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: 0%
- Financial Services: 5%

10.3% Total GDP contribution

330 MN Jobs globally (1 in 10 jobs)

8.2% OF TOTAL ECONOMY

4.9% vs +5.6% real economy GDP growth

1,579.5 JOBS (000’s)

(8.5% of total employment)

KES 193.8 BN

in visitor spend (15.9% of total exports)

(USD7,890.8 MN)

Global Data 2019

Kenya 2019 Key Data

Contribution of Travel & Tourism to GDP

Contribution of Travel & Tourism to Employment

International Visitor Impact

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%

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