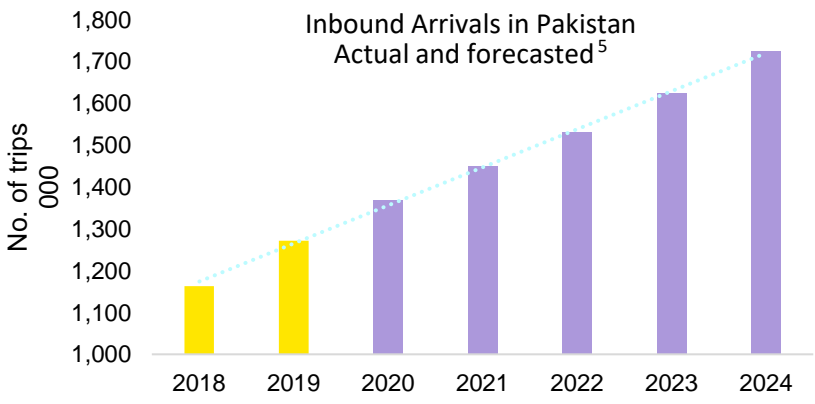
Pakistan's international tourism receipts were at their peak in FY19 (USD 948M) with year over year growth (2018-2019) of 12%. The improved receipts supplemented the growth of local hotel industry as well given the interrelated nature of both.

Globally, international tourist spending took a hit because of Covid-19 and the consequent closure of international borders. On the flip side, the closure led to an increase in domestic travelling as travelers replaced international destinations with domestic giving the local tourism industry a much needed boost and bringing hitherto unexplored areas to the fore.

Expected rise in inbound tourists in the coming years will help Pakistan reach its international spending potential. In comparison to the region's International spending comprising 15% of total visitor spend⁹, Pakistan has the potential to improve its numbers in the upcoming years through better policies and marketing of its tourism sector.



Inbound Arrivals in Pakistan



International arrivals in Pakistan are forecasted to have an upward trends in the coming years signaling positive changes within the tourism sector.

With the increase in inbound travelers, international spending will also increase causing trickle down effect for industries related to the tourism sector.

Forecasted inbound arrivals

Forms of Tourism



Tourists can be categorized into two basic categories of domestic and international with Balochistan having an influx of the former and is rapidly gaining attraction of the latter indicated by the 12% increase international receipts of Pakistan from 2018 to 2019 .

Tourism can also be categorized into different forms based on the purpose of travel and the product of travel (activities undertaken). Some of these key forms found in Balochistan’s tourism mix are mentioned below:



Coastal Tourism
Refers to water and land based activities such as swimming, sunbathing along the coast

Eco Tourism
Entails travel to natural areas focused on conserving the environment

Key forms of Tourism in Balochistan



Business Tourism
For investment, meetings, conferences or exhibitions

Religious Tourism
Includes pilgrimage as well as viewing of religious sites

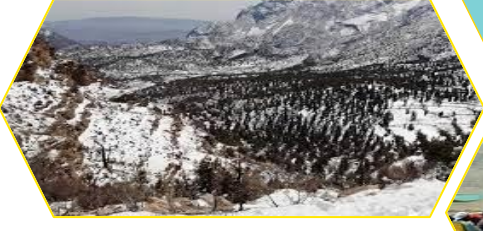
Sports Tourism
Movement for participation in or observation of sport activities



Cultural Tourism
Focused on learning about the people and their culture by participating in activities



Hill Tourism
Activities on hills/mountains that revolve around specific topographical features



Tourist Map of Balochistan



Balochistan attracts a variety of different kinds of tourists given the diverse landscape and opportunities within the province. Across the province, key forms of tourism including coastal, religious, eco, hill, sports, business and cultural tourism can be witnessed. The table below lists some of the iconic spots for each form of tourism:

Type of Tourism	Locations
Coastal/ water Tourism	Hanna Lake, Bolan Pir Ghaib, Pir Ibrahim, Jiwani, Kund Malir, Sapat beach, Gwadar, Ormara, Moola Chootak, Astola Island, Gaddani beach
Religious Tourism	Hinglaj Mata Shakti Peeth Lasbela
Eco Tourism	Hingol National Park, Hazarganji Chiltan National Park, Juniper forest, Dasht National Park
Hill Tourism	Ziarat, Waadi-e-Bolan, Ras Kho Hills, karakul montain, Urak Valeey, Quetta
Landmarks	Ziarat Residency, Gondrani caves, Meeri Kalat, Miri Fort, Chandragup mud volcanoes, Bolan Pass, Mehrgarh, The Sphnix, Princess of Hope, Nushki

