**KENYA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)

**KENYA 2019 KEY DATA**

- **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

- **1,579.5 JOBS (000's)**
  - (8.5% of total employment)

- **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%

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