

# Tourism Flows Domestic in Kenya

<https://marketpublishers.com/r/TDC532A33B5EN.html>

Date: February 2015

Pages: 10

Price: US\$ 990.00 (Single User License)

ID: TDC532A33B5EN

## Abstracts

Domestic tourism in Kenya was heavily affected by electioneering events in early 2013. During such periods, Kenyans are normally apprehensive of any movement except in areas where one is perceived to be acceptable politically. However, the message during the campaign period was one of peace, with Kenyans seeking to avoid any repeat of the infamous post-election violence of 2008. Most of the first half of the year was spent spreading the peace message to Kenyans while regional partners remained...

Euromonitor International's Tourism Flows Domestic 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:** Domestic Tourism By Destination, Domestic Tourism Travel By Purpose Of Visit.

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

## Why buy this report?

Get a detailed picture of the Tourism Flows Domestic 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.

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Industry Players Resort To Informal Mergers and Agreements

Local Entities Go Digital in An Effort To Boost Sales

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