Balochistan inhabits diverse ethnicities that bring with them a rich mix of different cultures. The three main tribes within the province are Baloch, Bravhi and Pashtoon. Different ethnicities speak different languages and celebrate various aspects of their cultures with full valor. Some of the more prominent festivals celebrated in the province are :



Sibi Mela

Organized every year for the last few centuries, it is the largest festival in Balochistan and the second largest in the country. The festival is primarily focused on livestock breeding as breeders gather in the town of Sibi for sale/purchase of animals. The festival also showcases handicrafts, performing arts and animal sports. The Sibi mela attracts tourists and small scale industries.

Jeep Rally

The diverse terrain of Balochistan offers itself as a thrilling experience for jeep rally enthusiasts. In the recent year many jeep rally events have been organized in the province, Jhal Magsi Jeep Rally being the most recurrent one. Drivers and enthusiasts from all around the world participate in these rallies.



Jashn-E-Kalat

The festival commemorates and celebrates the diversity of Balochistan. The festival has gained traction over the years as it attracts hordes of locals and tourists. The festival involves activities ranging from theatrical performances to cattle shows and declamation contest. The festival offers an opportunity to get a deeper insight into Balochi culture.

Hinglag Yatra

The Hinglag Yatra is a religious Hindu pilgrimage that takes place every year in April at Hinglaj in Lasbela. It is arguably the largest Hindu festival within the country with devotees participating from different provinces. Last year, around one million pilgrims participated in the festival. The government has been working towards making access to the site easier and safer for pilgrims.



Key Sub-sectors within the Tourism Sector



Key Sub-sectors of Tourism and Culture Sector

Transportation



The sector is concerned with movement of tourists throughout the trip. The subsector includes services related to road, air, sea and rail.

Accommodation



Relates to provision of a place to temporarily reside for the duration of the trip. These includes all sorts of lodging including hotels, resorts, motels, hostels.

Recreational Activities



This sub-sector is vast as it comprises of all attractions ranging from natural sites, historical landmarks and monuments to theme parks and indoor centers.

Food & Beverage



Provision of food and drinks along different stages of the travel experience. Includes restaurants and hotels as well as cafes and street food.

Intermediaries



Act as middlemen by assisting in selling travel/ tourism related products. Includes travel agencies, tour operators, etc.

Key Sub-sectors of Tourism in Balochistan

Transportation: Balochistan has become even more accessible in the recent years with the province having 3 major international airports, 5000 km highways network and 1000 km railways network. Moreover, Balochistan shares a border with 3 other provinces making it easily reachable for majority of the locals.

There has also been an upsurge of travel operators arranging trips, especially via road, to Balochistan making it easier for people to plan and organize their trip. However, majority of these tours stick to previously known locations. As such, there lies a huge potential for in a competitive market to venture into unexplored areas of the province. Licenses for tour operators- that make arrangements along all four sub-sectors for their clients- can be sought through the Directorate of Tourism.



Accommodation: With the increased inflow of tourists to the province, more lodging options have sprouted in Balochistan. Although the province has small scale hotels sprinkled across, Balochistan currently only has 1 five star hotel, Zaver Pearl Continental Hotel in Gwadar and 1 four star hotel, Serena Hotel in Quetta.

Therefore, there exists as massive opportunity for hospitality sector investors to build their lodgings in some of the most breathtaking landscapes within the country. There is a huge consumer base to attract for majority of the year with provision of high quality accommodation and hospitality experience. Accommodations for overnight stay are regulated under the Directorate of Tourism that offers registration and licenses.

Key Sub-sectors within the Tourism Sector (Cont'd)

Recreational Activities: Nature has bestowed some of the best tourist attraction sites to the province from waterfall and mountains to beaches and forests- the province offers an all year round experience of natural attractions. However, only some of these such as ziarat valley, Gwadar have been exploited for tourism purposes, whereas, the rest remain underutilized. These natural attractions have the potential to be enhanced further by developing them and introducing sustainable recreational activities. The Construction and Works department as well as the tourism Directorate of the provincial government regulate infrastructure for recreational activities.



The province also offers many events such as the famous Balochistan Jeep Rally that has national and international participation. Cultural festivals such as the Sibi Festival offer a lot of tourism potential if marketed and developed even better.



