

Travel Accommodation in Kenya

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Abstracts

The Kenyan hotel industry posted a mixed performance in 2013. The category saw slow growth, mainly due to the increasing threat of terrorist attacks in Nairobi. Following the Westgate Shopping Mall attack, travel advisories from leading Western countries (the UK and the US) hit the industry very hard. Local Kenyans, however, seemed to take advantage of the situation as they were responsible for 60% occupancy in December in the popular coastal towns of Mombasa, Malindi and Lamu. The prices of...

Euromonitor International's Travel Accommodation 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: Travel Accommodation by Category, Travel Accommodation 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 Travel Accommodation 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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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

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