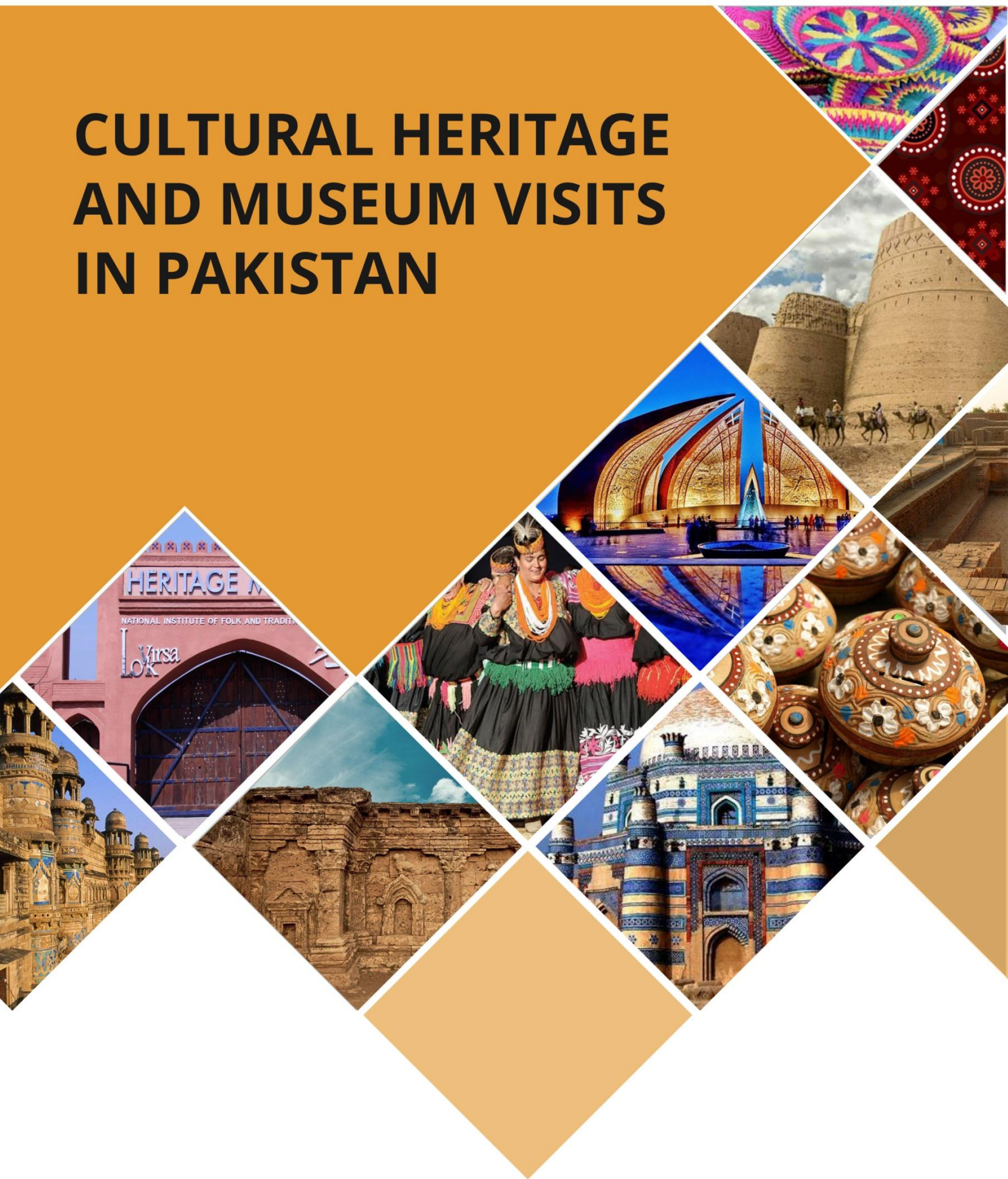


# CULTURAL HERITAGE AND MUSEUM VISITS IN PAKISTAN



**A Report by Gallup Pakistan  
Big Data Analysis Team**

September 2019

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## Literature Review

As a major global industry, tourism is seen as a catalyst for both the economic and sociocultural growth of a country. Whether it is domestic tourism or the influx of foreign tourists, this specific industry is responsible for transformative impact on the development of a country. Tourism has undergone massive growth in the last two decades and is now amongst the pilot industries of many countries across the globe.

While the mountain ranges of the North offer scenic views and immense mountaineering opportunities that constitute for a major part of Pakistan's eco-tourism, the rest of Pakistan is also imbued with diverse historical and cultural sites that are major tourist destinations. In addition to being uniquely placed to take advantage of religious tourism<sup>1</sup>, Pakistan also experiences significant flows of tourists owing to cultural and heritage tourism. With cultural and heritage sites that range from the Indus Valley civilization to remnants of the Mughal Empire, Pakistan's tourism sector has endless potential but Pakistan remains the least competitive country in South Asia when it comes to travel and tourism<sup>2</sup>. However, every government makes multiple efforts in order to promote domestic tourism in their own capacity while portraying Pakistan as a 'cultural corridor' in addition to the pilgrims' paradise that it already is<sup>3</sup>. Pakistan's tourism infrastructure is growing with its tourism carrying capacity but it must be ensured that long term sustainability is not being compromised for short term financial gains<sup>4</sup> and responsible tourism is encouraged through initiatives such as the "carbon philanthropy" initiative, clean-up drives and heavy fines for littering.

Although Pakistan inherited a relatively limited tourist infrastructure after gaining independence as compared to India<sup>5</sup>, the existing cultural and heritage sites that include museums, forts and ruins of ancient civilizations are enough to attract a plethora of tourists when paired with suitable tourism

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<sup>1</sup> Afraz, H. (2019). *Pakistan is uniquely placed to take advantage of religious tourism. What is stopping us?*. [online] Dawn News.

<sup>2</sup> World Economic Forum. (2019). *The Travel & Tourism Competitiveness Report 2019*. [online]

<sup>3</sup> Haider, N. (2019). *Pakistan: a cultural corridor and pilgrims' paradise*. [online] Geo.tv.

<sup>4</sup> Qasim, M. (2019). *Pakistan needs to urgently tackle its tourism pollution problem*. [online] dawn.com.

<sup>5</sup> Richter, L. (1989). *Creating Tourist "Meccas" in Praetorian States: Case Studies of Pakistan and Bangladesh*. In *The Politics of Tourism in Asia* (pp. 153-177). Honolulu: University of Hawai'i Press. doi:10.2307/j.ctv9zcr9.10

policies and strategies<sup>6</sup>. Cultural and heritage tourism are integral to the tourism industry of a country as the cultural resource management not only affects the conservation and preservation of these cultural resources<sup>7</sup> but also boosts cultural exchange and international repute. These heritage sites also allow legacy tourists to foster a connection with their ancestors and ancestral roots<sup>8</sup>. As one of the most dynamically developing branches of the modern tourism industry<sup>9</sup>, cultural tourism – whether it is visits to monuments, forts, museums or gardens of historical and cultural importance – encourages cultural heritage and tourism to exist as parallel activities that are advantageous to each other as opposed to being in conflict<sup>10</sup>. Owing to Pakistan's rich cultural heritage, responsible tourism can prove to be integral for development in terms of socio-economic advancement and cultural preservation.

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<sup>6</sup> Malik, M. (2019). Punjab takes up maiden ambitious tourism policy. [online] DAWN.COM.

<sup>7</sup> Adeniji, P. and Ekanem, E. (2013). The role of museums in sustainable tourism development - The Black Heritage Museum, Badagry. [online] African Journal of Hospitality, Tourism and Leisure.

<sup>8</sup> McCain, G., & Ray, N. M. (2003). Legacy tourism: The search for personal meaning in heritage travel. *Tourism Management*, 24(6), 713-717.

<sup>9</sup> Csapo, J. (2012). The role and importance of cultural tourism in modern tourism industry. *Strategies for tourism industry-micro and macro perspectives*, 201-232.

<sup>10</sup> McKercher, B., & Du Cros, H. (2002). *Cultural tourism: The partnership between tourism and cultural heritage management*. Routledge.

## Executive Summary

### Section 1: Total Visits to Cultural Sites

Tourism at Cultural sites has experience a massive increase since 2014

From an approximate **1.6 million** visits in 2014, the tourist traffic at cultural sites has risen to **6.6 million** visits in 2018, translating into a **317%** increase in the duration of 5 years. Punjab, as the largest and most populated province has contributed to approximately **95%** of this traffic whereas traffic in both Sindh and KPK has fluctuated over the years.

### Section 2: Total Visits to Museum Sites

Gradual and constant increase in tourist traffic at Museum Sites

The tourist traffic at Museum sites has seen an approximate **50%** increase, with the number of visits increasing from **1.7 million** in 2014 to around **2.7 million** in 2018. The tourist traffic in KPK and Baluchistan has also experienced a similar trend at museum sites, whereas in Punjab and Sindh, the number of visits has fluctuated over the years, but all provinces recorded maximum number of visits in 2018.

### Section 3: Total Foreign Visitors in Pakistan

Total foreign visits increased by more than two folds for both Cultural and Museum sites in Pakistan

Over the past 5 years the percentage of foreign visitors at Museums rose by approximately **130%** whereas foreign visitors at Cultural sites rose by **100%**. However; Museums remained more popular among foreign visitors by receiving on average **50%** more visits than Cultural sites. The trend among all four provinces for total foreign visits saw a gradual increase, with the highest increase taking place in KPK, where the number of Museum visits in 2018 rose by **250%**.

### Section 4: Most Popular Museum Sites in Pakistan over the Years

Pakistan Monument Museum, Islamabad remained the most popular Museum site in Pakistan from 2016-2018

Pakistan Monument Museum in Islamabad, Khewra Mines Museum in Chakwal and Lok Virsa Heritage Museum continued to be the top 3 most popular Museums of Pakistan from 2016-2018, while Taxila Museum and Lahore Museum competed for the positions of fourth and fifth most popular Museums.

### Section 5: **Most Popular Cultural Sites in Pakistan over the Years**

Royal Fort (Shahi Qila), was the most popular cultural site in Pakistan for all years during 2016-2018

Royal Fort (Shahi Qila) was the most popular cultural site in Pakistan for all years during 2016-2018 with the number of visits exponentially higher than the rest of the cultural sites. In 2018, Royal Fort received **5 million** visits, which were **1,160%** more than the visits at the second most popular site; Shalimar Garden, Lahore. Shalimar Garden, Lahore was the second most popular site in 2016 and 2018, whereas Hiran Minar, Sheikhpura was the second most popular site in 2017. The third most popular site in 2016 was Jehangir's Tomb, Lahore, in 2017 it was Remains of Takht-i-Bhai, Mardan, and in 2018 it was Hiran Minar, Sheikhpura.

### Section 6: **Most Popular Museum Sites in Pakistan among Foreigners over the Years**

Lahore Museum was the most popular Museum among Foreigners in 2016 and 2017; however in 2018 Taxila Museum took first spot with twice as many visits as Lahore Museum

Lahore Museum was the most popular Museum among Foreigners in 2016 and 2017, however in 2018 Taxila Museum rose from fourth place to first place with twice as many visits as Lahore Museum. From 2016-2017, the second most popular site was Lok Virsa Heritage Museum, Chakwal, which was replaced by Lahore Museum in 2018. The third most popular site among foreigners was Khewra Mines Museum; Chakwal from 2016-2017 while in 2018 it was Lok Virsa Heritage Museum.

### Section 7: **Most Popular Cultural Sites in Pakistan among Foreigners over the Years**

Taxila, Rawalpindi remained the most popular site among Foreign Tourists for all years during 2016-2018

From 2016-2018, Taxila, Rawalpindi remained the most popular cultural site for foreign tourists, whereas Royal Fort (Shahi Qila) remained the second most popular site. The third most popular site for foreigners in 2016 was Mohenjodaro, Larkana, in 2017 it was Jehangir's Tomb, Lahore and in 2018 it was Shalimar Garden, Lahore.



