8.2% OF TOTAL ECONOMY +4.9%

1,579.5 JOBS (000's)

KES193.8BN

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

INBOUND ARRIVALS

1. UGANDA 36%
2. TANZANIA 19%
3. RWANDA 7%
4. UNITED ARAB EMIRATES 6%
5. INDIA 5%
REST OF WORLD 27%

SECTOR CHARACTERISTICS (2019)

1. LEISURE SPENDING 64%
2. BUSINESS SPENDING 36%
3. DOMESTIC SPENDING 66%
4. INTERNATIONAL SPENDING 34%

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

Mining Automotive Agriculture Travel & Tourism Retail Financial Services

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

All values are in constant 2019 prices & exchange rates

As reported in March 2020