

Online Travel Sales To Country Residents in Kenya

<https://marketpublishers.com/r/OB36DF59E49EN.html>

Date: February 2015

Pages: 9

Price: US\$ 900.00 (Single User License)

ID: OB36DF59E49EN

Abstracts

Online sales to country residents registered a positive performance in 2013, largely as a result of the growing economy and the increasing middle class in Kenya, with these consumers happy to spend money on travel for leisure purposes. Numerous players within the travel and tourism market in Kenya have switched to online marketing and are investing heavily in their digital presence. These companies are taking the advantage of faster internet speeds, increasing dominance of elect e-commerce and...

Euromonitor International's Online Travel Sales to Country Residents 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 2010-2014, 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 2019 illustrate how the market is set to change.

Product coverage: Airlines Online Sales to Country Residents, Car Rental Online Sales to Country Residents, Online Travel Agencies Sales to Country Residents, Other Online Sales to Country Residents, Other Transportation Online Sales to Country Residents, Tour Operators Websites Sales to Country Residents, Travel Accommodation Online Sales to Country Residents.

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

Why buy this report?

Get a detailed picture of the Online Travel Sales to Country Residents 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Headlines

Trends

Prospects

Category Data

Table 1 Online Travel Sales to Country Residents by Category: Value 2008-2013

Table 2 Forecast Online Travel Sales to Country Residents by Category: Value 2013-2018

Executive Summary

Kenya Turns To Other Regions As Terrorism-induced Travel Advisories Deter Tourists From the West

Taxation Slows Industry Growth

Industry Players Resort To Informal Mergers and Agreements

Local Entities Go Digital in An Effort To Boost Sales

Investors Continue To Be Optimistic About Kenya's Tourism Industry Despite Challenging Environment

SWOT

Summary 1 Kenya: SWOT

Demand Factors

Table 3 Leave Entitlement: Volume 2008-2013

Table 4 Holiday Takers by Age 2008-2013

Table 5 Seasonality of Trips: % Breakdown 2008-2013

Balance of Payments

Table 6 Balance of Tourism Payments: Value 2008-2013

Definitions

Sources

Summary 2 Research Sources

I would like to order

Product name: Online Travel Sales To Country Residents in Kenya

Product link: <https://marketpublishers.com/r/OB36DF59E49EN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/OB36DF59E49EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970