AMBOSELI TRUST FOR ELEPHANTS

AMBOSELI ECOSYSTEM TRUST

ECONOMIC IMPACT OF WILDLIFE CONSERVATION IN THE AMBOSELI ECOSYSTEM

2022 - 2023



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Prepared by
Wild Communications

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EXECUTIVE SUMMARY

The Amboseli Ecosystem is a cornerstone of Kenya's biodiversity and cultural heritage, playing a crucial role in supporting wildlife conservation, local livelihoods, and sustainable economic development. This report presents an in-depth analysis of the ecosystem's socio-economic contributions from **July 1, 2022, to June 30, 2023**, highlighting the significant interplay between conservation and community well-being.



This analysis is based on data collected from 23 respondents out of 42 approached, representing a 54% response rate.

Key findings include:

- **Employment:** Conservation and related activities provided employment to over 1,500 full-time staff, of whom 1,073 are members of the Maasai community, along with 219 part-time staff and an average of 742 casual workers per month. Monthly salaries exceeding Ksh 68 million reinforce the ecosystem's role as a major economic driver.
- **Education:** Investments in education supported 127 teachers and provided 1,723 scholarships for primary, secondary, and tertiary students. Over Ksh 72 million was allocated to scholarships, enhancing access to quality education for local communities.
- **Compensation:** Efforts to address human-wildlife coexistence solution resulted in Ksh 54 million paid in compensation for losses related to predator attacks and other wildlife-related incidents, providing crucial support to affected families.
- **Tourism:** The ecosystem welcomed over 84,000 guests, excluding visitors to the park, maintaining an average occupancy rate of 51.7%, generating revenue of Ksh 340 million from bed night fees and land leases, and contributing an additional Ksh 328 million in gate fees.
- **Community Support:** Stakeholders invested Ksh 272 million in initiatives such as healthcare, drought relief, and livelihood programmes, while an additional Ksh 148 million was allocated for community support projects, improving the well-being and resilience of local communities.
- **Procurement and Taxes:** Over Ksh 397 million was spent on goods and services procured from local businesses, and stakeholders contributed Ksh 627 million in taxes, reinforcing Amboseli's economic impact on the region.

A WORD OF THANKS

from the Amboseli Ecosystem Trust

Amboseli Ecosystem Trust is proud to present the findings of the 2023 Amboseli Ecosystem Economic Benefit Survey, building on the inaugural 2018 survey. This initiative highlights our commitment to understanding the vital contributions of conservation and tourism to the development and livelihoods of the local community within Amboseli.

We extend our deepest appreciation to all who contributed to this crucial survey, which informs the progress in conservation and tourism, supporting the national economy and local livelihoods. Special thanks to our partners, the Amboseli Trust for Elephants, for their outstanding coordination and generous financing of this process.

We also acknowledge Wild Communications, the consultant whose professionalism ensured thorough data collection, analysis, and presentation—forming the backbone of this report.

To the respondents, including tourism facilities in the Amboseli Ecosystem and our conservation partners, we are profoundly grateful for your openness and cooperation. Your insights and sharing of sensitive data on revenue, job creation, scholarships, community projects, and education support have highlighted the tangible benefits of tourism to local communities and your essential role in the ecosystem's economy.

This year's report builds on the foundation laid in 2018, reaffirming our commitment to tracking economic trends every five years. By consistently capturing and analyzing this data, we aim to inform policies and interventions that enhance sustainable tourism and improve the welfare of Amboseli communities.

We hope the findings of this year's report inspire greater participation in the future, helping us deepen our understanding of the ecosystem's economy. This will guide our collective efforts toward a sustainable future for conservation and tourism, prioritizing the well-being of local communities.

Thank you to everyone who contributed to this significant endeavor. Your dedication makes a lasting difference.

Sincerely,



Jackson Mwato
Executive Director

ACKNOWLEDGMENTS

from Dr. Cynthia Moss, Amboseli Trust for Elephants

On behalf of the Amboseli Trust for Elephants, I would like to extend our deepest gratitude to all those who contributed to the completion of this Economic Impact Report.

We are especially thankful to all the participants who shared their data for this survey. We recognize that financial data is often sensitive for businesses and organizations, yet your willingness to contribute reflects a shared vision for the long-term protection of the Amboseli region. Your trust in this process plays a critical role in justifying the continued conservation of this extraordinary landscape, one that we all treasure.

We also wish to express our sincere appreciation to our partners at the Amboseli Ecosystem Trust for their collaboration on this important survey. Their logistical support during the survey process, as well as dedication to ensuring the dissemination of the findings to the Amboseli community, is invaluable.

