**KENYA**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330 MN** 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)

- **KES193.8 BN** 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%
6. REST OF WORLD 57%

**OUTBOUND DEPARTURES**

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

**SECTOR CHARACTERISTICS (2019)**

- **Leisure Spending** 64%
- **Business Spending** 36%
- **Domestic Spending** 66%
- **International Spending** 34%

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

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