



Booking in Kenya

December 2025

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Booking in Kenya - Category analysis

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

Table 1 - Booking Sales: Value 2020-2025

Table 2 - Business Travel Sales: Value 2020-2025

Table 3 - Leisure Travel Sales: Value 2020-2025

Table 4 - Travel Intermediaries NBO Company Shares: % Value 2020-2025

Table 5 - Forecast Booking Sales: Value 2025-2030

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Travel in Kenya - Industry Overview

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Travel in 2025: The Big Picture

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

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MARKET DATA

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Table 11 - Forecast Surface Travel Modes Online Sales: Value 2025-2030

Table 12 - In-Destination Spending: Value 2020-2025

Table 13 - Forecast In-Destination Spending: Value 2025-2030

DISCLAIMER

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