

Booking in Kenya

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline in bookings following the Russian invasion of Ukraine

Rapid growth of mobile sales driven by smartphone adoption and enhanced mobile services

PROSPECTS AND OPPORTUNITIES

Growth of online travel agents continues to be hindered by fraud

Despite growing popularity of online intermediaries, offline intermediaries still retain their role

CATEGORY DATA

Table 1 - Booking Sales: Value 2018-2023

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Table 4 - Travel Intermediaries NBO Company Shares: % Value 2018-2023

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Travel in Kenya - Industry Overview

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Table 13 - Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

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