

## BRIEF

### PROJECT PROFILE

1. **Name of the Project**                    **PUNJAB TOURISM FOR ECONOMIC GROWTH PROJECT**
2. **Loan Amount**                            **USD 50 million** (Total cost USD 55 million including USD 5 million counterpart funding by GoPb)
3. **Gestation Period**                        13.10.2017 to 12.10.2022
4. **Implementing Departments**

<b>Sponsoring Department</b>	<b>Other Implementing Departments:</b>
P&D B	Tourism Department
	C&W Department

### PROJECT OBJECTIVE

The main objective of the project is to strengthen institutional capacity, increase private sector participation and improve infrastructure services for the tourism sector growth in the Punjab province.

### PROJECT COMPONENTS

The main components of the project are:

- A. Policy, Institutions and Governance for Tourism **(USD 11 Million)**
- B. Private-Sector Investment and Entrepreneurship Promotion **(USD 10 Million)**
- C. Public Investment Facility **(USD 30.2 Million)**