

Booking in Kenya

Market Direction | 2023-09-04 | 13 pages | Euromonitor

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Report description:

The war in Ukraine has had a detrimental impact on the travel industry in Kenya, including the booking sector. The conflict has resulted in an overall increase in travel costs, making it more expensive for individuals to explore various destinations within the country. The surge in fuel and food prices has contributed to a higher cost of living for the local population, affecting their ability to save for domestic holidays. Additionally, the escalated costs of air travel have prompted some inter...

Euromonitor International's Booking in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Booking Offline, Booking Online, Business Travel, Direct Suppliers, Leisure Travel, Travel Intermediaries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Booking market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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BOOKING IN KENYA

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Rapid growth of mobile sales driven by smartphone adoption and enhanced mobile services

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