



Cultural Heritage and Museum Visits in Pakistan

A report by Gallup Pakistan Big Data Analysis Team



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Disclaimer: The data presented in this report only caters to tourist traffic at government maintained sites. Cultural and Museum sites not run federally or by government are not covered. Provincial distribution provides data from venues that federal government owns or runs under the Department of Archaeology & Museum.

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 tourism¹, 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 tourism². 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 is³. 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 gains⁴ 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 India⁵, 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

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

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

³ Haider, N. (2019). *Pakistan: a cultural corridor and pilgrims“ paradise*. [online] Geo.tv.

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

⁵ 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.ctv9zcyj9.10

policies and strategies⁶. 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 resources⁷ but also boosts cultural exchange and international repute. These heritage sites also allow legacy tourists to foster a connection with their ancestors and ancestral roots⁸. As one of the most dynamically developing branches of the modern tourism industry⁹, 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 conflict¹⁰. 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.

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

⁷ 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.

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

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

¹⁰ 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 experienced a massive increase between 2014 to 2018. However, after 2018, the total visits to cultural sites were significantly reduced in Pakistan

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. However, after 2018, the total visits to cultural sites were significantly reduced in Pakistan, the number of visits kept fluctuating between 2019-2021. 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 up until 2019, after which it experienced a sharp decline during 2020-2021

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. However, during 2020-2021 a sharp reduction in the number of museum visits was observed.

Section 3: Total Foreign Visitors in Pakistan

Until 2018 Total foreign visits increased by more than two folds for both Cultural and Museum sites in Pakistan, however, a sharp decline was observed during 2020-2021

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 %**. However, during 2020-2021 the visits observed a sharp decline for both cultural and Museum sites in Pakistan.

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

Pakistan Monument Museum, Islamabad remained the most popular Museum site in Pakistan from 2016-2021

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 2016-2021, 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 2016-2021

Royal Fort (Shahi Qila) was the most popular cultural site in Pakistan for all years during 2016-2021 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 2021, whereas Hiran Minar, Sheikhpura was the third most popular site in 2018-2021.

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

Taxila Museum took first spot with most visits among Foreigners over the Years

In 2016-2017, the most popular site was Lahore Museum, however, it was replaced by Taxila Museum from 2018-2021, which became the most popular Museum among Foreigners.

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 and then during 2019-2021 it was replaced by Royal Fort (Shahi Qila) which became the most popular site among foreign visitors.

From 2016-2018, Taxila, Rawalpindi remained the most popular cultural site for foreign tourists

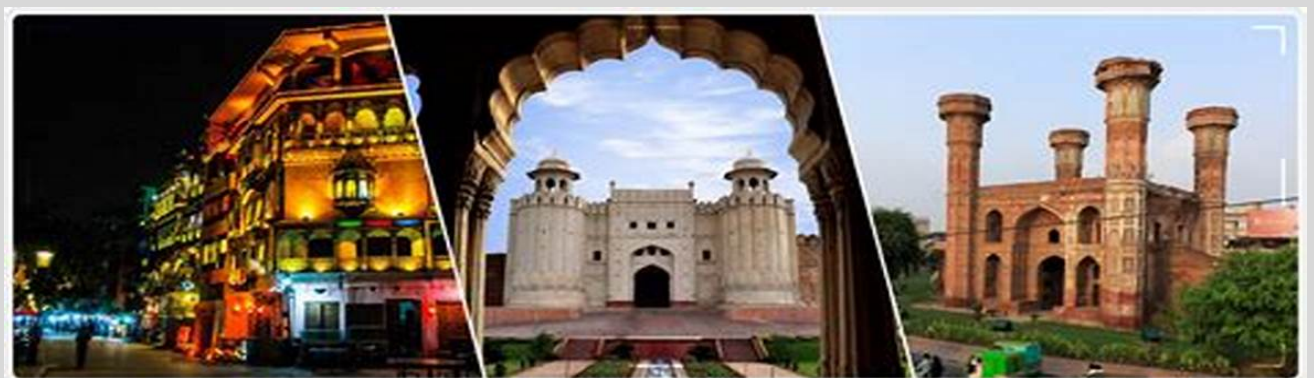
SECTION 1:

Total Visits to Cultural Sites





CULTURAL SITES PAKISTAN

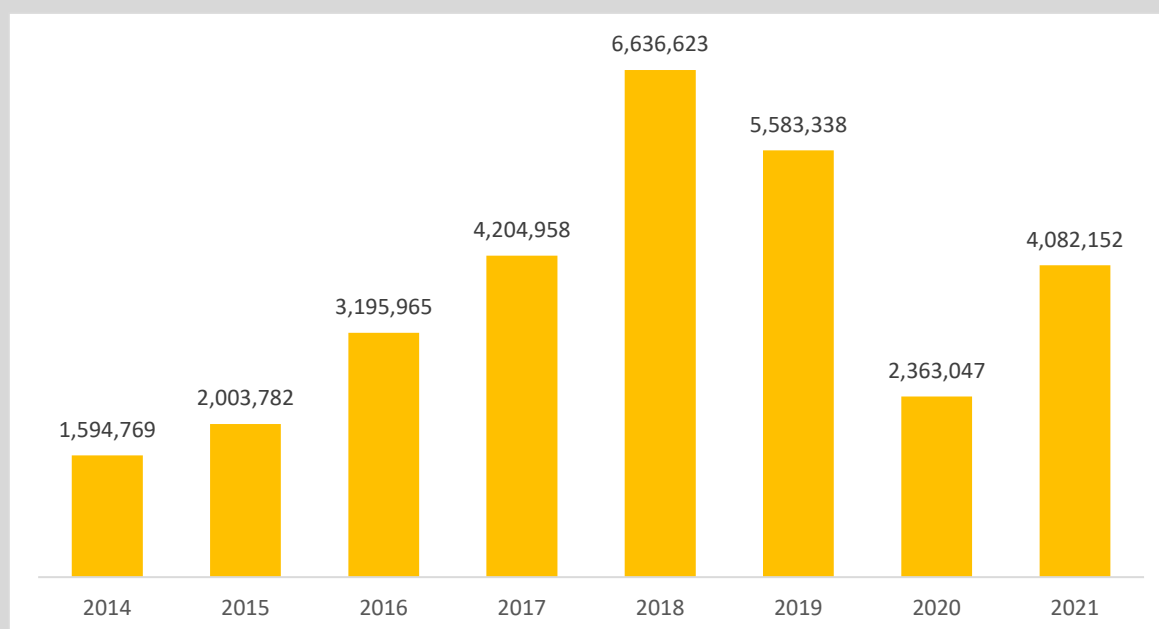


Total Visits to Cultural Sites

1.1 Total Visits to Cultural Sites in all Pakistan

The total number of visits to Cultural sites in Pakistan from 2014-2021

Item 1.1: Total visits to Cultural Sites in Pakistan



Source: Department of Archaeology & Museum, Government of Pakistan

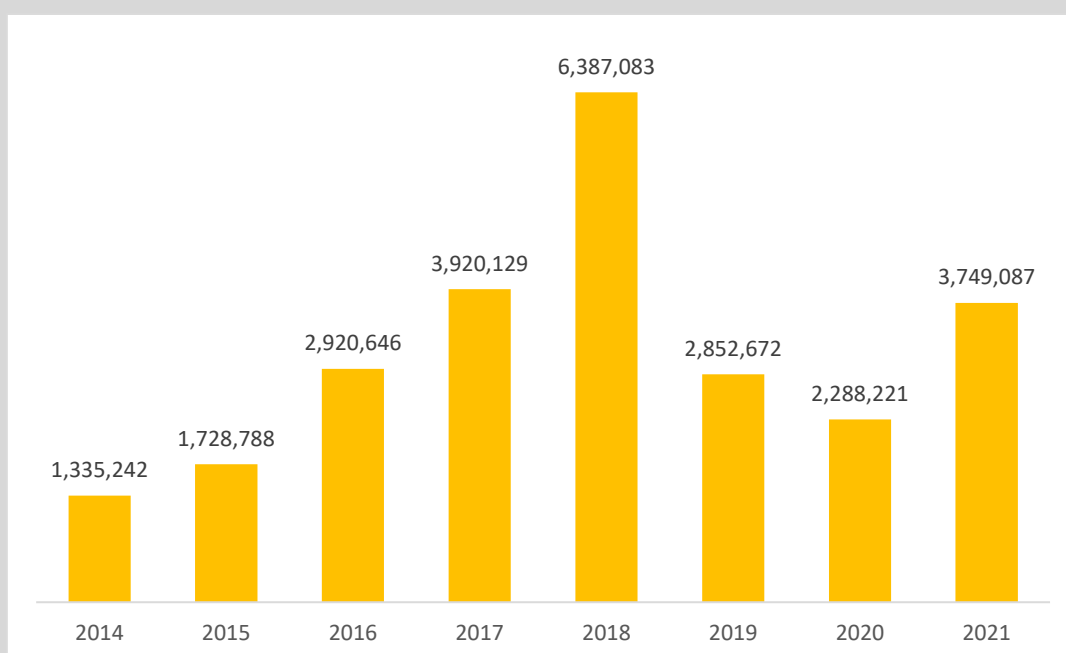
In the past five years the number of visits to cultural sites has seen more than a 300% rise, with the greatest increase taking place between 2017 and 2018, when the number of visits rose from 4.20 million to 6.63 million per annum. However, there was a sharp decline from 6 million to almost 5.5 million observed in 2019 and later to 2.3 million in 2020. The last reported figure between 2020 to 2021 showed some improvement as the number of visits rose from 2.3 million to 4 million. 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 2014-2021

Item 1.2: Total visits to Cultural Sites in Punjab



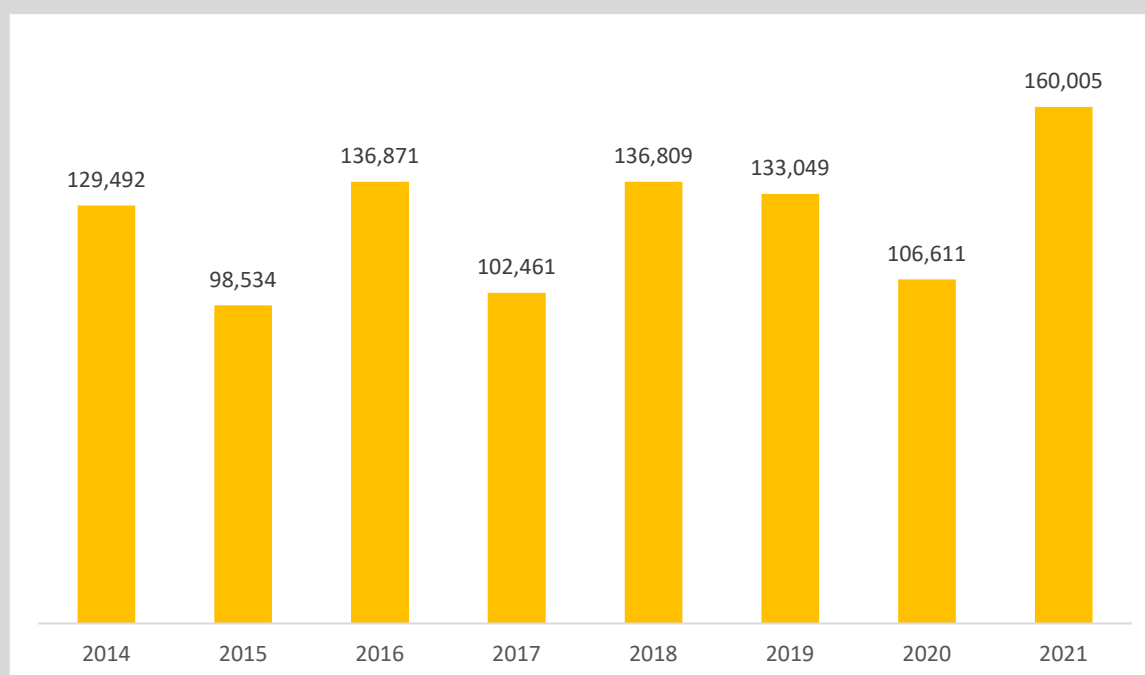
Source: Department of Archaeology & Museum, Government of Pakistan

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. However, there was sharp decline observed in the visits to Cultural sites in Punjab when the total visits dropped from around 6.4 million in 2018 to almost 2.8 million in 2019. The figure again rose between 2019 to 2021 from 2 million to almost 3.7 million.

1.3 Total Visits to Cultural Sites in Sindh

The total number of visits to Cultural sites in Sindh from 2014-2021

Item 1.3: Total visits to Cultural Sites in Sindh



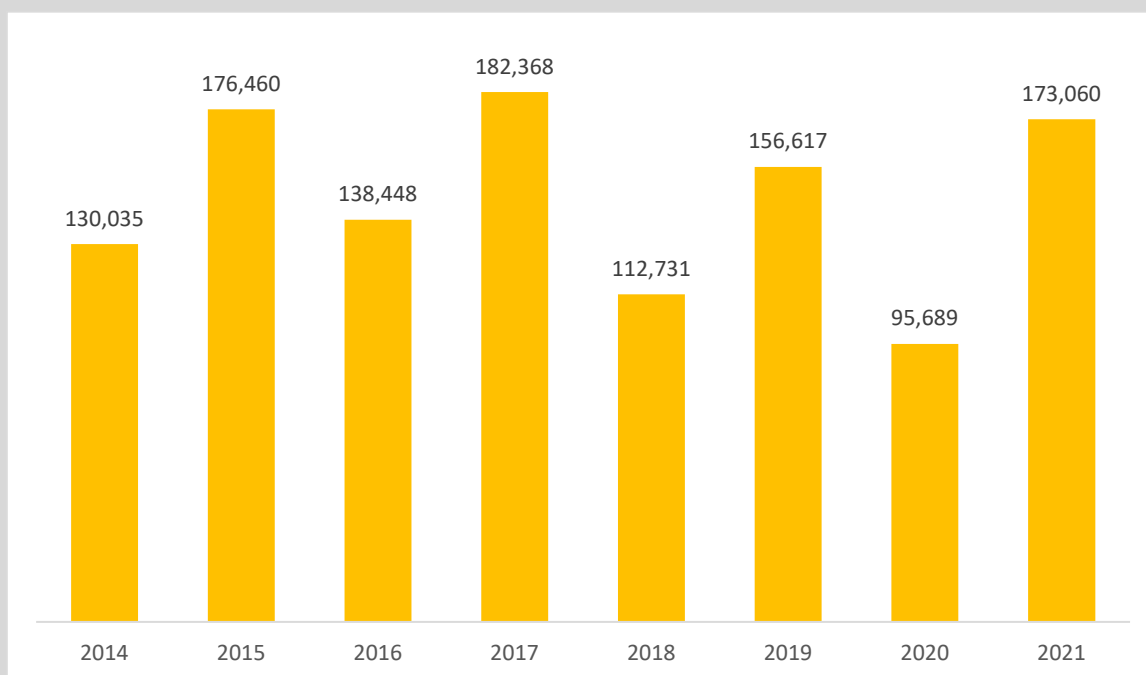
Source: Department of Archaeology & Museum, Government of Pakistan

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, 2017 and 2020. The highest number of visits at cultural sites in Sindh was recorded in 2021 at 160,005.

1.4 Total Visits to Cultural Sites in KP

The total number of visits to Cultural sites in KP from 2014-2021

Item 1.4: Total visits to Cultural Sites in KP



Source: Department of Archaeology & Museum, Government of Pakistan

KP 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 KP has been fluctuating over the years, hitting the lowest 7-year mark in 2020 with 95,689 visits per annum while the highest number of visits recorded in the year, 2017, at 182,368 visits.

