## KENYA

### 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

#### GLOBAL DATA 2019

- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)
- **8.2% OF TOTAL ECONOMY** 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**
- **+4.9%** real economy GDP growth vs **+5.6%**

#### KENYA 2019 KEY DATA

- **8.2% OF TOTAL ECONOMY** 2019 Travel & Tourism GDP growth (8.5% of total employment)
- **1,579.5 JOBS (000's)** 1 in 4 net new jobs were created by Travel & Tourism over the last five years
- **KES193.8BN in visitor spend (15.9% of total exports)**

#### 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)

<table>
<thead>
<tr>
<th>Spending Type</th>
<th>Domestic Spending</th>
<th>International Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leasure Spending</td>
<td>64%</td>
<td>36%</td>
</tr>
<tr>
<td>Business Spending</td>
<td>36%</td>
<td>64%</td>
</tr>
<tr>
<td>Domestic Spending</td>
<td>66%</td>
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</tbody>
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Note: Data are average shares over the 2016-2018 period.
Source: Oxford Economics, national sources and UNWTO

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