

# Airlines in Kenya

September 2023

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## Airlines in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Kenya Airways renews two-year partnership with Magical Kenya

Low-cost carriers tap into increased demand for domestic travel to expand routes and boost sales

#### PROSPECTS AND OPPORTUNITIES

Reduced passenger bookings owing to raised ticket fees on account of increased oil prices

Kenya Airways targets corporate travel with its new flight routes connecting Ghana and Senegal

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