



**Euromonitor
International**

Tourism Flows in Kenya

October 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Google partnership accelerates digital shift and boosts arrivals

Kenya Airways and TUI partnership broadens sustainable travel choices

Mobile-first domestic campaigns inspire young travellers to explore locally

Chart 1 Tourism Flows Spending by Category: Value 2026

WHAT'S NEXT?

Kenya tourism flows set for sustained and broad-based growth through to 2031

Tree-planting initiatives and eco-lodges to embed sustainability into visitor experience

AI-powered tools and fintech platforms set to personalise the travel journey

Chart 1 Forecast Tourism Flows Spending by Category: Value 2026-2031

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From wildlife monitoring to luxury campaigns, innovation takes many forms

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COUNTRY REPORTS DISCLAIMER

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