As we look ahead, this survey will be conducted every five years, and we hope that in future rounds, even more stakeholders—from NGOs and research institutes to tourist facilities, community projects, and other businesses—will join us in this important effort. Collectively, we can ensure that Amboseli remains a place where both people and wildlife thrive, with human development always mindful of conservation.

We are deeply committed to this cause, and we are grateful to our team and our consultant, Wild Communications, for their exceptional work in carrying out this survey and producing a report that will have a meaningful conservation impact.

Thank you once again to all who contributed, and to everyone who continues to work toward safeguarding the Amboseli region for future generations.

Sincerely,



Dr. Cynthia Moss
Director, Amboseli Trust for Elephants



OBJECTIVES

This report analyses the socio-economic contributions of the wildlife of the Amboseli Ecosystem from July 1, 2022, to June 30, 2023. It aims to:

- **Highlight economic contributions of wildlife** by showcasing the impact of conservation, tourism, and related activities on employment, education, and local procurement.
- **Assess community benefits**, including healthcare, compensation and livelihood initiatives that support human-wildlife coexistence.
- **Inform policy and investment decisions** by equipping decision-makers and stakeholders with actionable insights to support conservation and development goals.
- **Emphasise data-driven conservation**, encouraging informed decision-making and continued stakeholder engagement.
- **Track progress against past metrics**, comparing findings with historical figures to identify achievements, challenges, and areas for improvement.



METHODOLOGY

The data in this report was collected from a diverse group of stakeholders within the Amboseli Ecosystem between July 1, 2022, and June 30, 2023.

Participants included conservation organizations, tourism operators, community groups, and private entities, ensuring a comprehensive understanding of the ecosystem's socio-economic contributions.

A structured questionnaire captured key metrics such as employment, education, compensation for human-wildlife conflict, tourism, procurement, and tax contributions. A total of 23 stakeholders, out of 42 approached for the survey, provided data on financial contributions, in-kind support, and their engagement with local communities and conservation initiatives.

To maintain participant confidentiality the raw data was exclusively handled by an external consultant, and individual respondents were anoymised. The consultant performed all the necessary data cleaning and standardisation to compile the data presented in this report, including the comparative analysis with the 2018 survey.



DATA COLLECTION ZONE

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KAJIADO
MAKUENI
KAMBU
KENYA
TANZANIA
Namanga
Eselengei
Nasaru Olosha
Olgulului
Mbirikani
Amboseli National Park
Chyulu Hills National Park
Kimana
Kuku
Rombo
MOUNT KILIMANJARO
Benefits Report 2023 Area Covered
National Parks
0 12.5 25 50 KM



KEY FINDINGS - EMPLOYMENT

Wildlife remains a key driver for job creation in the Amboseli Ecosystem, offering stable employment across various sectors. The data highlights a strong emphasis on community integration, with a significant portion of staff drawn from the local Maasai community. The salary distribution underscores the ecosystem's vital economic role, ensuring steady income for households and reinforcing the link between conservation and livelihoods. The reliance on casual labour also reflects the seasonal nature of conservation and tourism activities, pointing to the need for sustainable strategies to provide long-term job security.

1,520

Full-Time Staff Members

70.6% of whom are members of the Maasai Community

Earning a total monthly salary of

Ksh 58,219,120

219

Part-Time Staff Members

56.6% of whom are members of the Maasai Community

Earning a total monthly salary of

Ksh 2,033,435

742

Casual Employees

hired per month

With monthly wages averaging

Ksh 6,791,139



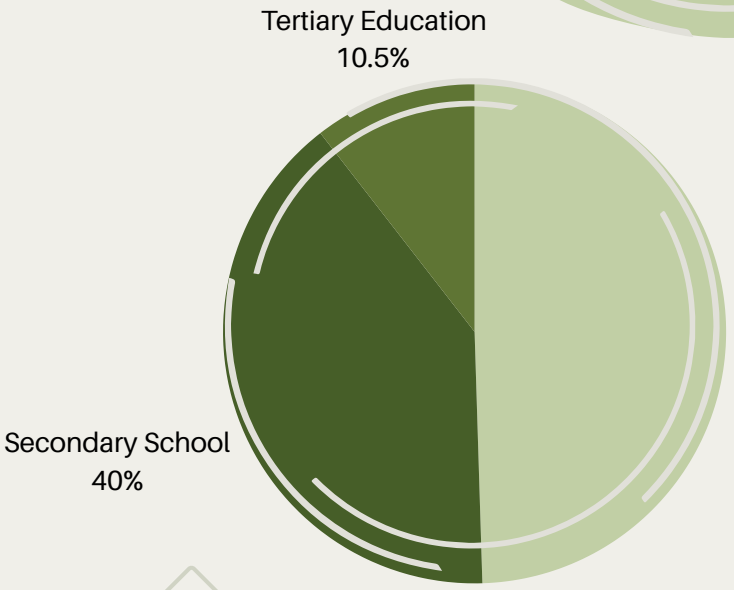
KEY FINDINGS - EDUCATION

Education remains a cornerstone of community development within the landscape. Significant investments in teacher support and scholarships reflect a commitment to building local capacity and empowering the next generation. The figures highlight the tangible impact on families and communities, ensuring that education remains a key pillar of conservation in Amboseli.

