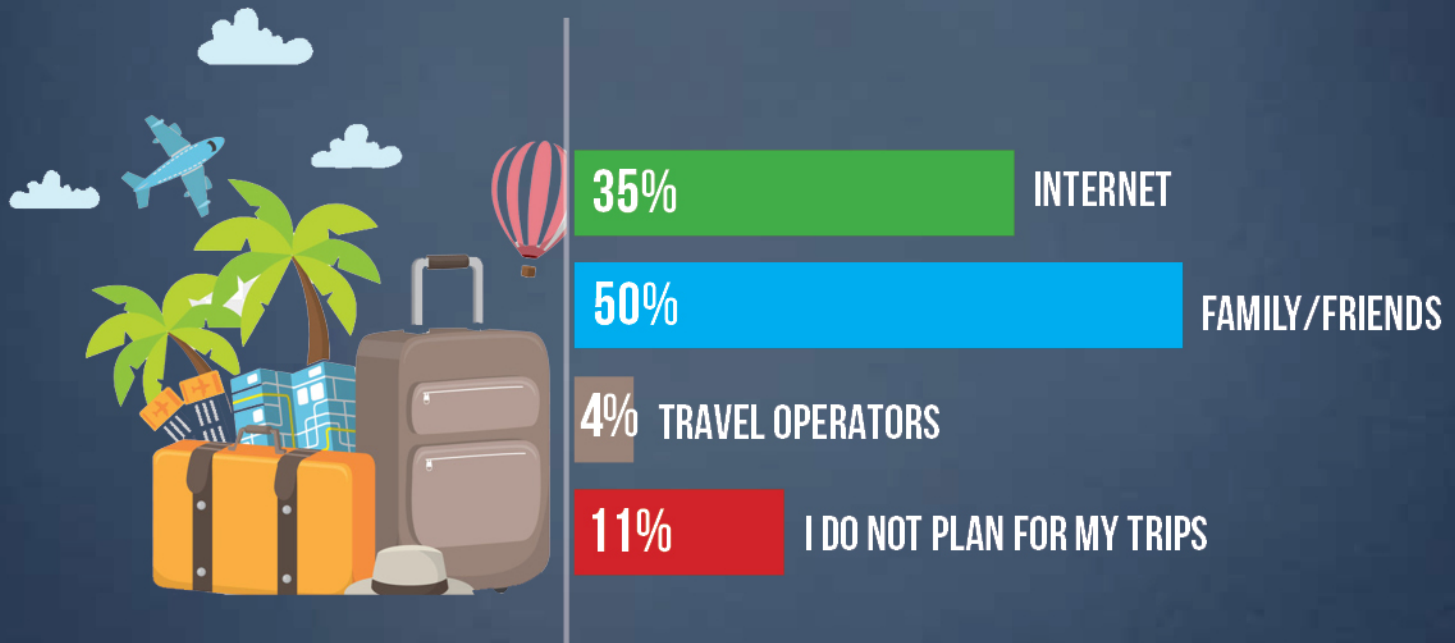


11th May, 2022

4% OF PAKISTANIS REPORT THAT THEY UTILIZE THE SERVICES OF A TOUR OPERATOR WHEN PLANNING A TRIP: NATIONAL TRAVEL & TOURISM SURVEY CONDUCTED BY GALLUP & GILANI PAKISTAN IN COLLABORATION WITH EMPLOYERS' FEDERATION OF PAKISTAN

4% پاکستانیوں نے اپنے تفریحی سفر کی منصوبہ بندی کے لئے ٹریول آپریٹرز کی خدمات حاصل کرنے کی اطلاع دی

Question: "Where do you get most of your information when planning for your trip?"





Opinion Poll Tourism

4% of Pakistanis report that they utilize the services of a tour operator when planning a trip: National Travel & Tourism survey conducted by Gallup & Gilani Pakistan in collaboration with Employers' Federation of Pakistan

(Islamabad), May 11, 2022

According to a survey conducted by Gallup & Gilani Pakistan, 4% of Pakistanis report that they utilize the services of a tour operator when planning a trip.

A nationally representative sample of adult men and women from across Pakistan was asked the following question, “Where do you get most of your information when planning for your trip?” In response to this question, 35% said internet, 50% said family/friends, 4% said travel operators, and 11% said I do not plan for my trips.

Question: “Where do you get most of your information when planning for your trip?”



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 856 men and women in urban and rural areas of all four provinces of the country in 2020. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was CATI.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International

Wednesday, May 11, 2022

(2 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently, Dr. Gilani, who holds a Ph.D. from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)