SECTION 2:

Total Visits to Museum Sites

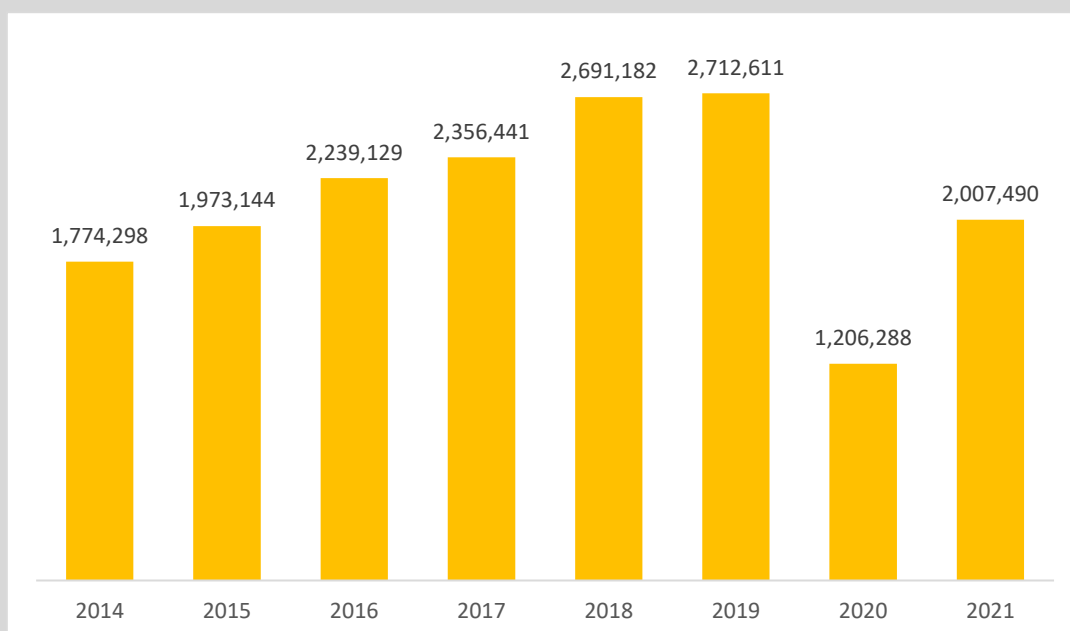


Total Visits to Museum Sites

2.1 Total Visits to Museum Sites in all Pakistan

The total number of visits to Museum sites in Pakistan from 2014-2021

Item 2.1: Total visits to Museum Sites in Pakistan



Source: Department of Archaeology & Museum, Government of Pakistan

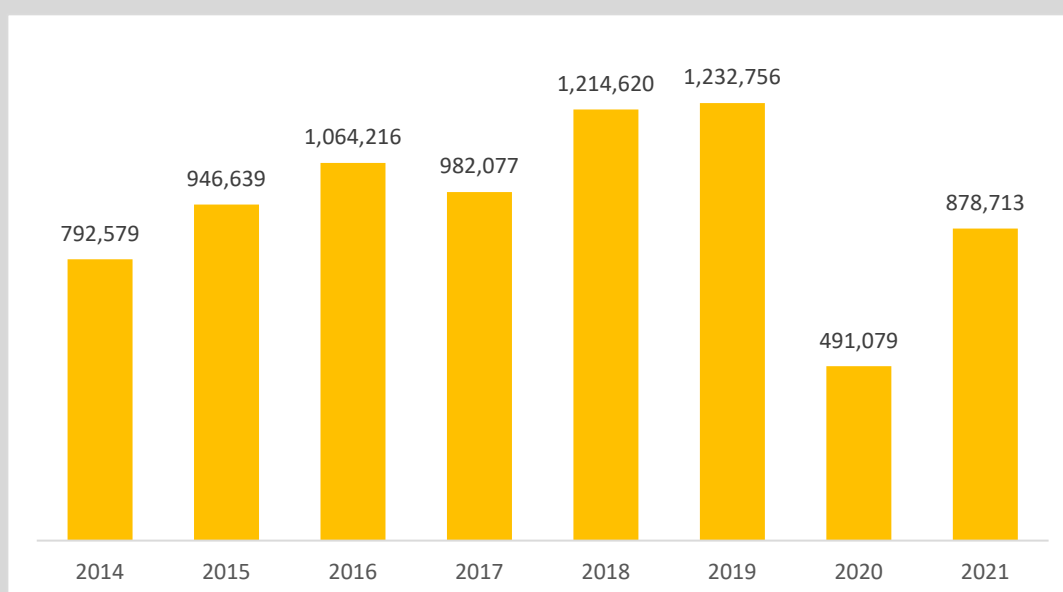
In this study visits to 21 Museum Sites were taken into account, spread across the four provinces and the Islamabad Capital Territory. These sites included Pakistan Museum of Natural History, Lok Virsa Heritage Museum, Pakistan Monument Museum, Lahore Museum, Taxila Museum, Khewra Mines and more. The total number of visits to these museum sites has seen a gradual increase till 2019 with the number reaching around 2.7 million. However, there was a sharp decline observed in it the next two years, 2020 and 2021.

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 2014-2021

Item 2.2: Total visits to Museum Sites in Punjab



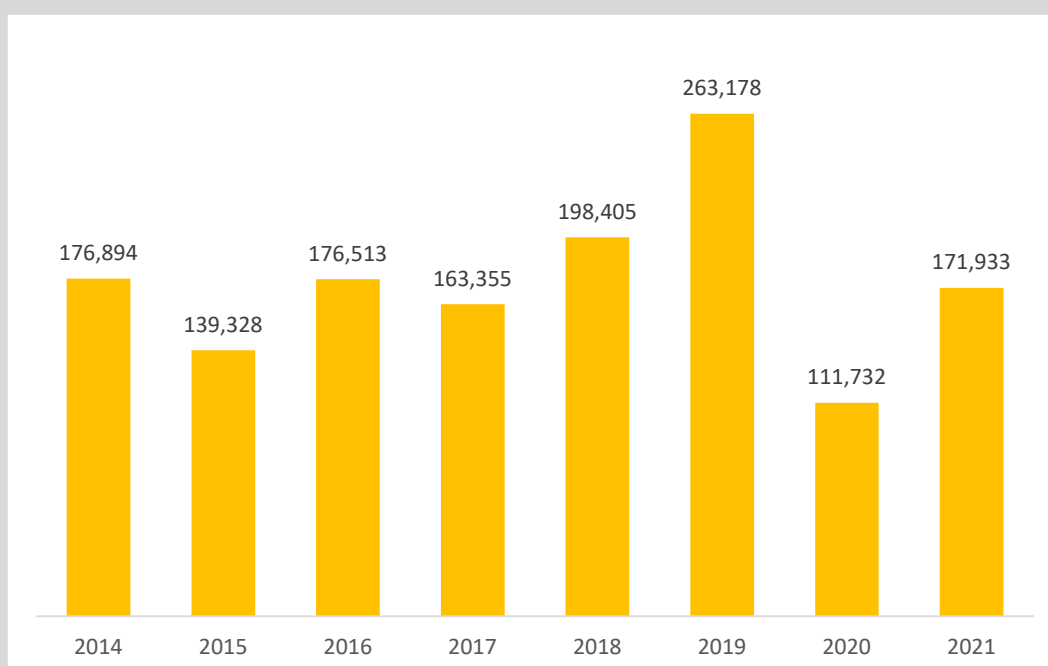
Source: Department of Archaeology & Museum, Government of Pakistan

Similar to the countrywide trend, the total Museum visits in Punjab have also been increasing at a constant rate, reaching 1.2 million in 2019; accounting for approximately 45% of the total Museum visits in Pakistan for 2019. However, a sharp decline was observed in these visits in year 2020 when the number dropped down from 1.2 million to just 491,079.

2.3 Total Visits to Museum Sites in Sindh

The total number of visits to Museum sites in Sindh from 2014-2021

Item 2.3: Total visits to Museum Sites in Sindh



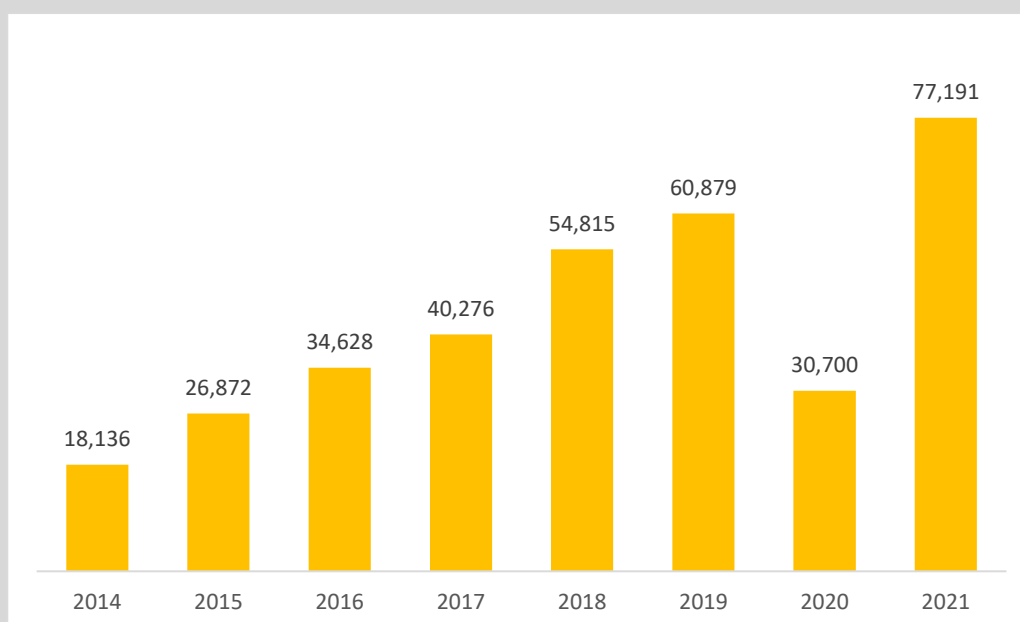
Source: Department of Archaeology & Museum, Government of Pakistan

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 2019 at 263,178 visits. The visits experienced a decline again for the next two years with the lowest numbers of visits were observed in 2020 at 111,732.

2.4 Total Visits to Museum Sites in KP

The total number of visits to Museum sites in KP from 2014-2021

Item 2.4: Total visits to Museum Sites in KP



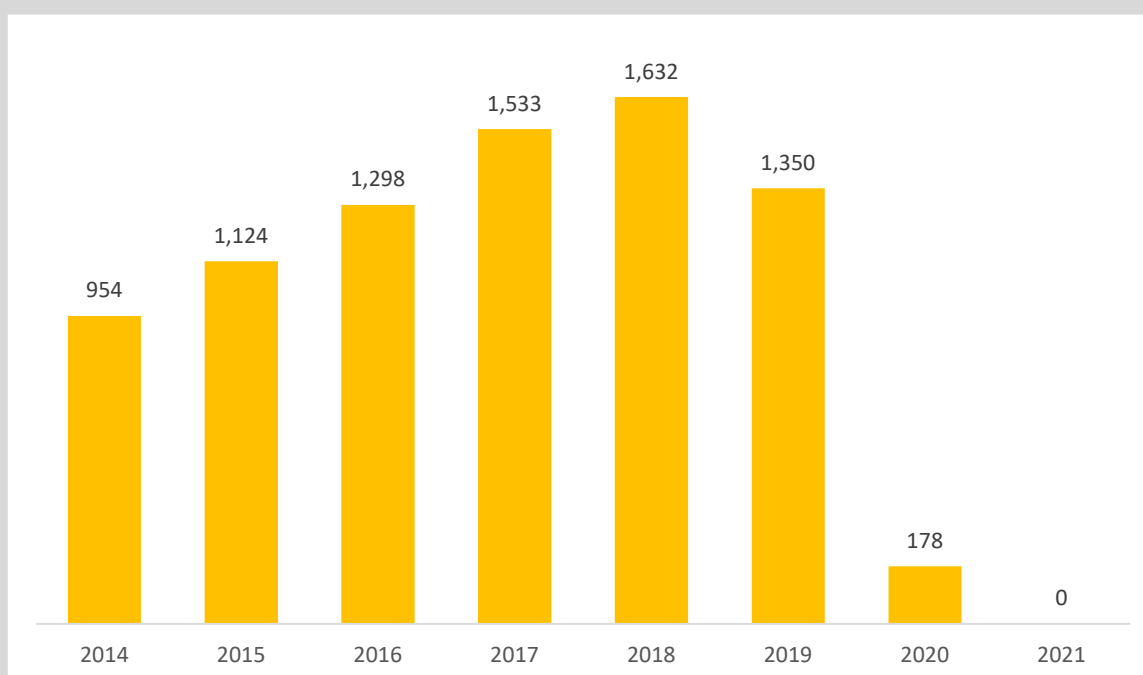
Source: Department of Archaeology & Museum, Government of Pakistan

KP 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 KP Museums has seen a gradual increase till 2019, then experienced a decline in 2020 and then rose again in 2021 with the highest number of visits observed at 77,191.

2.5 Total Visits to Museum Sites in Baluchistan

The total number of visits to Museum sites in Baluchistan from 2014-2021

Item 2.5: Total visits to Museum Sites in Baluchistan



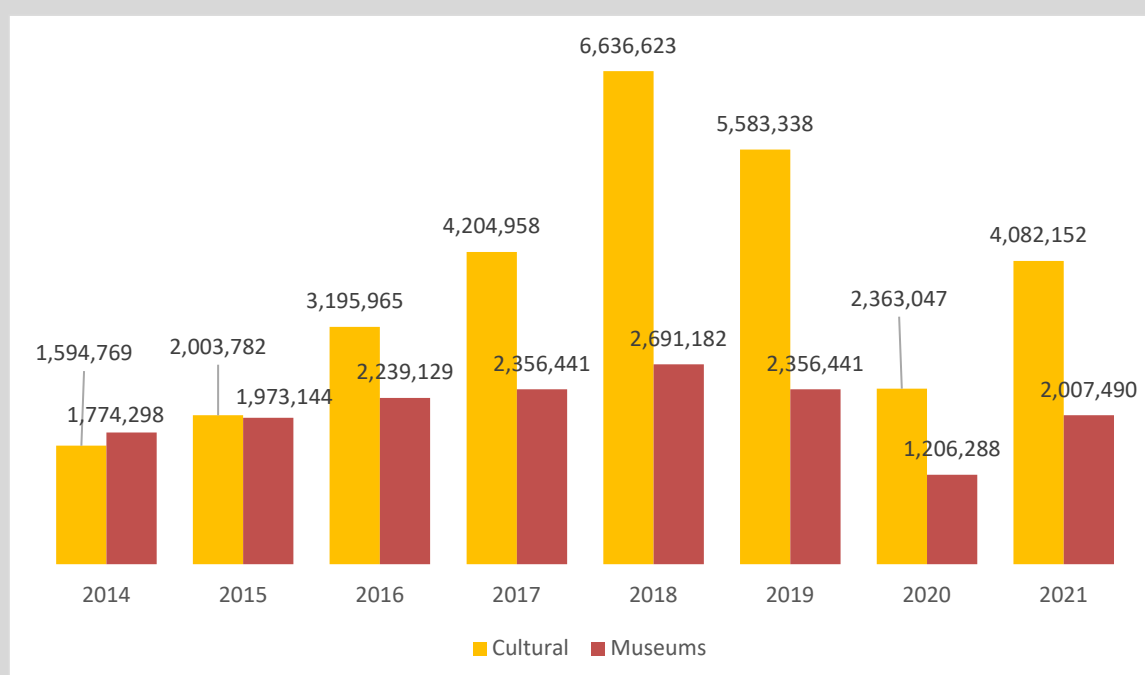
Source: Department of Archaeology & Museum, Government of Pakistan

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. However, since then the visits have observed a sharp decline especially in 2020 when number of visits reported were 178 and 0 in 2021.

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 2014-2021.

Item 2.6: Total visits to Museum and Cultural Sites in all Pakistan



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 till 2018, reaching 6.6 million in 2018, whereas Museum visits in 2018 totaled at 2.7 million. However, while Cultural site visits were lower than Museum visits in 2014. Overall, the tourist's traffic after 2018 have been fluctuating over the years.

SECTION 3:

Total Foreign Visitors in Pakistan

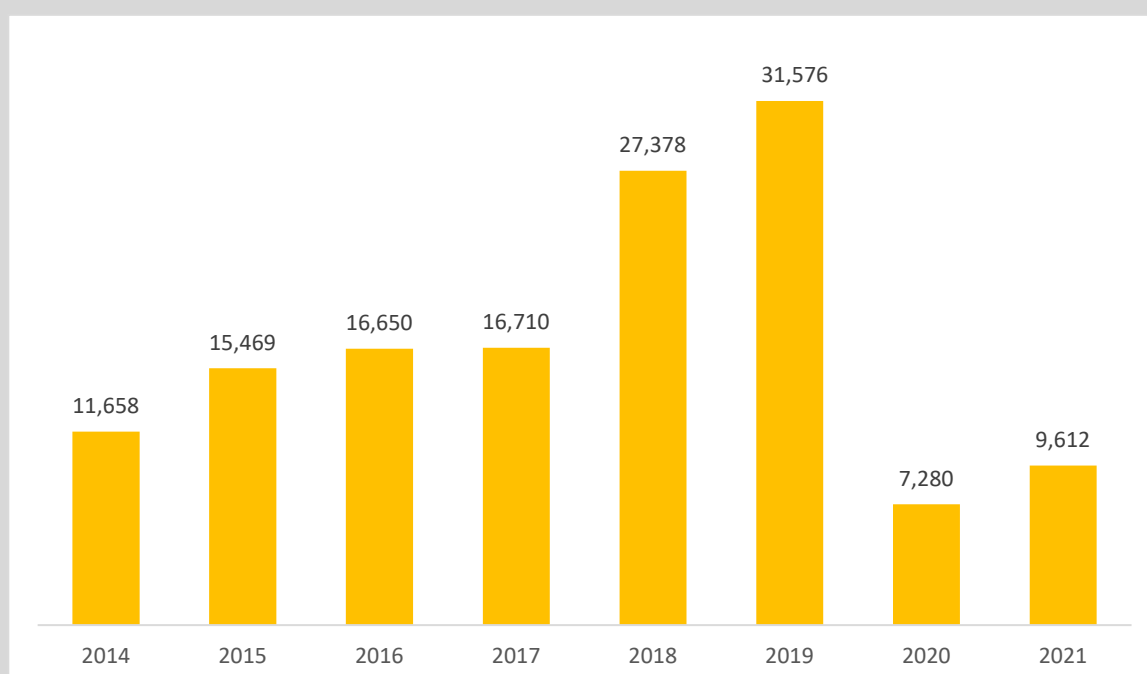


Total Foreign Visitors in Pakistan

3.1 Total Foreign Visits to Museum Sites in all Pakistan

The total number of foreign visitors to Museum sites in Pakistan from 2014-2021.