Education funding extended to 1,723 students across primary, secondary, and tertiary levels:

The total value of scholarships provided was

Ksh 72,209,625



Ksh 33,141,274 paid to support **127** teacher's salaries



KEY FINDINGS - COMPENSATION

Efforts to promote harmonious coexistence between humans and wildlife remain a key priority in the Amboseli Ecosystem. However, interactions with wildlife can sometimes lead to losses for local communities. While conservation organisations and eco-tourism operators play a role in mitigating these challenges, only 6 out of 23 respondents currently provide financial compensation to affected community members.

The total compensation paid to affected communities for wildlife related loss

Ksh 54,465,100

Types of Community Compensation for Wildlife Losses

- **Predator Compensation**
- **Loss of livestock to elephants**
- **Loss or injury to a person**
- **Medication for livestock injured by lions**



KEY FINDINGS - TOURISM

Tourism plays a vital role in Amboseli's economic framework, offering direct financial benefits to both conservation efforts and local communities. With thousands of guests hosted annually, tourism revenue contributes significantly to land leases, bed night fees, and conservancy management, ensuring the sustainability of the ecosystem.

TOTAL GUESTS HOSTED	AVERAGE OCCUPANCY RATE	TOTAL BED NIGHT CAPACITY	TOTAL CONSERVANCY GATE FEES
84,783	51.7%	2,582	Ksh 328.5 million

ECOSYSTEM SERVICES

Out of the 23 respondents, 12 provide payments for ecosystem services, offering critical financial support to communities in recognition of their role in conservation through land leases, bed night fees, and other contributions.

TOTAL LAND COVERED	TOTAL PAYMENT VALUE	NATURE OF PAYMENTS	BENEFICIARIES
3,488.79 km2	Ksh 340.7 million	Land lease Bed night fee Conservancy Fees	County Government Private Landowners



PROCUREMENT AND FISCAL CONTRIBUTIONS

Procurement and tax contributions play a crucial role in sustaining the Amboseli Ecosystem's economy by driving local business growth and supporting government revenues. Over the reporting period, significant investments were made in procuring goods and services from businesses within Amboseli and Kajiado County, stimulating the local economy. Additionally, substantial tax payments to the Kenya Revenue Authority highlight the ecosystem's contribution to national development and public services.

