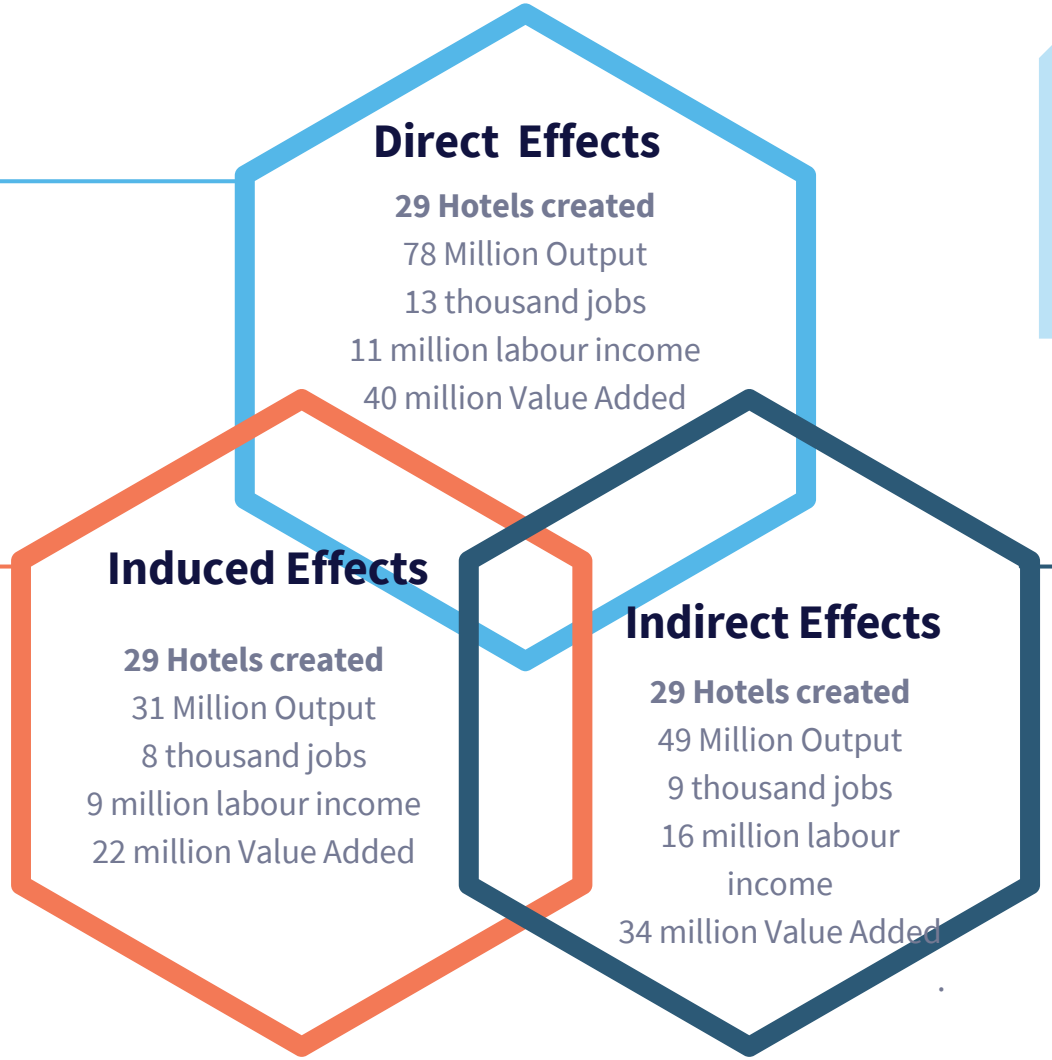
IMPACT OF THE HOTEL SECTOR EXPENDITURE ON THE ECONOMY IN KENYA:

AN ANALYSIS OF SELECTED HOTELS IN 2019

The hotel is a major sector contributing USD 700 million in GDP in Kenya.

Direct effect includes all projected revenues that will be generated from consumers at the hotel.

Induced effect refers to economic effects generated when employees (full-time and temporary) and suppliers re-spend their wages on local consumer purchases.



Total Impact

29 Hotels created
157 Million Output
30 thousand jobs
35 million labour income
95 million Value Added

Indirect effect includes all jobs and income generated by businesses that supply goods and services to the hotel.

Most of the 30 thousand jobs created by the hotels, fall under hotels, trade and restaurants.