



Tourism Flows in Kenya

December 2025

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Tourism Flows in Kenya - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Inbound tourism continues to strengthen as visa reforms, connectivity and product diversification widen appeal

Outbound travel gains momentum as rising incomes, digitalisation and regional integration support cross-border demand

PROSPECTS AND OPPORTUNITIES

Inbound growth expected to advance as Kenya scales niche tourism, sustainability and digital-led destination discovery

Outbound travel set to expand, driven by regional mobility, lifestyle upgrades and demand for curated experiences

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DISCLAIMER

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