Item 3.1: Total Foreign visitors to Museums Sites in Pakistan



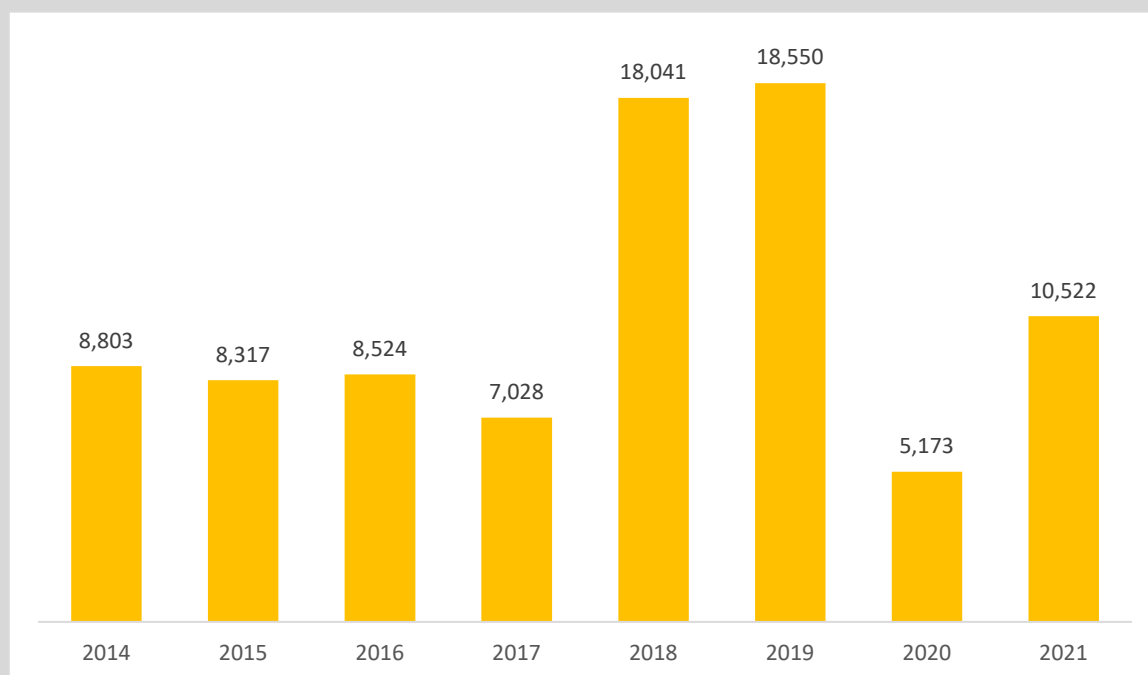
Source: Department of Archaeology & Museum, Government of Pakistan

Total Foreign visits to Museums have seen a gradual rise over the years, with the highest increase taking place between 2018 and 2019 when the number of visits rose by almost 70% to reach 31,576 visits. However, after 2019 a sharp decline was observed for the next two years (2020 and 2021) when the number of visits reported were around seven to nine thousand respectively.

3.2 Total Foreign Visits to Cultural Sites in all Pakistan

The total number of foreign visitors to Cultural sites in Pakistan from 2014-2021.

Item 3.2: Total Foreign visitors to Cultural Sites in Pakistan



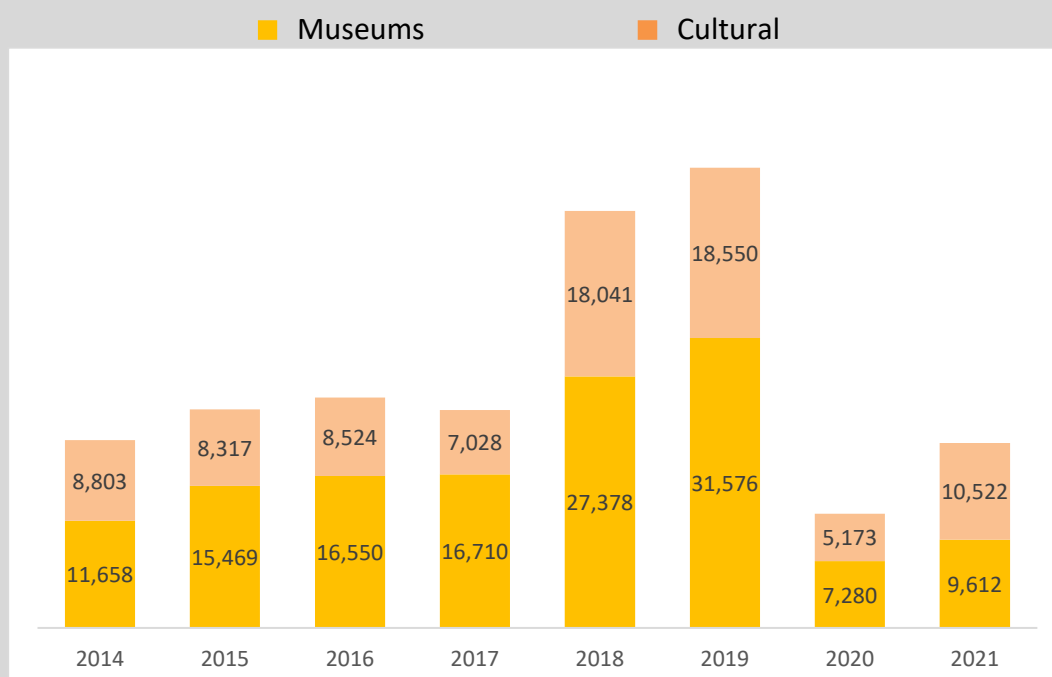
Source: Department of Archaeology & Museum, Government of Pakistan

Total Foreign visits to Cultural sites have fluctuated over the years, with the number of visits reported to be lowest in 2020 at 5,173 only. However, the number rose by almost 160% in 2018 and 2019 to reach 18,041 and 18,550 foreign visits respectively.

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 2014-2021.

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



Source: Department of Archaeology & Museum, Government of Pakistan

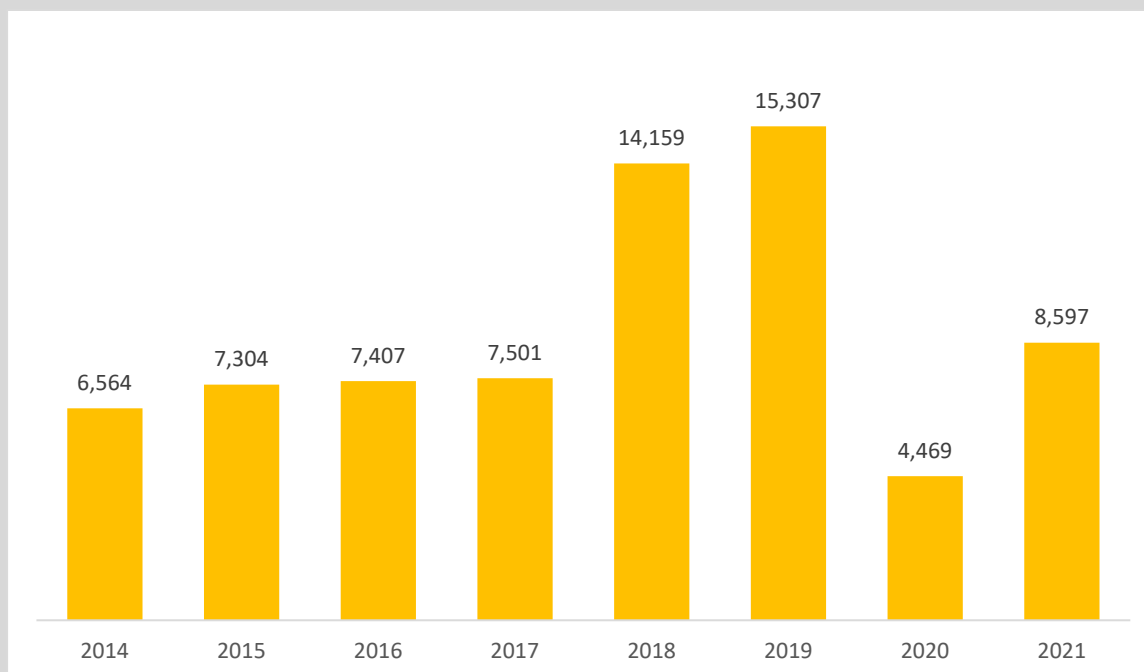
Both Cultural and Museum sites have experienced a gradual increase in the number of foreign visits over the years, with the maximum number of visits recorded in 2019 however; Museums remained more popular among foreign tourists compared to Cultural sites as Museum received on average 50% more foreign 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 2014-2021.

Item 3.4: Total Foreign visitors to Museums Sites in Punjab



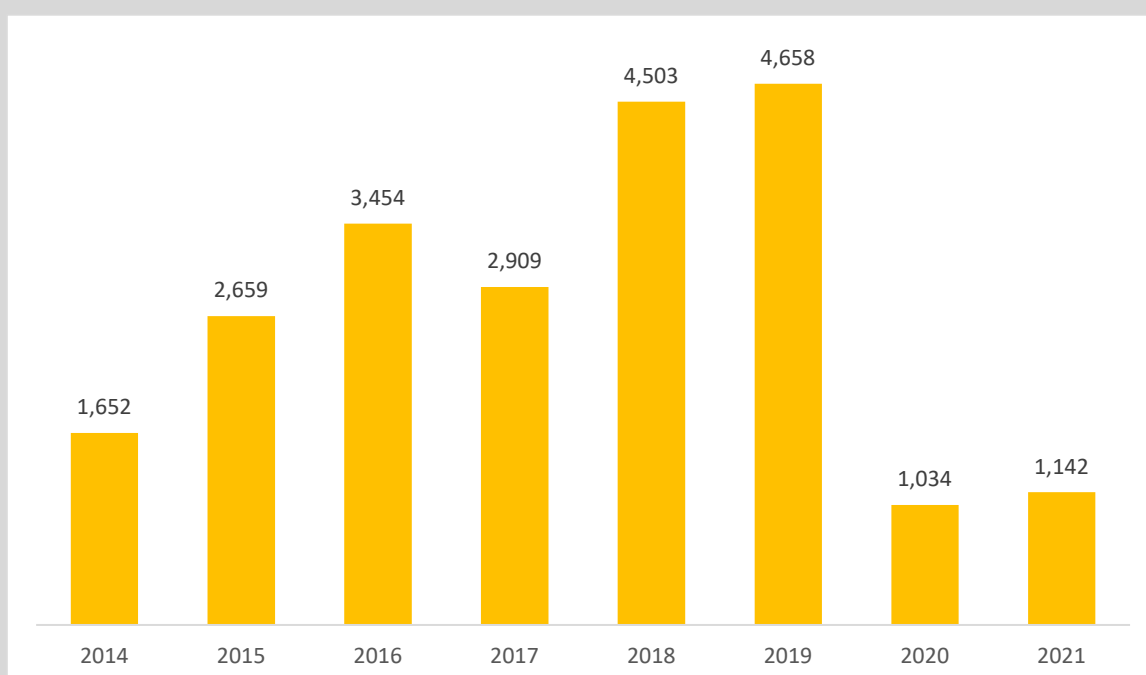
Source: Department of Archaeology & Museum, Government of Pakistan

Similar to the countrywide trend, the total Museum visits for Foreigners in Punjab have also seen a constant rise, reaching 14,159 in 2018 and highest reported in 2019 at 15,307; an 89% increase since 2017. However, it experienced significant low in 2020 then rose again in 2021 to 8,597.

3.5 Total Foreign Visits to Museum Sites in Sindh

The total number of foreign visitors to Museum sites in Sindh from 2014-2021.

Item 3.5: Total Foreign visitors to Museums Sites in Sindh



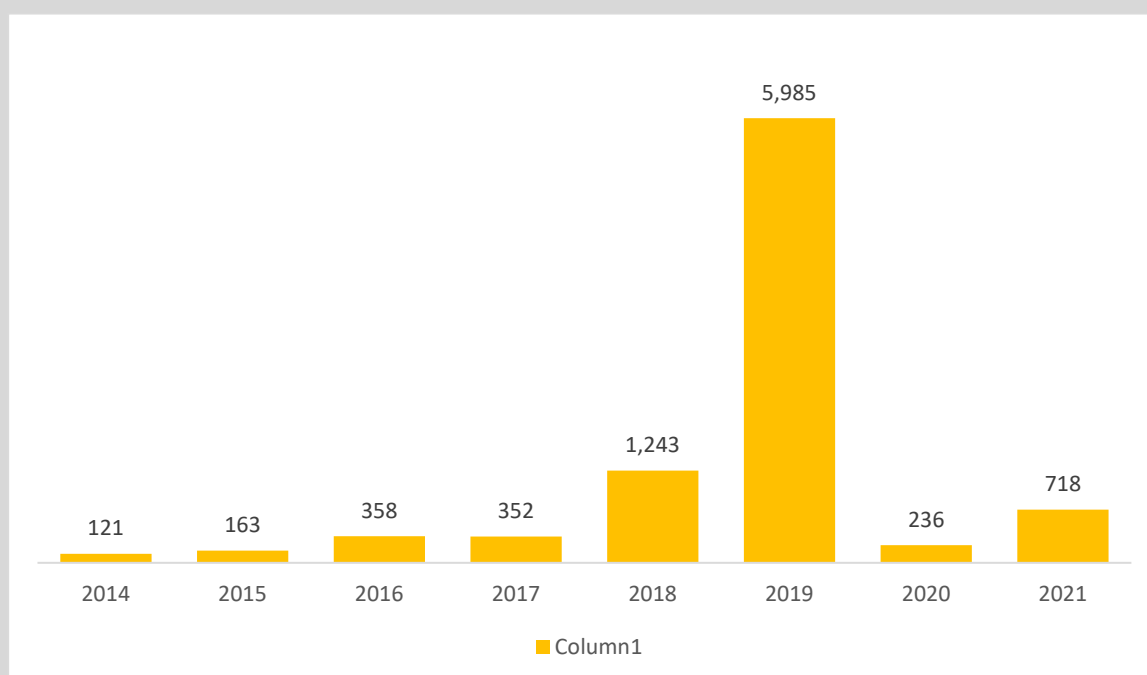
Source: Department of Archaeology & Museum, Government of Pakistan

The Foreign tourist traffic in Sindh Museums has seen a gradual rise over the years, the highest number of visits was observed in 2019 at 4,658 followed by 2018 at 4,503 which were almost 55% more than 2017 when the number of foreign visits was recorded at 2,909. Moreover, the visits observed a massive drop down in 2020 at 1,034 and in 2021 at 1,142.

3.6 Total Foreign Visits to Museum Sites in KP

The total number of foreign visitors to Museum sites in KPK from 2014-2021

Item 3.6: Total Foreign visitors to Museums Sites in KP



Source: Department of Archaeology & Museum, Government of Pakistan

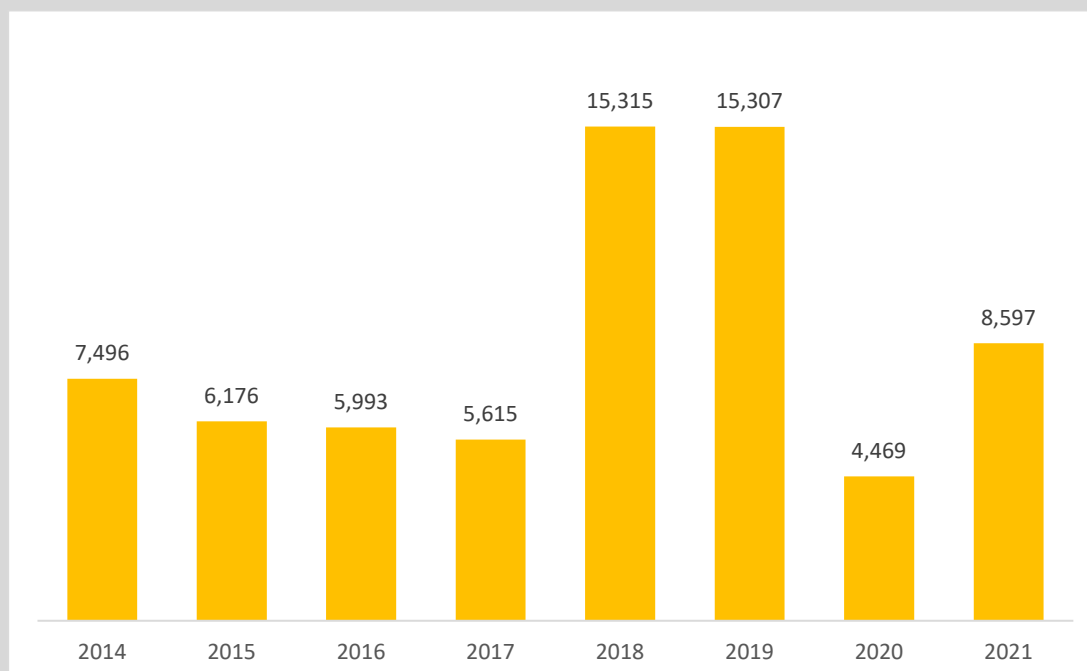
The tourist traffic in KPK Museums has seen a gradual increase, the number of foreign visits rose tremendously in 2019 at 5,985. However, a sharp decline was observed the next year as the figure dropped down to 236 in 2020.

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 2014-2021.

