

Kenya Tourism Report Q3 2016

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Abstracts

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BMI View: Kenya is one of the most developed tourism markets in Africa, but its image has been tainted in recent years due to terror threats. The government and the country's tourism board are heavily investing in reviving the tourism industry, and international investors are taking note. Major international hotel brands are continuing to enter and expand in the Kenyan market, a signal of trust in the sector's revival.

Europe has traditionally been the key source market for Kenya; however, recently the Kenya Tourism Board (KTB) has been strengthening its efforts to promote the country to regional markets, as well as potential domestic travellers, in order to compensate for the lower number of arrivals from abroad. Direct flight links that are in the process of being established, such as to the US, could diversify source markets further. In addition, the hotel industry is still expanding despite the market being fairly saturated. Hotel industry investors are finding room for growth in the luxury accommodation sector, particularly in Nairobi's business district, as seen by recent expansions by major international chains. More low-cost chains are looking to expand outside of the capital, with Asian hotel chains showing particular interest.

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