

International arrivals
passengers, million (2014)

1.3

(Rank: 87/202)

Int. Tourism Receipts
current US\$, billion (2014)

1,833

(Rank: 97/199)

Contribution to GDP
current US\$, billion (2017)

6.7

(Rank: 76/175)

Contribution to empl.
thousands of jobs (2017)

1,654

(Rank: 27/175)

T&T Competitiv.
1-7 (best) (2015)

76/140

Value: 3.6

Capital investment
current US\$, billion (2017)

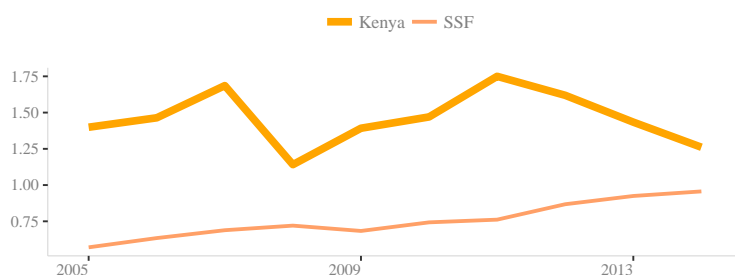
1.9

(Rank: 66/175)

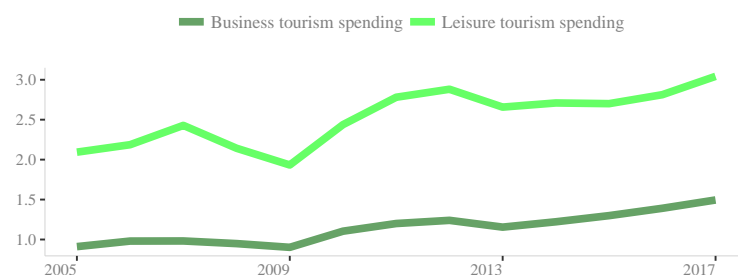


TOURISM DEMAND

PASSENGER ARRIVALS, in millions



TOURISM EXPENDITURE BY PURPOSE, current \$US billion



RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast.

94/140

Value: 3.3

1-7 (best) (2015)

Cultural resour. & business
travel

61/139

Value: 1.7

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources

13/140

Value: 4.6

1-7 (best) (2015)

Natural and cultural res.
subindex

37/140

Value: 3.1

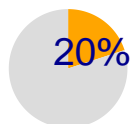
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

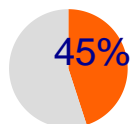
TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports

Kenya (2014)

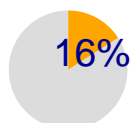


SSF (average, 2014)

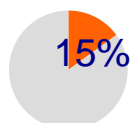


INTERNATIONAL TOURISM RECEIPTS, % of total exports

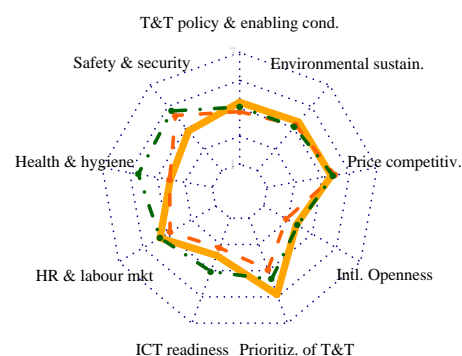
Kenya (2014)



SSF (average, 2014)



SOURCE: WORLD BANK - WDI



Kenya SSF World

SOURCE: WEF TTCR 2015

TOURISM ECONOMIC INDICATORS

DIRECT v. TOTAL CONTRIBUTION

Total contribution to GDP, current US\$, billion- (2017)	6.7	4.7%
Total contribution to employment, thousands of jobs (2017)	1,653.8	9.5%
Direct contribution to GDP, current US\$, billion- (2017)	2.6	1.8%
Direct contribution to employment, thousands of jobs (2017)	629.2	3.6%

SOURCE: WTTC

INTERNATIONAL TOURISM, in \$US (*)

International tourism, receipts for travel items- (2014)	811
International tourism, receipts for passenger-transport items (2014)	1,022
International tourism, expenditures for travel items- (2014)	206
International tourism, expenditures for passenger-transport items (2001)	40

SOURCE: WORLD BANK - WDI

CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption (2017)	2.7	(Rank: 77/175)
Domestic tourism spending (2017)	0.8	(Rank: 86/175)
Capital investment (2017)	1.7	(Rank: 66/175)

SOURCE: WTTC

ACCESS AND TRANSPORT

Air transport infrast. 1-7 (best) (2015)	71/139	Value: 2.6
Ground & port infrast. 1-7 (best) (2015)	70/140	Value: 3.4

SOURCE: WEF TTCR 2015

OTHER COMPETITIVENESS INDICATORS

Price competitiv. 1-7 (best) (2015)	83/140	Value: 4.5
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Business envmnt 1-7 (best) (2015)	76/139	Value: 4.3
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SOURCE: WEF TTCR 2015

Prioritiz. of T&T 1-7 (best) (2015)	23/139	Value: 5.4
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HR & labour mkt 1-7 (best) (2015)	80/140	Value: 4.4
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SOURCE: WEF TTCR 2015

(*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.