Item 3.7: Total Foreign visitors to Cultural Sites in Punjab



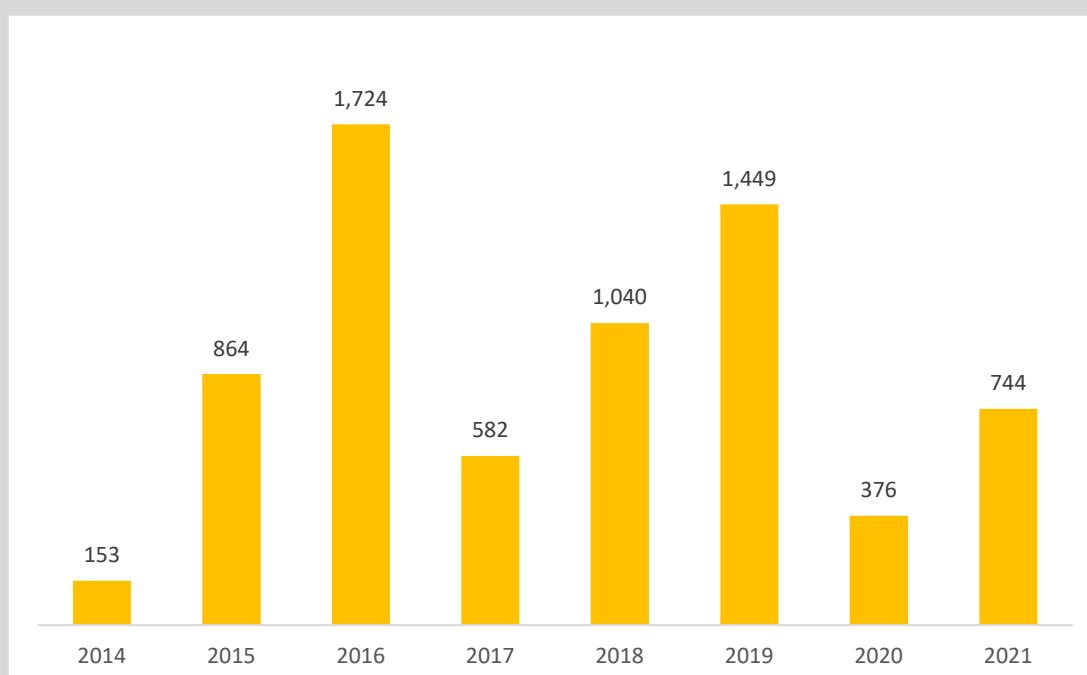
Source: Department of Archaeology & Museum, Government of Pakistan

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 followed by 2019 at 15,307. It again observed a decline reporting the lowest of number of foreign visits to Cultural Heritage Sites in Punjab in 2020 at 4,469.

3.8 Total Foreign Visits to Cultural Sites in Sindh

The total number of foreign visitors to Cultural sites in Sindh from 2014-2021.

Item 3.8: Total Foreign visitors to Cultural Sites in Sindh



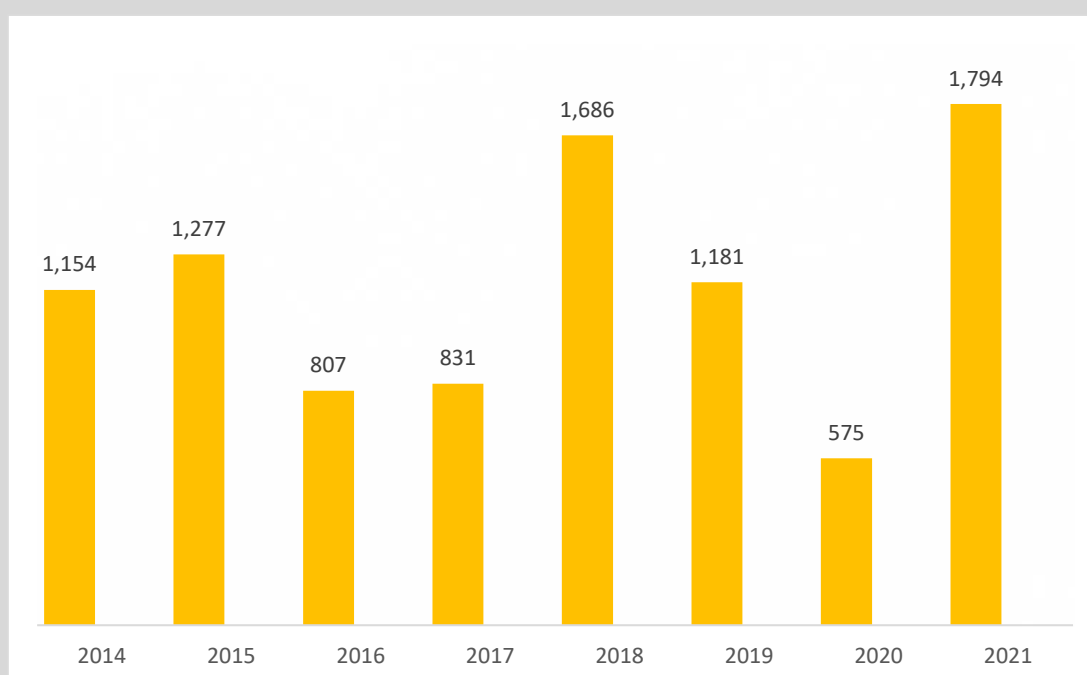
Source: Department of Archaeology & Museum, Government of Pakistan

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. From 2018 onwards the visits reported have been fluctuating.

3.9 Total Foreign Visits to Cultural Sites in KP

The total number of foreign visitors to Cultural sites in KP from 2014-2021.

Item 3.9: Total Foreign visitors to Cultural Sites in KP



Source: Department of Archaeology & Museum, Government of Pakistan

The Foreign tourist traffic at KP 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 and then increased in 2018 and reached at 1,686 and then again decreased from 2019 to 2020 and finally reached the highest number in 2021 at 1,794.

SECTION 4:

Most Popular Museum Sites in Pakistan over the Years

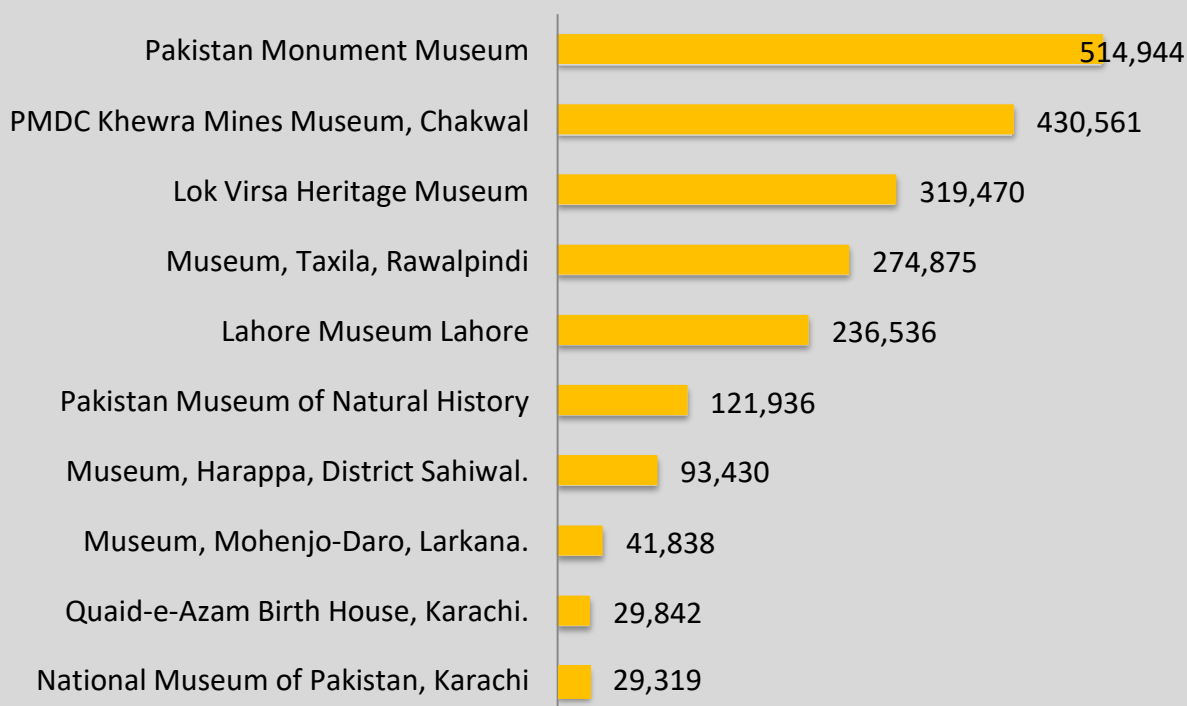


Most Popular Museum Sites in Pakistan over the Years

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



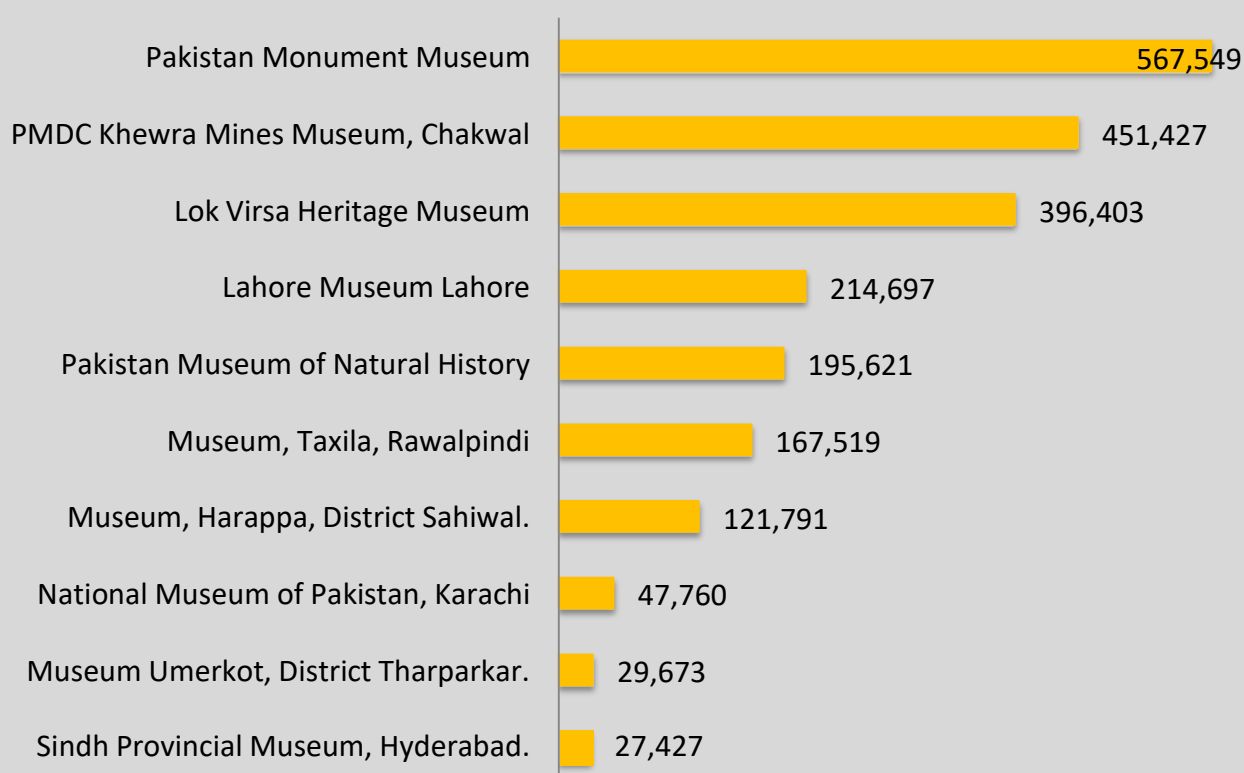
Source: Department of Archaeology & Museum, Government of Pakistan

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



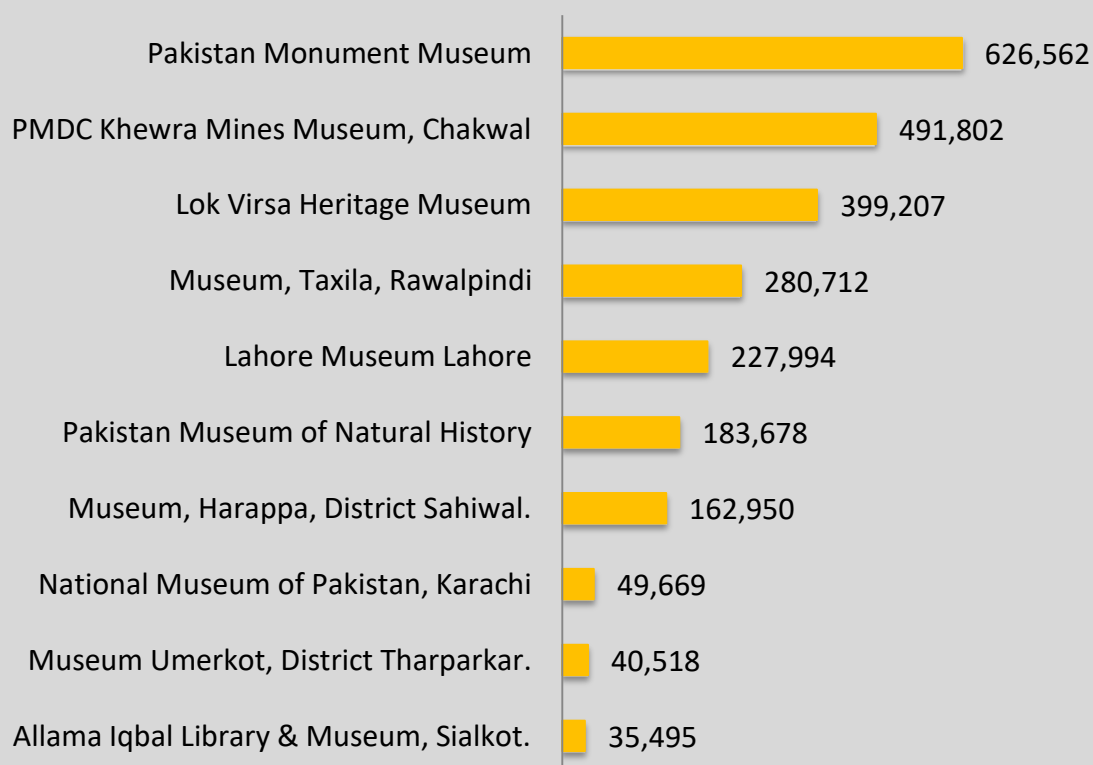
Source: Department of Archaeology & Museum, Government of Pakistan

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



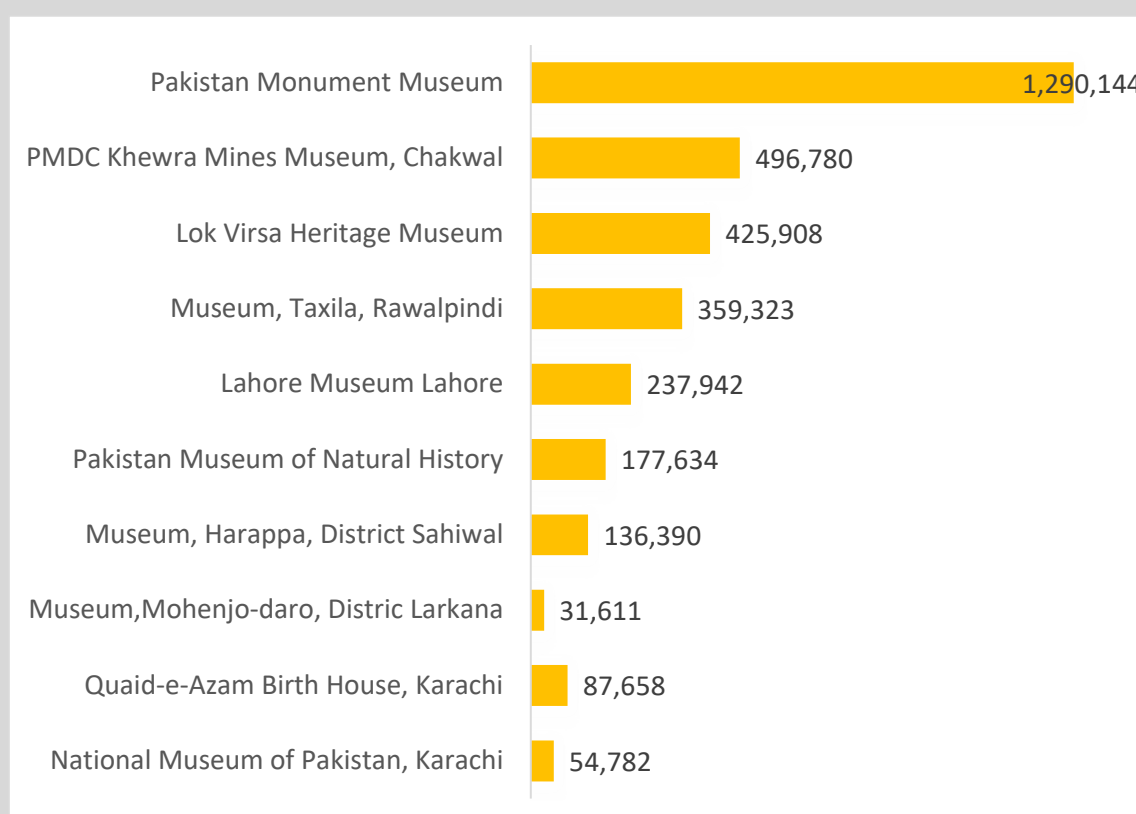
Source: Department of Archaeology & Museum, Government of Pakistan

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.

