



Ministry of Tourism
and Wildlife



Tourism
Research
Institute



TOURISM SECTOR PERFORMANCE REPORT

Jan-Aug 2022





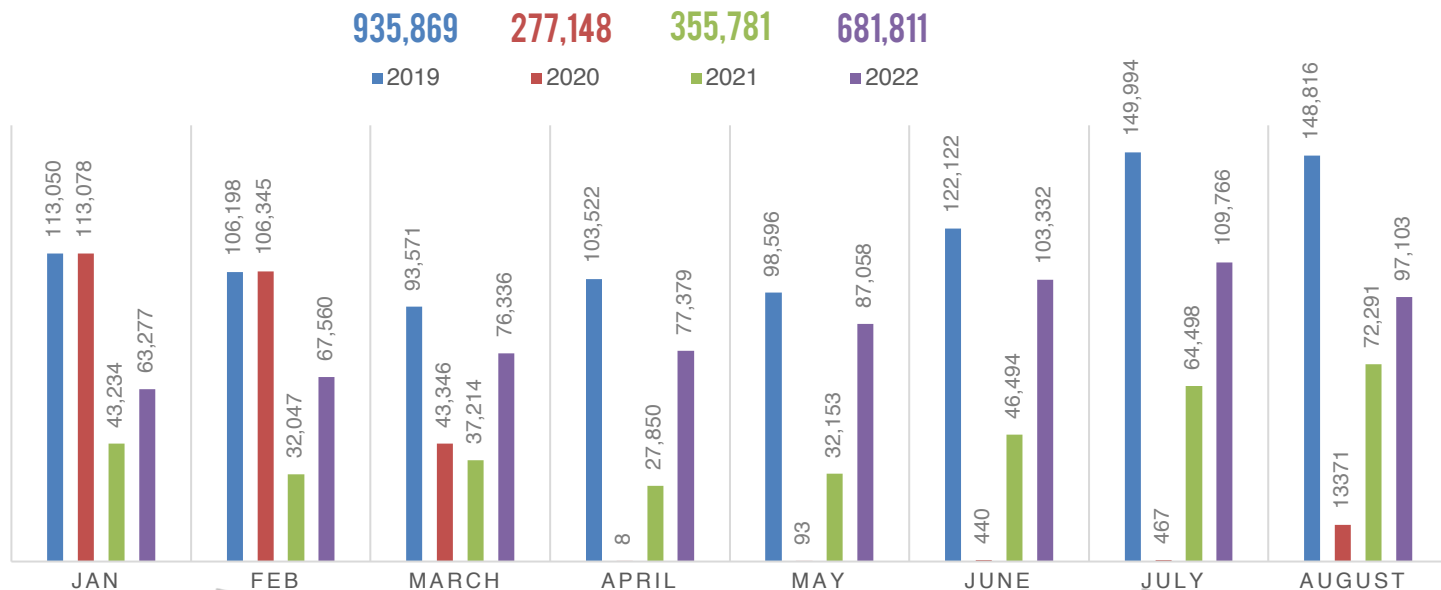
Background

This report focuses on the performance of international arrivals markets into Kenya from January to August 2022 and the earnings accruing from that. It also gives projections for the remaining part of the year.





