



Lodging (Destination) in Kenya

December 2025

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Lodging (Destination) in Kenya - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Lodging sales rise as tourism thrives, domestic travel expands and online booking becomes mainstream
Sarova leads in value share while Airbnb is the most dynamic player as short-term rentals accelerate

PROSPECTS AND OPPORTUNITIES

Lodging sales expected to rise, supported by expanding visitor flows and a broader, more diversified accommodation base
Growth beyond 2025 shaped by digitalisation, MICE demand, urbanisation and sustainability strategies

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