

Travel and Tourism in Kenya

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Abstracts

Kenya's tourism industry was heavily affected by the ever present threat of terrorism throughout 2013. The number of traditional tourists from the West dwindled following repeated travel advisories against visiting the Kenyan coast, a popular destination for inbound tourists. New tourist source markets include Asian countries such as India and China. Kenya has also opened new commercial airline routes to some of these countries and eased visa requirements for their citizens. Additionally,...

Euromonitor International's Travel and Tourism 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: Car Rental, Demand Factors, Health and Wellness Tourism, Online Travel Sales to Country Residents, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

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 and Tourism 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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