International Visitor Arrivals by Entry Point – JKIA





International Visitor Arrivals by Entry Point – MIA

83,178

■ 2019

27,792

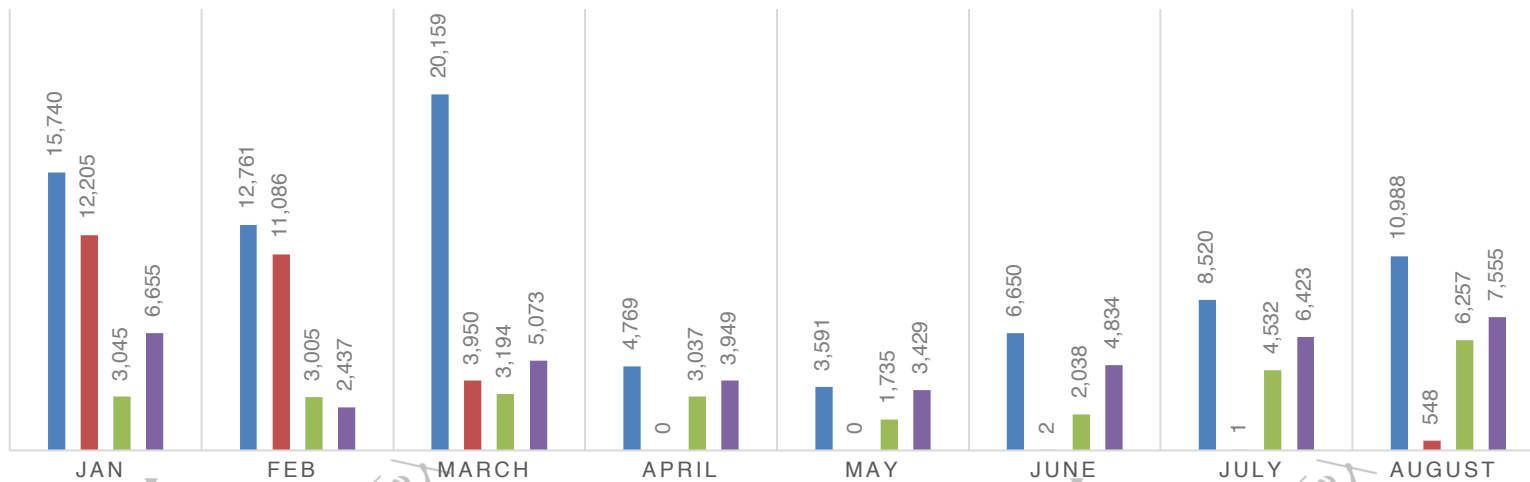
■ 2020

26,843

■ 2021

40,355

■ 2022





International Visitor Arrivals by Entry Point – Other Entry Points

326,811

■ 2019

100,119

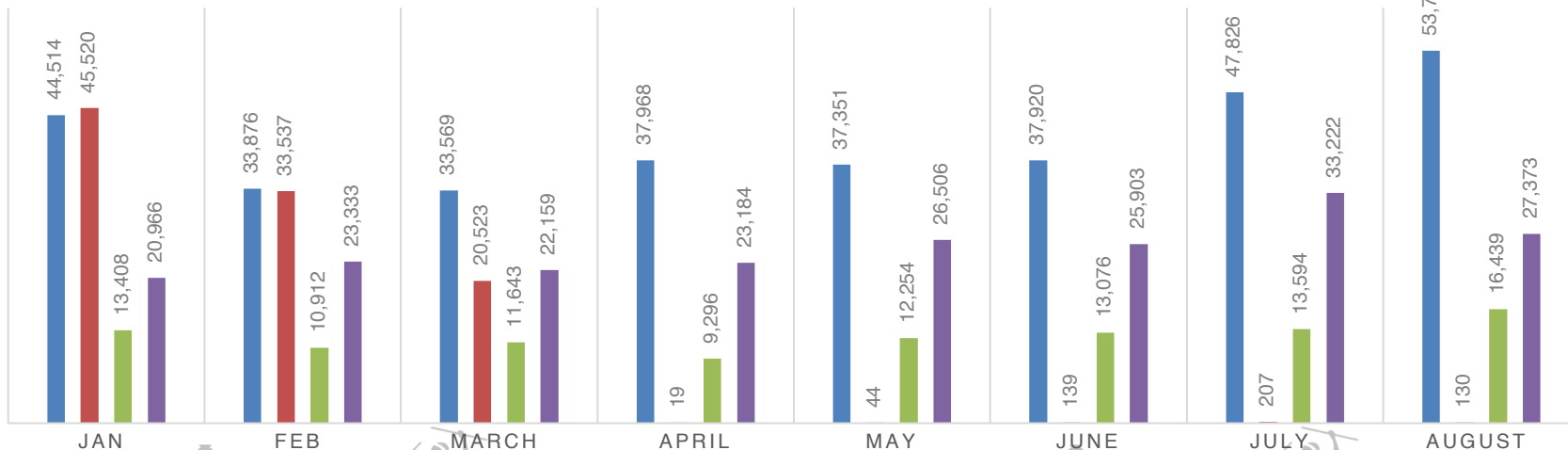
■ 2020

100,622

■ 2021

202,646

■ 2022





