

Kenya Tourism Report Q4 2015

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Abstracts

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BMI View: The Kenya tourism report looks at a range of key indicators in this well established, yet struggling, tourism destination. A decline in the security situation is impacting heavily on the tourism market, particularly along the coastline, and deterring potential investors and visitors alike. Although we expect to see a return to growth towards the end of the current forecast period, it will be some time before Kenya regains previous inbound tourism highs. In the meantime, the outbound tourism market offers more attractive growth prospects based on healthy domestic economic growth.

Kenya has long been established as a popular safari holiday destination and benefits from having diverse source markets including the United Kingdom, the Netherlands, the United Arab Emirates, India and South Africa. The country's tourism market has however been in decline for several years due to a rise in terrorist activity within the country, particularly the capital Nairobi and along the coast line. While inland safari destinations have suffered less of an impact, the previously popular beach holiday destinations are now on many 'unsafe' travel lists for governments worldwide. With arrivals on a downwards trend we expect to see an 8% decrease in arrivals in 2015, to around 1.2mn.

Contents

BMI Industry View

SWOT

Tourism

Political

Economic

Operational Risk

Industry Forecast

Inbound Tourism

Table: Inbound Tourism (Kenya 2012-2019)

Table: Inbound Tourism, Top 10 Markets By Arrivals, '000 (Kenya 2012-2019)

Outbound Tourism

Table: Outbound Tourism (Kenya 2012-2019)

Table: Outbound Tourism, Top 10 Countries By Departures, '000 (Kenya 2012-2019)

Travel

Table: Receipts for Transport and Travel (Kenya 2012-2019)

Table: Breakdown of Methods of Tourist Travel (Kenya 2012-2019)

Hotels

Table: Hotel Accommodation (Kenya 2012-2019)

Table: Hotels and Restaurants Industry Value (Kenya 2012-2019)

Industry Risk/Reward Ratings

Industry Risk/Reward Index

Table: Sub-Saharan Africa - Tourism Industry Risk/Reward Index

Tourism Risk/Reward Index

Security Risk

Market Overview

Competitive Landscape

Domestic Hotel Groups

International Hotel Groups

Global Industry Overview

Global Assumptions

Global Macro Outlook

Table: Global Forecasts, 2014-2019

Table: Global And Regional Real GDP Growth, 2014-2017 (% change y-o-y)

Developed States

Table: Developed States, Real GDP Growth Forecasts, 2014-2017

Emerging Markets

Table: Emerging Markets, Real GDP Growth Forecasts, 2014-2017

Table: BMI Versus Bloomberg Consensus Real GDP Growth Forecasts, 2015 And 2016 (%)

Demographic Forecast

Table: Population Headline Indicators (Kenya 1990-2025)

Table: Key Population Ratios (Kenya 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Kenya 1990-2025)

Table: Population By Age Group (Kenya 1990-2025)

Table: Population By Age Group % (Kenya 1990-2025)

Methodology

Industry Forecast Methodology

Risk/Reward Index Methodology

Table: Weighting Of Indicators

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