4.4 Top 10 most popular Museum sites in Pakistan in 2019

The most visited Museum sites in Pakistan in 2019

Item 4.4: Top 10 Museum Sites in 2019



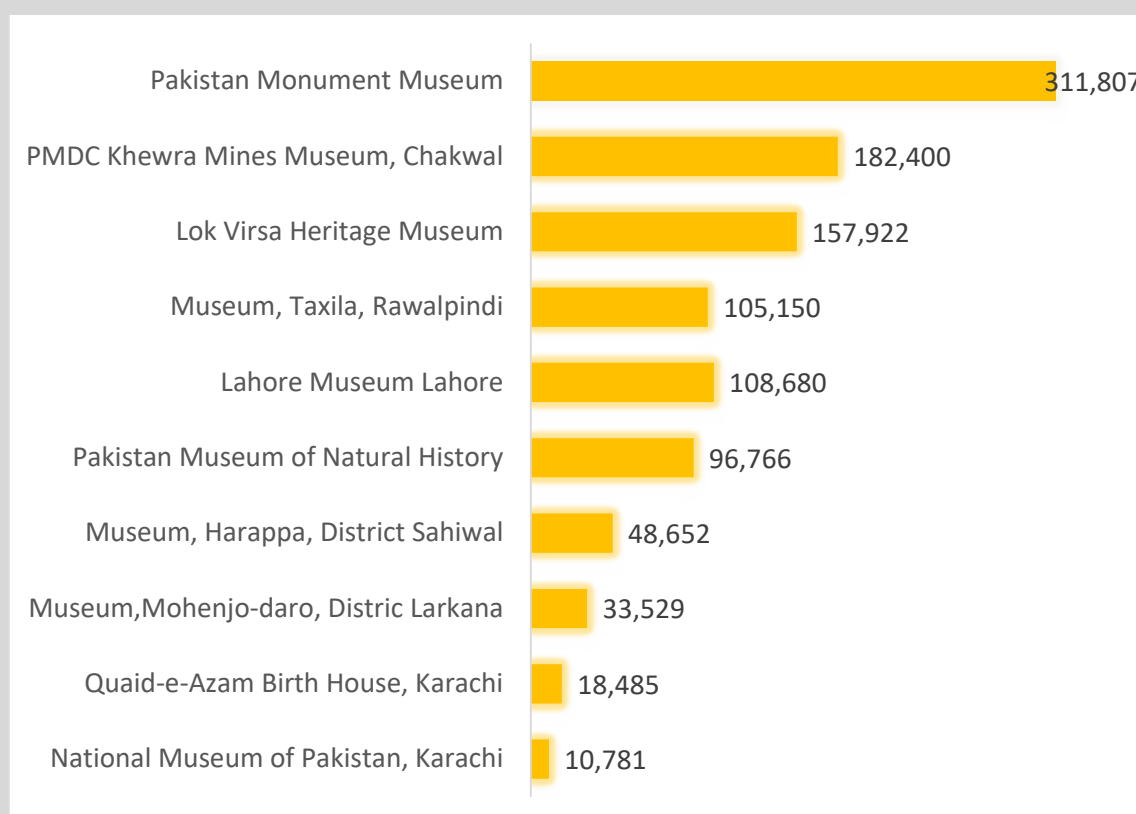
Source: Department of Archaeology & Museum, Government of Pakistan

In 2019, for the fourth time the most popular Museum site in Pakistan was the Pakistan Monument Museum in Islamabad with 1,290,144 visits, followed by PMDC Khewra Mines with 496,780 visits, and the third popular site was Lok Virsa Heritage Museum with 425,908 visits.

4.5 Top 10 most popular Museum sites in Pakistan in 2020

The most visited Museum sites in Pakistan in 2020

Item 4.5: Top 10 Museum Sites in 2020



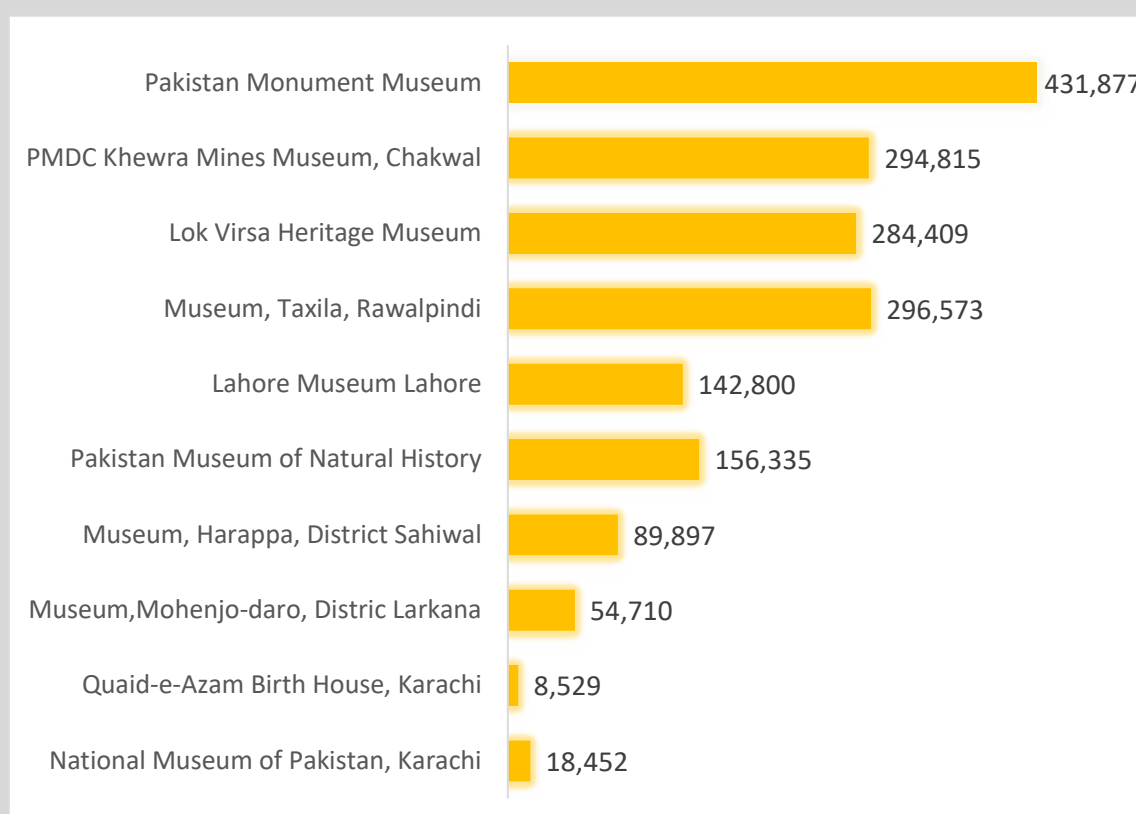
Source: Department of Archaeology & Museum, Government of Pakistan

In 2020, for the fifth time the most popular Museum site in Pakistan was the Pakistan Monument Museum in Islamabad with 311,807 visits, followed by PMDC Khewra Mines with 182,400 visits, and the third popular site was Lok Virsa Heritage Museum with 157,922 visits.

4.6 Top 10 most popular Museum sites in Pakistan in 2021

The most visited Museum sites in Pakistan in 2021

Item 4.6: Top 10 Museum Sites in 2021



Source: Department of Archaeology & Museum, Government of Pakistan

In 2021, for the sixth time the most popular Museum site in Pakistan was the Pakistan Monument Museum in Islamabad with 431,877 visits, followed by Museum TAXILA, Rawalpindi with 296,573 visits, and the third popular site was PMDC Khewra Mines with 294,815 visits.

SECTION 5:

Most Popular Cultural Sites in Pakistan over the Years

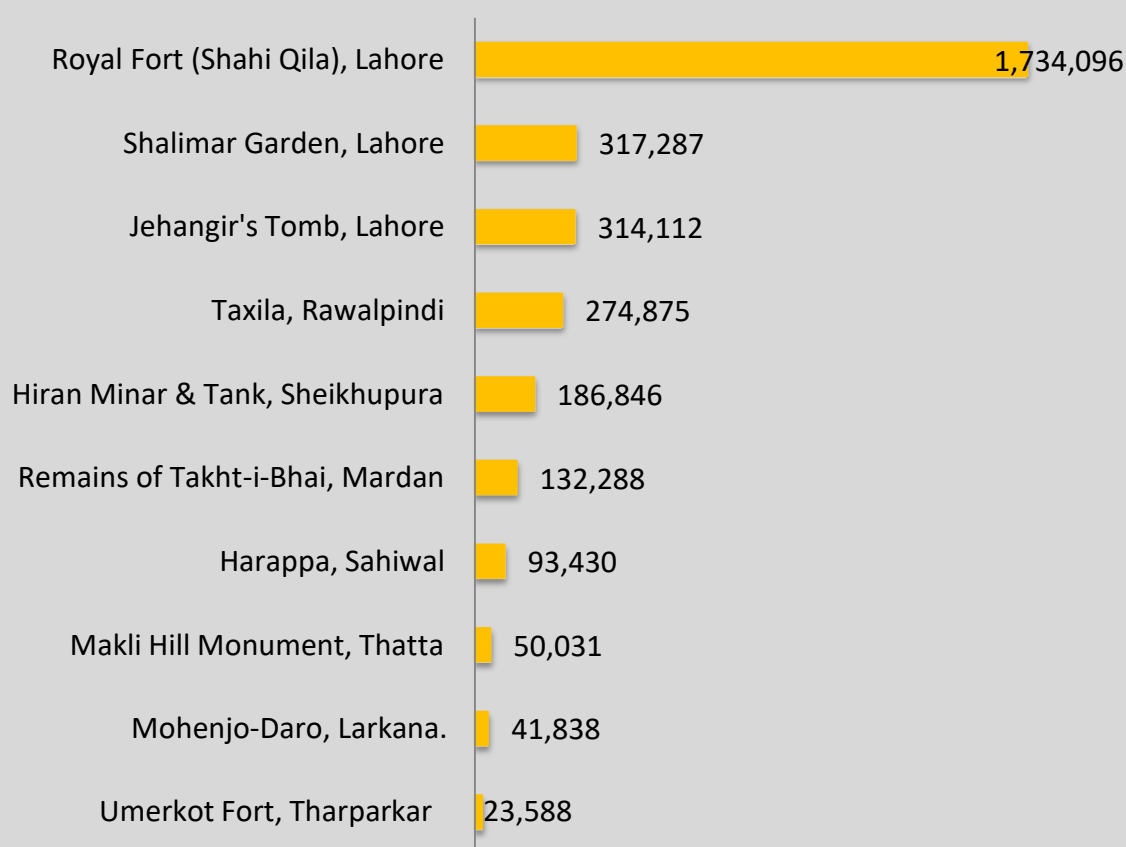


Most Popular Cultural Sites in Pakistan over the Years

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



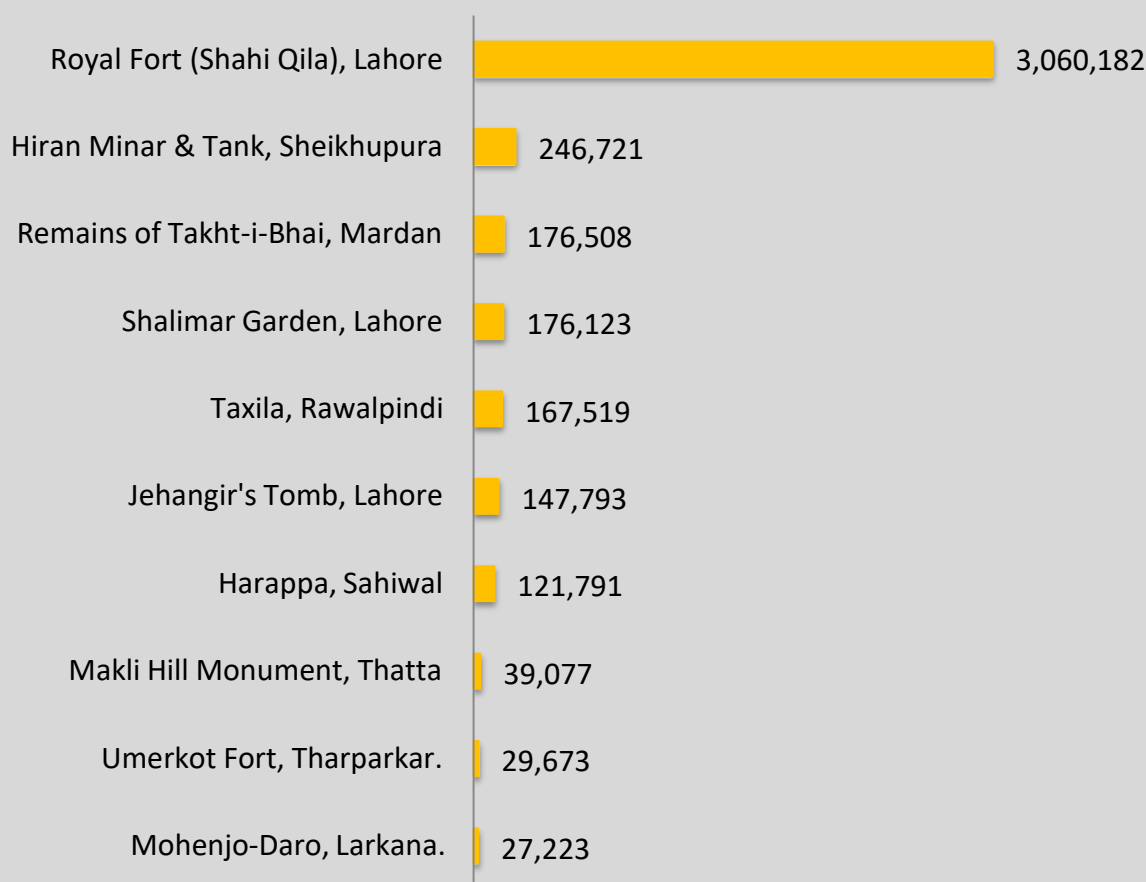
Source: Department of Archaeology & Museum, Government of Pakistan

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



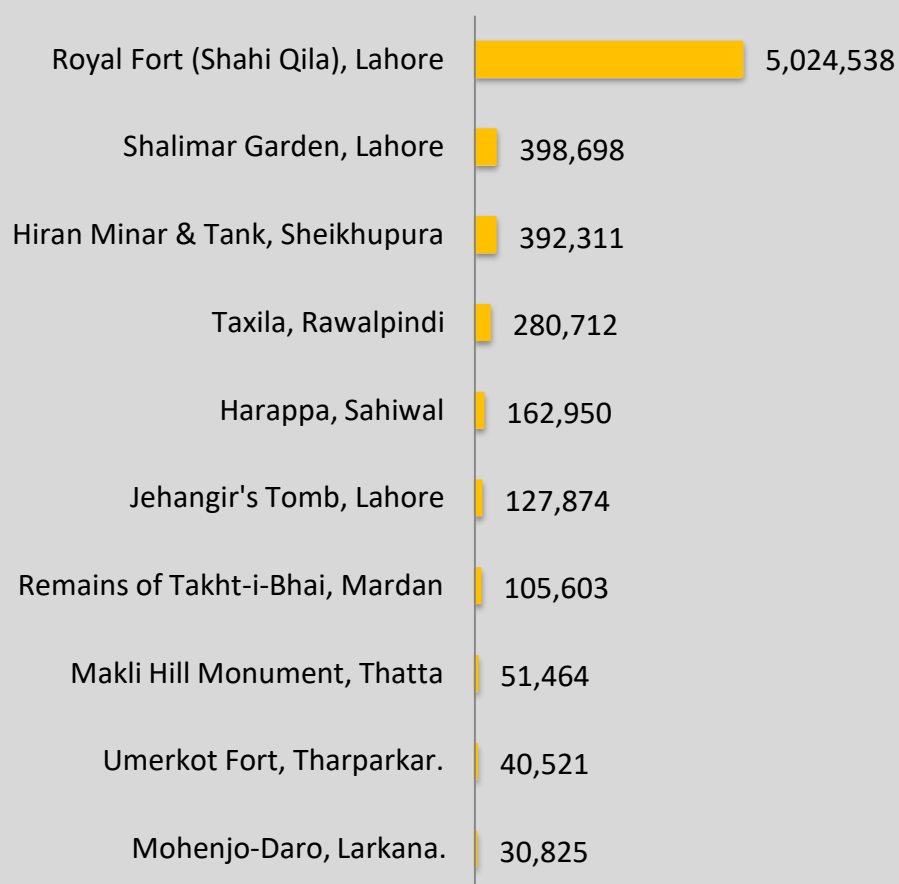
Source: Department of Archaeology & Museum, Government of Pakistan

