



*Activities since WS III:  
(Nov. 2009 – June 2010)  
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## Inbound Tourism Statistics

- Inbound tourism statistics by air & sea normally undertaken by KTB
- Inbound tourism expenditure survey conducted in November 2009 ( Under TSA project)
- Key Entry/Exit Points (about 90% int. arrivals)
  - 1) Jomo Kenyatta International Airport
  - 2) Moi International Airport
  - 3) Namanga (Kenya-Uganda)
  - 4) Busia (Kenya-Uganda)
  - 5) Malaba ((Kenya-Uganda)
  - 6) Isebania (Kenya-Tanzania)
  - 7) Lunga Lunga (Kenya-Tanzania)
  - 8) Taveta ((Kenya-Tanzania)

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## Inbound Tourism Statistics (contd)



- Sampling – 5,680 respondents interviewed
- Each point of entry was allocated a share equal to their contribution to the overall total, making them the strata for data collection.
- Questionnaire - demographics, country of residence, length of stay, expenditure disaggregated into- hotels, restaurants, transport, etc.

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## Outbound Tourism Statistics



- Outbound Tourism Expenditure Survey conducted in November 2009
- Entry/Exit Points ( as in Inbound Tourism)
- Sampling
- 3,484 respondents interviewed
- Questionnaire – countries visited, main purpose of visit, expenditure by item

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## Domestic Tourism Statistics



- Domestic tourism is significant in Kenya estimated at 30%.
- Inadequate indicators on domestic tourism (only hotel bednights used as indicator)
- Conducted a domestic tourism survey in June 2010
- Sampling – 13,390 Households; informed by the National Population and Housing Census of 1999
- Questionnaire – demographics, main purpose of visit, expenditure, LSM, etc

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## Tourism Supply Data



- Survey of tourism enterprises regulated under the Tourist Industry Licensing Act (TILA cap 381)
- These include tour operators, travel agencies, water sport operators, balloon safari operators, Boat excursions and cultural centres.
- 1300 enterprises visited, 630 responded.

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## Tourism Supply Data (contd)



- Information captured included:
  - Wage employment
  - Income from goods and services, rents, commissions, etc
  - Expenditure (personal emoluments, interest paid, taxes, depreciation, etc)
- Gross fixed capital formation

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## Tourism Supply Data (contd)



- Inventory of tourism establishments in the country done in 4 out of 8 provinces.
- Though the main objective is to assist in regulation of the industry it will provide the population of tourism businesses for statistical purposes.
- Basic info relating facilities and services, no. of employees, etc

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## Tourism Supply Data (contd)



- Survey of villas and cottages by the KNBS
- Little is understood about these types of accommodation facilities
- Most of them not yet captured by the KRA, CTDLT and the Min. of Tourism.

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## Conclusion



- **Challenges:**
  - Low response rates in business surveys
  - Same-day visitor statistics
  - Separation of immigration statistics and tourists.

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THANK YOU !

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