

GLOBAL DATA 2019



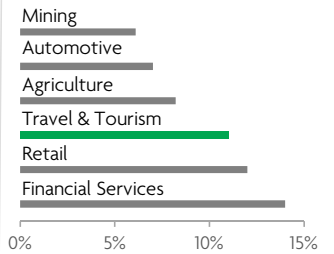
While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



1 in 4 net new jobs were created by Travel & Tourism over the last five years



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



KENYA 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

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



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

1,579.5 JOBS (000's)

(8.5% of total employment)



INTERNATIONAL VISITOR IMPACT

KES193.8_{BN}

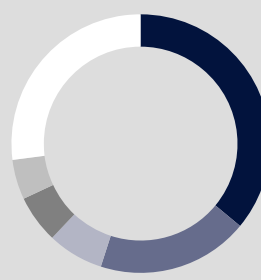
in visitor spend (**15.9%** of total exports) (USD1,896.6MN)

INBOUND ARRIVALS



- 1. UNITED KINGDOM **16%**
- 2. GERMANY **8%**
- 3. UNITED STATES **8%**
- 4. ITALY **6%**
- 5. TANZANIA **5%**
- **REST OF WORLD 57%**

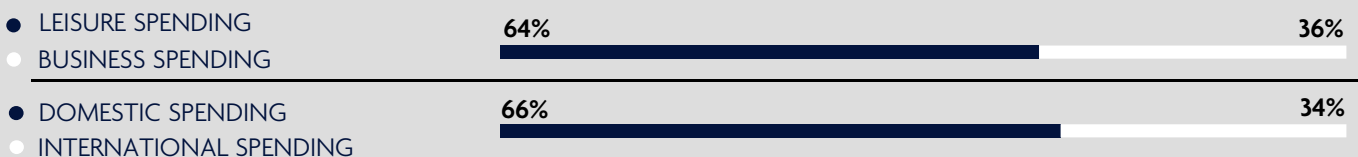
OUTBOUND DEPARTURES



- 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)



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