### Kenya Key Data

#### 2019 vs 2020

<table>
<thead>
<tr>
<th>Category</th>
<th>2019</th>
<th>2020</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total contribution of Travel &amp; Tourism to GDP:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>of Total Economy</td>
<td>8.1%</td>
<td>4.2%</td>
<td>-48.2%</td>
</tr>
<tr>
<td>Total T&amp;T GDP = KES859.5BN (USD8,074.1MN)</td>
<td>Total T&amp;T GDP = KES445.1BN (USD4,181.5MN)</td>
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<tr>
<td><strong>Total contribution of Travel &amp; Tourism to Employment:</strong></td>
<td></td>
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</tr>
<tr>
<td>Jobs (000s) (8.5 % of total employment)</td>
<td>1,548.5</td>
<td>1,109.2</td>
<td>-28.4%</td>
</tr>
<tr>
<td>-439.3 (000s)</td>
<td>-439.3 (000s)</td>
<td></td>
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<tr>
<td><strong>Visitor Impact International:</strong></td>
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<td></td>
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<tr>
<td>Visitor spend 15.2% of total exports (USD1,825.8MN)</td>
<td>Visitor spend 5.9% of total exports (USD580.8MN)</td>
<td></td>
<td>-68.2%</td>
</tr>
<tr>
<td>KES194.4BN</td>
<td>KES61.8BN</td>
<td>KES1,245.0 MN</td>
<td></td>
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<tr>
<td><strong>Visitor Impact Domestic:</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Visitor spend (USD 3,934.7MN)</td>
<td>Visitor spend (USD 2,069.1MN)</td>
<td></td>
<td>-47.4%</td>
</tr>
<tr>
<td>KES418.9BN</td>
<td>KES220.3BN</td>
<td>KES1,865.6 MN</td>
<td></td>
</tr>
</tbody>
</table>

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1. *1 in 4 net new jobs were created by Travel & Tourism during 2014-2019*
2. *Change in jobs*
KENYA
2021 Annual Research: Key Highlights

Kenya Sector Characteristics

Domestic vs International Spending:
- **2019**
  - Domestic Spending: USD 3,934.7MN (68%)
  - International Spending: USD 1,825.8MN (32%)
- **2020**
  - Domestic Spending: USD 2,069.1MN (78%)
  - International Spending: USD 580.8MN (22%)

Leisure vs Business Spending:
- **2019**
  - Leisure Spending: USD 3,494.9MN (61%)
  - Business Spending: USD 2,265.7MN (39%)
- **2020**
  - Leisure Spending: USD 1,665.9MN (63%)
  - Business Spending: USD 984.1MN (37%)

Inbound Arrivals:
- **2019**
  1. United Kingdom 19%
  2. United States 9%
  3. Germany 8%
  4. Italy 7%
  5. India 4%
  Rest of world 53%
- **2020**
  1. United Kingdom 16%
  2. Germany 10%
  3. Italy 8%
  4. United States 7%
  5. India 6%
  Rest of world 53%

Outbound Departures:
- **2019**
  1. Uganda 40%
  2. Tanzania 14%
  3. Rwanda 6%
  4. United Arab Emirates 5%
  5. India 4%
  Rest of world 30%
- **2020**
  1. Uganda 40%
  2. Tanzania 16%
  3. Rwanda 7%
  4. United Arab Emirates 6%
  5. Ethiopia 4%
  Rest of world 27%

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1. All values are in constant 2020 prices & exchange rates. As reported in March 2021
2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)
3. Source: Oxford Economics, national sources and UNWTO