The air transport sector makes a major contribution to Kenya’s economy

There are different ways of measuring air transport’s impact on an economy. We look at three: the jobs and spending generated by airlines and their supply chain, the flows of trade, tourism and investment resulting from users of all airlines serving the country, and the city pair connections that make these flows possible. All provide a different but illuminating perspective on the importance of air transport.

The air transport sector supports...

Airlines, airport operators, airport on-site enterprises (restaurants and retail), aircraft manufacturers, and air navigation service providers employ 15,000 people in Kenya. In addition, by buying goods and services from local suppliers the sector supported another 96,000 jobs. On top of this, the sector is estimated to support a further 43,000 jobs through the wages it pays its employees, some or all of which are subsequently spent on consumer goods and services. Foreign tourists arriving by air to Kenya, who spend their money in the local economy, are estimated to support an additional 257,000 jobs. In total 410,000 jobs are supported by air transport and tourists arriving by air.

...and spending

The air transport industry, including airlines and its supply chain, are estimated to support US $1.6 billion of GDP in Kenya. Spending by foreign tourists supports a further US $1.6 billion of the country’s GDP, totaling to US $3.2 billion. In total, 4.6 percent of the country’s GDP is supported by inputs to the air transport sector and foreign tourists arriving by air.

For forecasts of the industry’s GDP and jobs contribution over the next 20 years see page 4
Air transport facilitates flows of goods, investment and people

The most important benefits from air transport go to passengers and shippers and the spillover impacts on their businesses. The value to passengers, shippers and the economy can be seen from the spending of foreign tourists and the value of exports (though note these figures include all modes of transport). A key economic flow, stimulated by good air transport connections, is foreign direct investment, creating productive assets that will generate a long-term flow of GDP.

**Top five international tourist arrivals (all modes of transport) by region of residence**

1. Europe
2. Africa
3. Americas
4. East Asia and the Pacific
5. Other

**Top five busiest direct flights arrivals**

1. Tanzania, United Republic of
2. Uganda
3. United Arab Emirates
4. Ethiopia
5. South Africa

**Top five busiest air cargo routes**

1. Netherlands
2. United Arab Emirates
3. Turkey
4. United Kingdom
5. Saudi Arabia

**Annual passenger flows by region (origin-destination, '000s)**

Africa is the largest market for passenger flows to and from Kenya, followed by Europe and Asia-Pacific. 3.1 million passengers arrived to Kenya from Africa (70.4 percent of total), 585 thousand passengers arrived from Europe (13.1 percent of the total) and 284 thousand passengers arrived from Asia-Pacific (6.4 percent).

Note: Data relate to all modes of transport. Foreign direct investment (FDI) figure represents cumulative inward stock at the end of 2017.
Source: UNWTO, UNCTAD and World Bank

Source: UNWTO and IATA

Source: IATA Direct Data Solutions
Air transport connects Kenya to cities around the world

Air transport generates benefits to consumers and the wider economy by providing speedy connections between cities. These virtual bridges in the air enable the economic flows of goods, investments, people and ideas that are the fundamental drivers of economic growth.

Map of Kenya’s air connectivity, by its largest markets (segment basis) 4

IATA’s measure of how well a country is connected to economically important cities around the world is shown above. The map shows Kenya’s connectivity at a regional level and how it has evolved. Kenya’s connections to the Middle East have grown the fastest over the last five years.

Number of international city pairs direct service in the top ten countries by passenger numbers in the world

1 United States
2 People’s Republic of China
3 Japan
4 United Kingdom
5 India
6 Indonesia
7 Spain
8 Germany
9 Brazil
10 France

Source: IATA, Aviation Benefits Beyond Borders 2018 report

*The air connectivity scores reported are total destination weighted seats per 1000 people. IATA developed the Air Connectivity Indicator calculated based on the total route capacity (in terms of seats available) weighted by the destination airport’s relative capacity (calculated as the ratio of seats available at that airport relative to the capacity at the airport with most available seats) divided by the population size of the country with a 0.15% of connectivity threshold in 2013.*
Ease of travel, cost competitiveness, and trade facilitation are vitally important

If air transport’s unique contribution is the bridges it creates between cities, then the flows of goods, people, investment and ideas that stimulate economic development must flow unimpeded to maximise their contribution to consumers and the wider economy. Here we measure how freely goods and people flow across borders.

Passenger facilitation and cost competitiveness

Kenya’s passenger facilitation (3.1/10) scores slightly above the African average (3/10). On the World Economic Forum’s Travel & Tourism Competitiveness Index, the country ranks 12th for visa openness and 93rd out of 136 countries for cost competitiveness. In all these scores and ranks, higher is better.

Measures of air cargo trade facilitation

Kenya’s facilitation of air cargo through its customs’ and borders’ regulations ranks 69th out of 124 countries in terms of the Air Trade Facilitation Index (ATFI) and 46th out of 135 countries in terms of the eFreight Friendliness Index (EFFI) globally. The Enabling Trade Index (ETI) ranks Kenya 77th out of 136 countries globally for the facilitation of the free flow of goods over borders and to its destination.

Forecast scenarios for passenger traffic, jobs and GDP footprint

Air transport market in Kenya is forecast under the “current trends” scenario to grow by 249% in the next 20 years. This would result in an additional 11.8 billion passenger journeys by 2037. If met, this increased demand would support approximately US $11.3 billion of GDP and almost 859,000 jobs.

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