Ksh 396,904,202

Total amount spent for all goods procured from local businesses

Ksh 627,378,995

Total taxes paid



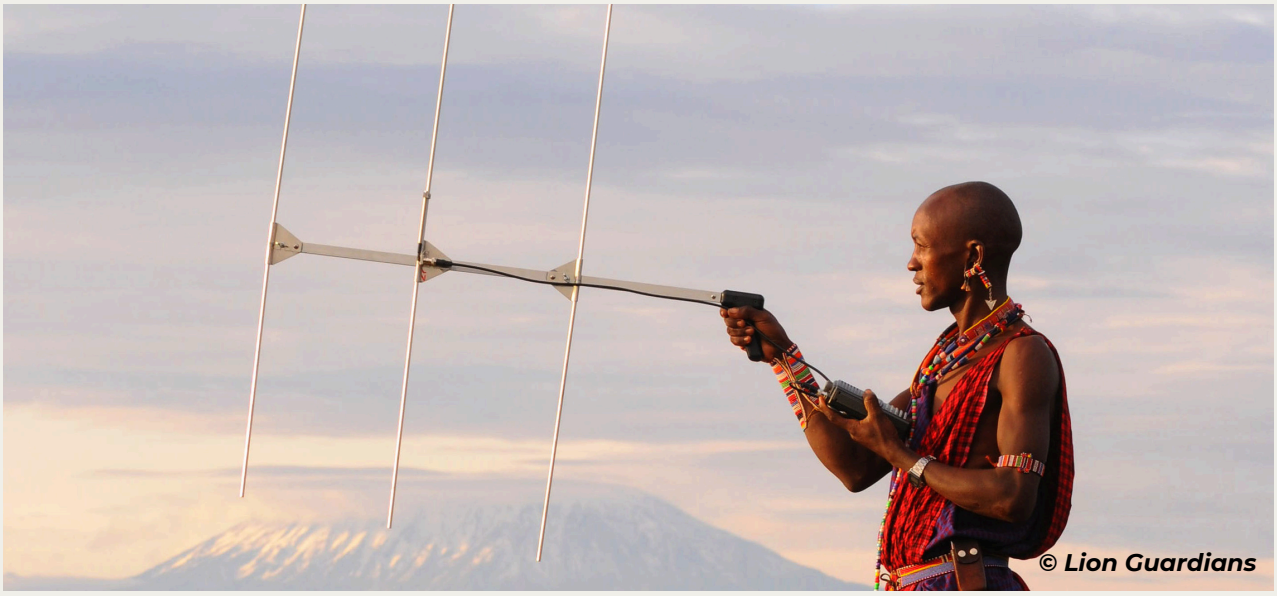
FINANCIAL AND IN-KIND CONTRIBUTIONS TO AMBOSELI

Conservation efforts in the Amboseli Ecosystem go beyond protecting wildlife—they actively support local communities through financial contributions and essential services. Out of 23 respondents, 19 organisations reported providing additional support, ranging from education and healthcare to infrastructure development and conservation initiatives.

Types of Contributions

Education	School fundraisings, scholarships, mentorship programs, digital learning systems
Healthcare	Medical camps, provision of sanitary pads, free clinics, transport to hospitals
Infrastructure	Borehole projects, solar lighting, facility construction, communication systems
Conservation	Ranger salaries and welfare, wildlife monitoring, tree planting, habitat restoration
Livelihood Support	Beekeeping, seed banks, grass banks, milk retailing, community facilitation allowance
Food Security	School feeding programs, drought relief feeding, livestock feeding programs
Community Welfare	Funeral support, transport assistance, security support

TOTAL ADDITIONAL CONTRIBUTION TO THE ECOSYSTEM	ADDITIONAL FINANCIAL CONTRIBUTIONS TO LOCAL COMMUNITIES	REVENUE GENERATED BY CULTURAL BOMA VISITS
Ksh 271.7 million	Ksh 148.3 million	Ksh 22.3 million



TRACKING GROWTH: COMPARING 2018 AND 2023 METRICS

Total Annual Economic Value of Conservation, Eco-Tourism, and Research in the Amboseli Ecosystem: In 2023, the total value reached Ksh 2.36 billion, a 74% increase from Ksh1.36 billion in 2018.

Since the last survey in 2018, the Amboseli Ecosystem has continued to evolve, with notable improvements across multiple socio-economic and conservation indicators. The following section presents a direct comparison of key areas, highlighting both progress and ongoing challenges.

Employment Growth

- Full-time employment **increased by 27%,** from 1,194 in 2018 to 1,520 in 2023, with Maasai community members still making up a large share.
- Total monthly salaries **grew by 60%**, from Ksh 36.8M to Ksh 59.2M.
- Part-time employment **increased by 30%**, with wages **rising by 68%** to Ksh 2.03M.
- Casual employment **surged by 280%**, with wages growing from Ksh 1.9M to Ksh 6.79M.

Education Investments

- Teachers supported **increased from 110 to 127**, with salary contributions **rising by 36%.**
- Scholarships **grew nearly fivefold**, from 351 in 2018 to 1,723 in 2023, with total funding increasing to Ksh 72.2M.

Compensation & Ecosystem Payments

- Compensation for wildlife-related losses **more than doubled**, from Ksh 25.6M to Ksh 54.4M.
- Land use payments grew **from Ksh 158M for 1,545 km²** to **Ksh 340.7M for 3,488 km²**, benefiting local landowners.



TRACKING GROWTH: CONTINUED

Tourism & Economic Contributions

- Visitor numbers **increased by 72%**, from 49,286 in 2018 to 84,783 in 2023.
- Conservancy gate fee revenue **grew fivefold**, from Ksh 61.4M to Ksh 328.5M.
- Cultural tourism impact **doubled**, with boma visit value rising to Ksh 22.3M.

Local Investment & Taxation

- Procurement from local businesses **surged by 267%**, from Ksh 108.1M to Ksh 396.9M.
- Tax contributions **more than tripled**, from Ksh 197.1M to Ksh 627.4M, underscoring Amboseli's growing economic footprint.

Conclusion: A Stronger and More Resilient Amboseli

The data highlights remarkable progress in employment, education, conservation funding, and economic reinvestment over the past five years.

While challenges such as market volatility and the rising costs of conservation remain, Amboseli has demonstrated resilience and adaptability. Continued investment, strategic partnerships, and data-driven policies will be key to sustaining this momentum and ensuring that conservation continues to benefit both the landscape and its communities.

THANK YOU!

We extend our sincere gratitude to the 23 respondents who contributed to this report, representing key sectors such as tourism, research, conservation, and community outreach. Their insights and data were invaluable in capturing the economic and social impact of the Amboseli Ecosystem. We acknowledge their dedication to conservation and community development, and we appreciate their commitment to sharing this information.


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