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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of Total Economy GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>15%</td>
</tr>
<tr>
<td>Retail</td>
<td>10%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>5%</td>
</tr>
</tbody>
</table>

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.

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

2019 Travel & Tourism GDP growth +4.9% vs +5.6% real economy GDP growth

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%

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