KENYA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

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

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)

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%

SECTOR CHARACTERISTICS (2019)

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

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

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