Food & Beverage: Balochistan has a rich mix of cuisines given the multi-tribal composition of the provinces. The Balochi cuisine- especially Sajji and meat based dishes- is known for its unique flavors and is one of the tourist attractions. Restaurants and street-side vendors can be found across the spread of the province that serve Balochi delicacies. However, these do not commensurate the tourist inflow, especially in the less frequently visited places within the province.

There are more than 105 restaurants operating within the province indicating market space for more players within the sub-sector. High standard packaged and unpackaged food outlets can offer a lucrative business within the province given the demand for these and the current gap within the market. More high end restaurants can help enhance the tourists culinary experience. Restaurants and cafes are registered with the Department of Tourism and Culture.

Intermediaries: There has also been an upsurge of travel intermediaries arranging trips, especially via road, to Balochistan making it easier for people to plan and organize their trip as they cover almost all aspects of the tourism value chain from travelling to accommodation to food and recreation. Tour operators offer packages that correspond to needs of different clients based on their demographic and budget. Commercial tours organized by companies also prefer to plan via intermediaries who are well acquainted with the areas. Despite a rise in their numbers, the market still has ample space for more players given rising popularity of the province and variety in the kind of travelers (domestic/international, commercial/private, low/high budget).



To operate in the province, intermediaries are required to seek license from the Department of Tourism and Culture. Currently, 130 tour operators and 104 travel agencies are registered with government of Balochistan.

In Balochistan Tourism sector, the **Accommodation** and **Recreational Activities** sub sectors have the highest investment potential and should thus be explored more strenuously by investors for investment opportunities. A few of these opportunities are detailed in this document.



Reasons to Invest in Balochistan's Tourism and Culture Sector



Why invest in the Tourism and Culture sector of Balochistan?

01 Growing Market Potential
With a noticeable rise in movement of tourists to Balochistan and scarcely distributed market players, the sector offers a golden opportunity for investors to gain profits and capture first mover advantage from an expanding, unsaturated market. Establishment of hotels, recreational activities and expanding infrastructure will further attract more tourists thereby expanding business.

There is also diversity in the type of tourists that the province attracts as it province offers activities ranging from religious tourism, eco-tourism to business tourism. As such, CPEC lures in greater number of tourists as well as investors due to increasing business sector of the city, infrastructural developments and increased international prominence.

02 Unexplored Tourist Attractions
Balochistan has an abundance of natural attractions that have hitherto remained unexplored. The province has the longest coastline in the country with unparalleled beaches, deserts, mountain peaks and valleys. It is also home to historical, archaeological and religious sites. All of these carry immense tourism potential.

The Northern parts of the country- that have been more popular as tourist destinations- have become crowded and offer a dense market. However, Balochistan stands as a lucrative alternative that offers a variety of tourist destinations. The province is conducive for year round tourism as the valleys and beaches offer refuge in the summer and snowcapped peaks make for scenic views in the winter.

03 Government Initiatives / Support
Tourism sector enjoys dedicated support and effort from the federal as well as provincial level government. The government has been working with various business models to involve the private, sector while strengthening the policy framework & supplementary infrastructure.

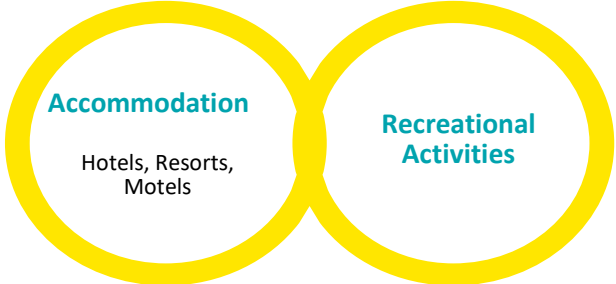
In the more recent years, the government has also organized cultural events and festivals at a large scale in order to promote the province's tourism and its culture. This further encouraged the private sector to also organize fairs/festivals/events that leverage the province's landscape and its culture . Details of government initiatives are provided in latter sections of the profile.

04 Easy Accessibility
Balochistan's geostrategic location allows local and international tourists to easily access it. The province houses: 3 major International Airports, 5000 km highway network, 1000 Km railway network. Domestically it shares a border with 3 provinces and internationally shares a border with Afghanistan making it accessible for Middle Eastern countries and Central Asian states.

