

Tourism Flows in Kenya

Market Direction | 2023-09-04 | 24 pages | Euromonitor

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Report description:

In 2023, Kenya's tourism industry is poised to experience a resurgence with the reopening of China to international travel. This presents a promising opportunity for growth, as Chinese visitors have the potential to significantly contribute to the sector's recovery following the impact of the COVID-19 pandemic.

Euromonitor International's Tourism Flows 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: Domestic Tourism, Inbound Arrivals, Outbound Departures.

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

Why buy this report?

- * Get a detailed picture of the Tourism Flows 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.

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Euromonitor International
September 2023

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