Global Tourism Resilience
& Crisis Management Centre (GTRCMC)
Eastern Africa

Impact of Gen Z demonstrations on tourism in Kenya

Short-Term Impact

- **Decreased Tourist Arrivals:** Immediate drop due to safety concerns.
- **Revenue Loss:** Businesses suffer from cancellations and reduced spending.
- **Operational Disruptions:** Transport issues complicate logistics.
- **Negative Media Coverage:** Unfavorable portrayal affects perception briefly.
- **Employment Impact:** Short-term layoffs or reduced hours.

Long-Term Impact

- **Reputation Damage:** Persistent unrest harms Kenya's stable image.
- **Investment Delays:** Uncertainty postpones tourism infrastructure growth.
- **Market Shifts:** Tourists may prefer safer destinations long-term.
- **Community Effects:** Low visitor numbers affect local economies.
- **Policy Adjustments:** Governance may need security and sustainability reforms.

NB: Tourist circuits across the country remain safe

Contact for real-time guidance: KTF – Safety and Communication Centre,
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Tourist Police Unit: 999 / 112 / 911

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