## Section 1

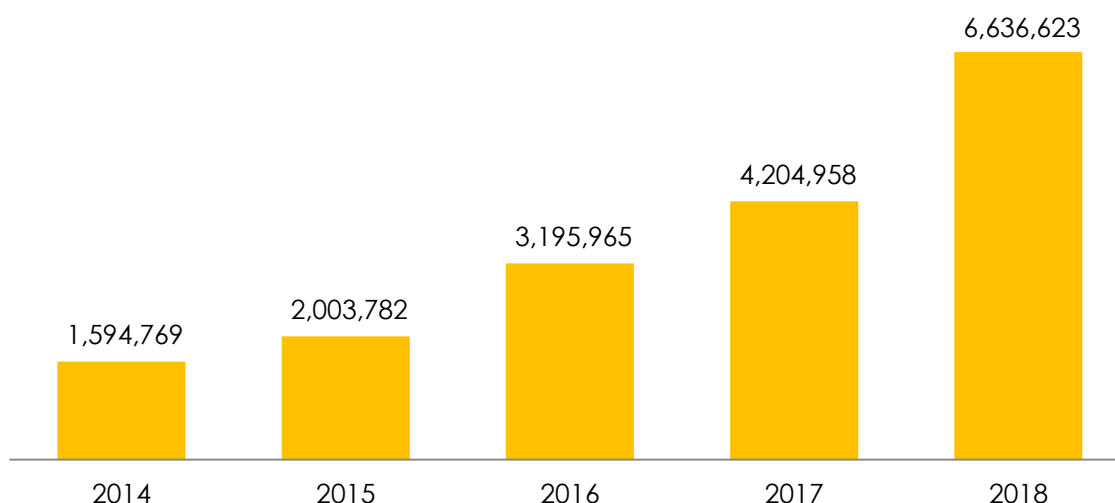
# TOTAL VISITS TO CULTURAL SITES

## Total Visits to Cultural Sites

### 1.1 Total Visits to Cultural Sites in all Pakistan

The total number of visits to Cultural sites in Pakistan from 2014-2018

#### Item 1.1: Total visits to Cultural Sites in Pakistan



**Source:** Department of Archaeology & Museum, Government of Pakistan

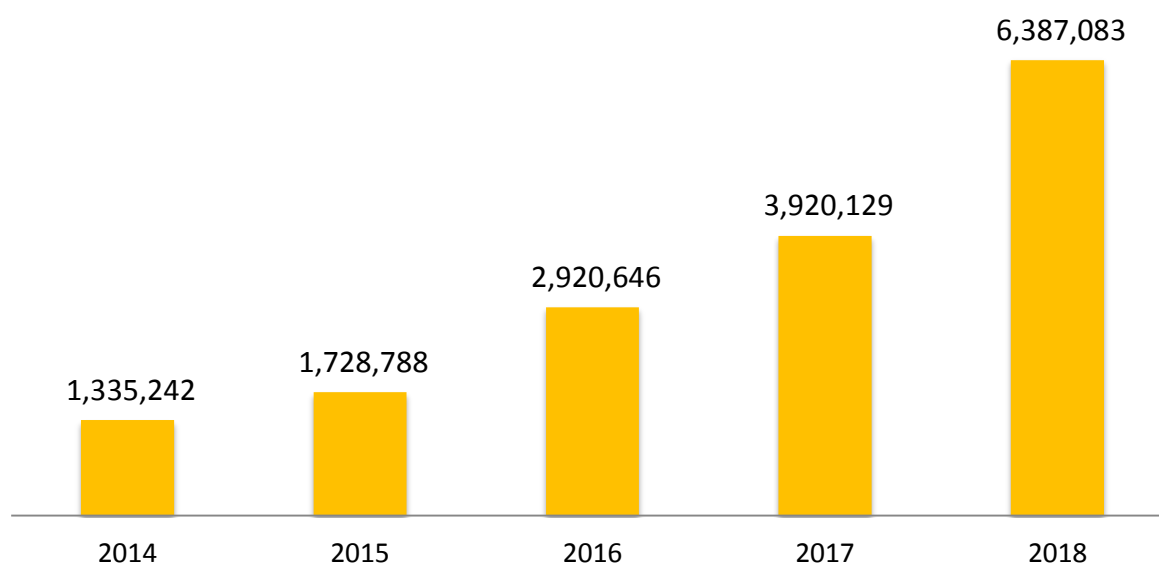
In the past five years the number of visits to cultural sites has seen more than a 300% rise, with the greatest increase taking place between 2017 and 2018, when the number of visits rose from 4.20 million to 6.63 million per annum. These cultural and heritage sites largely consist of remains of historical civilizations, religious sites, Mughal and colonial monuments attracting both local and foreign tourists.

## Provincial Breakdown of Total Visits to Cultural Sites

### 1.2 Total Visits to Cultural Sites in Punjab

The total number of visits to Cultural sites in Punjab from 2014-2018

#### Item 1.2: Total visits to Cultural Sites in Punjab



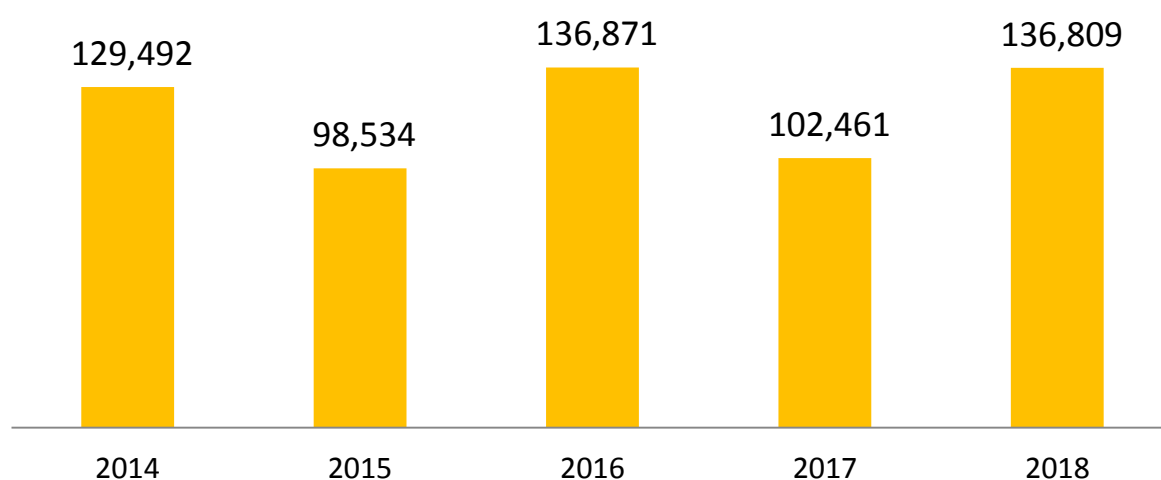
**Source:** Department of Archaeology & Museum, Government of Pakistan

Punjab is not only the largest and most populated province of Pakistan, but is also home to many religious, historical, Mughal and colonial sites, accounting for approximately 95% of the total visits to Cultural Sites in Pakistan. The trend of Cultural visits in Punjab is closely reflective of the countrywide trend, establishing the importance of the Province for Pakistan's tourism sector. The highest number of total visits was observed in 2018, rounding off to around 6.4 million.

### 1.3 Total Visits to Cultural Sites in Sindh

The total number of visits to Cultural sites in Sindh from 2014-2018

#### Item 1.3: Total visits to Cultural Sites in Sindh



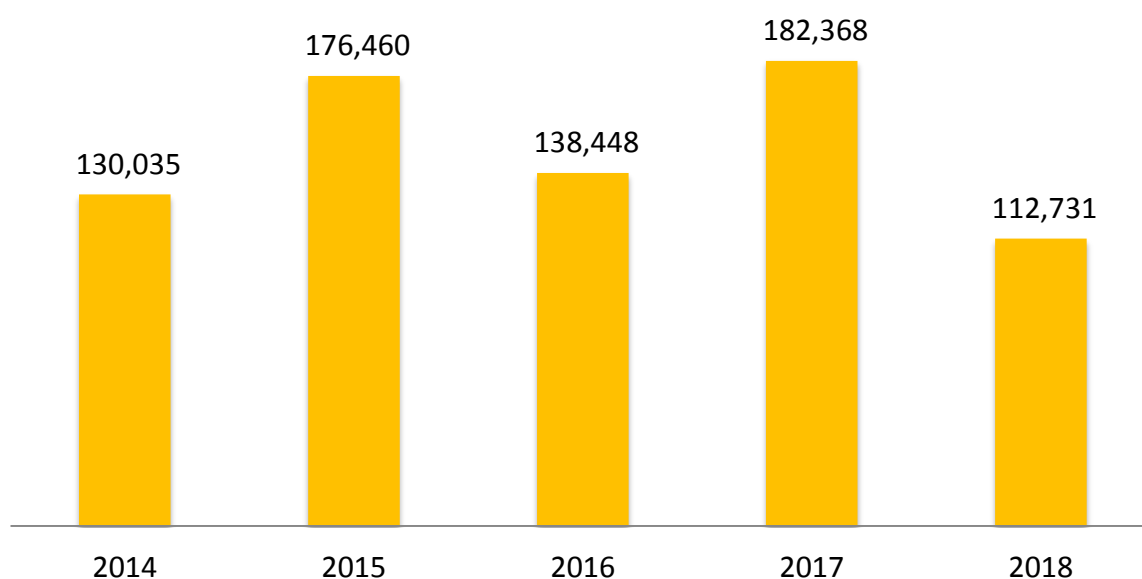
**Source:** Department of Archaeology & Museum, Government of Pakistan

Although home to one of the oldest civilizations of the subcontinent The Indus Valley Civilization, Forts, Mughal and colonial monuments, but the tourist traffic at cultural sites in Sindh has not seen a significant rise between 2014 and 2018, with the number of visits declining in 2015 and 2017. The highest number of visits at cultural sites in Sindh was recorded in 2016 at 136,871.

#### 1.4 Total Visits to Cultural Sites in KPK

The total number of visits to Cultural sites in KPK from 2014-2018

##### Item 1.4: Total visits to Cultural Sites in KPK



**Source:** Department of Archaeology & Museum, Government of Pakistan

KPK is home to the remains of Takht-i-Bhai in Mardan, Butkara Site Museum in Saidu Sharif, Swat, and Julian Site in Haripur. The tourist traffic in KPK has been fluctuating over the years, hitting the lowest 5-year mark in 2018 with 112,731 visits per annum while the highest number of visits recorded in the prior year, 2017, at 182,368 visits.



## Section 2

# TOTAL VISITS TO MUSEUM SITES

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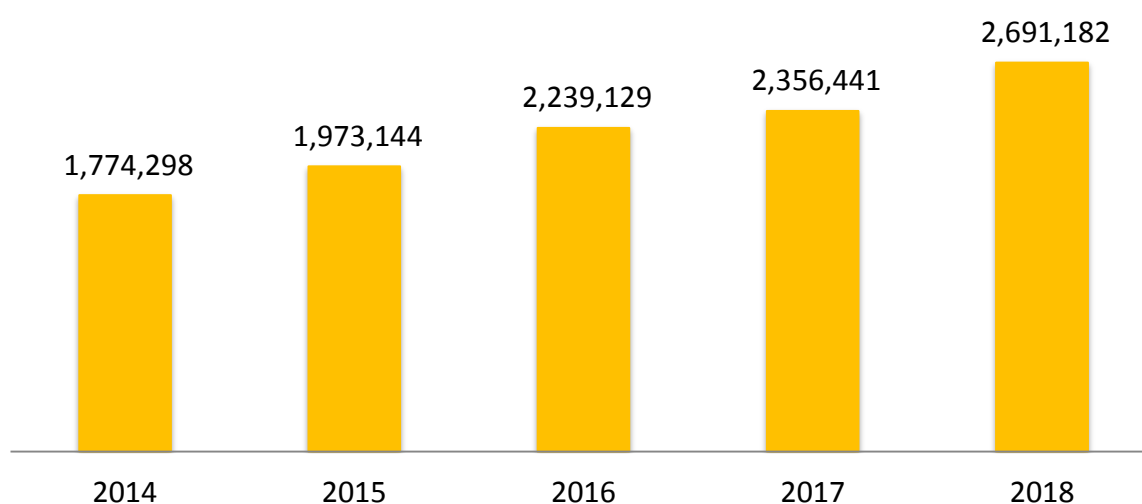
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## Total Visits to Museum Sites

### 2.1 Total Visits to Museum Sites in all Pakistan

The total number of visits to Museum sites in Pakistan from 2014-2018

#### Item 2.1: Total visits to Museum Sites in Pakistan



**Source:** Department of Archaeology & Museum, Government of Pakistan

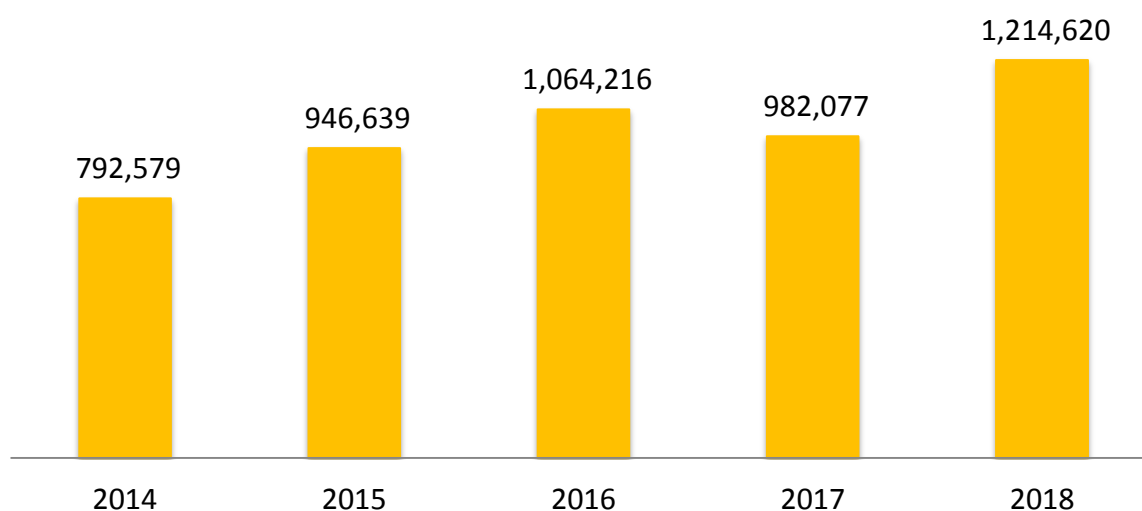
In this study visits to 21 Museum Sites were taken into account, spread across the four provinces and the Islamabad Capital Territory. These sites included Pakistan Museum of Natural History, Lok Virsa Heritage Museum, Pakistan Monument Museum, Lahore Museum, Taxila Museum, Khewra Mines and more. The total number of visits to these museum sites over the past 5 years has seen a gradual increase with the number reaching around 2.7 million in 2018.