International Visitor Arrivals – Totals

1,345,858

405,059

483,246

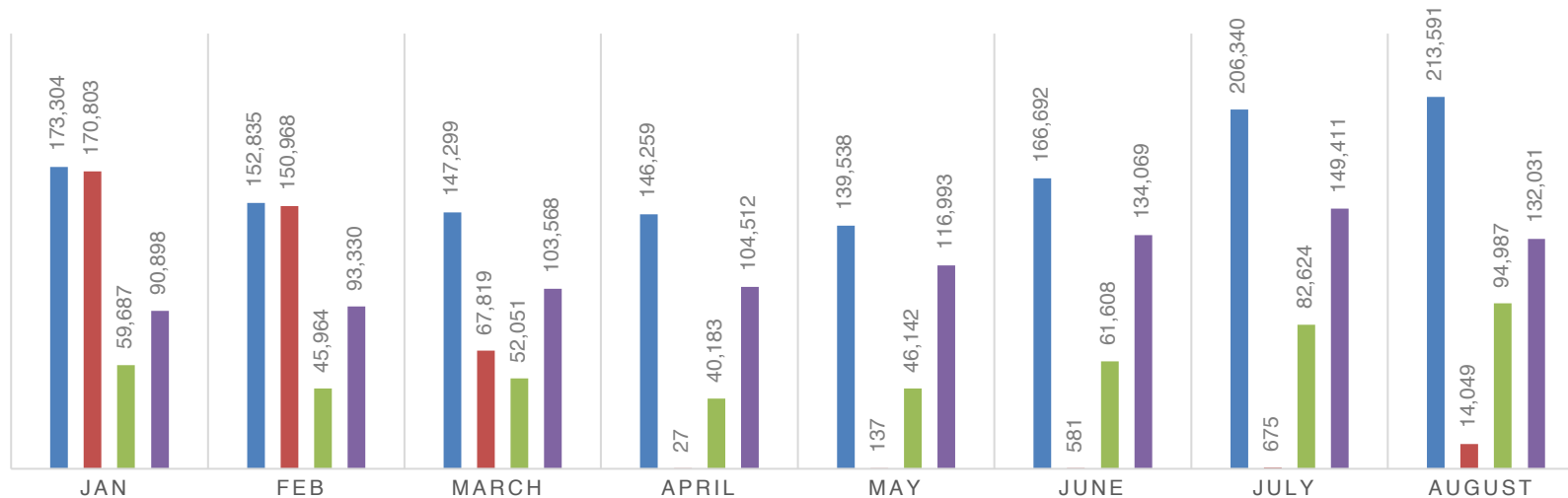
924,812

■ 2019

■ 2020

■ 2021

■ 2022





Total Arrivals as Compared to Best Year – 2019

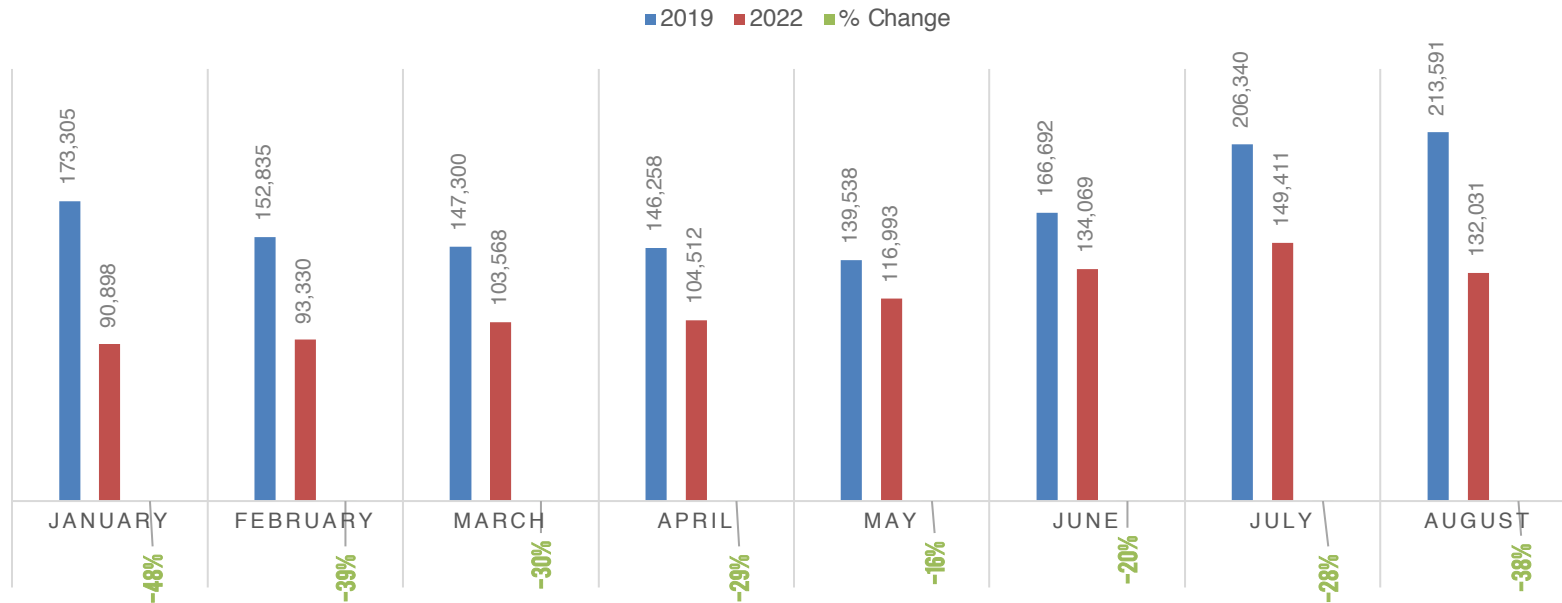
	Jan	Feb	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Total Arrivals
2019	173,304	152,835	147,299	146,259	139,538	166,692	206,340	213,591	169,574	203,118	154,253	176,031	2,048,834
2020	170,803	150,968	67,819	27	137	581	675	14,049	26,019	39,893	37,885	58,992	567,848
2021	59,687	45,964	52,051	40,183	46,142	61,608	82,624	94,987	87,991	91,799	94,318	113,111	870,465
2022	90,898	93,330	103,568	104,512	116,993	134,069	149,411	132,031					924,812

Good progress has been made in sector recovery as compared to the worst Covid-19 years of 2020 and 2021



