While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 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: 0%
- Automotive: 5%
- Agriculture: 10%
- Travel & Tourism: 15%
- Retail: 10%
- Financial Services: 10%

Kenya 2019 Key Data

**Contribution of Travel & Tourism to GDP**

- 8.2% of total economy
- Total T&T GDP = KES 806.3 BN (USD 7,890.8 MN)

**Contribution of Travel & Tourism to Employment**

- 1,579.5 jobs (000’s)
- (8.5% of total employment)

**International Visitor Impact**

- KES 193.8 BN in visitor spend (15.9% of total exports)
  (USD 1,896.6 MN)

**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%

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