## Provincial Breakdown of Total Visits to Museum Sites

### 2.2 Total Visits to Museum Sites in Punjab

The total number of visits to Museum sites in Punjab from 2014-2018

#### Item 2.2: Total visits to Museum Sites in Punjab



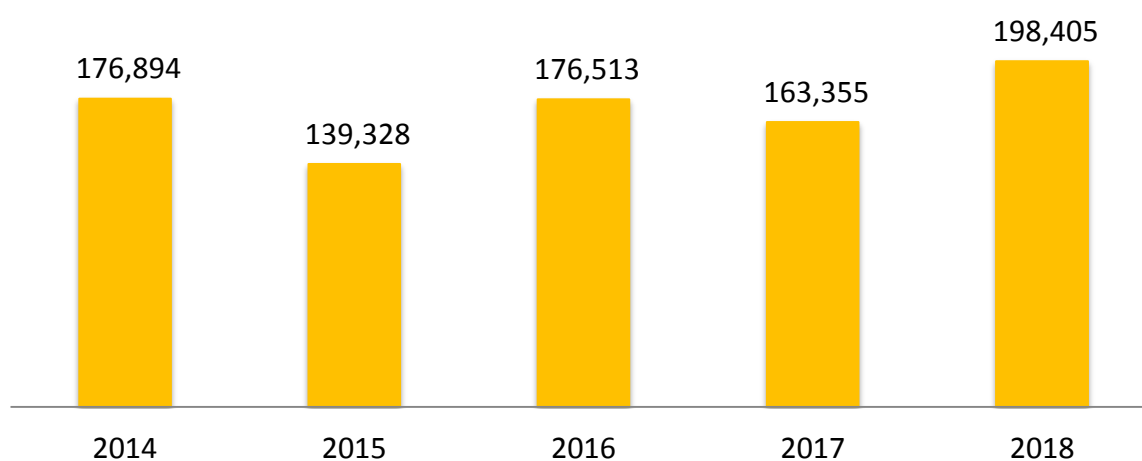
**Source:** Department of Archaeology & Museum, Government of Pakistan

Similar to the countrywide trend, the total Museum visits in Punjab have also been increasing at a constant rate, reaching 1.2 million in 2018; accounting for approximately 45% of the total Museum visits in Pakistan for 2018

### 2.3 Total Visits to Museum Sites in Sindh

The total number of visits to Museum sites in Sindh from 2014-2018

#### Item 2.3: Total visits to Museum Sites in Sindh



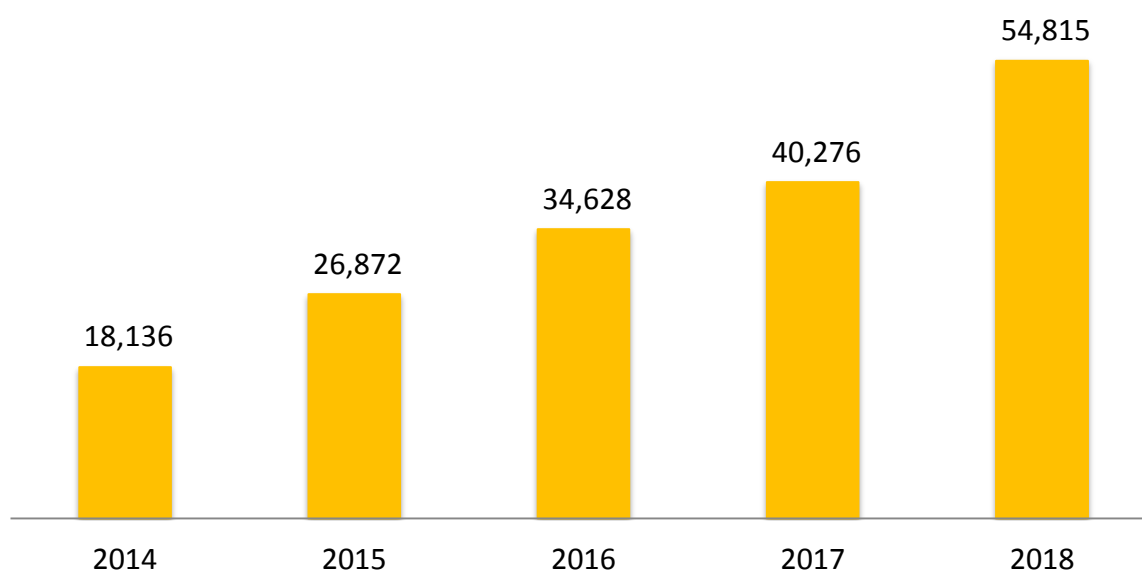
**Source:** Department of Archaeology & Museum, Government of Pakistan

Sindh accounted for 7 of the 21 Museum sites considered in this study including the National Museum of Pakistan in Karachi, Sindh Provincial Museum in Hyderabad, Museum Bhambore in District Thatta, Museum Mohenjodaro in District Larkana, Museum Umerkot in District Tharparkar and Quaid-e-Azam's place and house of Birth in Karachi. The tourist traffic in Sindh Museums overall had been fluctuating over the years, with the highest number of visits observed in 2018 at 198,405 visits. The lowest numbers of visits were observed in 2015 at 139,328.

## 2.4 Total Visits to Museum Sites in KPK

The total number of visits to Museum sites in KPK from 2014-2018

### Item 2.4: Total visits to Museum Sites in KPK



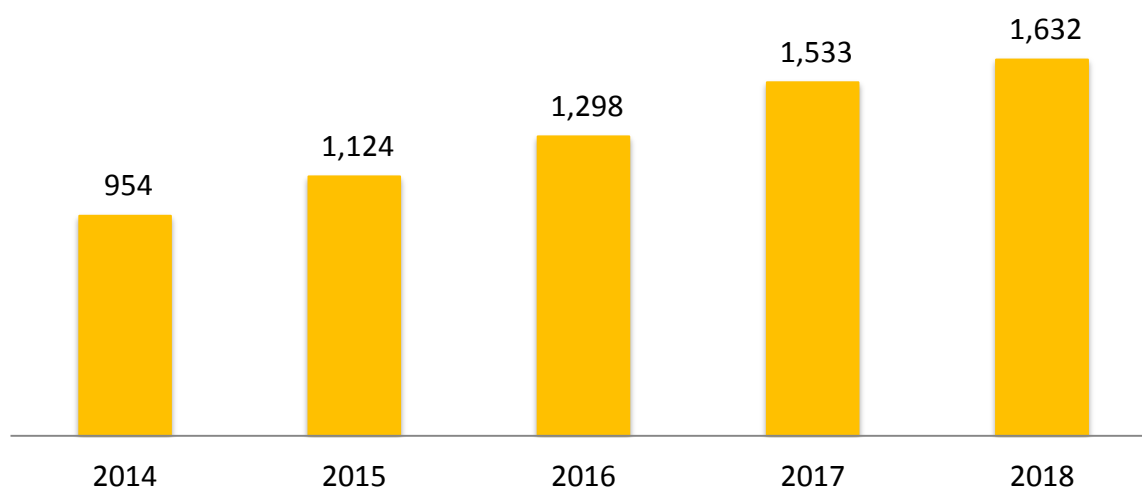
**Source:** Department of Archaeology & Museum, Government of Pakistan

KPK accounted for 3 of the 21 Museum sites considered in this study including Peshawar Museum, Museum Saidu Sharif in Swat, and Dir Museum in Chekdara. The tourist traffic in KPK Museums has seen a gradual increase over the years with the highest number of visits observed in 2018 at 54,815, a 200% increase since 2014.

## 2.5 Total Visits to Museum Sites in Baluchistan

The total number of visits to Museum sites in Baluchistan from 2014-2018

### Item 2.5: Total visits to Museum Sites in Baluchistan



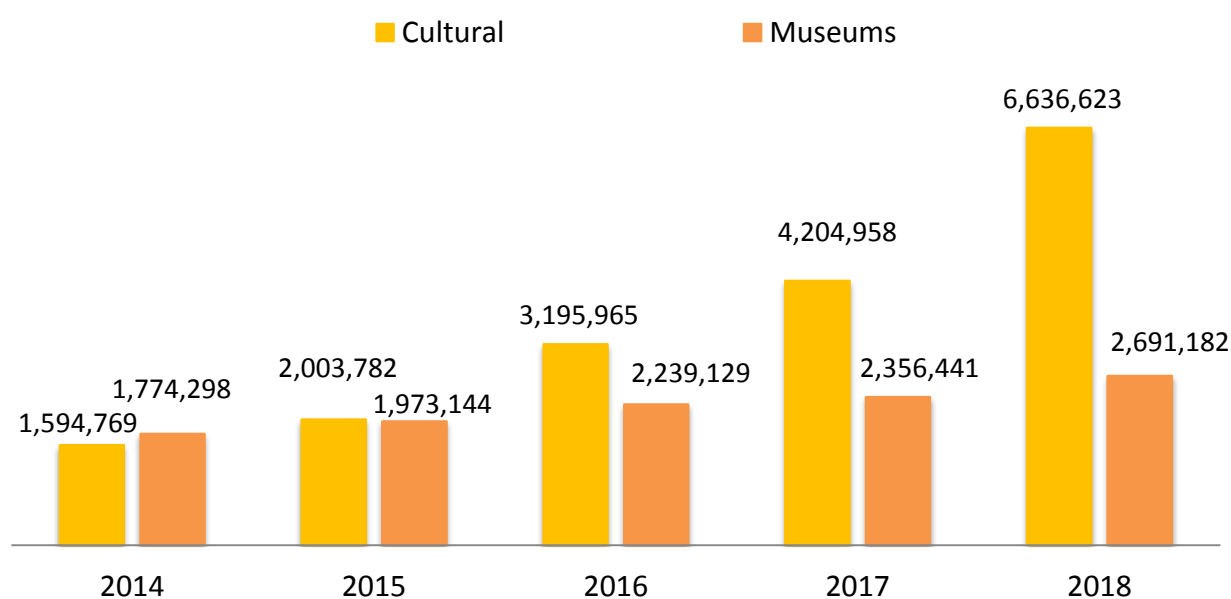
**Source:** Department of Archaeology & Museum, Government of Pakistan

From Baluchistan, Museum Baluchistan in Quetta was included in this study. The tourist traffic in Baluchistan Museums has seen a gradual increase over the years with the highest number of visits observed in 2018 at 1,632, a 71% increase since 2014.

## 2.6 Total Visits to Museum and Cultural Sites in all Pakistan

The total number of visits to Museum and Cultural sites in Pakistan from 2014-2018

### Item 2.6: Total visits to Museum Sites in Baluchistan



**Source:** Department of Archaeology & Museum, Government of Pakistan

The tourism industry in Pakistan has been growing over the years, and both Cultural and Museum visits have seen a gradual increase in the number of tourist visits. However; while Cultural site visits were lower than Museum visits in 2014, they have increased exponentially over the years, reaching 6.6 million in 2018, whereas Museum visits in 2018 totaled at 2.7 million.