Areas to Invest

Tourism and Culture is an expanding sector within Balochistan's economy that promises its investors growing return on investment. Within the sector, the two key investment sub-sectors identified are:

1. Accommodation
2. Recreational Activities



Area to Invest

Hotels, Resorts, Motels



Accommodation sub-sector in Balochistan:

With the burgeoning tourism industry of Balochistan, the accommodation sub-sector has also grown in strength and quality. Balochistan currently boasts more than 170 accommodation spaces including a 5 star hotel in Gwadar and a four star hotel in the city of Quetta. In addition to these, smaller roadside lodgings are sprinkled across the province, however, they remain low in number compared to the potential the province offers to the hospitality sector. The hospitality industry and the tourism industry have symbiotic relationship whereby an increase in one has a positive spillover effect on the other making it the most eligible sub-sector for investment.

Target Market

Types of Hotel Classification

Based on Star Rating	Based on Number of Rooms
★	Under 200 rooms
★★	200-399 rooms
★★★	400- 700 rooms
★★★★	Above 700 rooms
★★★★★	

Private-Public partnership (PPP)

PPP based Accommodation spaces are being developed in Balochistan by the department for easy investment. Some of them include:

- 20 rooms lodging at Moola Chotak is under construction.
- 75 camping pods across Ziarat.
- 22 rooms lodging at Kund Malir is near completion.

Potential investment opportunities in Balochistan's Accommodation sub sector

Immense potential in accommodation sub-sector of Balochistan

With the government focused on improving the tourism industry in Balochistan and encouraging trends in tourist receipts, the province harbors immense potential for investment in the hospitality sector.

As compared to other tourist destinations within the country- especially the Northern areas-, Balochistan's ecological landscape and environment remain pristine. As such tourists have been convinced to look south towards Balochistan's ecologically preserved natural beauty and less explored culture.

In addition to private trips, an emerging trend of commercial trips to Balochistan sponsored by companies for their employees is on the rise. Moreover, development in Gwadar is also attracting business tourists.

Given Balochistan's diverse mix of tourists, different types of accommodation spaces can be invested in- as shown on the right- for different categories of tourists.

Potential investments in the sector

Chain hotels: Portfolio of various hotels under an owner. Include a range of hotels that differ in size and standard so as to cater to different consumers. The most prominent ones in Balochistan are Zaver Pearl Continental and Serena. More of these hotels can be situated in urban centres and near tourist attractions in Balochistan to accommodate domestic and international tourists that travel for sight seeing with family as well as for business travelers.

Resorts: All inclusive accommodation, situated in naturally beautiful surroundings that offer luxurious services, shopping, entertainment and much more in one location. Balochistan's coastal area as well as hill areas offer the perfect location for a resort. Currently, only a handful of resorts exist along the coastline that offer limited activities, With predicted inflow of international tourists especially after increased activity at Gwadar and Balochistan gaining more traction locally as a tourist spot, resorts could offer the kind of all inclusive experience high end travelers want.

Motels: Found around major roads and highways in order to offer overnight lodging space for travelers on longer road trips. They typically offer lesser services and amenities. These spaces can also be used by tourists for longer say duration with more affordable rates. In Balochistan, motels can be built in proximity of major routes, especially the route connecting Quetta with Karachi as the 8 hour long drive does not have any high standard overnight accommodation. Within the province, such facilities can be established which will immensely make travelling in the province easier.

Area to Invest

Hotels, Resorts, Motels (Cont'd)



Looking for a high demand, high return investment in the foreseeable future?

Although all three i.e. Hotels, Resorts and Motels of varying standard offer great investment opportunity in Balochistan given the diverse mix of tourist who visit, the highest demand exists for smaller, affordable accommodation spaces (1-3 star, under 200 rooms, limited services).

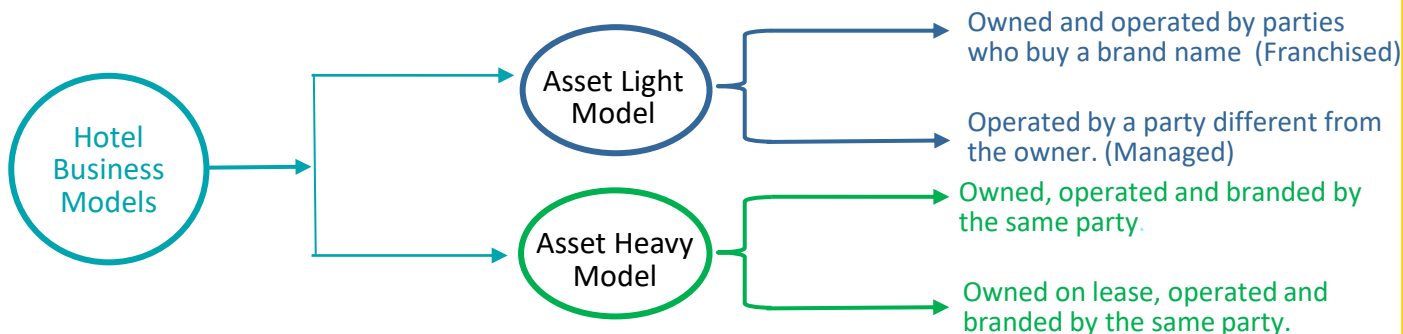
These spaces are attractive for domestic travelers especially the youth (form majority of Balochistan's tourist population) who visit the province for sight-seeing and pleasure on limited budget and require accommodation only for the purpose of spending the night.

