8.2% OF TOTAL ECONOMY +4.9% real economy GDP growth

1,579.5 JOBS (000’s)

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

330MN Jobs globally (1 in 10 jobs)

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

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

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

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

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%