## Section 3

# TOTAL FOREIGN VISITORS IN PAKISTAN

**GALLUP**

PAKISTAN

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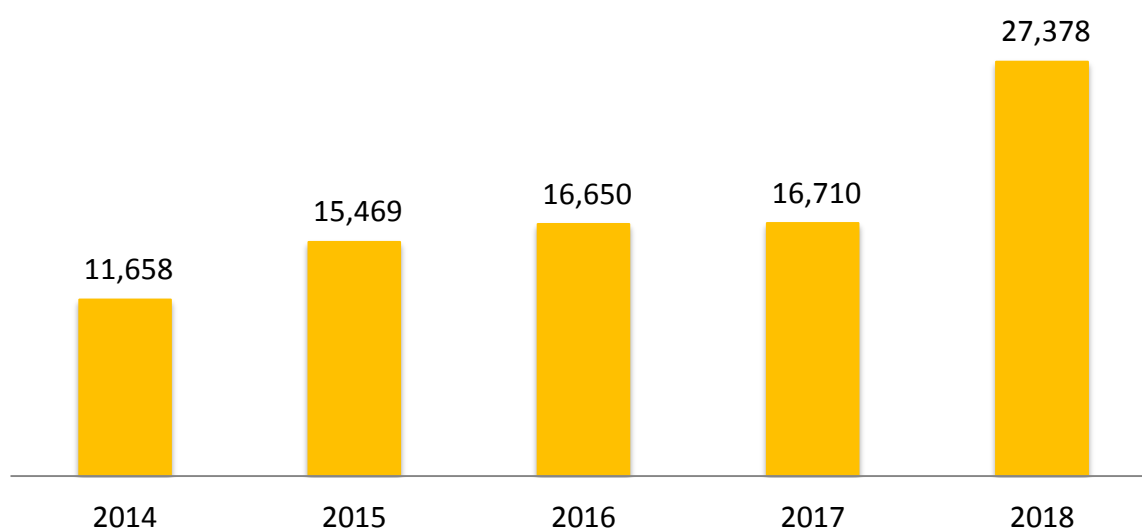
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## Total Foreign Visitors in Pakistan

### 3.1 Total Foreign Visits to Museum Sites in all Pakistan

The total number of foreign visitors to Museum sites in Pakistan from 2014-2018

#### Item 3.1: Total Foreign visitors to Museums Sites in Pakistan



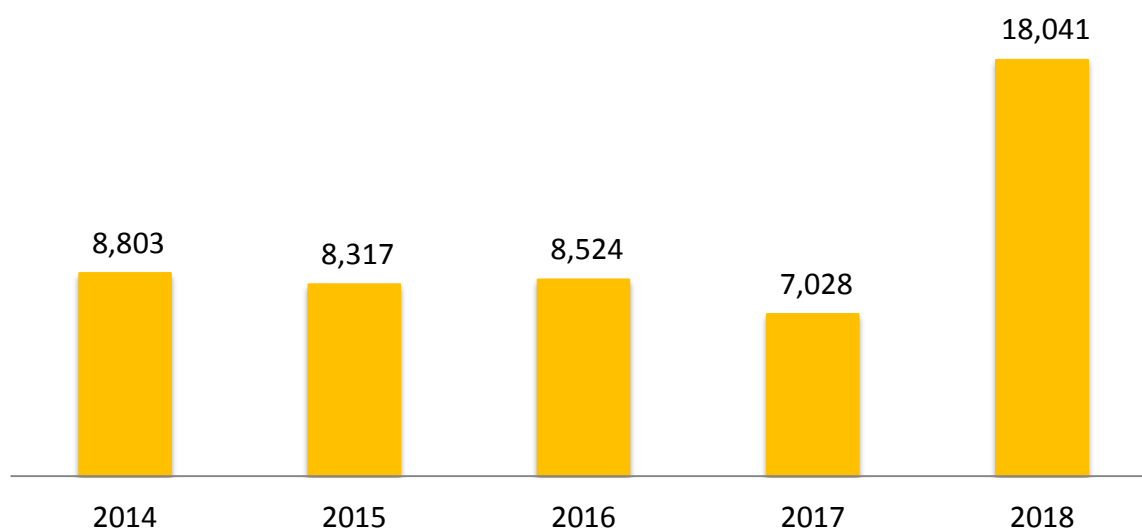
**Source:** Department of Archaeology & Museum, Government of Pakistan

Total Foreign visits to Museums have seen a gradual rise over the years, with the highest increase taking place between 2017 and 2018 when the number of visits rose by almost 60% to reach 27,378 visits.

### 3.2 Total Foreign Visits to Cultural Sites in all Pakistan

The total number of foreign visitors to Cultural sites in Pakistan from 2014-2018

#### Item 3.2: Total Foreign visitors to Cultural Sites in Pakistan



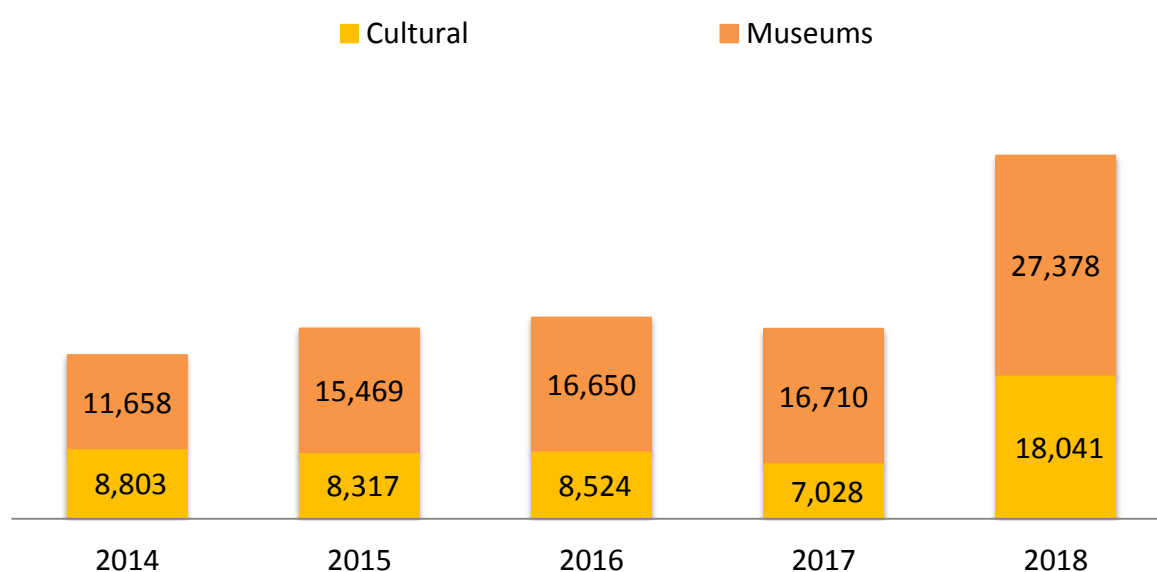
**Source:** Department of Archaeology & Museum, Government of Pakistan

Total Foreign visits to Cultural sites have fluctuated between 2014 and 2017, with the number of visits hitting a 5-year low in 2017 at 7,028 visits. However the number rose by almost 160% in 2018 to reach 18,041 foreign visits

### 3.3 Total Foreign Visits to Cultural and Museum Sites in all Pakistan

The total number of foreign visitors to Cultural and Museum sites in Pakistan from 2014-2018

#### Item 3.3: Total Foreign visitors to Cultural and Museum Sites in Pakistan



**Source:** Department of Archaeology & Museum, Government of Pakistan

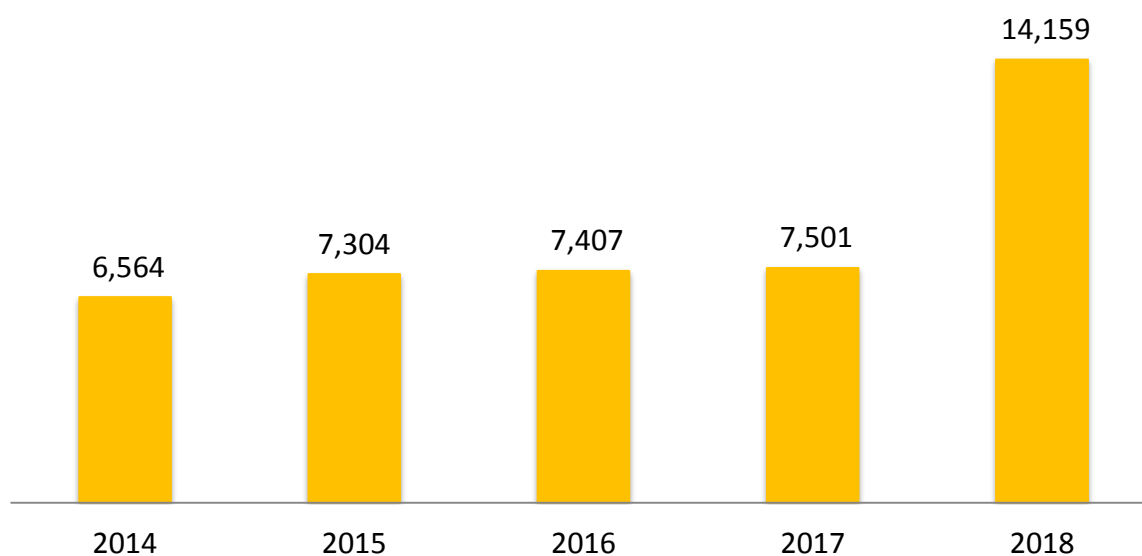
Both Cultural and Museum sites have experienced a gradual increase in the number of foreign visits over the years, with the maximum number of visits recorded in 2018 however; Museums remained more popular among foreign tourists compared to Cultural sites as Museum received on average 50% more foreign visitors.

## Provincial Breakdown of Total Foreign Visits to Museums in Pakistan

### 3.4 Total Foreign Visits to Museum Sites in Punjab

The total number of foreign visitors to Museum sites in Punjab from 2014-2018

#### Item 3.4: Total Foreign visitors to Museums Sites in Punjab



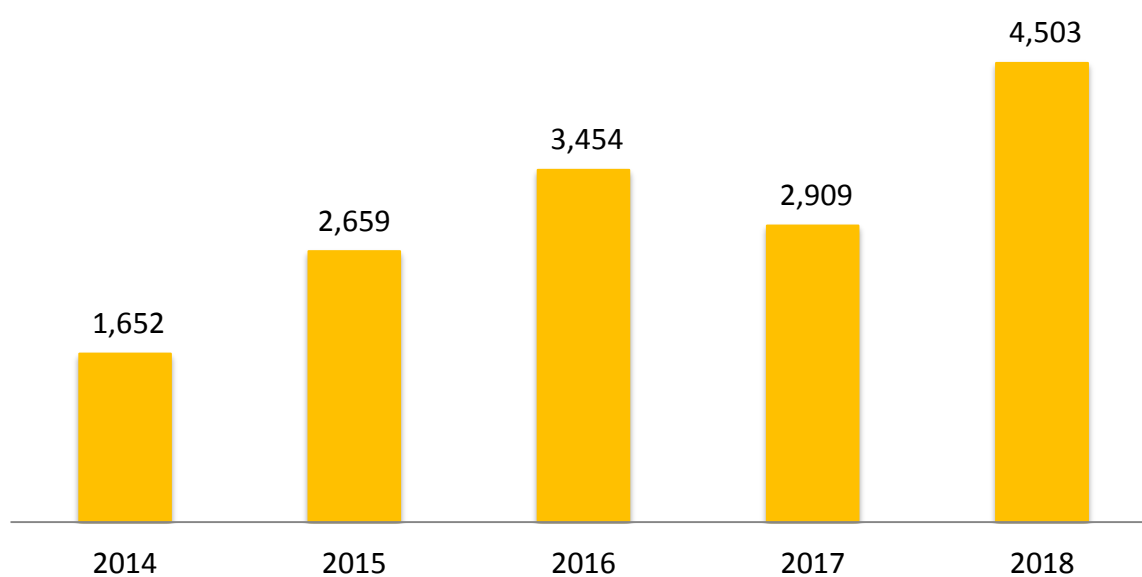
**Source:** Department of Archaeology & Museum, Government of Pakistan

Similar to the countrywide trend, the total Museum visits for Foreigners in Punjab have also seen a constant rise, reaching 14,159 in 2018; an 87% increase since 2017.

### 3.5 Total Foreign Visits to Museum Sites in Sindh

The total number of foreign visitors to Museum sites in Sindh from 2014-2018

#### Item 3.5: Total Foreign visitors to Museums Sites in Sindh



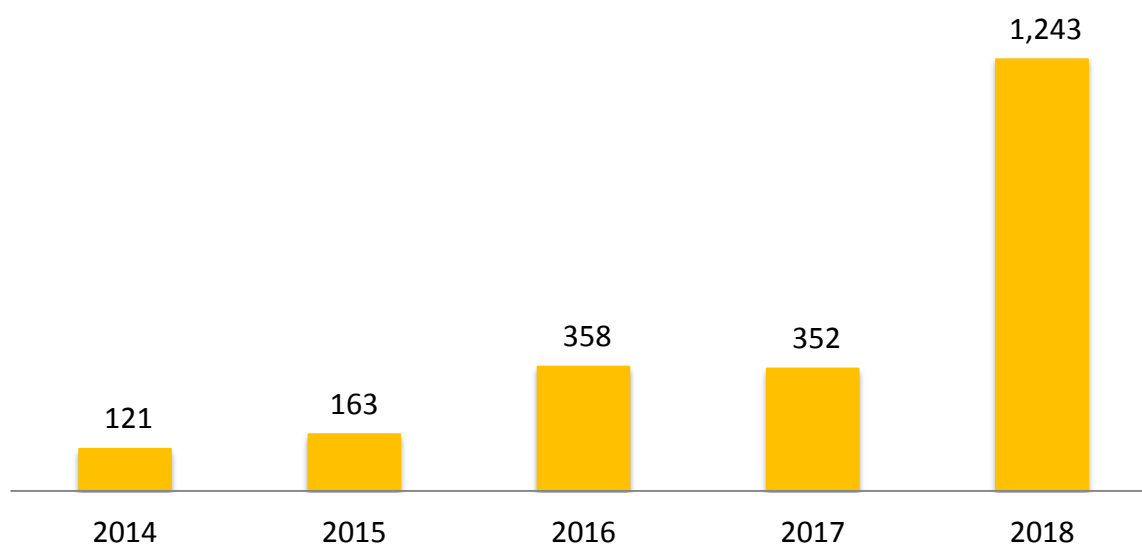
**Source:** Department of Archaeology & Museum, Government of Pakistan

The Foreign tourist traffic in Sindh Museums has seen a gradual rise over the years, the highest number of visits was observed in 2018 at 4,503 which were 55% more than 2017 when the number of foreign visits was recorded at 2,909.

