

Booking in Kenya

September 2024

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Booking in Kenya - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mobile and online channel drives travel bookings as consumers seek convenience Domestic travel thrives amid political and economic shifts

PROSPECTS AND OPPORTUNITIES

Personalised and flexible travel packages to drive growth in the travel industry Increased focus on domestic travel packages set to drive category growth

CATEGORY DATA

Table 1 - Booking Sales: Value 2019-2024

Table 2 - Business Travel Sales: Value 2019-2024

Table 3 - Leisure Travel Sales: Value 2019-2024

Table 4 - Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 5 - Forecast Booking Sales: Value 2024-2029

Table 6 - Forecast Business Travel Sales: Value 2024-2029
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Travel in Kenya - Industry Overview

EXECUTIVE SUMMARY

Travel in 2024
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Hotels: Key trends
Booking: Key trends
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Table 9 - Surface Travel Modes Online Sales: Value 2019-2024

Table 10 - Forecast Surface Travel Modes Sales: Value 2024-2029

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Table 12 - In-Destination Spending: Value 2019-2024

Table 13 - Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

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