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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of Total Economy GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>15%</td>
</tr>
<tr>
<td>Retail</td>
<td>10%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>5%</td>
</tr>
</tbody>
</table>

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.

10.3% Total GDP contribution

330 MN Jobs globally (1 in 10 jobs)

8.2% of Total Economy

8.5% of total employment

KES193.8 BN in visitor spend (15.9% of total exports)

4.9% vs +5.6% real economy GDP growth

INBOUND ARRIVALS

1. United Kingdom 16%
2. Germany 8%
3. United States 8%
4. Italy 6%
5. Tanzania 5%
Rest of World 57%

GLOBAL DATA 2019

GLOBAL DATA 2019

Kenya 2019 Key Data

Contribution of Travel & Tourism to GDP

8.2% of Total Economy

Total T&T GDP = KES806.3BN (USD7,890.8MN)

Contribution of Travel & Tourism to Employment

1,579.5 Jobs (000's)

(8.5% of total employment)

International Visitor Impact

KES193.8 BN

(USD1,896.6MN)

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

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%

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

SECTOR CHARACTERISTICS (2019)

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

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