### 3.6 Total Foreign Visits to Museum Sites in KPK

The total number of foreign visitors to Museum sites in KPK from 2014-2018

#### Item 3.6: Total Foreign visitors to Museums Sites in KPK



**Source:** Department of Archaeology & Museum, Government of Pakistan

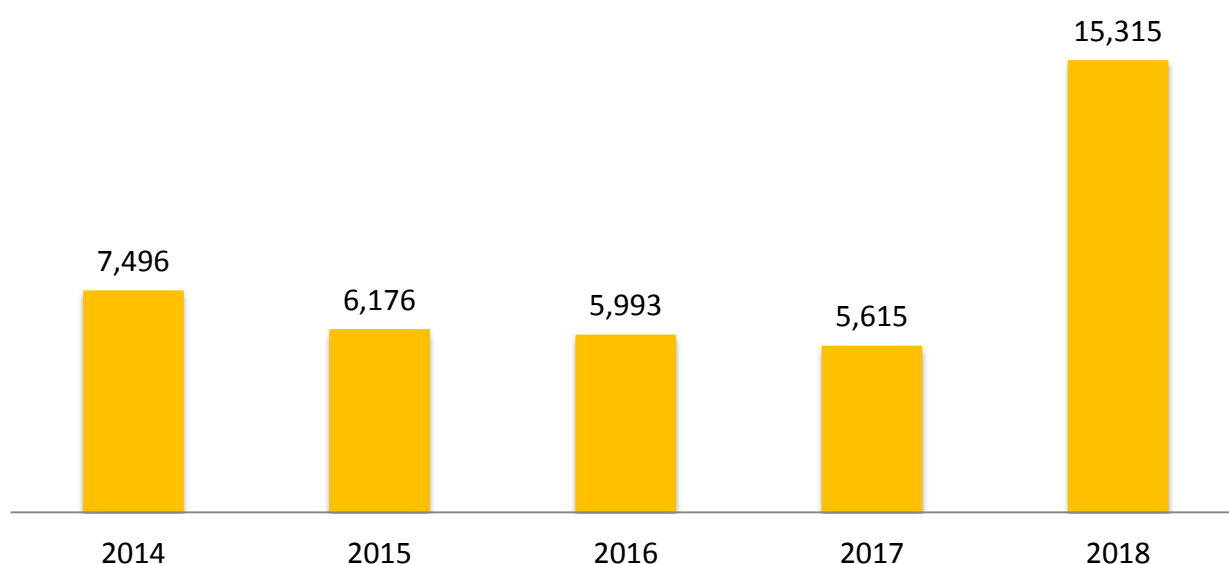
The tourist traffic in KPK Museums has seen a gradual increase from 2014-2017, however in 2018 the number of foreign visits rose by a tremendous 250% to reach 1,243 visits.

## Provincial Breakdown of Total Foreign Visits to Cultural Sites in Pakistan

### 3.7 Total Foreign Visits to Cultural Sites in Punjab

The total number of foreign visitors to Cultural sites in Punjab from 2014-2018

#### Item 3.7: Total Foreign visitors to Cultural Sites in Punjab



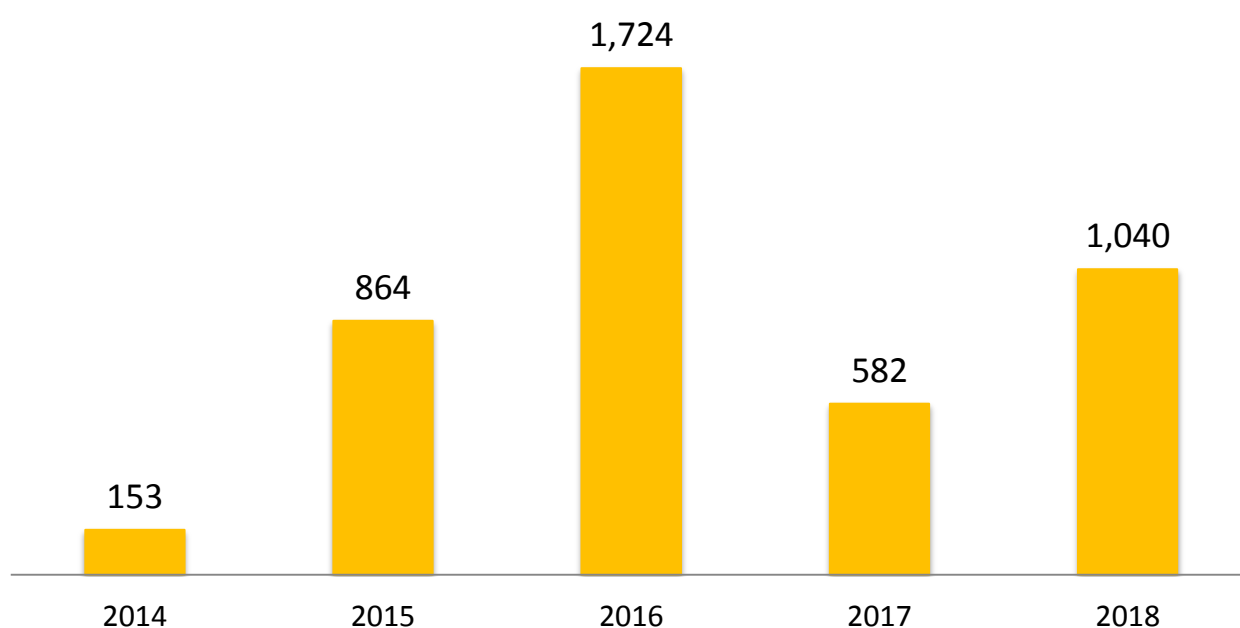
**Source:** Department of Archaeology & Museum, Government of Pakistan

From 2014-2017, the total number of Foreign visits to Cultural Heritage Sites in Punjab has experienced a gradual decline; however the number of visits rose by 170% in 2018, and reached 15,315.

### 3.8 Total Foreign Visits to Cultural Sites in Sindh

The total number of foreign visitors to Cultural sites in Sindh from 2014-2018

#### Item 3.8: Total Foreign visitors to Cultural Sites in Sindh



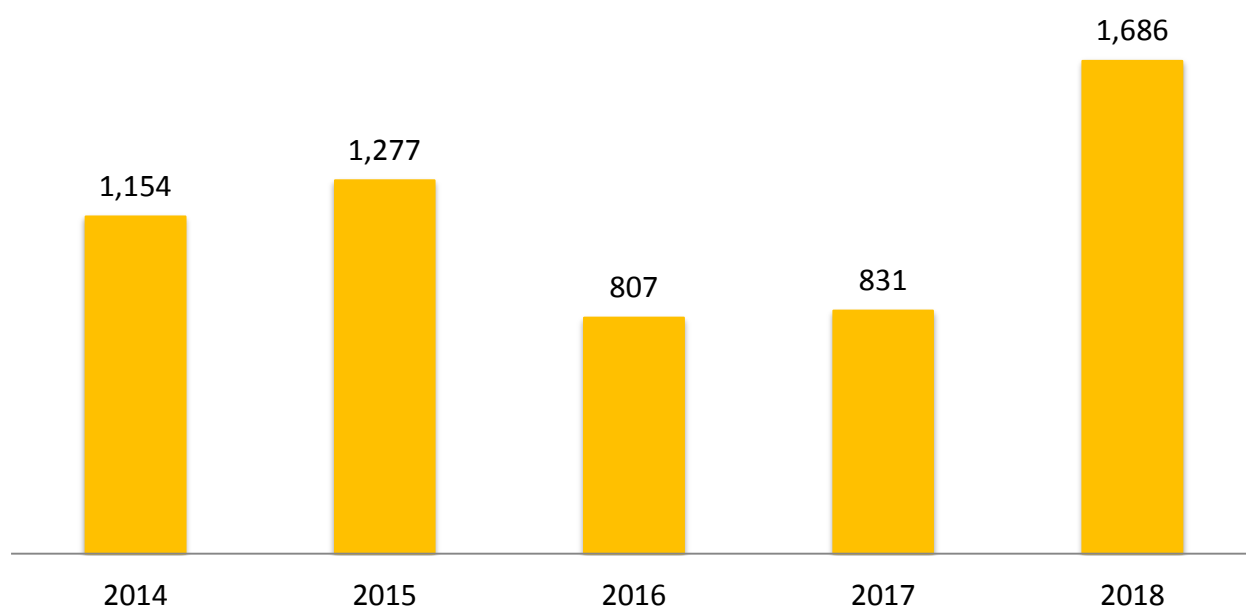
**Source:** Department of Archaeology & Museum, Government of Pakistan

The Foreign tourist traffic at Sindh Cultural sites has been fluctuating over the years, it initially increased from 2014 to 2016 where it reached the highest number of visits at 1,724, and declined sharply in 2017 to a low number of 582 yearly foreign visits. In 2018, the number of visits rose again to reach 1,040 visits.

### 3.9 Total Foreign Visits to Cultural Sites in KPK

The total number of foreign visitors to Cultural sites in KPK from 2014-2018

#### Item 3.9: Total Foreign visitors to Cultural Sites in KPK



**Source:** Department of Archaeology & Museum, Government of Pakistan

The Foreign tourist traffic at KPK Cultural sites has been fluctuating over the years, it initially increased from 2014 to 2015 and then decreased in 2016 and barely rose in 2017. However in 2018 it reached the highest number of visits at 1,686.



## Section 4

# MOST POPULAR MUSEUM SITES IN PAKISTAN OVER THE YEARS

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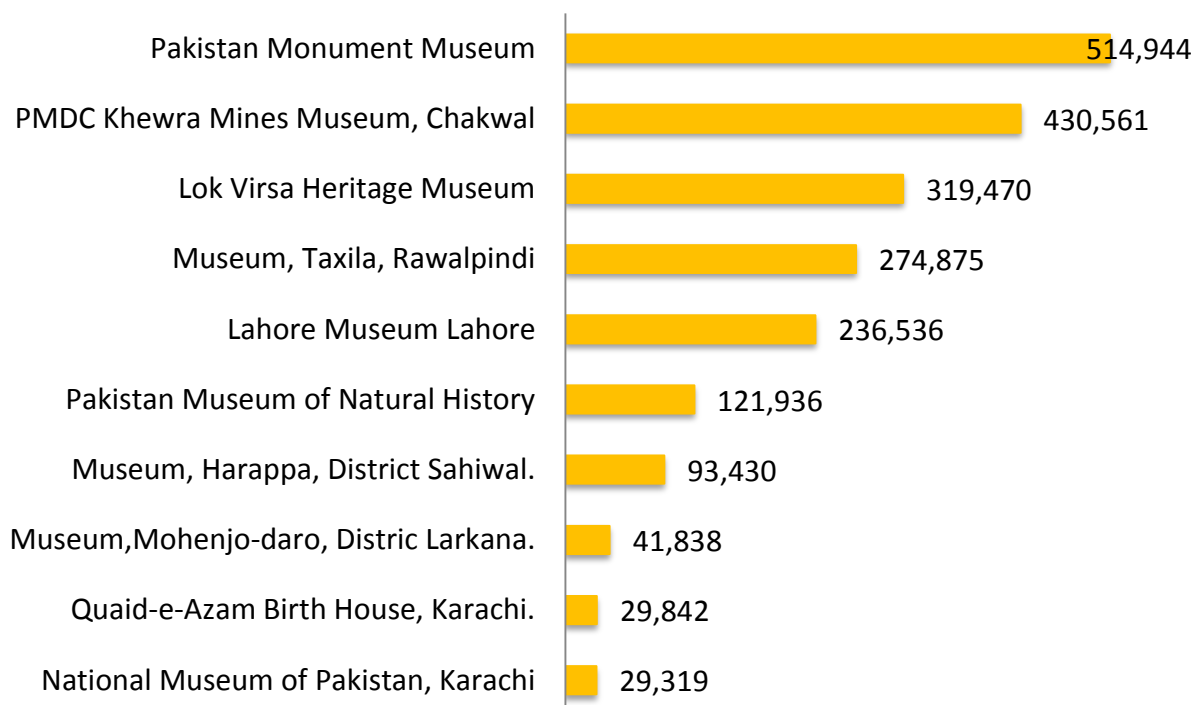
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## Most Popular Museum Sites in Pakistan over the Years

