

A large commercial airplane is parked on a tarmac at dusk. The sky is a mix of orange and blue. Ground service equipment, including a jet bridge and various vehicles, is visible around the plane. The overall scene is dimly lit, with the primary light source being the setting or rising sun.

International Tourism Performance

January - October 2020

Introduction

This report presents the performance of Kenya's international tourists market from January to October 2020. It highlights the following:

- International arrivals by nationalities and by gender
- Top 30 source markets
- Comparison with performance during same period in 2019
- International arrivals receipts



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International Visitor Arrival

The total number of international visitors through all points of entry from January to October 2020 was **470,971** compared to **1,718,550 in 2019**. Performance in the months of January and February was comparable to 2019.

This was followed by drastic decline in March when Covid-19 spread rapidly and the country like the rest of the world took measures to contain the spread and eventually a total collapse from April to July.





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International Visitor Arrival

Upon reopening of the country's borders and air space in August, minimal but gradually growing arrivals are being recorded.



Visiting friends & family

35.32%



Business

35.11%



Holiday

19.92%

compared to 63.15% in
2019

The decline in holiday travel numbers is an indication that **only essential travel is happening** and the holiday market will take long to recover.

Top 30 Source Markets

Jan to Oct 2020



	NATIONALITY	FEMALE	MALE	TOTAL
1.	Uganda	18,660	41,739	60,399
2.	United States	24,631	28,813	53,444
3.	United Republic of Tanzania	9,906	33,743	43,649
4.	United Kingdom	17,990	24,351	42,341
5.	India	7,863	17,388	25,251
6.	Germany	7,914	9,561	17,475
7.	Italy	6,515	7,530	14,045
8.	France	6,268	7,702	13,970
9.	Rwanda	3,226	10,602	13,828
10.	China	3,021	7,662	10,683

Top 30 Source Markets

Jan to Oct 2020



	NATIONALITY	FEMALE	MALE	TOTAL
11.	Canada	4,723	5,421	10,144
12.	Ethiopia	3,163	6,304	9,467
13.	Somalia	4,288	4,969	9,257
14.	South Africa	3,008	6,236	9,244
15.	Netherlands	3,603	5,368	8,971
16.	Burundi	1,563	6,189	7,752
17.	Nigeria	1,848	5,410	7,258
18.	South Sudan	2,870	3,942	6,812
19.	Sweden	2,875	3,407	6,282
20.	Democratic Republic Of Congo	1,603	3,728	5,331

