

Tourist Attractions in Kenya

<https://marketpublishers.com/r/T0039253BB8EN.html>

Date: February 2015

Pages: 10

Price: US\$ 990.00 (Single User License)

ID: T0039253BB8EN

Abstracts

Increased awareness of Kenya's historic sites has led to groups touring such places. For their part, the keepers of such sites have improved their care of these attractions following Kenya's devolved government system which requires counties to generate their own revenue. Schools and colleges as well as international visitors have led the way in making visits to such attractive sites. The Kenyan economy is growing, enabling middle class groups to increase their visits to such attractions in the...

Euromonitor International's Tourist Attractions 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: Tourist Attractions by Category, Tourist Attractions by Channel.

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

Why buy this report?

Get a detailed picture of the Tourist Attractions 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

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

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