

Kenya

Country Snapshot

International arrivals

1.3
(Rank: 95/203)

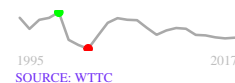
International tourism

1,833
(Rank: 63/200)

Contribution to GDP

727
(Rank: 31/176)

Contribution to empl.

9.2
(Rank: 49/176)

Govt. indiv. expend.

9.3
(Rank: 28/176)

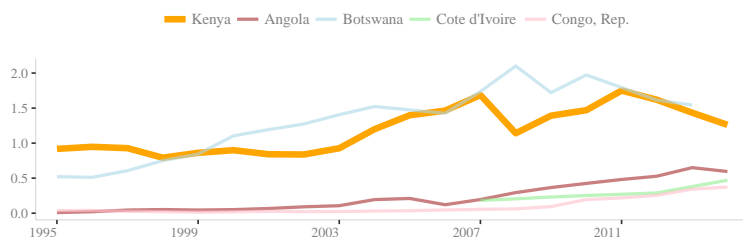
Capital investment

103
(Rank: 29/176)

TOURISM DEMAND AND SUPPLY

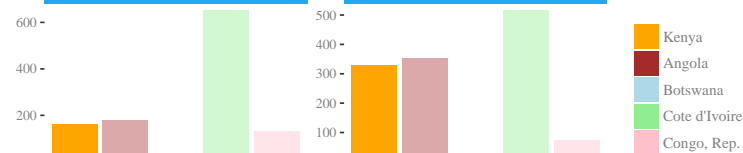
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PASSENGER ARRIVALS



SOURCE: WORLD BANK - WDI

PURPOSE

Business tourism
spending, current US
\$, billion (2017)Leisure tourism
spending, current US
\$, billion (2017)

SOURCE: WTTC

CULTURAL RESOURCES

Tourist service infrastructure

1-7 (best) (2015)

3.3 (Rank: 94/140)

Cultural resources and
business travel

1-7 (best) (2015)

1.7 (Rank: 61/140)

SOURCE: WEF TCR 2015

NATURAL RESOURCES

Natural resources

1-7 (best) (2015)

4.6 (Rank: 13/140)

Natural and cultural resources
subindex

1-7 (best) (2015)

3.1 (Rank: 37/140)

SOURCE: WEF TCR 2015

TOURISM ECONOMIC INDICATORS

Here goes a description

International tourism

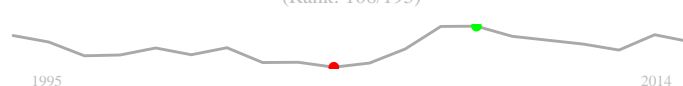
Receipts in current US\$, million (2014)

1,833
(Rank: 63/200)

SOURCE: WORLD BANK - WDI

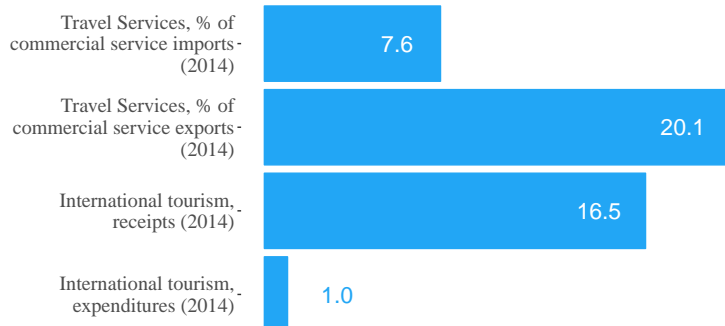
Intl. tourism expend.

current US\$, million (2014)

206
(Rank: 106/195)

