

## Kenya

## Country Snapshot

International arrivals  
passengers, million (2014)

1.3

(Rank: 52/144)

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

1,833

(Rank: 36/143)

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

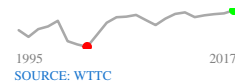
6.7

(Rank: 48/125)

Contribution to empl.  
thousands of jobs (2017)

1,654

(Rank: 26/125)

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

51/98

Value: 3.6

Capital investment  
current US\$, billion (2017)

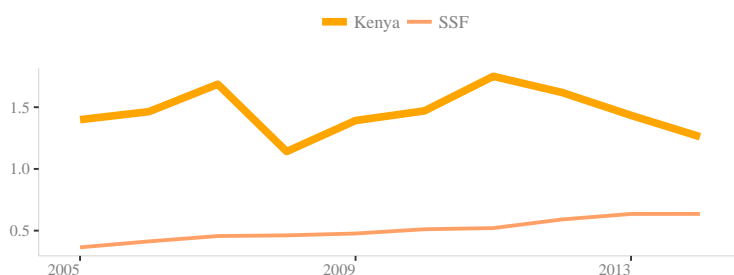
1.9

(Rank: 49/125)



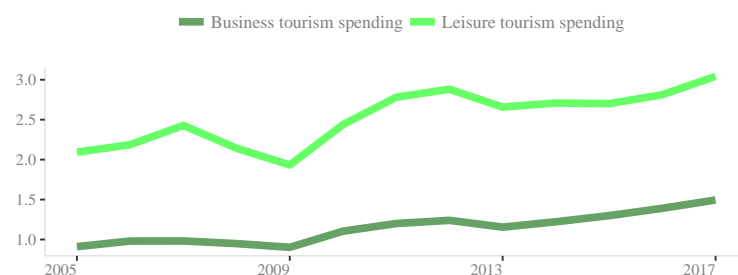
## TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

## RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast.

63/98

Value: 3.3

1-7 (best) (2015)

Cultural resour. & business  
travel

43/97

Value: 1.7

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources

12/98

Value: 4.6

1-7 (best) (2015)

Natural and cultural res.  
subindex

29/98

Value: 3.1

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

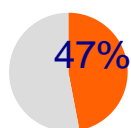
## TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports

Kenya (2014)

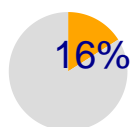


SSF (average, 2014)

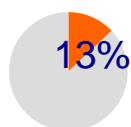


INTERNATIONAL TOURISM RECEIPTS, % of total exports

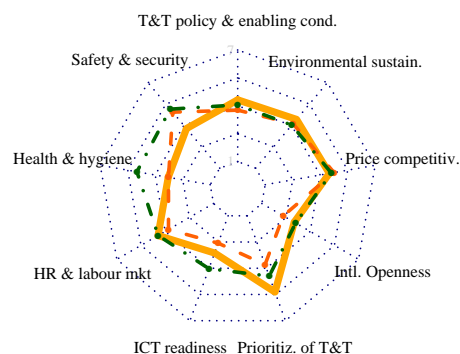
Kenya (2014)



SSF (average, 2014)



SOURCE: WORLD BANK - WDI

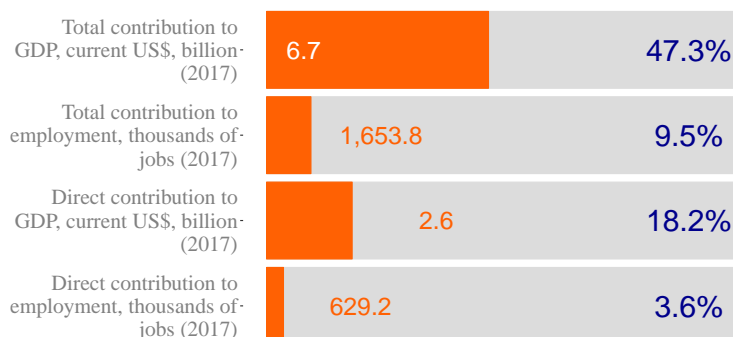


● Kenya ● SSF ● World

SOURCE: WEF TTCR 2015

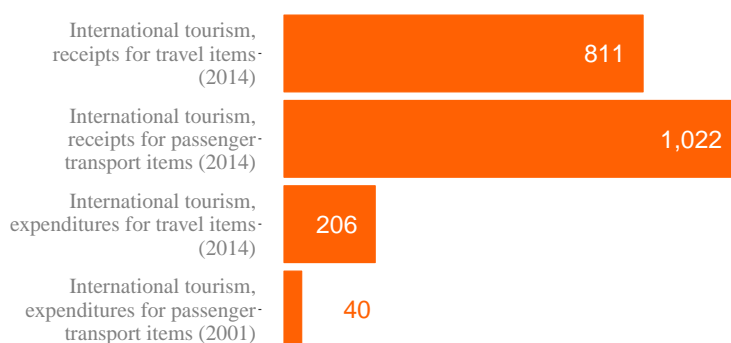
# TOURISM ECONOMIC INDICATORS

## DIRECT v. TOTAL CONTRIBUTION



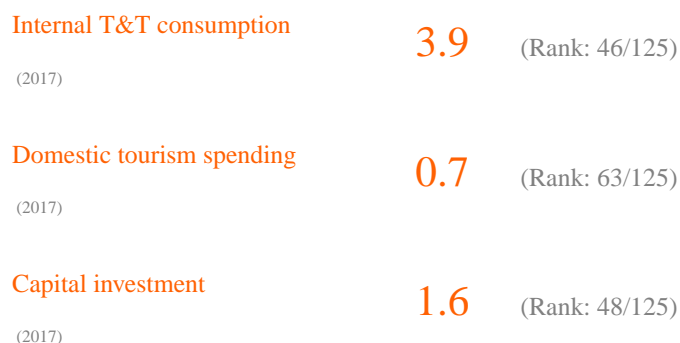
SOURCE: WTTC

## INTERNATIONAL TOURISM, in \$US (\*)



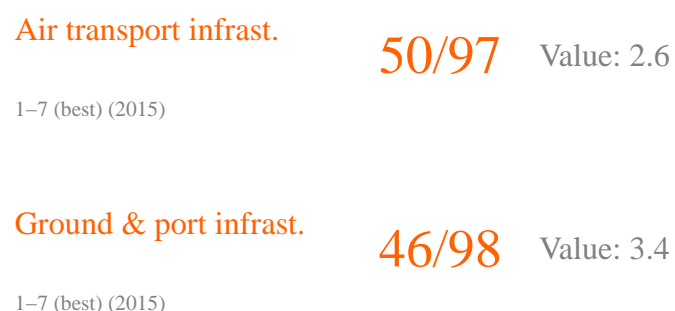
SOURCE: WORLD BANK - WDI

## CAPITAL INVESTMENT, current \$US billion



SOURCE: WTTC

## ACCESS AND TRANSPORT



SOURCE: WEF TTCR 2015

# OTHER COMPETITIVENESS INDICATORS



SOURCE: WEF TTCR 2015

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.