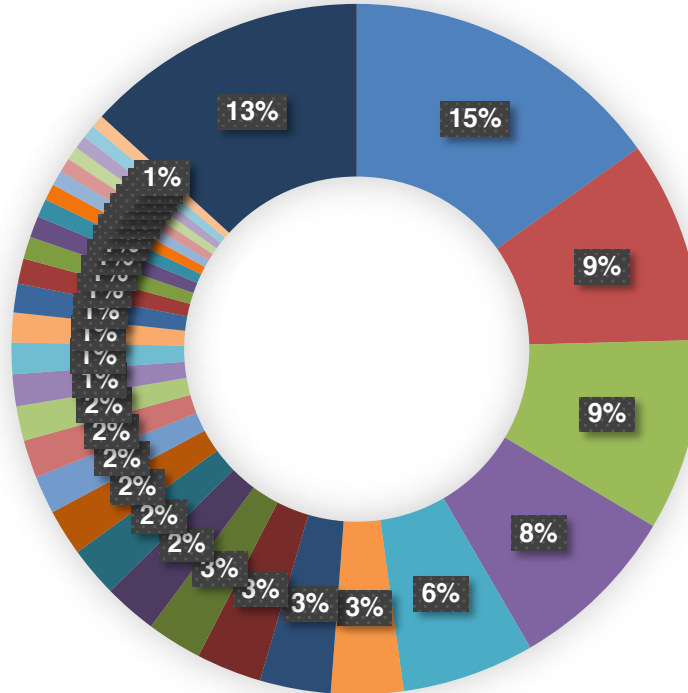


Comparing 2022 to 2019 Year on Year





Top 30 Markets

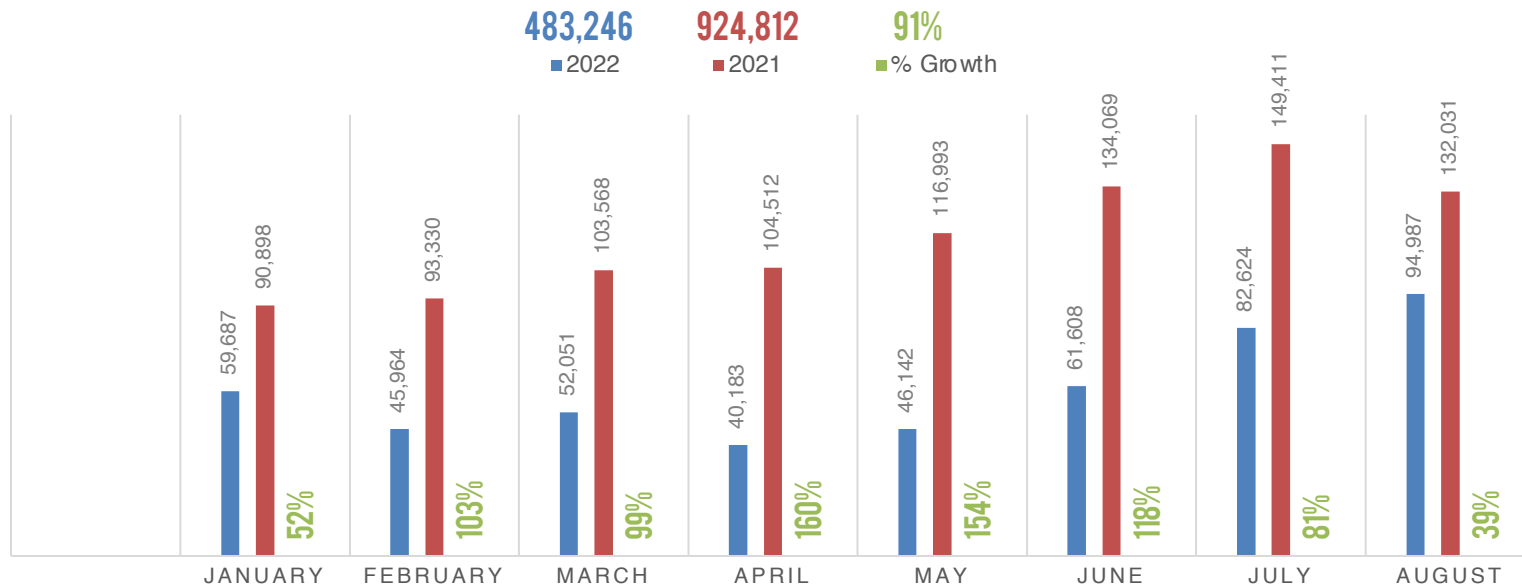


- United States
- Uganda
- United Kingdom
- United Republic of Tanzania
- India
- Germany
- Rwanda
- Somalia
- Ethiopia
- France
- South Sudan
- Nigeria
- South Africa
- Canada
- Netherlands
- Democratic Republic of Congo
- China
- Italy
- Burundi
- Sweden
- United Nations Organization
- Poland
- Spain
- Zimbabwe
- Denmark