Smaller accommodations are also more attractive for investors within the sector as they require less capital and human resource, thus driving down the cost and increasing sustainability. Location canvas is also more expansive for smaller accommodation spaces. These investments open the market to a larger pool of investors.

The government has also been working towards the same goal by building motels/hotels comprising of around 20-25 rooms with basic necessities and decent standard of accommodation. They are concentrated around the coastal belt and hot tourist sports (e.g Kund Malir, Ziarat). These spaces are being built on the PPP model to attract private investors on low liability business model.

Business Models for Hotel Investment

Investment in accommodation sector can be based on a variety of models based on the investor's assessment of available inputs and the overall trajectory of the industry. The figure below summarizes two of the basic models in hotel business⁶. The Asset Light Model basically transfers capabilities to those who control it better allowing there to be greater attention to hotel management. This involves franchising and devolving managerial responsibilities such that company owns more operational assets and less capital assets. On the other hand, Asset Heavy Model entails ownership of most of the fixed assets and allows investor to reap high margins given the right investment environment.



In addition to this, the government of Balochistan has been welcoming Public-Private Partnership investments within the hotel business, whereby, government bears the high fixed cost associated with land and construction in order to facilitate and encourage investors to invest within the sector. Private partners are then reached in order to undertake the operational and managerial tasks related to the hotel. A few such ventures include:

- 1) 22 room resort at Kund Malir: Fully constructed, ongoing search for private partner.
- 2) 75 Camping pods at Ziarat: 28 rooms and 47 rooms in different locations, recently soft launched.
- 3) Resort at Ziarat: Under construction.
- 4) Resort at Moola Chootak: Under construction

Area to Invest

Recreational Activities



Recreational activities sub-sector in Balochistan:

To accentuate the enhancement and attractions of a land's natural endowments in order to attract more tourists, it is vital to offer recreational activities that people can enjoy during their stay and improve the overall quality of the trip. Balochistan currently offers a very limited range of recreational activities. Thus, leaving plenty room for leveraging the province's dynamic landscape to offer tourists a variety of activities and entertainment making the province attractive for visits.

Potential investment opportunities in Balochistan's Recreational Activities

The table below lists some lucrative investments to improve the variety of recreational activities that the province can offer:

Recreational Activities	Details	Locations
Coastal Activities	Balochistan flaunts a beautiful 770 km long coastline and is endowed with beaches that have remained less frequented by visitors. Therefore, the province has immense yet unexplored potential for coastal and marine sports and recreational activities. These can include speed boat, jet skis, parasailing, cliff diving, kayak surfing, as well as beach volleyball, horse riding, food stalls. Currently, only those who have private water sports equipment indulge in these activities. Therefore, commercial provision of water sports equipment in the form of rentals to tourists is a lucrative investment opportunity.	Ormara beach, Kund Malir beach, Pasni beach, Gaddani beach, Astola Island, Churna Island, Jiwani, Sapat beach
Eco Tourism	Balochistan's natural attractions have for long been hidden gems allowing for their ecological balance and natural beauty to intact. This offers an unmatched opportunity for ecotourism to be developed in the province. This entails activities related to land as well as water including white water rafting, sailing, wildlife viewing, hiking, climbing, star gazing, skiing.	Coastal belt, Hingol & Hazarganji national park, Ras Koh hills, valleys, mountain ranges (central Makran, Toba Kakar, Kirthar)
Desert Activities	Balochistan hosts one of Pakistan's five major deserts- the Kharan Desert. Kharan Desert is a sandy with a mountainous desert terrain. Activities like quad bike, sand surfing, camel safari, dune bashing, dirt bike, hot air balloon, camping etc. can be introduced in this location. This will offer a completely innovative edge to the province making it attracting for tourists especially domestic tourists.	The Kharan Desert
Rides/ Parks	Amusement park with various sorts of rides can be established to entertain people of various age groups, especially the younger ones. Balochistan's landscape can be utilized smartly to offer thrill rides such as ziplines, chair lift and bungee jumping. These would act as tourist attractions especially for the locals for whom similar activities are present currently only in the country's Northern areas.	Urban centres (Quetta, Gwadar), valleys
Music, Food and Culture Festivals	A number of tribes constitute to make the people of Balochistan. Throughout the year numerous events, rallies and festivals (religious, cultural & musical etc.) happen that offer an insight into Balochi culture and lifestyle. These events could attract tourists from all over the globe if organized and advertised for this purpose. These could include events celebrating Balochi culture, food, music and lifestyle. Many artifacts from the Balochi culture such as the Balochi cap & dress and culinary delicacies such as Landik and khadi kabab are famous and can attract enthusiasts from around the globe.	Across the province

