

GLOBAL DATA 2019



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)

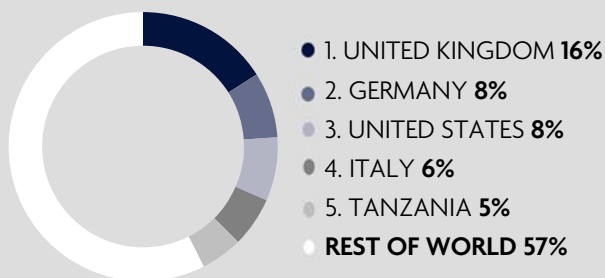


INTERNATIONAL VISITOR IMPACT

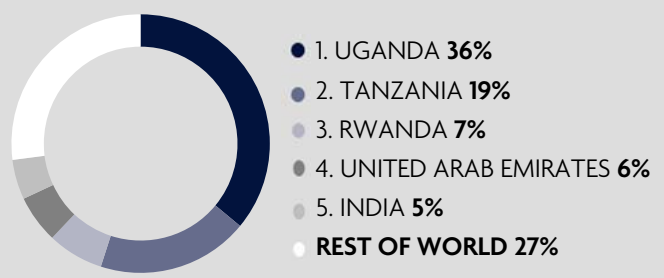
KES193.8_{BN}

in visitor spend (**15.9%** of total exports)
(USD1,896.6MN)

INBOUND ARRIVALS

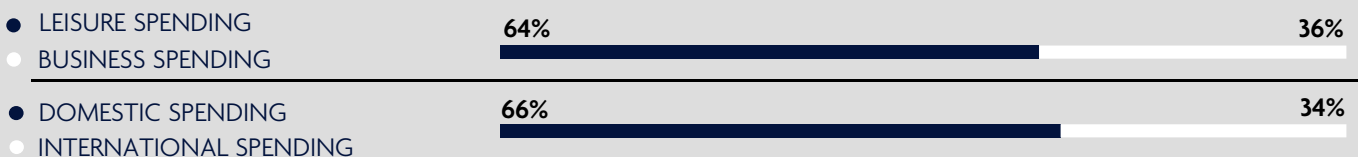


OUTBOUND DEPARTURES



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

SECTOR CHARACTERISTICS (2019)



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