### 4.1 Top 10 most popular Museum sites in Pakistan in 2016

The most visited Museum sites in Pakistan in 2016

#### Item 4.1: Top 10 Museum Sites in 2016



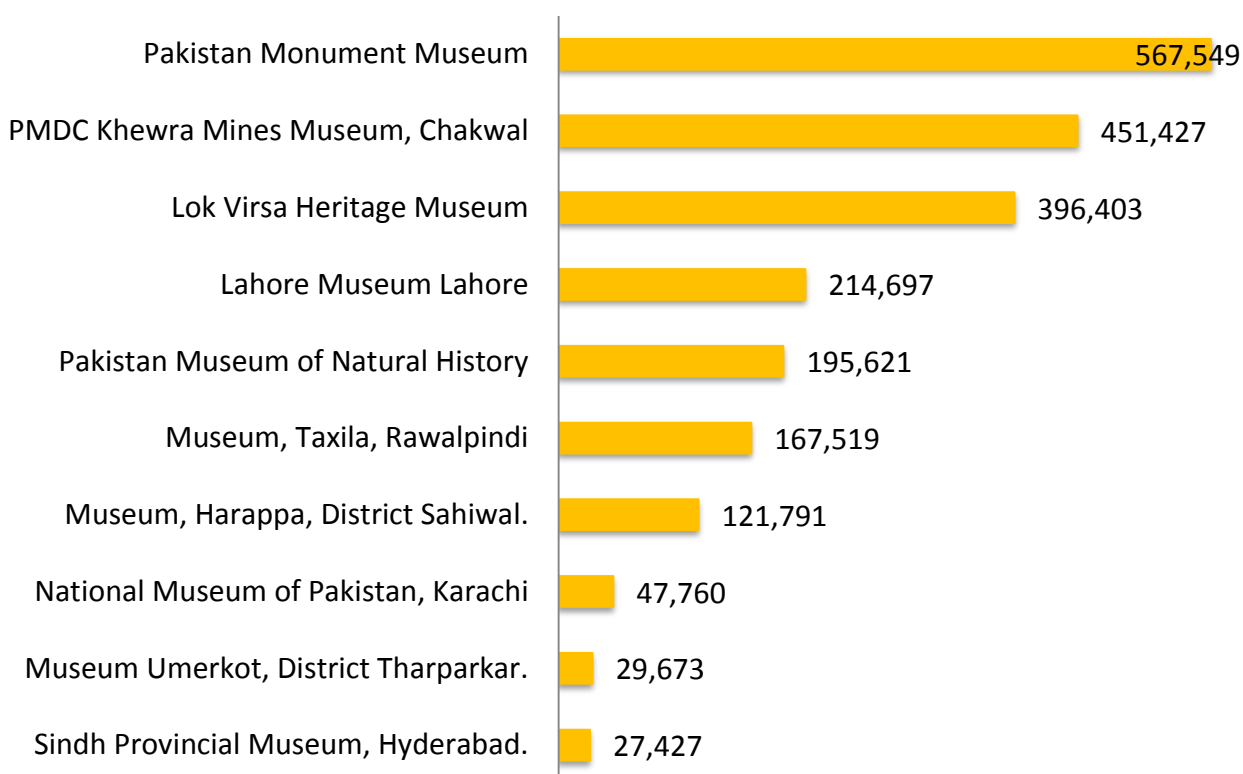
**Source:** Department of Archaeology & Museum, Government of Pakistan

In 2016, the most popular Museum site in Pakistan was the Pakistan Monument Museum in Islamabad with 514,944 visits, followed by PMDC Khewra Mines with 430,561 visits, and the third spot was taken by Lok Virsa Heritage Museum with 319,470 visits

## 4.2 Top 10 most popular Museum sites in Pakistan in 2017

The most visited Museum sites in Pakistan in 2017

### Item 4.2: Top 10 Museum Sites in 2017



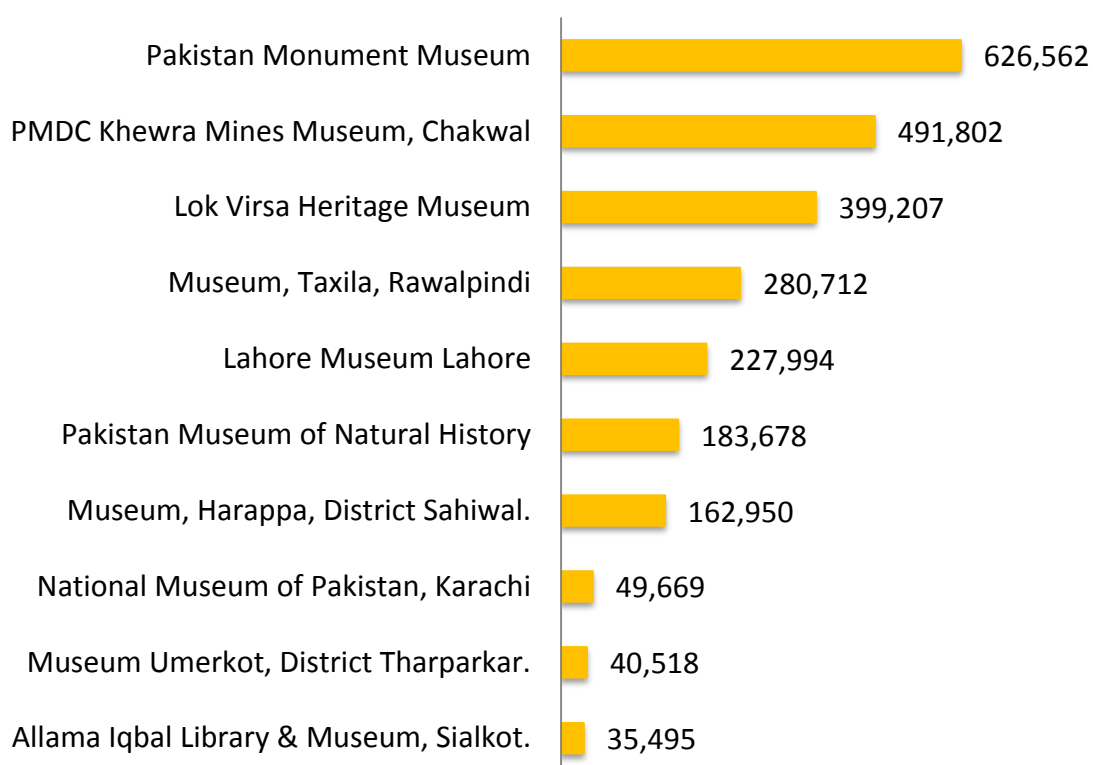
**Source:** Department of Archaeology & Museum, Government of Pakistan

In 2017, the most popular Museum site in Pakistan was again the Pakistan Monument Museum in Islamabad with 567,549 visits, followed by PMDC Khewra Mines with 451,427 visits, and the third spot was taken by Lok Virsa Heritage Museum with 396,403 visits.

### 4.3 Top 10 most popular Museum sites in Pakistan in 2018

The most visited Museum sites in Pakistan in 2018

#### Item 4.3: Top 10 Museum Sites in 2018



**Source:** Department of Archaeology & Museum, Government of Pakistan

In 2018, for the third time the most popular Museum site in Pakistan was the Pakistan Monument Museum in Islamabad with 514,944 visits, followed by PMDC Khewra Mines with 430,561 visits, and the third popular site was Lok Virsa Heritage Museum with 319,470 visits.



## Section 5

# MOST POPULAR CULTURAL SITES IN PAKISTAN OVER THE YEARS

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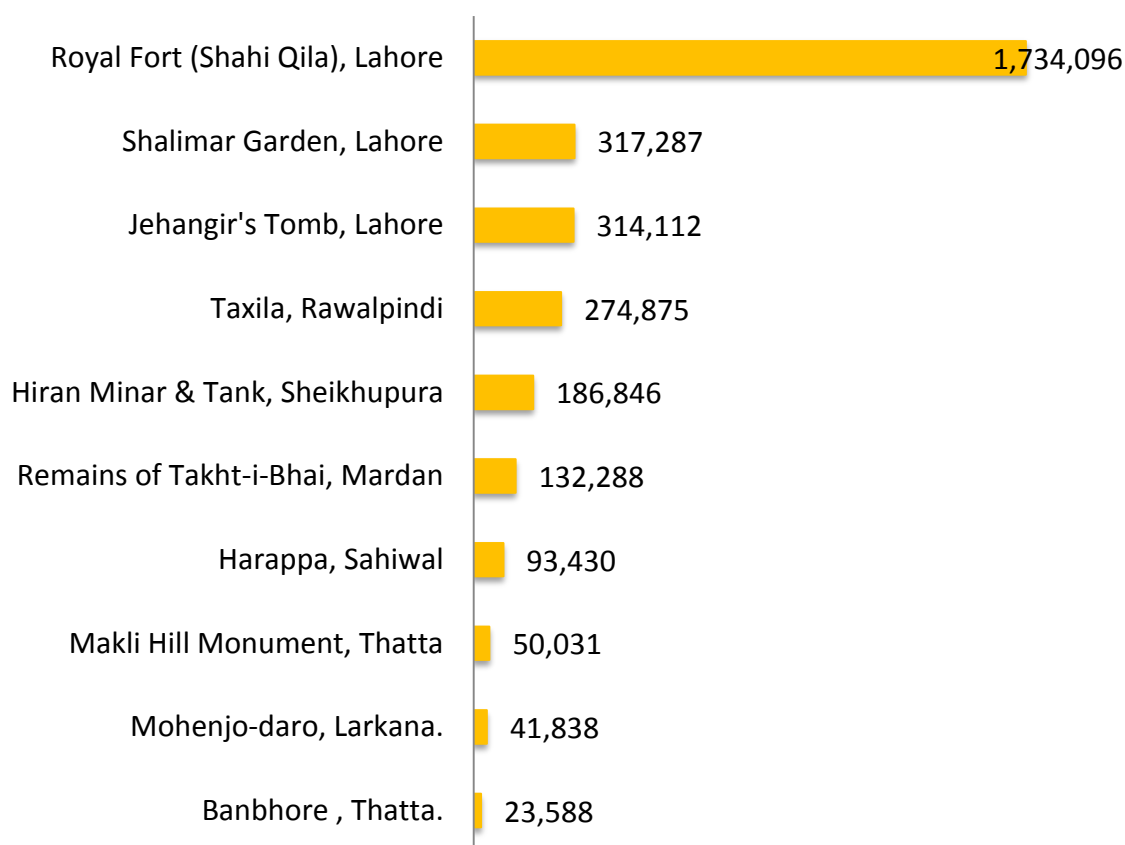
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## Most Popular Cultural Sites in Pakistan over the Years

### 5.1 Top 10 most popular Cultural sites in Pakistan in 2016

The most visited Cultural sites in Pakistan in 2016

#### Item 5.1: Top 10 Cultural Sites in 2016



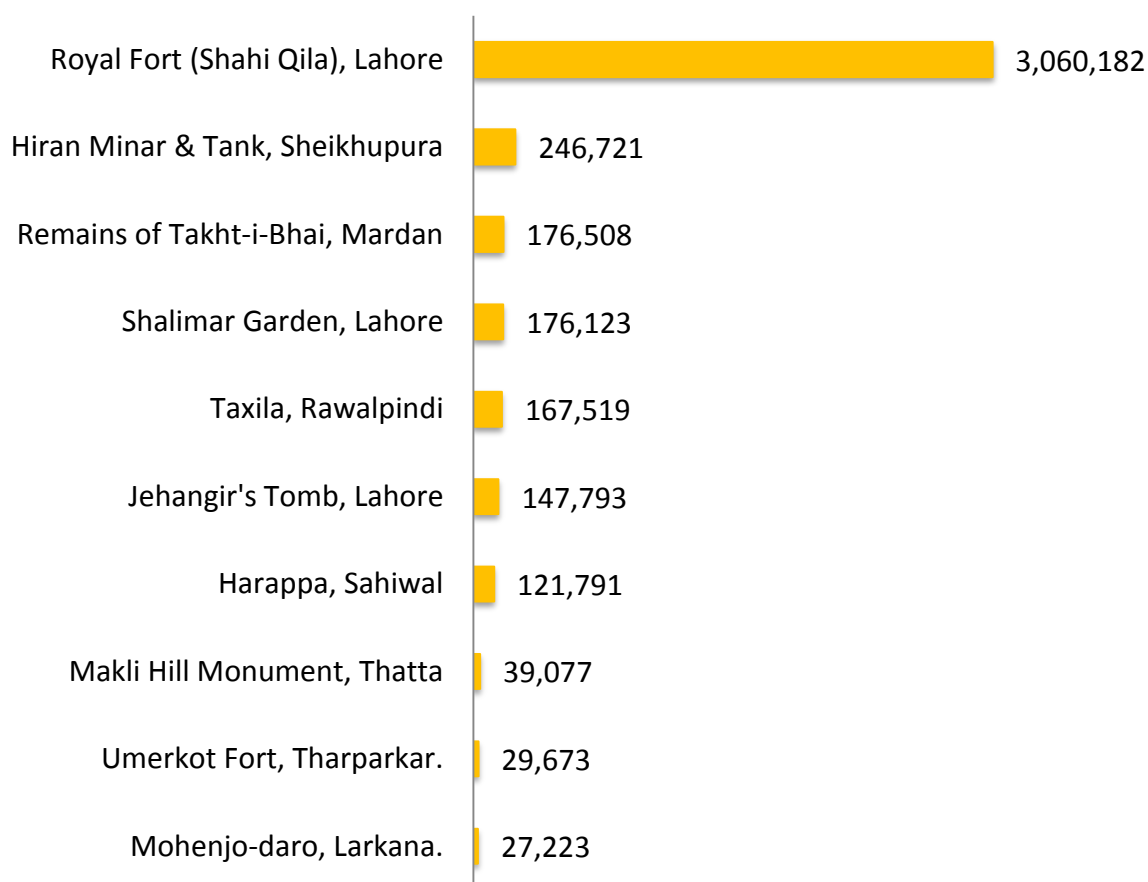
**Source:** Department of Archaeology & Museum, Government of Pakistan

In 2016, the most popular Cultural site in Pakistan was the Royal Fort in Lahore with 1,734,096 visits, which were 450% more than the visits at the second most popular site; Shalimar Garden, Lahore that had 317,287 visits. Jahangir's Tomb, Lahore was the third most popular cultural site with 314,112 visits.