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



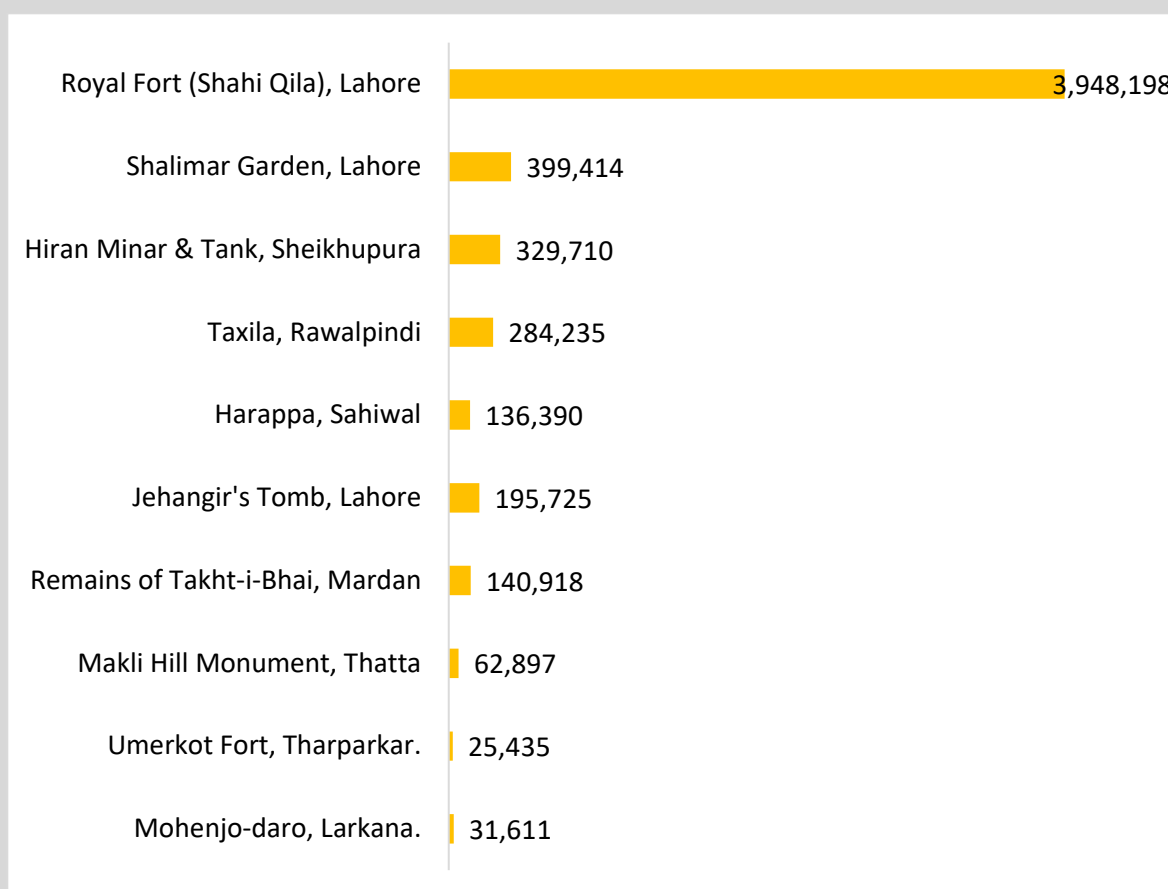
Source: Department of Archaeology & Museum, Government of Pakistan

In 2019, 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.

5.4 Top 10 most popular Cultural sites in Pakistan in 2019

The most visited Cultural sites in Pakistan in 2019

Item 5.4: Top 10 Cultural Sites in 2019



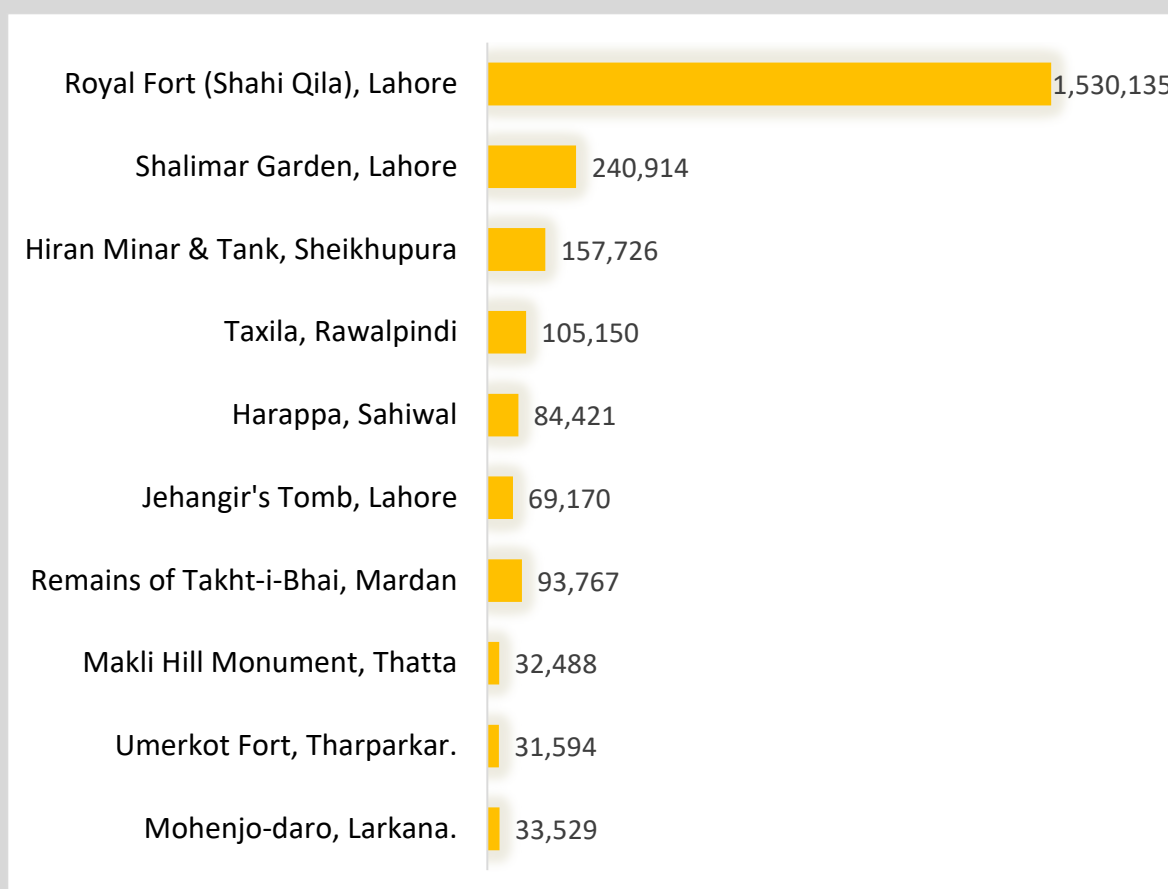
Source: Department of Archaeology & Museum, Government of Pakistan

In 2019, Royal Fort, Lahore remained as the most popular Cultural site in Pakistan with around 4 million visits, second most popular site Shalimar Garden, Lahore has around 399,414 visits. Hiran Minar & Tank, Sheikhupura was the third most popular Cultural site with 329,710 visits.

5.5 Top 10 most popular Cultural sites in Pakistan in 2020

The most visited Cultural sites in Pakistan in 2020

Item 5.5: Top 10 Cultural Sites in 2020



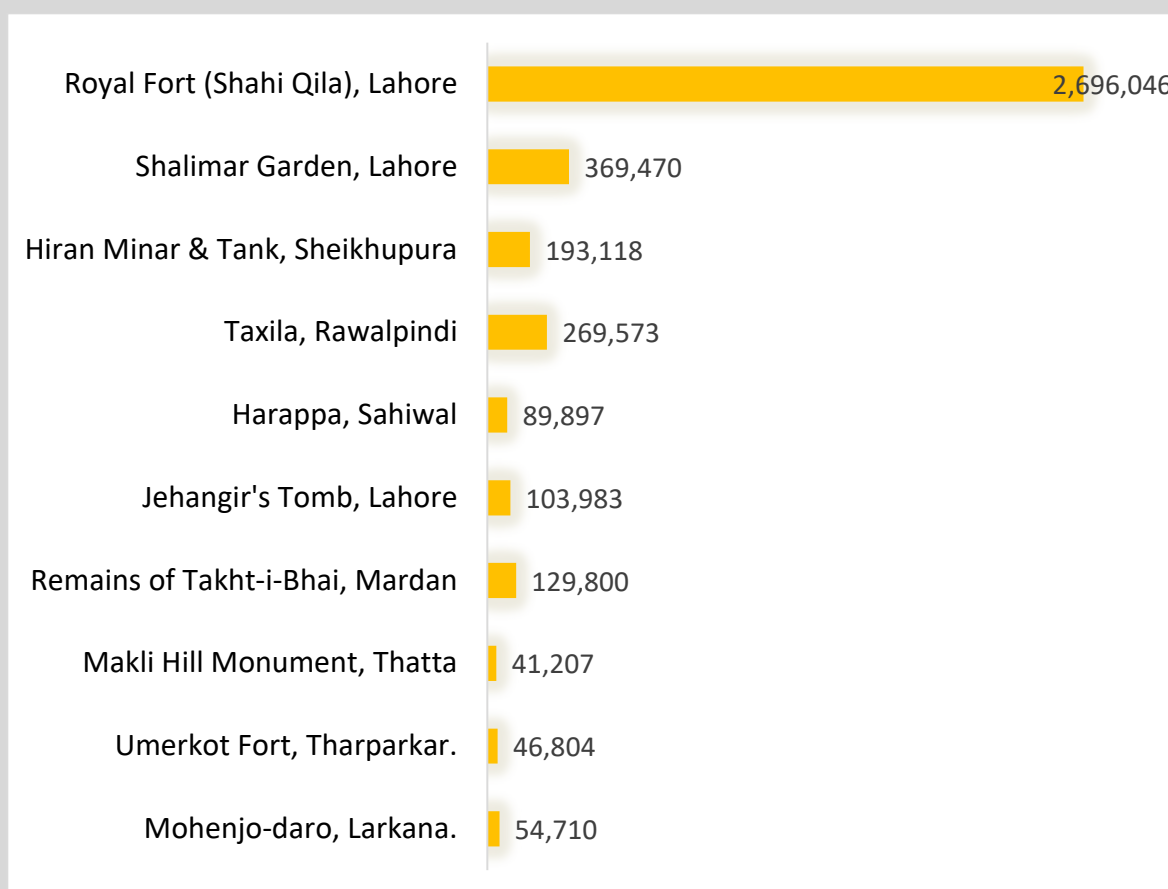
Source: Department of Archaeology & Museum, Government of Pakistan

In 2020, Royal Fort, Lahore remained as the most popular Cultural site in Pakistan with around 1.5 million visits, second most popular site Shalimar Garden, Lahore has around 240,914 visits. Hiran Minar & Tank, Sheikhupura was the third most popular Cultural site with 157,726 visits.

5.6 Top 10 most popular Cultural sites in Pakistan in 2021

The most visited Cultural sites in Pakistan in 2021

Item 5.6: Top 10 Cultural Sites in 2021



Source: Department of Archaeology & Museum, Government of Pakistan

In 2021, Royal Fort, Lahore remained as the most popular Cultural site in Pakistan with around 2.6 million visits, second most popular site Shalimar Garden, Lahore has around 369,470 visits. Taxila Rawalpindi was the third most popular Cultural site with 269,573 visits.

SECTION 6:

Most Popular Museum Sites in Pakistan among Foreigners over the Years

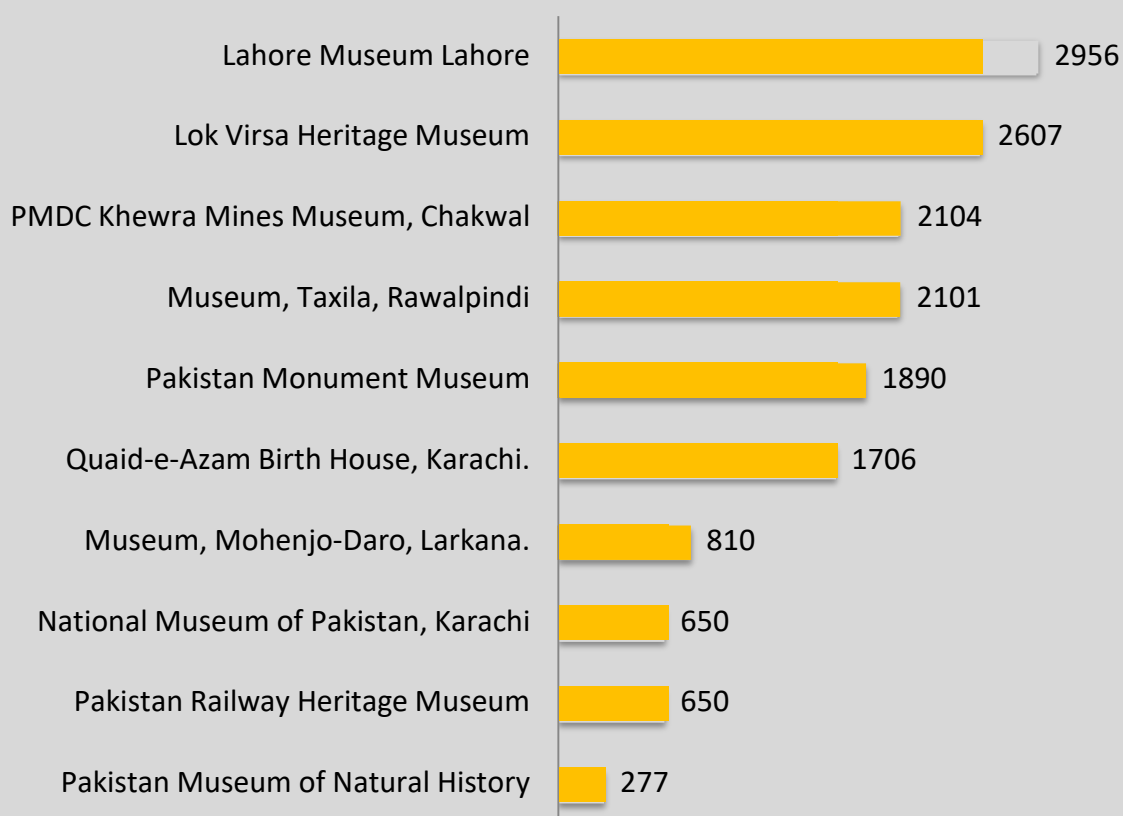


Most Popular Museum Sites in Pakistan among Foreigners over the Years

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



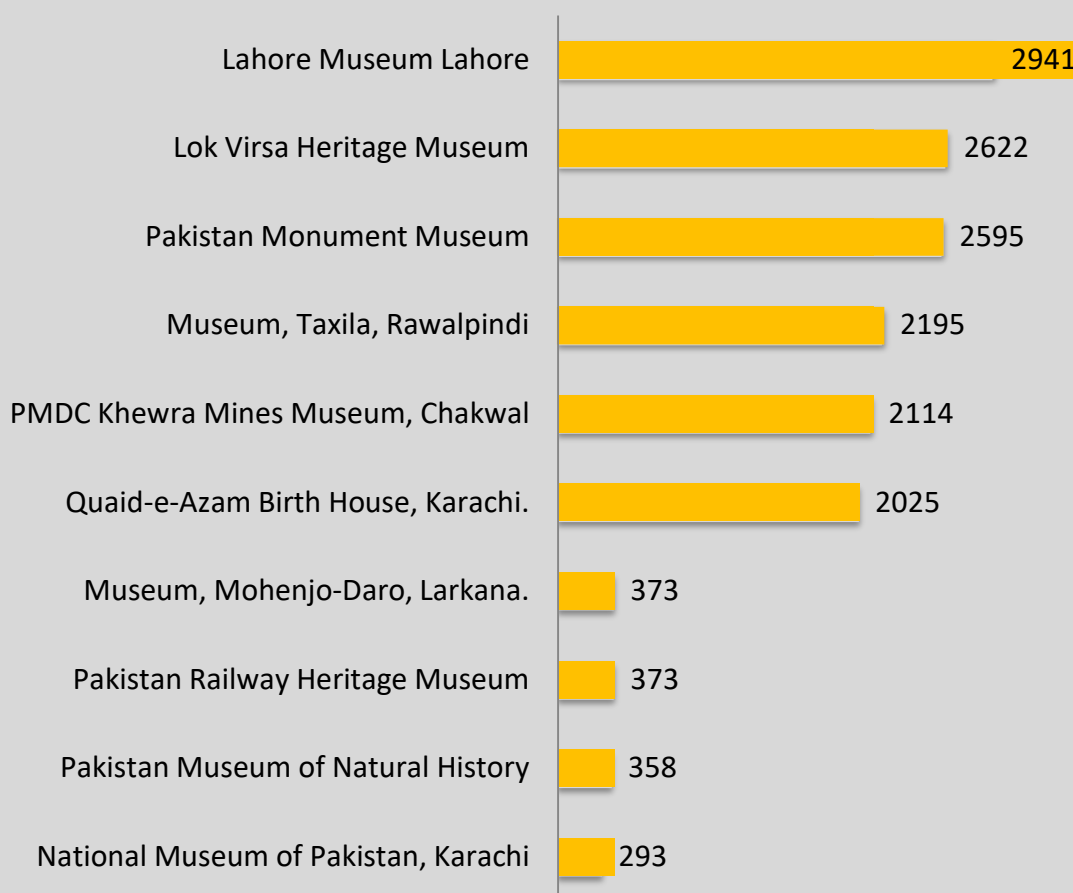
Source: Department of Archaeology & Museum, Government of Pakistan

