

Flows in Kenya

<https://marketpublishers.com/r/F53171AF11AEN.html>

Date: October 2017

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: F53171AF11AEN

Abstracts

During 2017, inbound arrivals recorded remarkable growth of 8% in terms of the number of trips as a result of the relatively stable political climate, and favourable economic and investment climate. Improved internal security in the country also increased the attraction of Kenya as a key tourist destination, both for business and leisure tourism.

Euromonitor International's Flows in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Domestic Trips, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Flows market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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SWOT

Summary 1 Destination Kenya: SWOT

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