**globAl data 2019**

10.3% Total GDP contribution

2.5% Travel & Tourism grew by 2.5%

3.5% Travel & Tourism grew significantly more than 3.5%

1 in 4 net new jobs were created by Travel & Tourism over the last five years

Global GDP impact by sector (2018 data). Share of total economy GDP

Mining
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

0% 5% 10% 15%

KENYA 2019 KEY DATA

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

8.2% OF TOTAL ECONOMY

Total T&T GDP = KES806.3BN (USD7,890.8MN)

+4.9%

2019 Travel & Tourism GDP growth vs +5.6% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

1,579.5 JOBS (000's)

(8.5% of total employment)

**INTERNATIONAL VISITOR IMPACT**

KES193.8BN in visitor spend (15.9% of total exports)

(USD1,896.6MN)

KENYA 2019 KEY DATA

**INBOUND ARRIVALS**

1. UNITED KINGDOM 16%
2. GERMANY 8%
3. UNITED STATES 8%
4. ITALY 6%
5. TANZANIA 5%
REST OF WORLD 57%

**OUTBOUND DEPARTURES**

1. UGANDA 36%
2. TANZANIA 19%
3. RWANDA 7%
4. UNITED ARAB EMIRATES 6%
5. INDIA 5%
REST OF WORLD 27%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

**SECTOR CHARACTERISTICS (2019)**

- LEISURE SPENDING 64%
- BUSINESS SPENDING 36%
- DOMESTIC SPENDING 66%
- INTERNATIONAL SPENDING 34%

1All values are in constant 2019 prices & exchange rates
As reported in March 2020