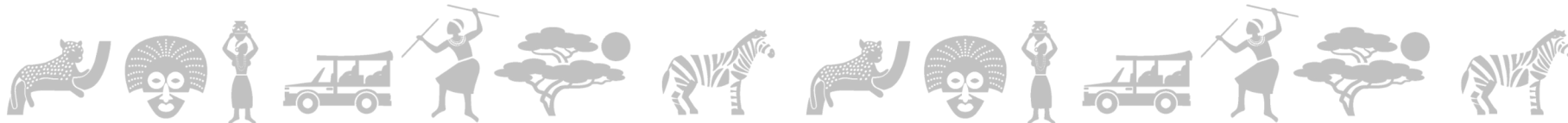
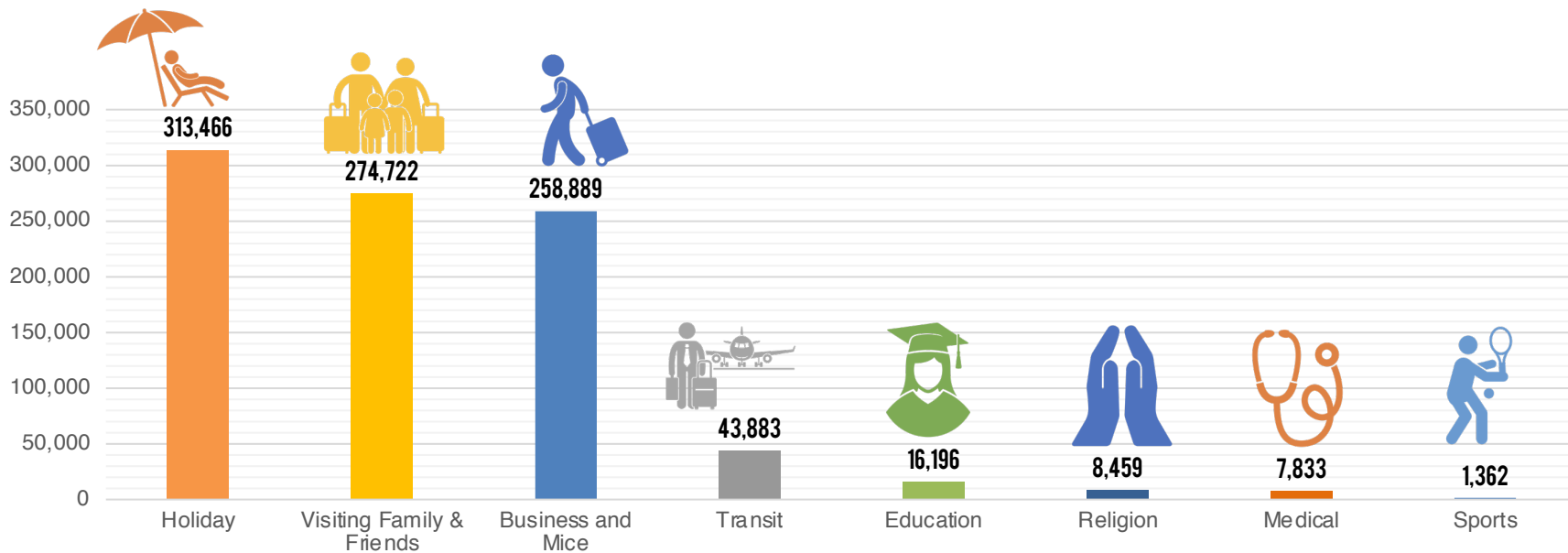


Arrivals Comparison, January to August, 2021 and 2022





Arrivals by Purpose of Visit





Most Improved Source Markets Year on Year

Nationality	January		February		March		April		May		June		July		August		TOTAL		% INCREASE
	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	
United Kingdom	5,295	7,932	2,942	9,237	3,211	9,949	1,408	10,538	1,324	8,445	2,084	10,356	3,237	14,056	3,881	12,611	23,382	83,124	256%
Spain	301	627	233	667	222	669	112	1,190	226	1,130	608	2,283	1,326	3,596	2,238	5,194	5,266	15,356	192%
Italy	787	1,425	784	1,445	676	1,477	412	1,451	367	1,123	572	1,438	1,113	2,786	1,584	6,073	6,295	17,218	174%
Netherlands	690	1,470	551	1,614	636	1,618	494	1,935	583	2,010	736	1,954	1,481	3,355	1,428	2,699	6,599	16,655	152%
India	3,367	5,210	3,085	4,794	3,234	5,513	2,198	7,015	716	9,173	1,350	8,204	3,826	8,663	5,479	8,835	23,255	57,407	147%
Germany	1,299	3,281	1,145	3,556	1,355	3,683	851	3,997	914	2,858	1,342	3,779	2,729	4,794	3,724	5,331	13,359	31,279	134%
Canada	890	1,321	637	1,540	639	2,008	523	1,673	571	2,206	861	2,375	1,468	2,662	1,536	2,378	7,125	16,163	127%
France	1,389	2,072	647	3,346	653	2,411	468	2,267	675	2,220	941	2,573	2,164	3,358	2,972	4,076	9,909	22,323	125%
United States of America	7,313	11,912	5,606	11,818	6,966	14,465	5,485	11,625	8,033	16,979	15,775	28,456	19,465	27,145	16,338	17,428	84,981	139,828	65%