## 5.2 Top 10 most popular Cultural sites in Pakistan in 2017

The most visited Cultural sites in Pakistan in 2017

### Item 5.2: Top 10 Cultural Sites in 2017



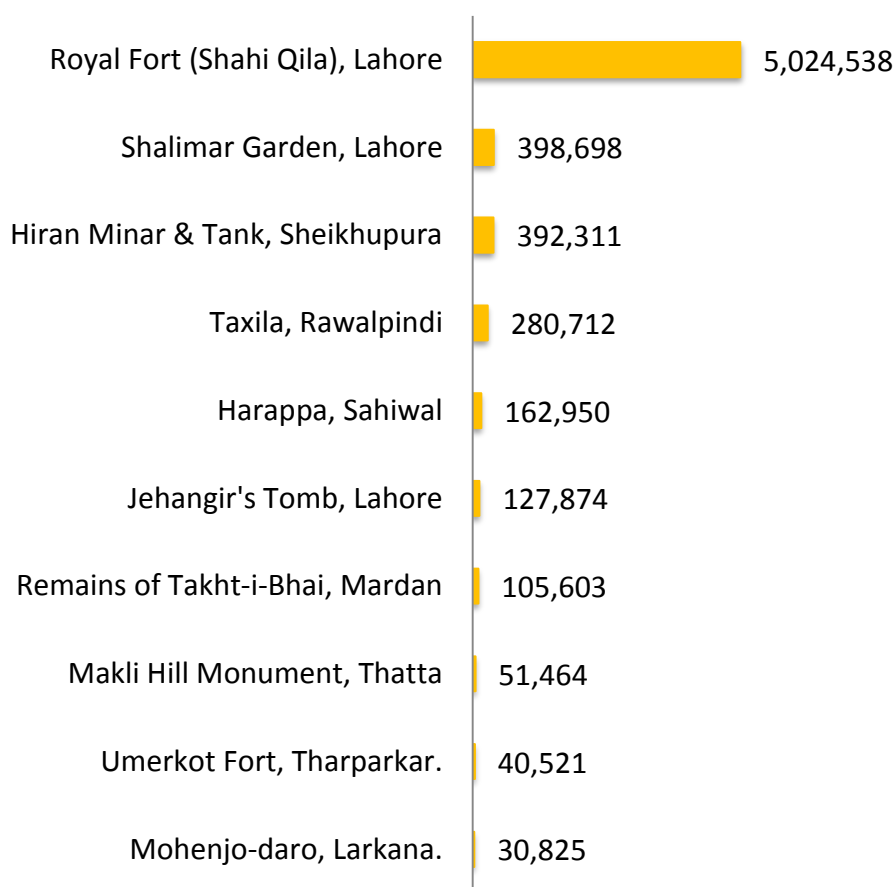
**Source:** Department of Archaeology & Museum, Government of Pakistan

In 2017, Royal Fort Lahore remained the most popular Cultural site in Pakistan with around 3 million visits, which were 1140% more than the 246,721 visits at the second most popular site Hiran Minar & Tank in Sheikhupura. Remains of Takht-i-Bhai, Mardan were the third most popular Cultural site with 176,508 visits.

### 5.3 Top 10 most popular Cultural sites in Pakistan in 2018

The most visited Cultural sites in Pakistan in 2018

#### Item 5.3: Top 10 Cultural Sites in 2018



**Source:** Department of Archaeology & Museum, Government of Pakistan

In 2018, Royal Fort, Lahore remained as the most popular Cultural site in Pakistan with around 5 million visits, which were again 1160% more than the 398,698 visits at second most popular site Shalimar Garden, Lahore. Hiran Minar & Tank, Sheikhupura was the third most popular Cultural site with 392,311 visits.



## Section 6

# MOST POPULAR MUSEUM SITES IN PAKISTAN AMONG FOREIGNERS OVER THE YEARS

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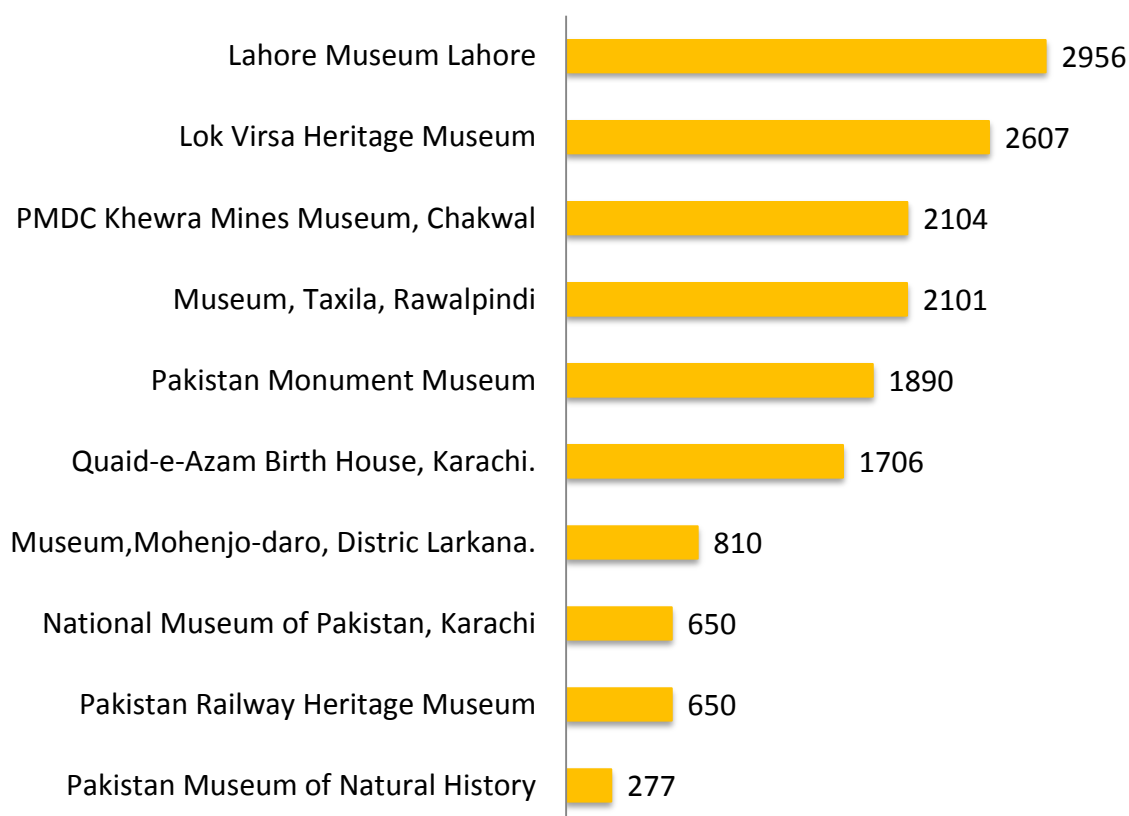
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## Most Popular Museum Sites in Pakistan among Foreigners over the Years

### 6.1 Top 10 most popular Museum sites in Pakistan among Foreigners in 2016

The most visited Museum sites in Pakistan in 2016

#### Item 6.1: Top 10 Museum Sites among foreigners in 2016



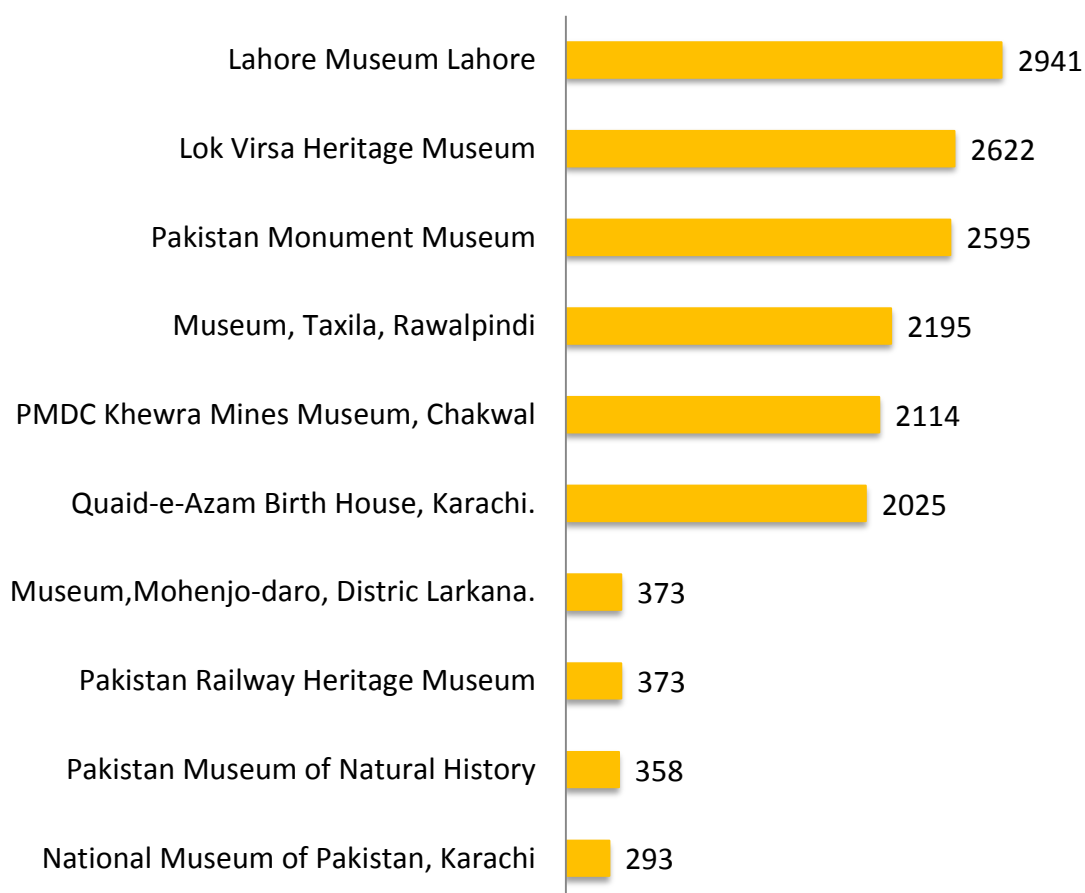
**Source:** Department of Archaeology & Museum, Government of Pakistan

In 2016, Lahore Museum was the most popular Museum site among foreigners with around 2,956 visits, followed by Lok Virsa Heritage Museum with 2,607 visits. PMDC Khewra Mines were the third most popular Museum site with 2,104 visits.

## 6.2 Top 10 most popular Museum sites in Pakistan among Foreigners in 2016

The most visited Museum sites in Pakistan in 2017

### Item 6.2: Top 10 Museum Sites among foreigners in 2017



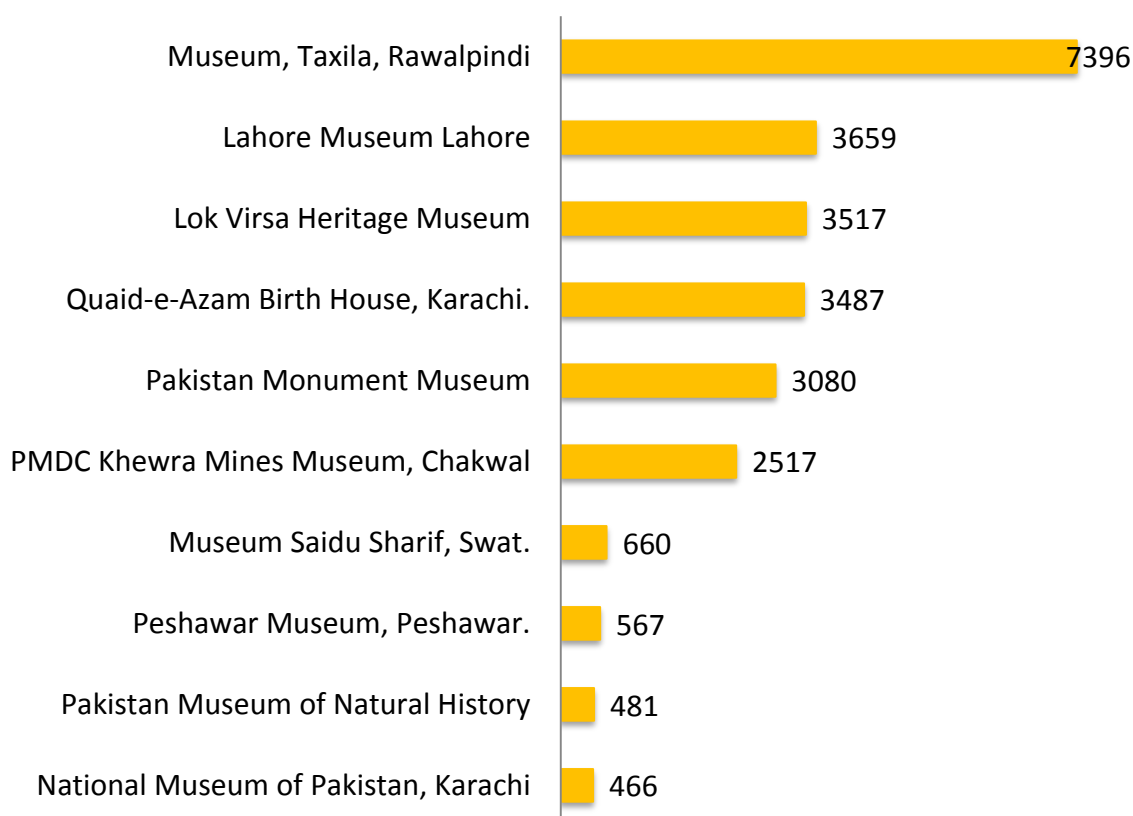
**Source:** Department of Archaeology & Museum, Government of Pakistan

In 2017, Lahore Museum remained the most popular Museum site among foreigners with around 2,941 visits, followed by Lok Virsa Heritage Museum with 2,622 visits. Pakistan Monument Museum replaced PMDC Khewra Mines as the third most popular Museum site with 2,595 visits.