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



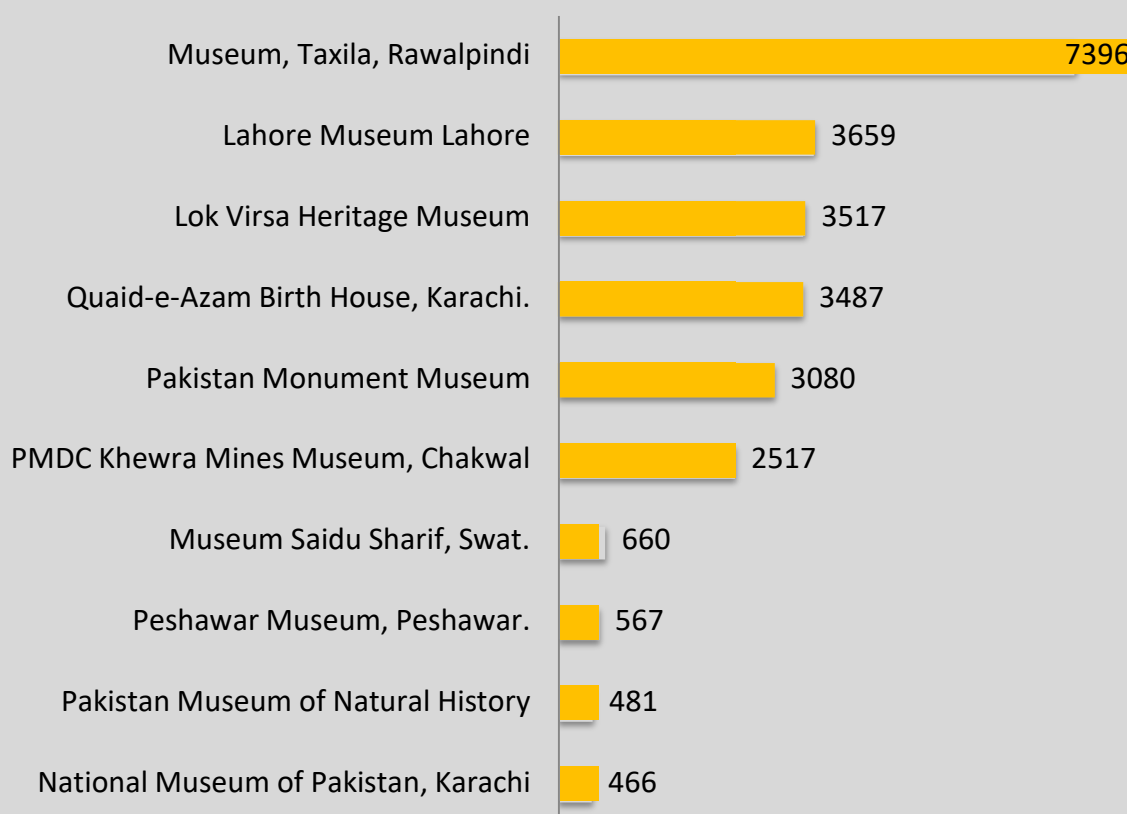
Source: Department of Archaeology & Museum, Government of Pakistan

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



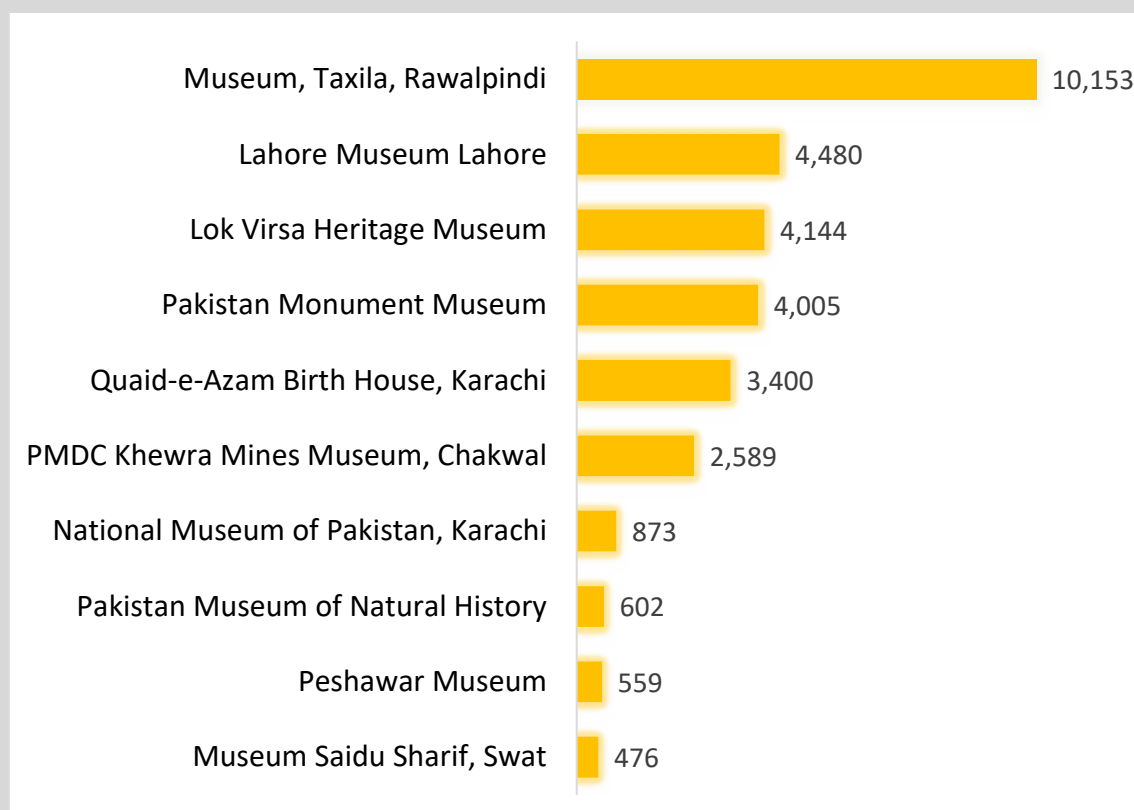
Source: Department of Archaeology & Museum, Government of Pakistan

In 2018, Taxila Museum rose from 4th 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.

6.4 Top 10 most popular Museum sites in Pakistan among Foreigners in 2019

The most visited Museum sites in Pakistan in 2019

Item 6.4: Top 10 Museum Sites among foreigners in 2019



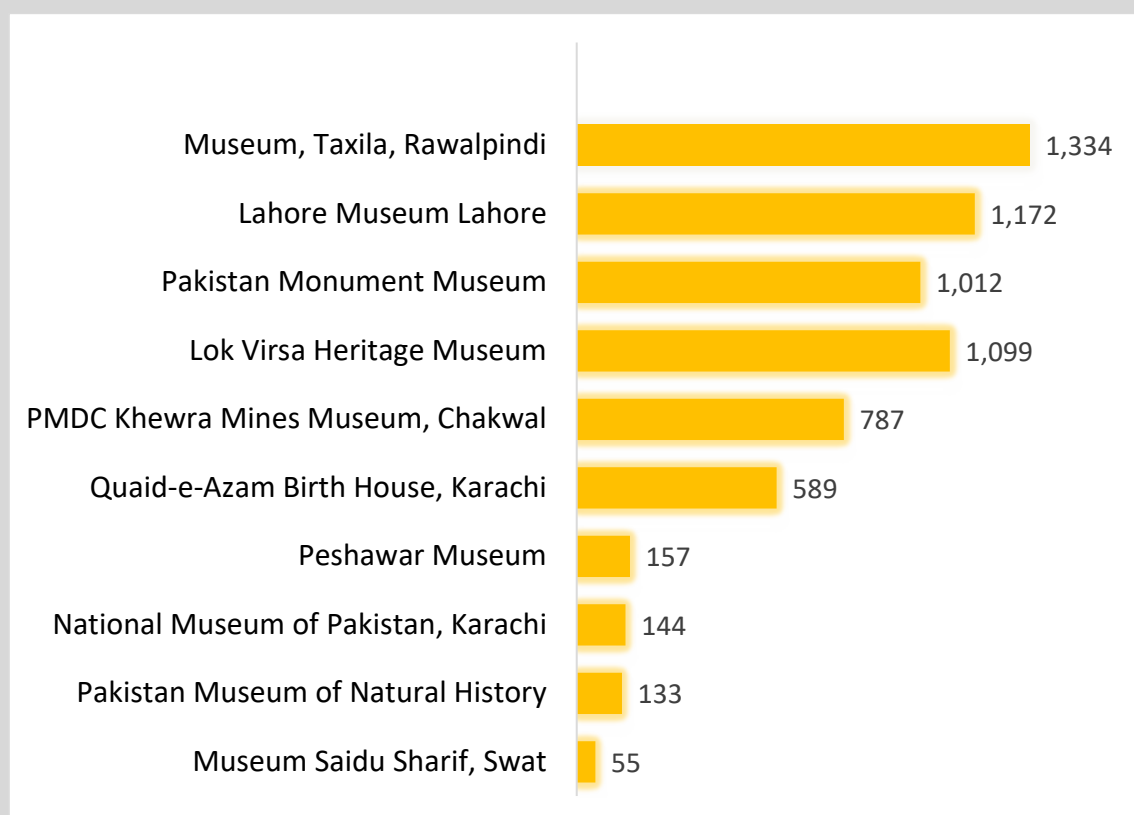
Source: Department of Archaeology & Museum, Government of Pakistan

In 2019, Museum Taxila, Rawalpindi was the most popular Museum site among foreigners with around 10,153 visits, followed by Lahore Museum with 4,480 visits. Lok Virsa Heritage Museum was the third most popular Museum site with 4,005 visits.

6.5 Top 10 most popular Museum sites in Pakistan among Foreigners in 2020

The most visited Museum sites in Pakistan in 2020

Item 6.5: Top 10 Museum Sites among foreigners in 2020



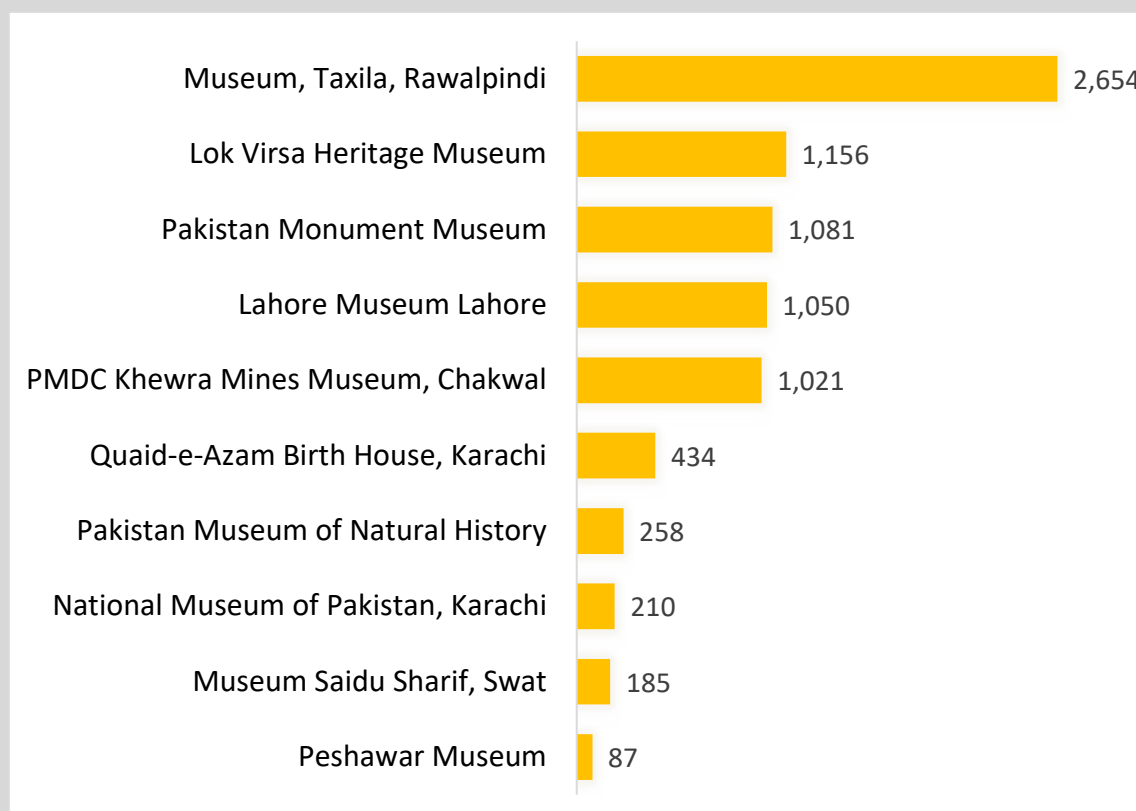
Source: Department of Archaeology & Museum, Government of Pakistan

In 2020, Museum Taxila, Rawalpindi was the most popular Museum site among foreigners with around 1,334 visits, followed by Lahore Museum with 1,172 visits. Lok Virsa Heritage Museum was the third most popular Museum site with 1,099 visits.

6.6 Top 10 most popular Museum sites in Pakistan among Foreigners in 2021

The most visited Museum sites in Pakistan in 2021

Item 6.6: Top 10 Museum Sites among foreigners in 2021



Source: Department of Archaeology & Museum, Government of Pakistan

In 2021, Museum Taxila, Rawalpindi was the most popular Museum site among foreigners with around 2,654 visits, followed by Lok Virsa Heritage Museum with 1,156 visits. Pakistan Monument Museum was the third most popular Museum site with 1,081 visits.

SECTION 7:

Most Popular Cultural Sites in Pakistan among Foreigners over the Years

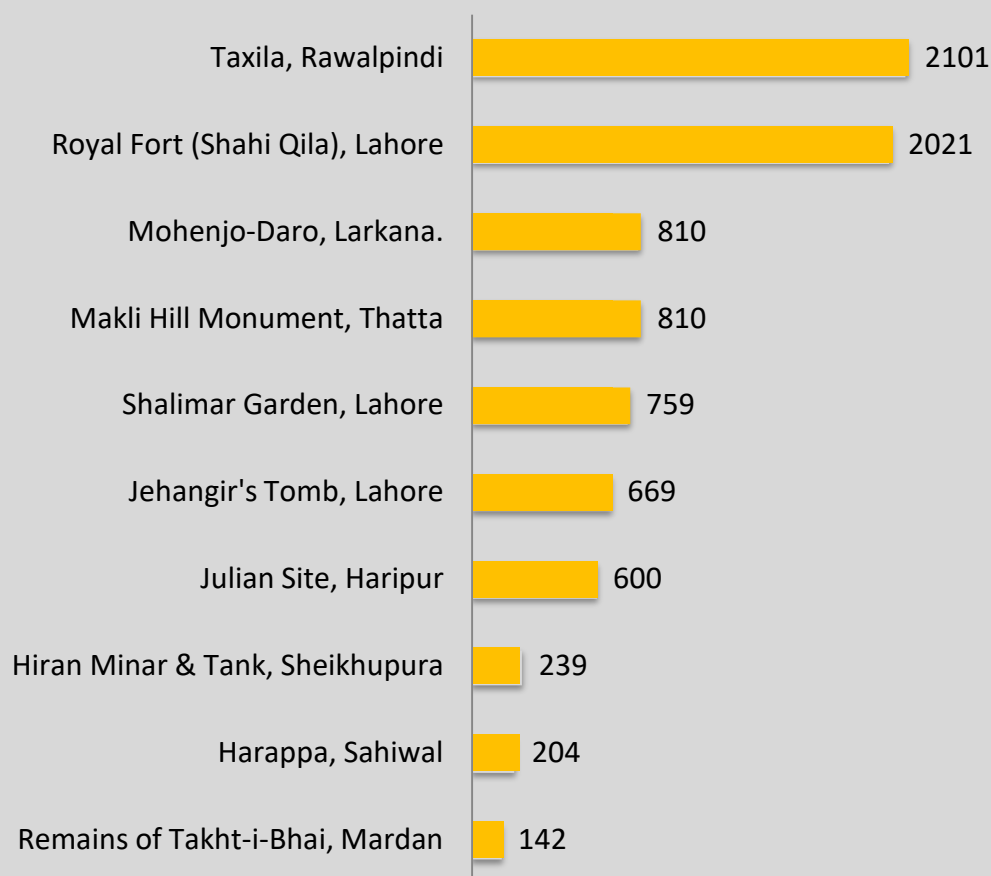


Most Popular Cultural Sites in Pakistan among Foreigners over the Years

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



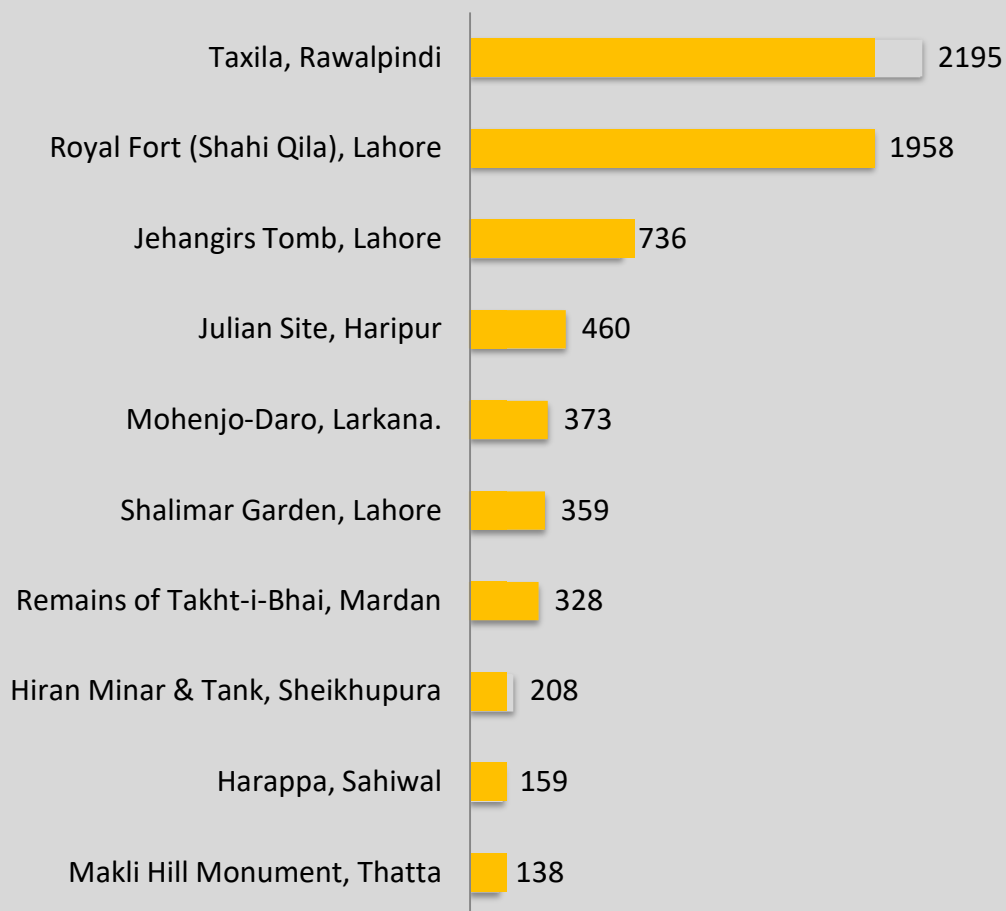
Source: Department of Archaeology & Museum, Government of Pakistan

