

TOURISM PERFORMANCE 2017/18

Within the review period, combined arrivals for July to June Financial Year 2017/18 closed at **1,488,370** compared to **1,393,568** in 2016/17, illustrating a growth of **6.8%**.

The Jomo Kenyatta International Airport (JKIA) recorded arrivals for the period of **848,521** up from **826,706** illustrating a growth of **2.6%**.

Moi International Airport Mombasa (MIAM) recorded **119,910** arrivals up from **92,526** in Financial Year 2016/17 illustrating a growth of **29.6%**

Cruise ship arrivals recorded in the period was **2,778** compared to **1,743** in Financial Year 2016/17, this is a growth of **59%**.

The cross border arrivals closed at **517,159** up from **470,542** in Financial Year 2016/17, illustrating a growth of **9.9%**.

Our domestic segment recorded a growth of **1.1%** as indicated in the domestic bed nights' figure that closed at **3.67 million** bed nights compared to **3.64 million** in 2016/17.

Tourism receipts for the period under review posted a **9.9%** growth at Kshs 117.6 **Billion**, up from **KShs107 Billion** recorded in 2016/17

Purpose of travel

Leisure

Holiday leisure remains the major reason for travel into Kenya during the period accounting for **73.6%** of the total arrivals. In absolute numbers, holiday arrivals increased by **15.2%** to record **714,617** visitors compared to **620,401** in 2016/17.

MICE

Business and Conference contributed **12.1%** of the total arrivals in the period. This segment however recorded a **17%** decline with **117,971** arrivals compared to the same period in financial year 2016/17 that posted **142,211** visitors.

We are optimistic that this sector will recover considering a number of impending number of events to be hosted in the country in the next financial year. These include the SKAL World Congress to be held in Mombasa on October (17th – 21st), Blue Economy Summit which will be held in November (26th – 28th) and is expected to attract between 5000- 6000 delegate.

Visiting Friends and Relatives (VFR) contributed **7.7%** of the arrivals in the period, and other purposes- sport, study, medical, transiting, volunteerism contributed **6.6%** of the total arrivals.

Market Performance

US Market was the best performing with **110,510** arrivals contributing **11.4%** of the total. This is a growth of **1.6%** as compared to **108,780** arrivals in 2016/17.

UK was the second market with **102,535** arrivals accounting for **10.6%** of the total market share, this however was a reduction of **1.7%** as compared to **104,276** arrivals in 2016/17.

Uganda was the 3rd top source market with **82,331** arrivals, an equivalent of **8.5%** market share. This was an impressive growth of **62.1%** as compared to **50,789** in the 2016/17 financial period.

India was the fourth market with **54,812** arrivals which translates to **5.6%**, this is a decline in growth by **10%** as compared to **60,872** arrivals in 2016/17.

Germany closed the top five source markets with **52,144** arrivals which is **5.4%** market share of the total arrivals in 2017/18, this is a growth of **16.2%** as compared to **44,874** arrivals in 2016/17 financial period

The performance of the top 20 source markets is summarized in the table below;

Source Market	July - June 17/18	July - June 16/17	2017/18 % Share	2017/18 vs 2016/17 % Change
US	110,510	108,780	11.4%	1.6
UK	102,535	104,276	10.6%	-1.7
Uganda	82,331	50,789	8.5%	62.1
India	54,812	60,872	5.6%	-10.0
Germany	52,144	44,874	5.4%	16.2
China	50,671	52,274	5.2%	-3.1
Italy	49,733	38,637	5.1%	28.7
South Africa	36,037	39,964	3.7%	-9.8
France	26,802	21,256	2.8%	26.1
Tanzania	21,597	21,470	2.2%	0.6
Canada	20,988	20,901	2.2%	0.4
Netherlands	18,847	17,744	1.9%	6.2
Ethiopia	18,557	16,554	1.9%	12.1
Australia	17,729	17,420	1.8%	1.8
Spain	14,926	11,925	1.5%	25.2
Nigeria	14,669	17,450	1.5%	-15.9
UAE	13,769	11,470	1.4%	20.0
Poland	12,961	10,125	1.3%	28.0
Rwanda	12,416	12,271	1.3%	1.2
Sweden	11,756	11,523	1.2%	2.0