### 6.3 Top 10 most popular Museum sites in Pakistan among Foreigners in 2018

The most visited Museum sites in Pakistan in 2018

#### Item 6.3: Top 10 Museum Sites among foreigners in 2018



**Source:** Department of Archaeology & Museum, Government of Pakistan

In 2018, Taxila Museum rose from 4<sup>th</sup> place to replace Lahore Museum as the most popular Museum site among foreigners with 7,396 visits, 100% more than the 3,659 visits to Lahore Museum which became the second most popular museum. Lok Virsa Heritage Museum was the third most popular Museum site with 3,517 visits.



## Section 7

# MOST POPULAR CULTURAL SITES IN PAKISTAN AMONG FOREIGNERS OVER THE YEARS

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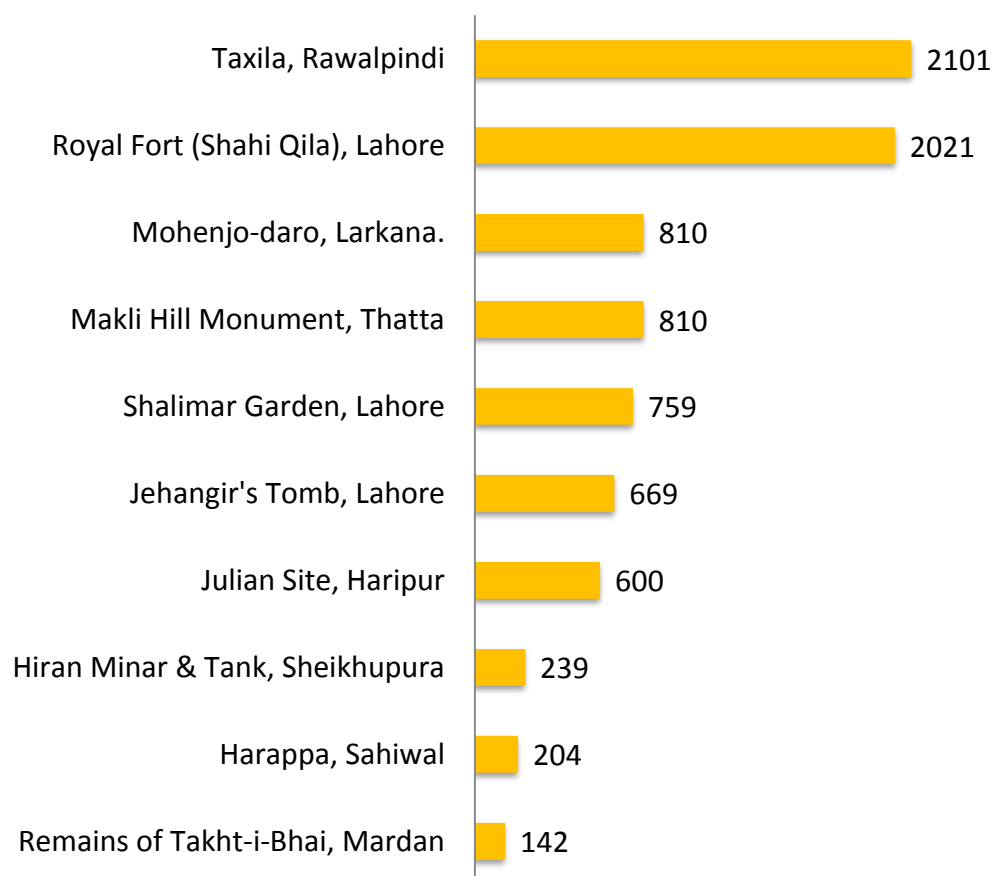
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## Most Popular Cultural Sites in Pakistan among Foreigners over the Years

### 7.1 Top 10 most popular Cultural sites in Pakistan among Foreigners in 2016

The most visited Cultural sites in Pakistan in 2016

#### Item 7.1: Top 10 Cultural Sites among foreigners in 2016



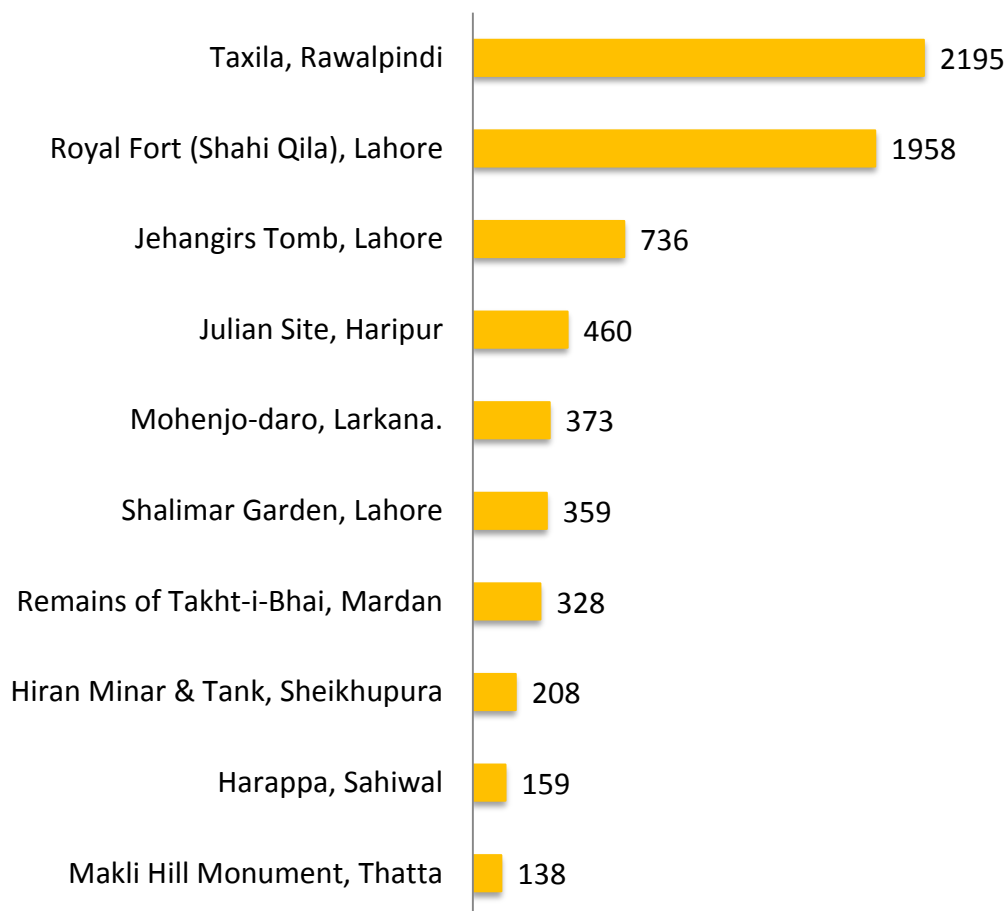
**Source:** Department of Archaeology & Museum, Government of Pakistan

In 2016, the most popular Cultural site in Pakistan among Foreigners was Taxila, Rawalpindi with 2,101 visits, followed by Royal Fort with 2,021 visits. Mohenjo-daro, Larkana was the third most popular Cultural site with 810 visits.

## 7.2 Top 10 most popular Cultural sites in Pakistan among Foreigners in 2017

The most visited Cultural sites in Pakistan in 2017

### Item 7.2: Top 10 Cultural Sites among foreigners in 2017



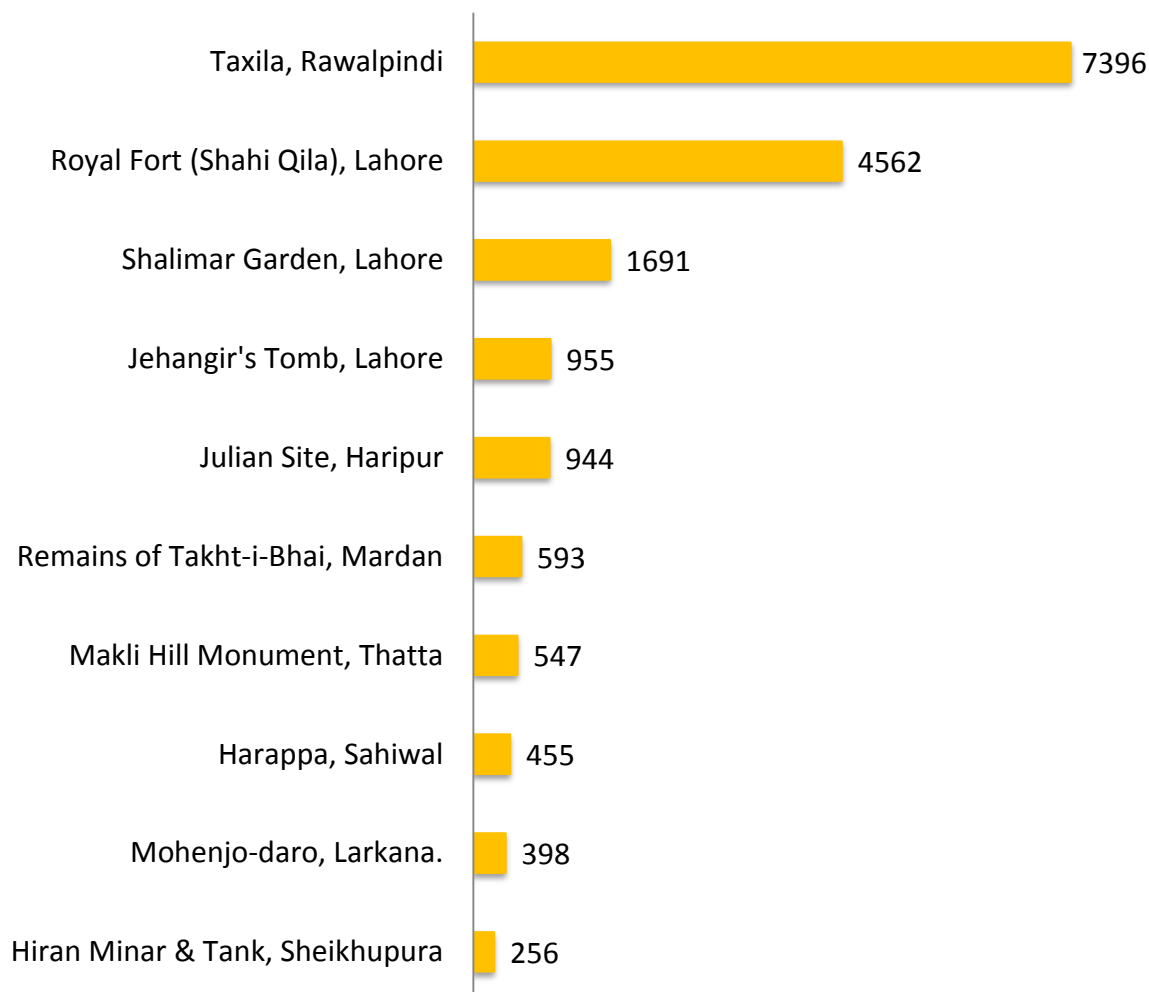
**Source:** Department of Archaeology & Museum, Government of Pakistan

In 2017, Taxila, Rawalpindi remained as the most popular Cultural site in Pakistan among Foreigners with 2,195 visits, followed by Royal Fort with 1,958 visits. Jhangir's Tomb, Lahore replaced Mohenjo-daro, Larkana as the third most popular Cultural site with 736 visits.

### 7.3 Top 10 most popular Cultural sites in Pakistan among Foreigners in 2018

The most visited Cultural sites in Pakistan in 2018

#### Item 7.3: Top 10 Cultural Sites among foreigners in 2018



**Source:** Department of Archaeology & Museum, Government of Pakistan

In 2018, Taxila, Rawalpindi remained the most popular Cultural site in Pakistan among Foreigners with 7,396 visits, followed by Royal Fort with 4,562 visits. Shalimar Garden, Lahore replaced Jehangir's Tomb, Lahore as the third most popular Cultural site with 1,691 visits.

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