Top 30 Source Markets Jan to Oct 2020



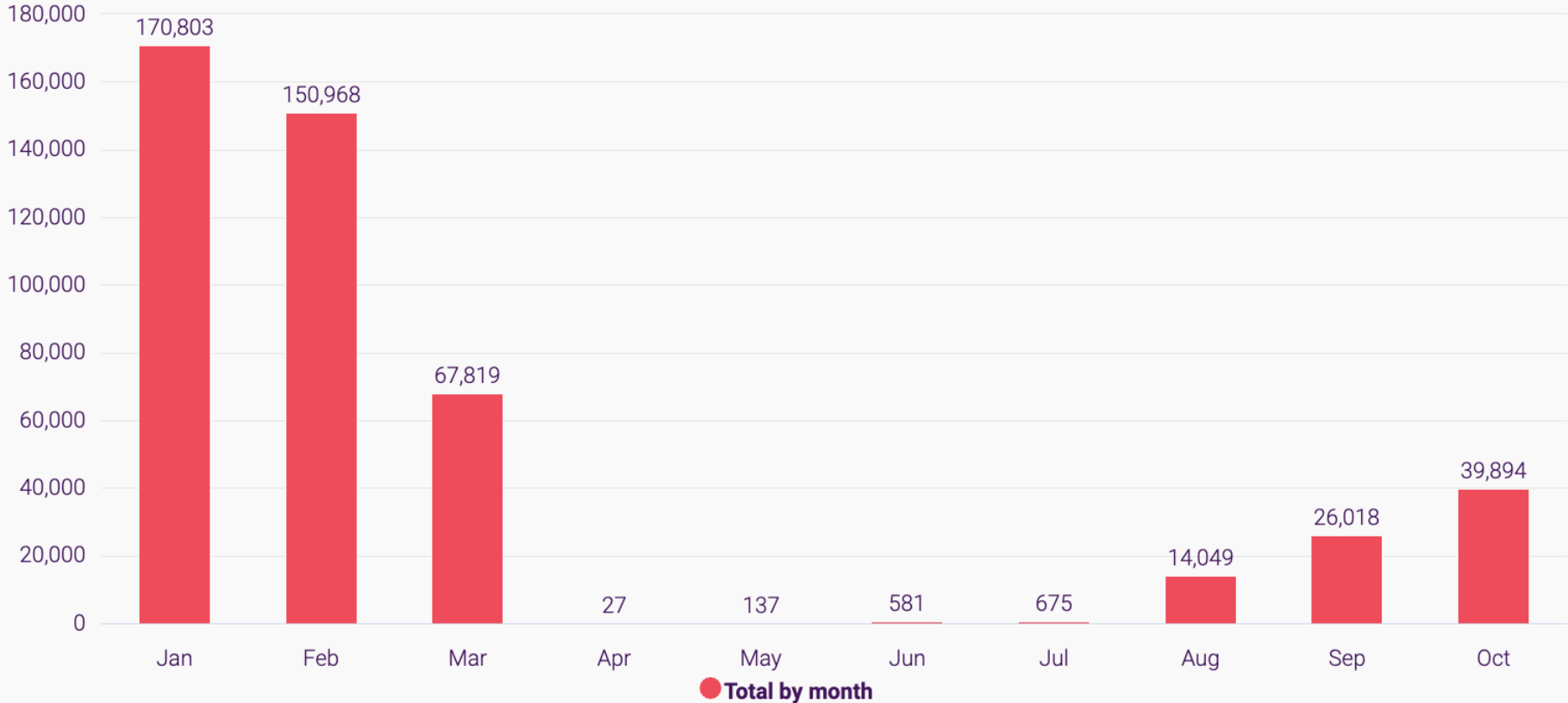
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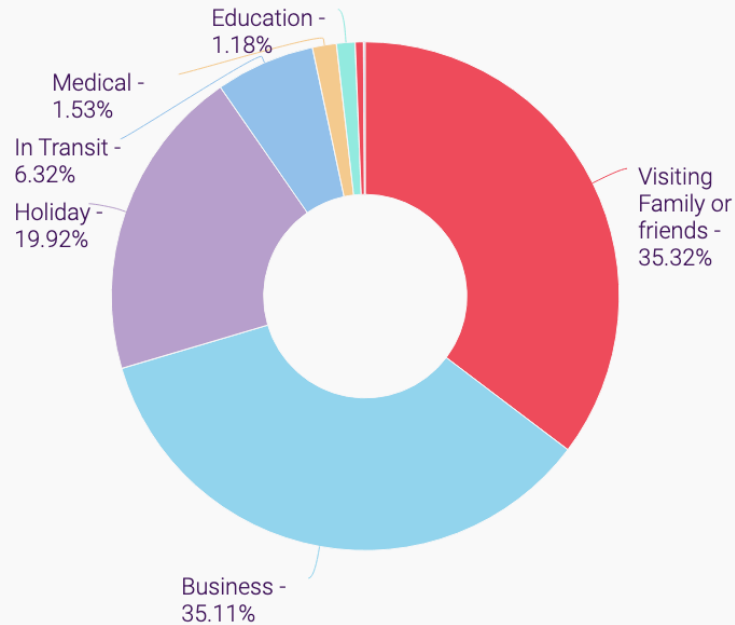
	NATIONALITY	FEMALE	MALE	TOTAL
21.	Denmark	2,114	2,443	4,557
22.	Australia	2,128	2,395	4,523
23.	Poland	2,132	2,066	4,198
24.	Norway	1,962	2,226	4,188
25.	Switzerland	1,699	1,945	3,644
26.	Pakistan	834	2,376	3,210
27.	Spain	1,389	1,729	3,118
28.	Zimbabwe	1,087	2,027	3,114
29.	Japan	1,127	1,972	3,099
30.	Egypt	536	2,526	3,062

Monthly Analysis

Jan to Oct 2020



Purpose of visit Jan to Oct 2020



Purpose of Visit	August 2020	September 2020	Total	% Share
Visiting Family or friends	6,368	7,782	14,150	35.32%
Business	2,372	11,696	14,068	35.11%
Holiday	3,685	4,295	7,980	19.92%
In Transit	1,129	1,405	2,534	6.32%
Medical	194	418	612	1.53%
Education	221	252	473	1.18%
Religion	72	137	209	0.52%
Sports	8	33	41	0.10%
Total	14,049	26,018	40,067	100%



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Loss of Revenue

From January to October 2020, the sector only realised **Kshs. 37 billion** in direct international tourists' receipts. This is **against a projected Kshs. 147.5 billion** for the review period.

The sector hence lost over **Kshs. 110 billion** of direct international tourists' revenue due to the Covid-19 pandemic.