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



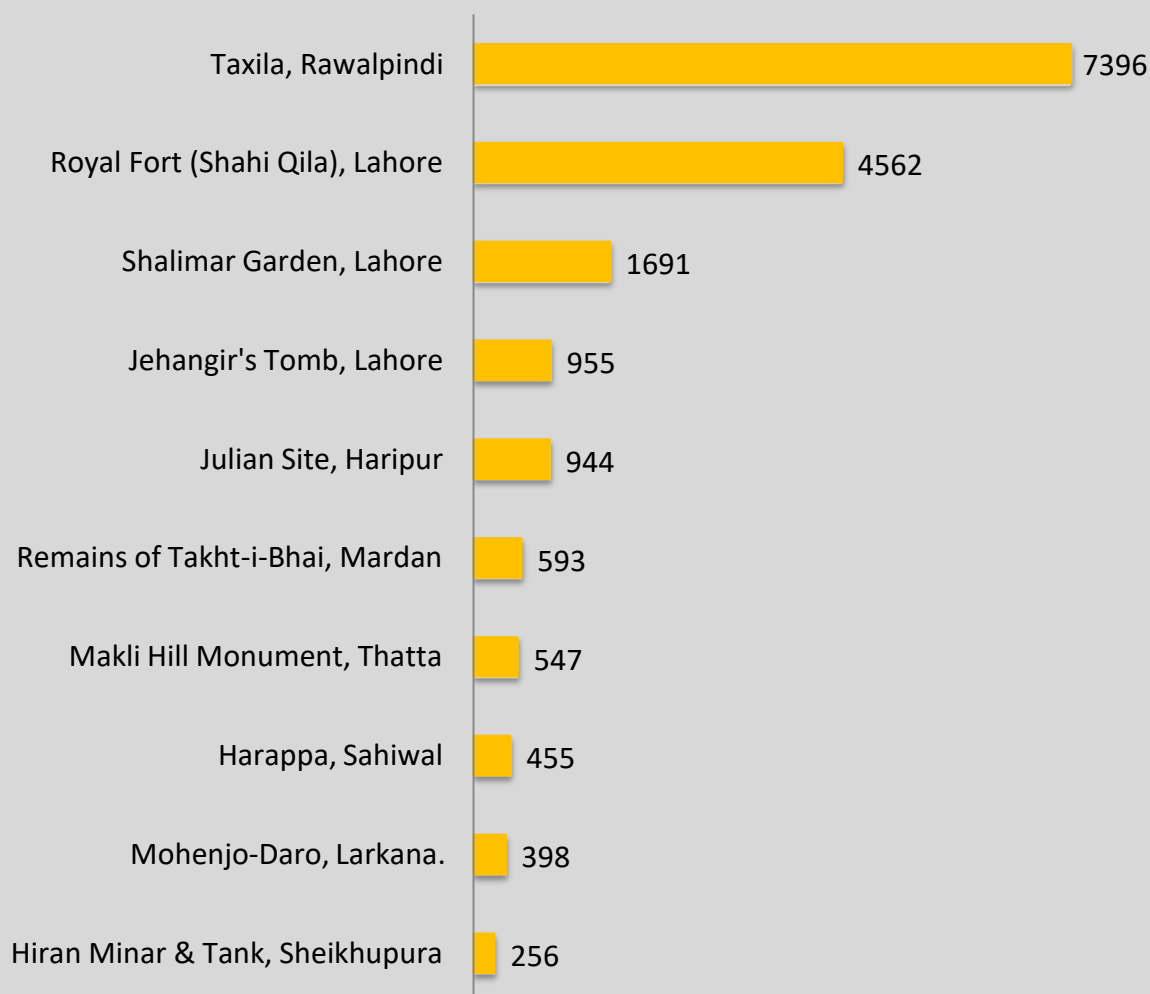
Source: Department of Archaeology & Museum, Government of Pakistan

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. Jahangir's Tomb, Lahore replaced Mohenjo-Daro, Larkana as the thirdmost 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



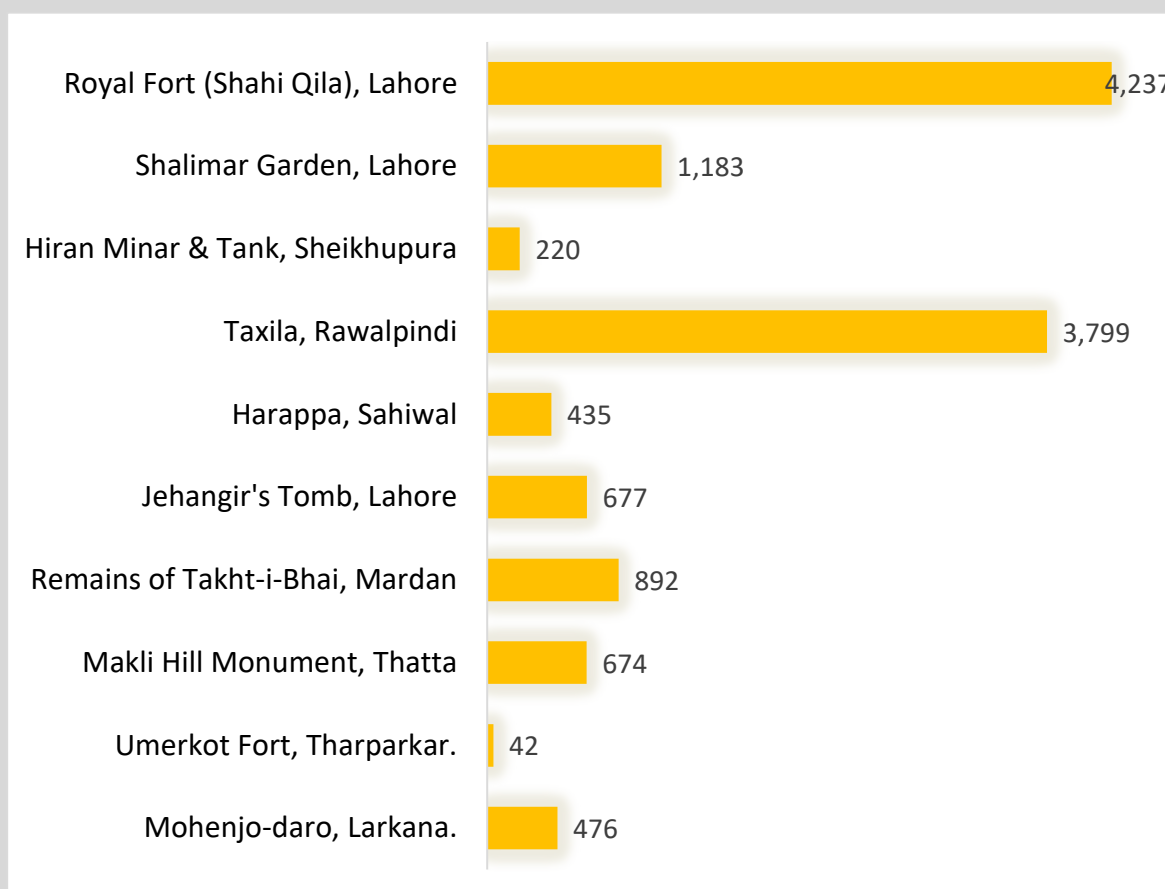
Source: Department of Archaeology & Museum, Government of Pakistan

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.

7.4 Top 10 most popular Cultural sites in Pakistan among Foreigners in 2019

The most visited Cultural sites in Pakistan in 2019

Item 7.4: Top 10 Cultural Sites among foreigners in 2019



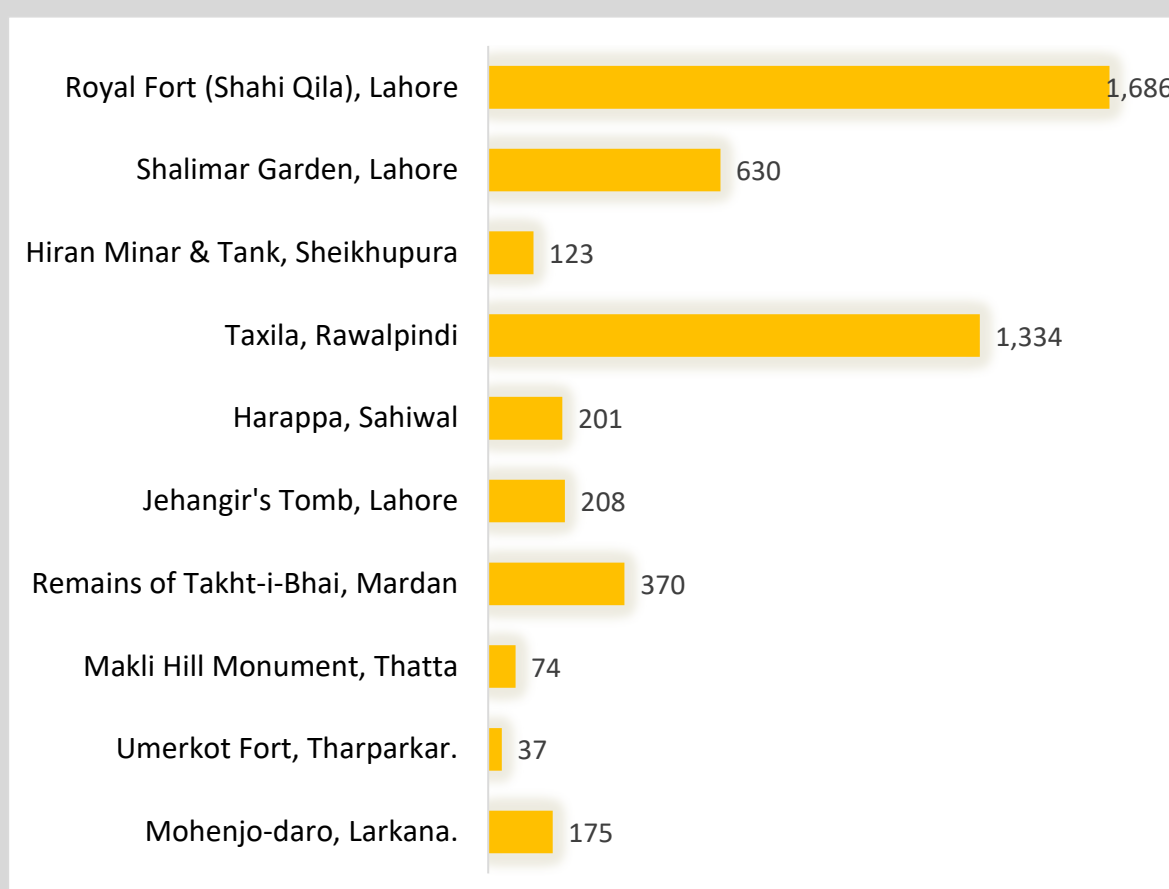
Source: Department of Archaeology & Museum, Government of Pakistan

In 2019 Royal Lahore Fort, remained the most popular Cultural site in Pakistan among Foreigners with 4, 237 visits, followed by Taxila, Rawalpindi with 3,799 visits. Shalimar Garden, Lahore was the third most popular Cultural site with 1,183 visits.

7.5 Top 10 most popular Cultural sites in Pakistan among Foreigners in 2020

The most visited Cultural sites in Pakistan in 2020

Item 7.5: Top 10 Cultural Sites among foreigners in 2020



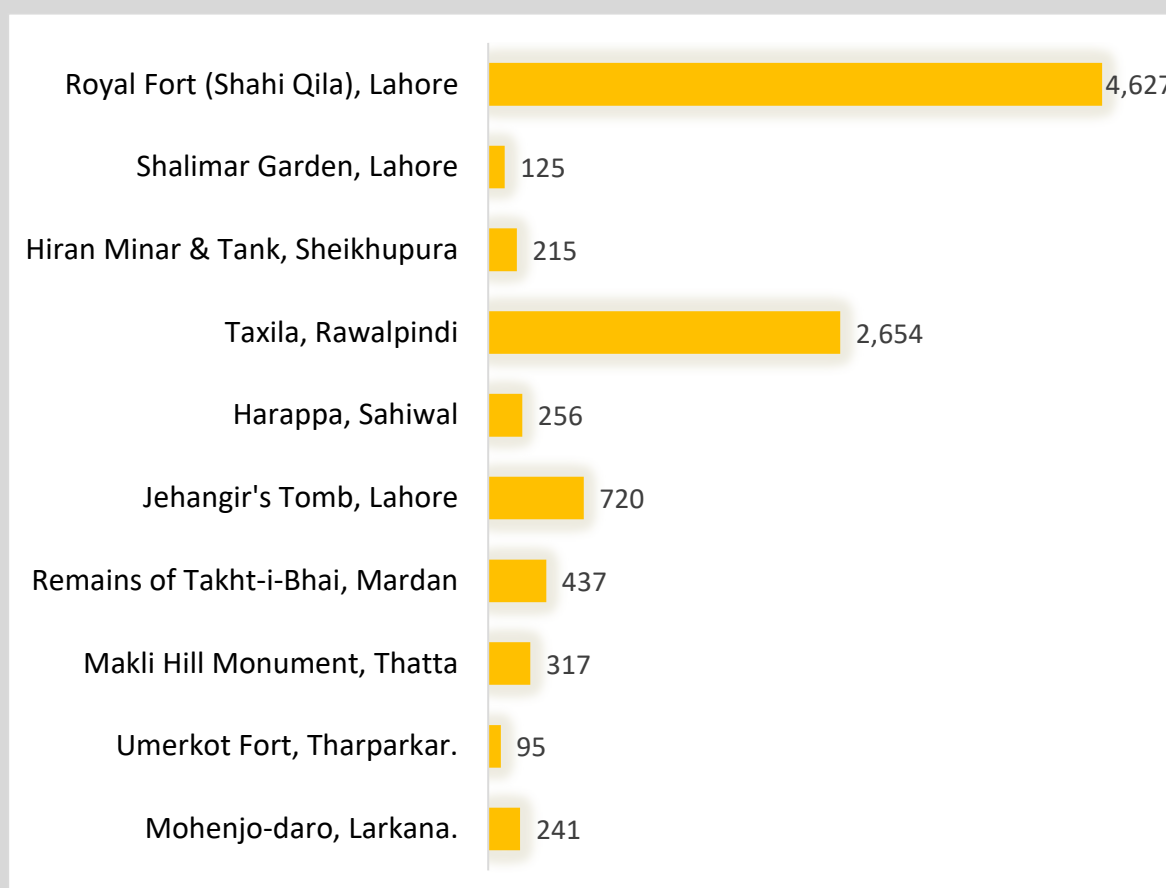
Source: Department of Archaeology & Museum, Government of Pakistan

In 2020 Royal Fort, Lahore, remained the most popular Cultural site in Pakistan among Foreigners with 1,686 visits, followed by Taxila, Rawalpindi with 1,334 visits. Shalimar Garden, Lahore was the third most popular Cultural site with 630 visits.

7.6 Top 10 most popular Cultural sites in Pakistan among Foreigners in 2021

The most visited Cultural sites in Pakistan in 2021

Item 7.6: Top 10 Cultural Sites among foreigners in 2021



Source: Department of Archaeology & Museum, Government of Pakistan

In 2021 Royal Fort, Lahore, remained the most popular Cultural site in Pakistan among Foreigners with 4,627 visits, followed by Taxila, Rawalpindi with 2,654 visits, and Jehangir's Tomb, Lahore was the third most popular Cultural site with 720 visits.



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