

# Booking in Kenya

September 2023

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## Booking in Kenya - Category analysis

### 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

Table 2 - Business Travel Sales: Value 2018-2023

Table 3 - Leisure Travel Sales: Value 2018-2023

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

Table 5 - Forecast Booking Sales: Value 2023-2028

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## Travel in Kenya - Industry Overview

### EXECUTIVE SUMMARY

Travel in 2023

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

### MARKET DATA

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Table 9 - Surface Travel Modes Online Sales: Value 2018-2023

Table 10 - Forecast Surface Travel Modes Sales: Value 2023-2028

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Table 12 - In-Destination Spending: Value 2018-2023

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

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Summary 1 - Research Sources

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