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**
  - **+4.9%**
  - Total T&T GDP = KES806.3BN (USD7,890.8MN)
  - 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%

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