



OUR MANDATE



THE ECONOMIC CONTRIBUTION OF TRAVEL & TOURISM

DIRECT CONTRIBUTION

COMMODITIES

Accommodation.
Transportation.
Entertainment.
Attractions.

INDUSTRIES

Accommodation.
Food & beverage.
Retail Trade.
Transportation.
Cultural, sports
& recreational.

SOURCES OF SPENDING

Residents' domestic
T&T spending.
Businesses'
domestic travel
spending.
Visitor exports.
Government T&T
spending.

INDIRECT CONTRIBUTION

- T&T investment spending.
- Government collective T&T spending.
- Impact of purchases from suppliers.

INDUCED CONTRIBUTION

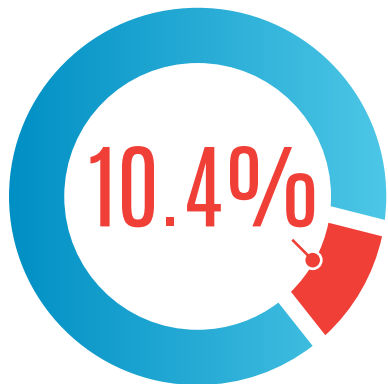
- Food and beverages.
- Recreation
- Clothing
- Housing
- Household Goods

TOTAL Travel & Tourism contribution

- To GDP
- To Employment

THE WHY

Economic Contribution of Tourism.



Travel & Tourism GDP as a percentage of global GDP.



4.6 % Direct Travel & Tourism GDP growth in 2017.

1/10 JOBS



That are supported by Travel & Tourism. This is 9.9% of global employment.

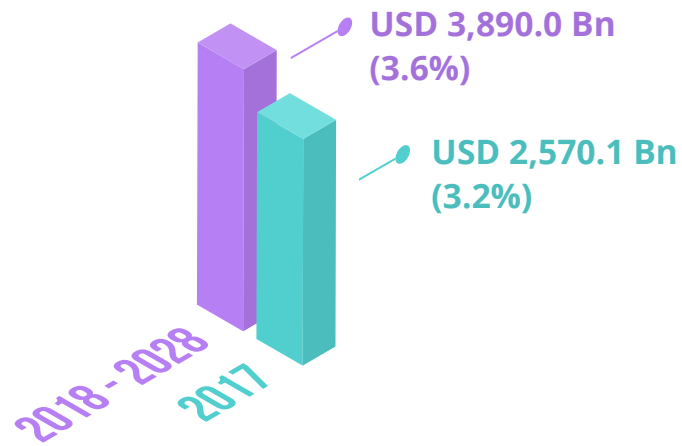
1/5 JOBS



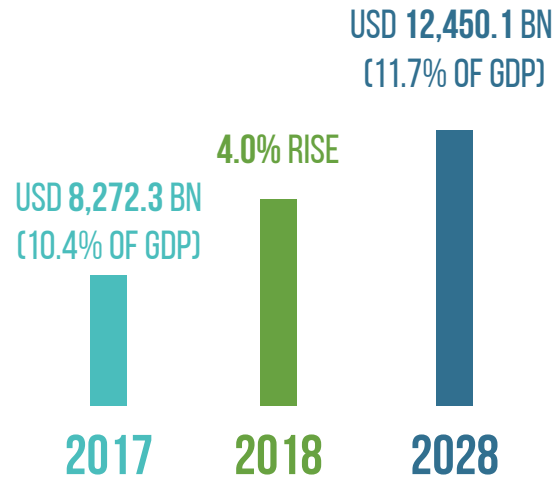
Of all global net jobs created in Last decade have been within the Travel & tourism sector.