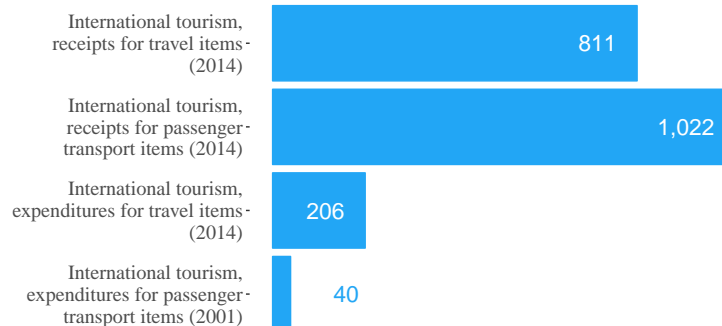
SOURCE: WORLD BANK - WDI

INTERNATIONAL TOURISM, % of exports



SOURCE: WORLD BANK - WDI

INTERNATIONAL TOURISM, in \$US

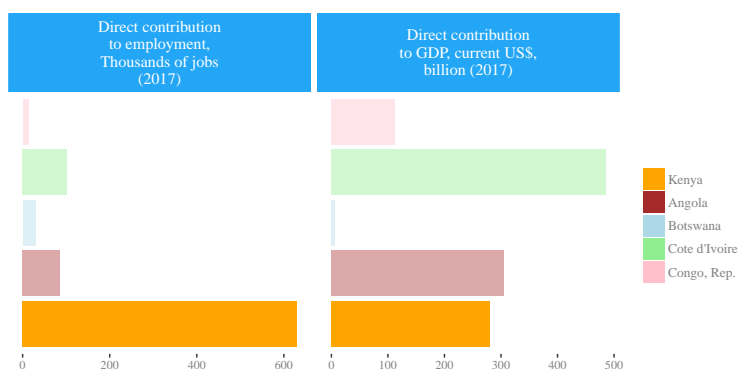


SOURCE: WORLD BANK - WDI

TOURISM ECONOMIC INDICATORS

Here goes a description

DIRECT CONTRIBUTION



SOURCE: WTTC

CAPITAL INVESTMENT

Internal T&T consumption current US\$ (2017)	490.4 (Rank: 27/176)
Domestic tourism spending current US\$ (2017)	49.8 (Rank: 62/176)
Capital investment current US\$ (2017)	92.3 (Rank: 29/176)
Govt. indiv. expend. current US\$ (2017)	3.4 (Rank: 29/176)

SOURCE: WTTC

TOURISM COMPETITIVENESS

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T&T Competitiveness

1–7 (best) (2015)

3.6

(Rank: 76/140)

SOURCE: WEF TCR 2015

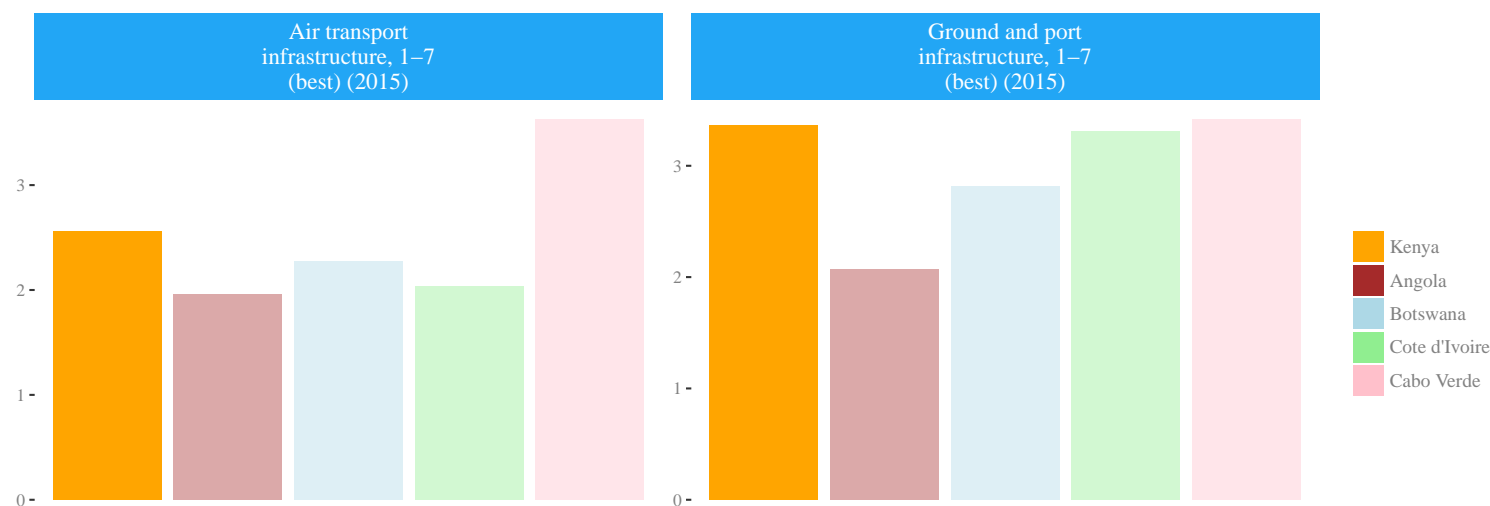
(1–7=best)

	Kenya	Angola	Botswana	Cabo Verde
Business environment	4.33	3.03	4.86	4.42
Enabling environment subindex	3.79	3.23	4.29	4.43
Environmental sustainability	4.42	3.41	4.42	4.32
Health and hygiene	3.29	3.23	3.50	4.64
Human resources & labour market	4.44	2.79	4.20	4.39
ICT readiness	3.13	2.37	3.74	3.52
Infrastructure subindex	3.07	2.15	2.85	3.87
International Openness	3.01	1.29	2.12	3.13
Price competitiveness	4.50	5.46	5.44	4.48
Prioritization of Travel & Tourism	5.36	2.67	4.33	4.52
Safety and security	3.78	4.73	5.15	5.18
T&T policy and enabling conditions	4.32	3.21	4.08	4.11

SOURCE: WEF TCR 2015

ACCESS AND TRANSPORT

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SOURCE: WEF TCR 2015