Budgetary support offered by the government for the sector

- In the most recent budget of 2021-22, the Balochistan government allocated 20.6 billion for the Tourism and Culture sector, thus, paving way for increased development of the sector in order to attract domestic and foreign tourists. Planned key developmental projects include⁷ :
 - Cultural complexes in DHQs
 - Eco-tourism huts
 - Rest houses / rest areas at tourist spots
 - Survey, protection and fencing of archaeological sites

Alongside these, the government is also working on multiple other projects to uplift and promote Balochistan's tourism industry

- The federal government has also introduced tax concession in order to promote tourism. More specifically, a reduction of tax duty on pre-fabricated hotel structures in Gwadar⁵.
- The concerned departments of the government have amped up the development within the accommodation sub-sector. In addition to building and managing hotels/rest areas and innovative camping pods, the government has been developing accommodation spaces based on the PPP model, whereby, the government constructs the hotel and reaches out to private partners through tenders.

Special focus on coastal tourism

Balochistan Coastal Development Authority (BCDA) is a statutory body established to develop the coast of Balochistan with one of its key responsibilities being development of coastal tourism of Balochistan's 770km long coastal line. Key project of BCDA revolves around promotion of ecotourism, whereby, the authority has planned to construct 07 eco-tourism resorts and develop 05 beach parks along the coastline in order to utilize Balochistan's unmatched potential for coastal tourism¹⁰.

Developing workforce through training courses

College of Tourism and Hotel Management (COTHM) and Pakistan Institute of Hotel and Tourism Management (PITHM) offer a wide variety of professional certifications and diplomas on travel and tourism skills. The courses focuses on skills required to sell, make and manage flight, hotel and car reservations.

Interested to LEARN more?



Department of Culture, Tourism & Archives

Provincial department striving to **promote tourism** and protect cultural heritage of Balochistan.

Contact Us – CULTURE, TOURISM AND
ARCHIVES ([/culture-tourism-archives](http://culture-tourism-archives))



Balochistan Coastal Development Authority (BCDA)

Statutory body created to focus specifically on the **development of Balochistan's 770km long coastline**.

Contact Us – Balochistan Coastal
Development Authority (bcda.info/)



Balochistan Board of Investment and Trade (BBot)

Focused towards **facilitating and guiding investors** in order to help realize Balochistan's maximum potential.

Contact Us – Board of Investment & Trade
(bboit.gob.pk)



CPEC has brought about a drastic change to the country's and especially Balochistan's tourism sector. Infrastructural development and rising international prominence of the province have positively impacted tourism.



Improved infrastructure to encourage investment

Under CPEC, there has been immense focus on development of concrete infrastructure, facilitating and encouraging investors to invest further in the province.

CPEC is a 3,218 Km long route which will be comprise of roads and railways network for increased connectivity offering new investment opportunities to investors because of improved connectivity domestically as well as internationally, including a planned road connecting Kashgar in China with Gwadar in Balochistan⁸.

Facilities such as hotels, rest spaces and restaurants opening up along the route further facilitate the tourists throughout their route.

Attracting tourists

With Gwadar becoming the hub of economic activity and the province having better connectivity under CPEC, an increase in tourists is seen which is projected to rise in the coming years.

Burgeoning Economic Development as a result of CPEC is attracting tourists especially as it portrays a safer and welcoming picture of the province and has increased the prominence of the country. There has been an increase especially in business tourism due to the increasing financial activities.

Increased development owing to CPEC can be leveraged to enhance the tourist attractions.

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