



Euromonitor  
International

# Booking in Kenya

December 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Booking value rises as digital platforms, tourism promotion and improved accessibility strengthen purchase activity  
Gametrackers leads the market and is the most dynamic performer as niche safaris and remote-access products gain momentum

### PROSPECTS AND OPPORTUNITIES

Booking sales expected to rise as digital adoption accelerates, tourism demand expands and cashless travel ecosystems strengthen  
Growth driven by digital partnerships, localised package development and stronger online visibility

### CATEGORY DATA

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## Travel in Kenya - Industry Overview

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### DISCLAIMER

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