Inbound Tourism Earnings 2021 – 2022

83,156

167,098

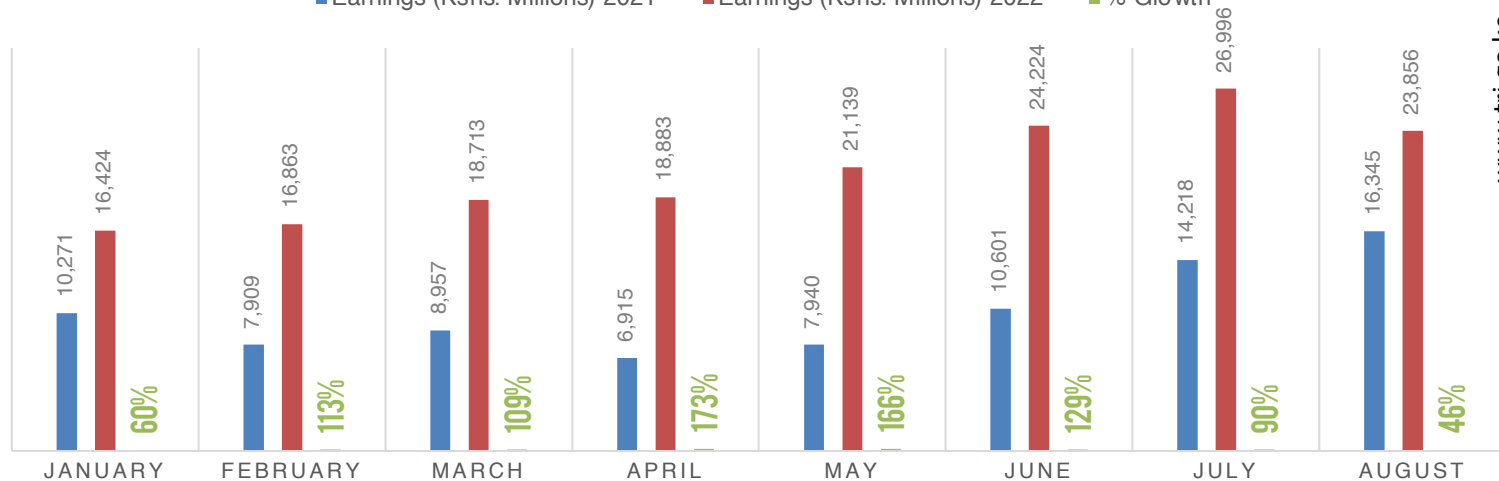
101%

■ Earnings (Kshs. Millions) 2021

■ Earnings (Kshs. Millions) 2022

■ % Growth

Inbound tourism earnings grew to **Kshs. 167,098,000,000** compared to **Kshs. 83,156,000,000** during the same period in 2021. This represents a **101% growth** year on year with the monthly breakdown as shown here.





Full Year Forecast on Quarterly Basis

Projections for quarter three and four for the variables in the table above take into account the electioneering period based on an average of growth rates between the pre-election and post-election periods of the years 2013 and 2017

Aspects		Actual	Actual	Actual	Forecast
Visitors Arrivals	Duration	2019	2020	2021	2022
	Quarter 1	473,438	389,590	157,702	287,796
	Quarter 2	452,489	745	147,933	355,574
	Quarter 3	589,505	40,743	265,602	441,112
	Quarter 4	533,402	136,770	299,230	384,344
	Total	2,048,834	567,848	870,467	1,468,826
Receipts/Earnings	Duration	2019	2020	2021	2022
	Quarter 1	68,445,000,000	62,866,000,000	27,137,000,000	51,999,556,872
	Quarter 2	65,416,000,000	119,000,000	25,456,000,000	64,245,821,468
	Quarter 3	85,226,000,000	6,573,000,000	45,704,000,000	79,700,998,384
	Quarter 4	77,114,000,000	19,004,000,000	48,217,060,000	69,444,042,608
	Total	296,201,000,000	88,562,000,000	146,514,060,000	265,390,419,332

Sources: TRI, 2022





Annual Projections up to 2024

	Actual	Actual	Actual	Forecast	Forecast	Forecast
Year	2019	2020	2021	2022	2023	2024
Visitors Arrivals	2,048,834	567,848	870,467	1,468,826	1,987,369	2,200,448
Receipts/Earnings	296,201,000,000	88,562,000,000	146,514,060,000	265,390,419,332	359,081,805,000	396,080,640,000

Full Recovery of arrivals to 2019 best year is expected in 2024. However, earnings could surpass 2019 figures by 2023 indicating increased per capita earning from tourists.



A photograph of two men in a small wooden boat on a body of water. The man in the foreground is seated, wearing a light-colored striped shirt, and holding a long wooden pole. The man in the background is standing, wearing a dark striped shirt, and is in the process of casting a large, colorful fishing net (green and blue) into the water. The net is captured mid-air, creating a dynamic splash. The water is a deep blue-grey color with gentle ripples. The overall scene suggests a traditional fishing activity.

END