TOURISM STATISTICS & INVESTMENT OUTLOOK

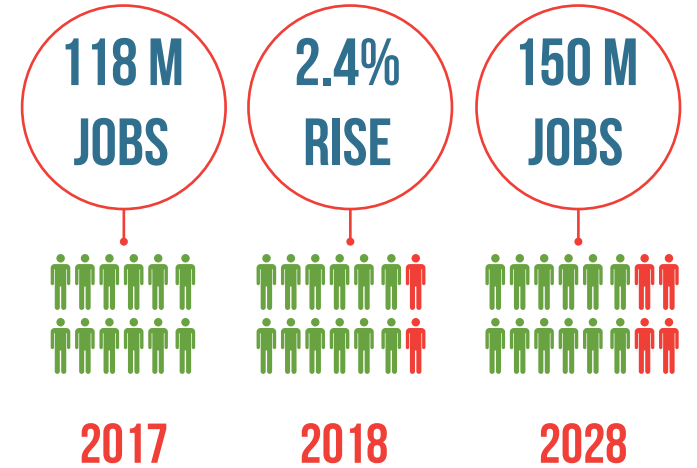
GDP: DIRECT CONTRIBUTION



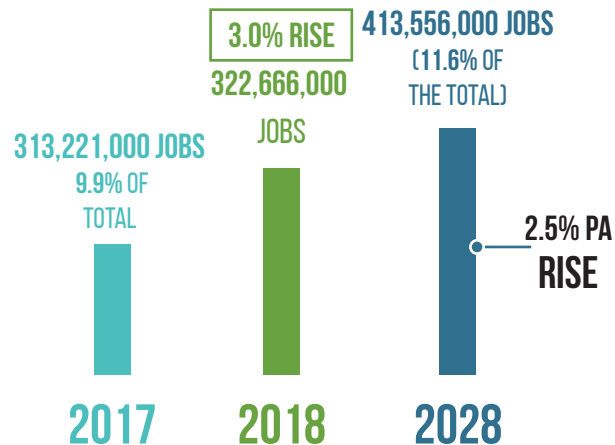
GDP: TOTAL CONTRIBUTION



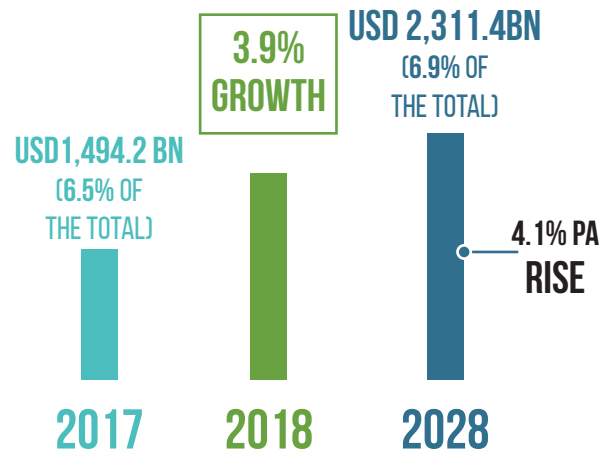
EMPLOYMENT: DIRECT CONTRIBUTION



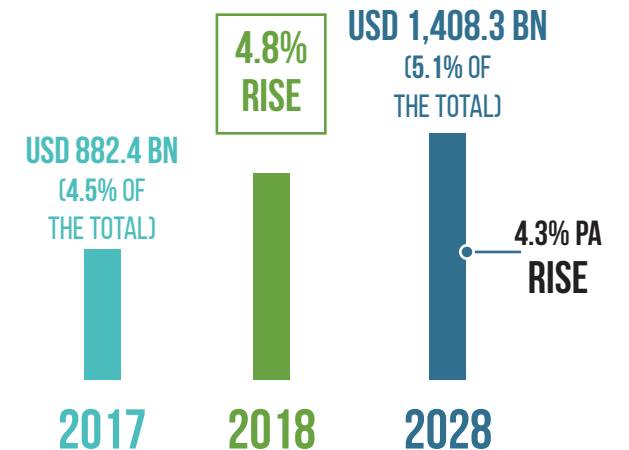
EMPLOYMENT: TOTAL CONTRIBUTION



VISITOR EXPORTS



INVESTMENT



INVESTMENT OUTLOOK COMPARISON (WORLD & AFRICA)

INVESTMENT OUTLOOK 2017	WORLD	AFRICA
GDP: DIRECT CONTRIBUTION	USD 2,570.1 BN	USD 72.8 BN
GDP: TOTAL CONTRIBUTION	USD 8,272.3 BN	USD 177.6 BN
EMPLOYMENT: DIRECT CONTRIBUTION	118 MILLION JOBS	9 MILLION JOBS
EMPLOYMENT: TOTAL CONTRIBUTION	313 MILLION JOBS	22 MILLION JOBS
VISITOR EXPORTS	USD 1,494.2 BN	USD 48.7 BN
INVESTMENT	USD 882.4 BN	USD 28.2 BN

*All values are in constant 2017 prices & exchange rates.

ROLE OF PUBLIC SECTOR IN TOURISM INVESTMENT



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Mobilising investment for
inclusive and sustainable
industrial development
hence reduce investment cost in the
long term.

**INCREASING
EFFORT ON FACILITATION AND
PROMOTION**

- 1. Preservation of Culture and Environment.*
- 2. Simplified Administrative procedures.*
- 3. Investment Incentives - Specific lead.*
- 4. Development of tourism development zones as part of planning*
- 5. Reform of domestic investment dispute resolution*

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Tourism investment
INFRASTRUTRE
development plan.

ROLE OF GOVERNMENT IN SUSTAINABLE FINANCING.



Development of strong DFI regionally.



Blended capital on high impact projects.



Increase access to affordable credit.

- *Development on PPP AND JOINT VENTURE MODELS i.e people first models.*
- *Equity financing.*
- *Debt financing.*
- *Strong capital markets.*



Longterm sustainable partnership with foreign investors
e.g IDB and UNCTAD.



Tourism specific funds to bridge the gap on tourism
Infrastructure. E.G tourism development fund in kenya.

THE FUTURE

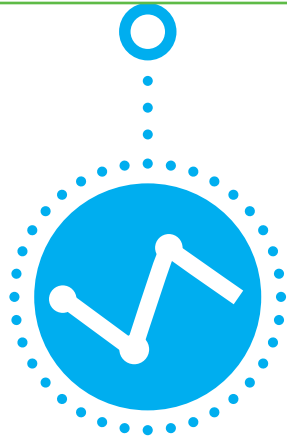


SUSTAINABLE DEVELOPMENT GOALS



SUSTAINABLE DEVELOPMENT GOALS

IN RELATIONSHIP TO TOURISM



DE-RISKING THE TOURISM SECTOR

Through linkage with other sectors



USE OF FIN-TECH AND BLOCK CHAIN TO LINK SDG WITH TOURISM

- *sustainable green bonds*
- *Sustainable tourism bonds*
- *Use of block chain to provide linkage and impact assessment on different sectors.*



THE UN TOOLKIT ON SDG FINANCING



THANK YOU!



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